



2012 Tourism Satellite Account

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IHS Global

- **Premier** country intelligence, economic analysis & forecasting, and consulting organization globally
- Most **comprehensive** coverage of countries, regions, and industries available from any single source
- Common **analytical framework** and a consistent set of assumptions
- Broad range of **capabilities** include:
 - Strategic and Tactical Planning Tools
 - Market Risk Assessment
 - Tourism Forecasts
 - Tourism Economic Impact
 - Project Feasibility Studies
 - Performance Benchmarking
- IHS Global consistently has the **best track record** among commercial forecasters.
See <http://www.ihs.com/products/global-insight/accolades.aspx>



Travel and Tourism Expertise

- ***Visitation & Spending Forecasts*** –by category and by country, region, state, or U.S. city. Market size, growth, and share.
- ***Market Feasibility & Investment Facilitation*** market analysis & research, demand/supply review, policy evaluation, development cost analysis.
- ***Destination Impact & Concession Support*** economic impact of the construction and operations of individual facilities –resort, convention center, entertainment venue, event...
- ***Tourism Economic Impact & Tourism Satellite Accounting*** conforming to the UN/WTO standards. What does travel & tourism contribute in jobs, wages, spending, and taxes to a national or local economy?
- ***Tourism Policy Analysis*** travel & tourism policy evaluation and rationalization.



Tourism Satellite Accounting

- The **Tourism Satellite Account** is the international (UN/WTO, OECD) standard for measuring the contribution of tourism to an economy
- **Measuring the industry “tourism” is difficult:**
 - Tourism industry is not measured in standard economic accounting systems.
 - Most industries are accounted via the *supply-side*: firms are categorized into NAICS codes and asked about jobs, revenues, costs.
 - But tourism is a demand-side activity: the focus is on what the traveler buys before and during a trip.
As a result, tourism touches many industries.
- **4Cs: Credibility, Comprehensiveness, Comparability, Consistency**



The Distinct Value of the TSA

✓ ***Credibility***

- The TSA is the product of countless committees, conferences, papers and expert opinions.
- It defines tourism in measurements consistent with System of National Accounts (SNA) economic accounts.
- It has been ratified by the UN, OECD and Eurostat.

✓ ***Comprehensiveness***

- TSA includes a wider view of tourism demand to include second home activity, capital investment, outbound resident purchases, and government spending *-not just visitor spending*.
- TSA explicitly counts employment, sales, and GDP and allows (implicitly) for measurement of wages and taxes.
- System also provides a framework for indirect impact analysis.



The Distinct Value of the TSA

✓ *Comparability*

- Only the TSA provides measurements of tourism that are designed to be consistent with SNA.
- This facilitates inter-industry comparisons
- Facilitates inter-country/sub-national comparisons
- Enables share analysis (tourism is x% of GSP, wages, jobs)

✓ *Consistency*

- Measuring tourism using the same data sources and methodology year in and year out facilitates the analysis of tourism growth, promotional and public investment ROI, and economic development comparisons
- Changing research vendors or personnel should not result in a re-start



Benefits of a TSA

- ✓ **Are we spending enough on tourism promotion and infrastructure?** *Compares government support of the tourism sector with government revenue generated by tourism.*
- ✓ **Which are our best economic development targets and are candidate-requested concessions worth it?** *Allows policy-makers to compare the size & growth of tourism to other industrial sectors.*
- ✓ **What is the ROI of public tourism investment?** *Enables analysts to assess long-term health of the tourism sector vis-a-vis capital investment and govt. support.*
- ✓ **How can we benchmark ourselves against our destination competition?** *Provides an accepted international standard for benchmarking.*
- ✓ **How can we communicate the full value of tourism to policy makers, businesses, and citizens?** *Quantifies how other industries benefit from tourism.*



TSA and Tourism Economic Impact Client Examples

Tourism Satellite Account

- **SOUTH DAKOTA**
- North Dakota
- New Jersey
- Bahamas
- Delaware
- Maryland
- Israel
- Dubai
- Abu Dhabi
- Kansas
- Rhode Island
- Guam
- North Carolina
- Alaska
- South Carolina
- Virginia
- Utah

Economic Impact

- Idaho
- Pennsylvania
- Indiana

City Tourism Impact

- | | |
|------------------|----------------|
| • Washington, DC | • Tulsa |
| • NYC | • St. Louis |
| • Dallas | • Kansas City |
| • Boston | • Battle Creek |
| • Arlington, TX | • Durham, NC |
| • Sacramento | • Savannah |
| • Baltimore | • Pittsburgh |
| • Philadelphia | • Austin |
| • Orlando | • Indianapolis |
| • Camden & SNJ | • Omaha |



TSA: Definitions

- **Visitor:** GT 50 miles, non-commuting day trips, or all overnight stays
- **Person Stays:** stays times the number in the party
- **Resident Outbound Tourism:** Only outbound purchases made in advance of a trip are included. No resident usage of SD tourism assets.*

- **Tourism Expenditures:** A TSA concept, includes all spending by all constituents on travel made in the jurisdiction (SD), as well as all investment
- **Visitor Spending:** Spending in the jurisdiction by visitors (accommodations, food & beverage, shopping, transportation, entertainment, other)
- **Total Economic Impact:** “GDP” definition...spending less value of supply chain purchases made elsewhere. The amount truly retained in jurisdiction.
- **Import Leakages:** The value of supply chain purchases made outside of the jurisdiction.

- **Direct Spending/Jobs/Wages:** Industries that “touch” the visitor (e.g. hotels, restaurants, museums,...)
- **Indirect Spending/Jobs/Wages:** Industries that supply those that touch the visitor



T&T Industry and Economy

Travel & Tourism Industry

The direct effect of travel demand

Tourism Industry (Direct Effect)

Accommodation, Recreation, Catering, Entertainment, Transportation

Travel & Tourism Economy

The flow-through effect of travel demand across the economy

Tourism Economy (Indirect Effect)

Aircraft Manufacturing, Chemicals, Computers, Concrete, Financial Services, Foods and Beverages, Furniture and Fixtures, Iron/Steel, Laundry Services, Metal Products, Mining, Oil/Gas Suppliers, Plastics, Printing/Publishing, Rental Car Manufacturing, Resort Development, Sanitation Services, Security, Ship Building, Suppliers, Textiles, Utilities, Wholesalers, Wood

The TSA provides both a narrow & a broad understanding of the *Tourism "Industry"*



2012 Travel Year TSA Estimates



South Dakota Tourism: The View From Mt Rushmore

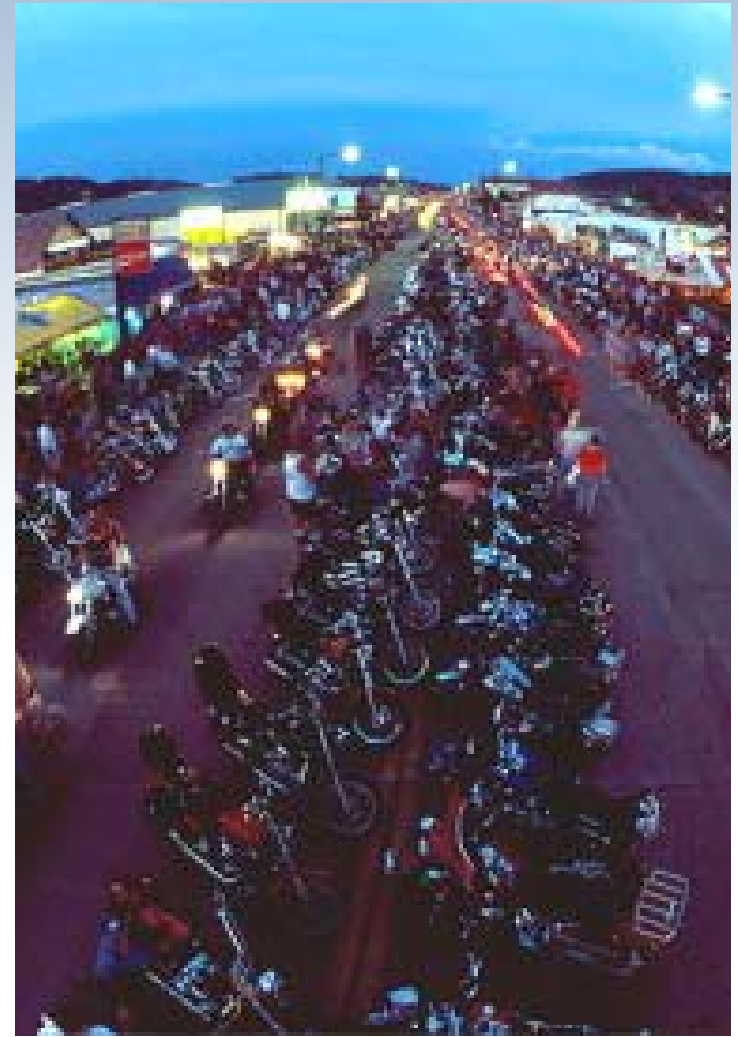
- ✓ **Tourism expenditures reached \$4.0B in 2012**
- ✓ **In '12, visitation grew by 3.4% and visitor spending increased by 3.9%**
- ✓ **Avg. spend-per-visitor was \$243 in '12**
- ✓ **1 of every 11 South Dakotan owes his/her job to tourism**
- ✓ **Tourism is responsible for 4.7% of total SD Gross State Product**
- ✓ **Tourism generated 19% of all state & local tax revenue in '12**





South Dakota Tourism: Did You Know?

- ✓ **Tourism's tax contribution reached \$878 per SD Household**
- ✓ **Tourism is the 3rd largest private industry in SD (based upon jobs)**
- ✓ **Avg. Annual Tourism Wages reached \$29,400 in '12**
- ✓ **Every 453 visitor/travelers creates a new job in SD**
- ✓ **In '12, SD's share of US total tourism jobs increased by 0.1% from '11**
- ✓ **In '11, SD's share of US total tourism output declined by 0.3% from '11**





Industry Structure – 2012*

Tourism Expenditures
\$4.04 billion



All Visitor Related Spending

Total Impact
\$1.95 billion

Import Leakage
\$2.09 billion

Tourism goods & services from outside of the state – e.g. clothing made in China

Economic Value to State



Core Tourism
(Direct)
\$1.37 billion

Industries directly providing goods & services to the visitor, such as restaurants

Non-Core Tourism
(Indirect & Investment)
\$0.58 billion

Industries directly providing goods & services to core tourism providers – e.g. food distribution

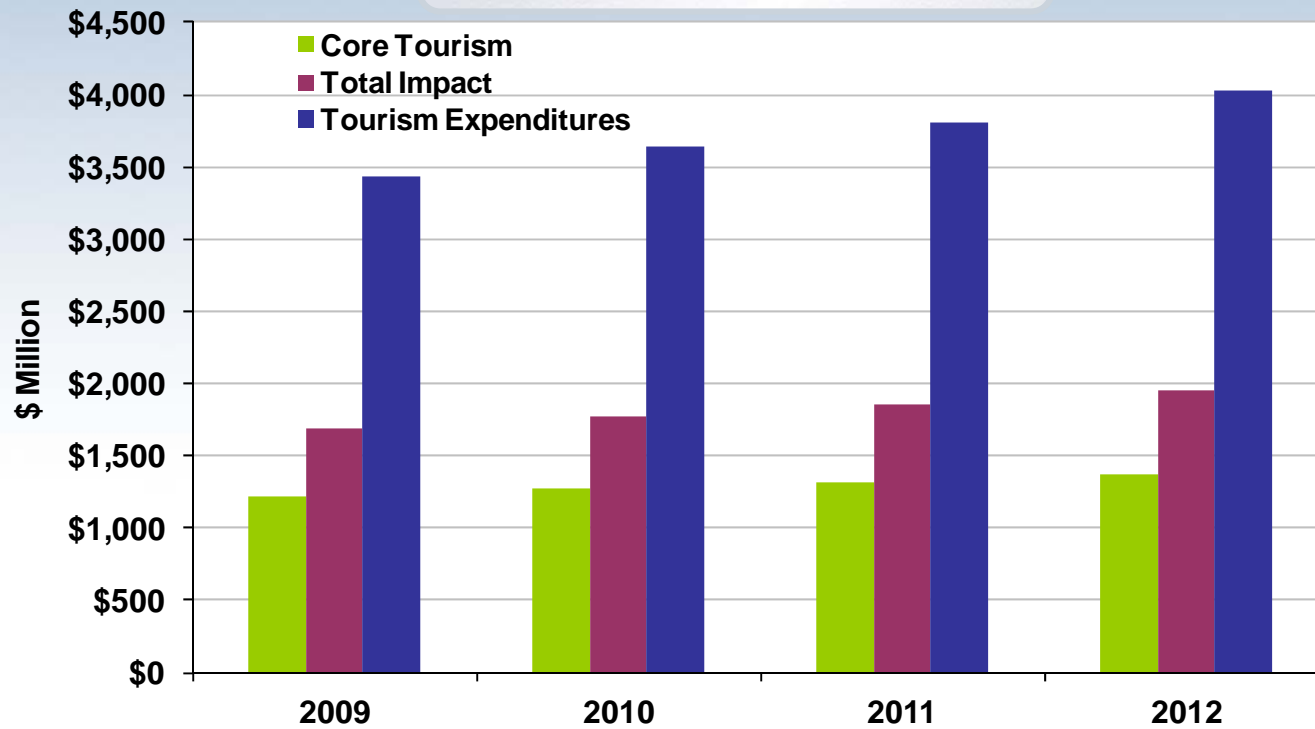


* 2012 figures throughout this report are projections based on YTD results from South Dakota, as well as IHS projections for 2012 economic data for the state and counties.



Total Tourism Expenditures

Tourism expenditures tallied
\$4.04 billion in 2012



Source: IHS Global

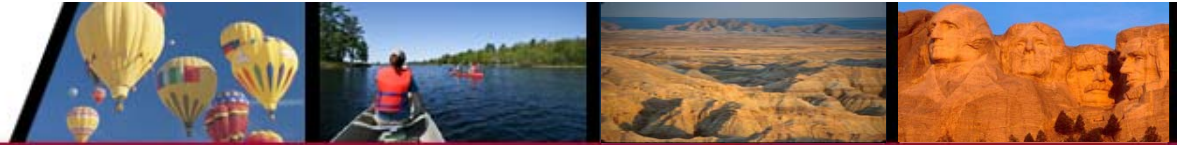


South Dakota TSA: Top Line Results

Measurement	2012 (billion)	2011 (billion)	2010 (billion)	Growth Rate 11- 12	Growth Rate 10- 11
Total Tourism Expenditures	\$4.04	\$3.81	\$3.64	5.8%	4.9%
Total Impact	\$1.95	\$1.86	\$1.78	5.0%	4.5%
Core Tourism (direct)	\$1.37	\$1.32	\$1.28	3.7%	3.0%
Non-Core Tourism	\$0.58	\$0.54	\$0.50	8.3%	8.5%
Import Leakage	\$2.09	\$1.96	\$1.86	6.6%	5.2%

- 2012 was another strong year for South Dakota tourism, seeing broad-based growth right in line with the overall US tourism market
- Non-core tourism saw strong increase in 2012, off a down year in 2011 and renewed infrastructure investments.

Source: IHS Global



Why Are the 2011 Figures Different From Last Year?

Key Measurements	2011 Original	2011 Recast
Total Expenditures (\$B)	\$3.74	\$3.81
Economic Value		
▪ Core Tourism	\$1.31	\$1.32
▪ Total Impact	\$1.80	\$1.86
Wages & Salaries		
▪ Core Tourism	\$0.77	\$0.77
▪ Total Impact	\$1.07	\$1.10
Employment ('000)		
▪ Core Tourism	27.65	27.50
▪ Total Impact	34.91	35.81
Taxes –Total Impact	\$539 M	\$553 M

Each year revisions to most of the historical tourism metrics (2013 last year was an estimate) must be made in order to reflect:

- Final calendar year results for the year, including investments, visitation, spending and tax results.
- Revisions to the BLS and BEA inputs covering employment, Gross State Product, Sales Output, and Payroll.

Source: IHS Global



SD Tourism: 2012 Visitation and Spending Show Steady Growth

South Dakota Tourism Bottom Line:

Measurement	2012	2011	2010	Growth '11-'12	Growth '10-'11	Perspective
Visitation and Expenditures <ul style="list-style-type: none"> ▪ Total Person-Stays ▪ Total Tourism Expenditures 	16.60 M \$4.04B	16.05 M \$3.81 B	15.78 M \$3.64 B	3.4% 5.8%	1.7% 4.9%	<ul style="list-style-type: none"> • Visitation growth was spread nearly evenly across leisure, business and international.
Economic Value (GSP) <ul style="list-style-type: none"> ▪ Core Tourism (direct) ▪ Total Impact (direct+indirect) 	\$1.37 B \$1.95 B	\$1.32 B \$1.86 B	\$1.28 B \$1.78 B	3.7% 5.0%	3.0% 4.5%	<ul style="list-style-type: none"> • South Dakota's nominal Gross State Product advanced by 4.3% in 2012.
Wages & Salaries <ul style="list-style-type: none"> ▪ Core Tourism (direct) ▪ Total Impact (direct+indirect) 	\$0.80B \$1.16B	\$0.77B \$1.10 B	\$0.75B \$1.06 B	3.8% 5.5%	2.6% 4.3%	<ul style="list-style-type: none"> • Avg. annual direct tourism wages increased 0.8% to approx. \$27,731
Employment ('000) <ul style="list-style-type: none"> ▪ Core Tourism (direct) ▪ Total Impact (direct+indirect) 	27.73 36.61	27.50 35.81	27.76 35.32	0.8% 2.2%	-0.9% 1.4%	<ul style="list-style-type: none"> • 1 out of every 11 SD workers owes his/her job to tourism.

Numbers may differ due to rounding

Source: IHS Global

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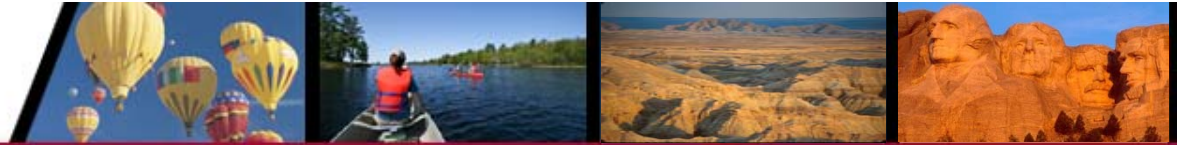
Total Impact of Tourism

- In 2012, the total impact of travel & tourism (direct and indirect) was **\$1.95 billion**.
- The ratio of the total impact to total expenditures reveals that **48% of each tourism dollar spent in South Dakota is retained in the state**. The remainder represents import leakages.
- **27,731 direct jobs** – were supported by core travel & tourism economic activity. This accounts for **6.8% of total non-farm employment in the state**.
- Another **6,757 indirect jobs** were supported by tourism activity.
- Approximately **\$799 million in wages & salaries (direct impact)** was generated by core travel & tourism in 2012.
- Tourism generated **\$290 million in federal government taxes and \$291 million in state & local government taxes in 2012**.



Breaking Down Tourism Expenditures

- **Resident In-State** – In-state travel expenditures of South Dakota residents
- **In-state Business Travel** – South Dakota businesses' spending within the state economy on travel
- **Government Spending** – South Dakota Tourism Office Budget, transportation functions related to tourism, publicly funded attractions and funding for security in tourism-intensive areas
- **Investment** – Construction of hotels, attractions, tourism infrastructure, operating and transportation equipment
- **Domestic Out-of-State** – Spending of all visitors to South Dakota coming from other parts of the country (Key Category)
- **International** – Spending of international visitors to South Dakota
- **Resident Outbound** – Resident spending preparing for an out-of-state trip

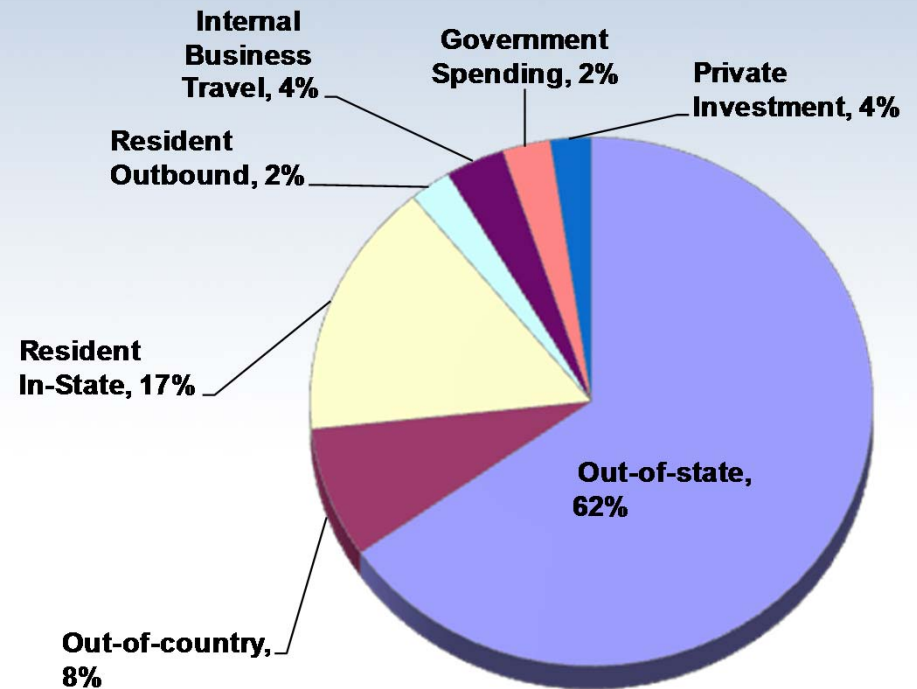


Breaking Down Tourism Expenditures - 2012

Visitors from other states represent the largest portion of tourism expenditures in SD

By Origin	Millions \$\$	Share
In State	1,192	30%
Other U.S.	2,510	62%
International	334	8%
Total	4,036	100%

By Source	Millions \$\$	Share
Visitor Spending	3,665	91%
Resident Outbound	96	2%
Government Spending	93	2%
Construction & Investment	181	5%
Total	4,036	100%

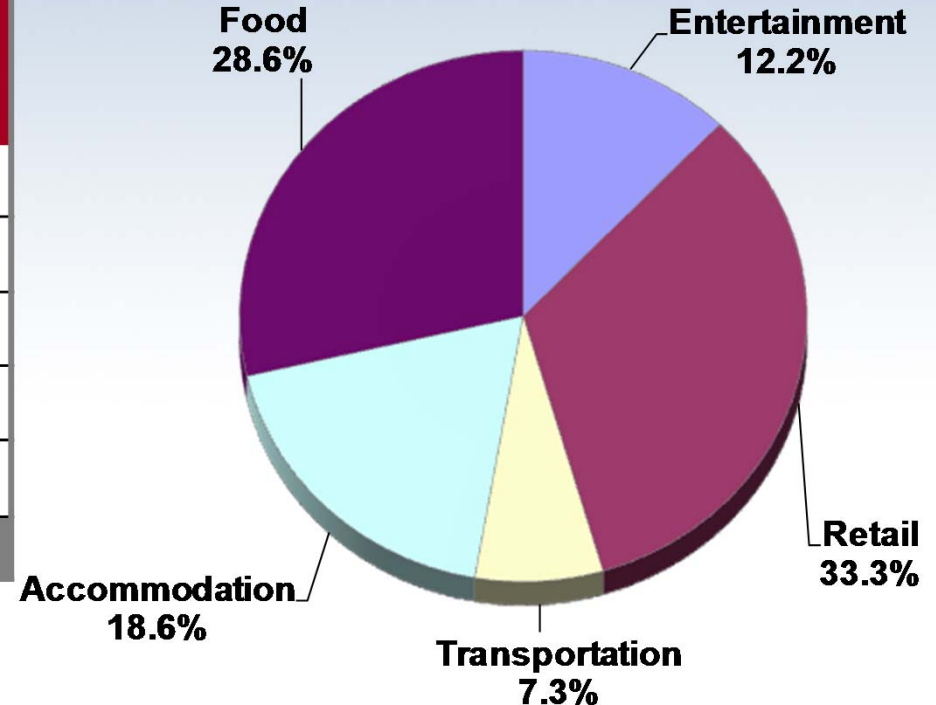




Category Distribution of Expenditures - 2012

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent 81% of visitor expenditures.

	Millions \$\$	Growth '11-'12	Share
Entertainment	458	4.6%	12.2%
Retail	1,252	2.4%	33.3%
Transportation	274	2.8%	7.3%
Accommodation	700	7.1%	18.6%
Food	1,077	3.7%	28.6%
Total*	3,761	3.9%	100%



* Visitor Expenditures is just visitor spending and resident outbound only (w/o construction, investment, & government spending)

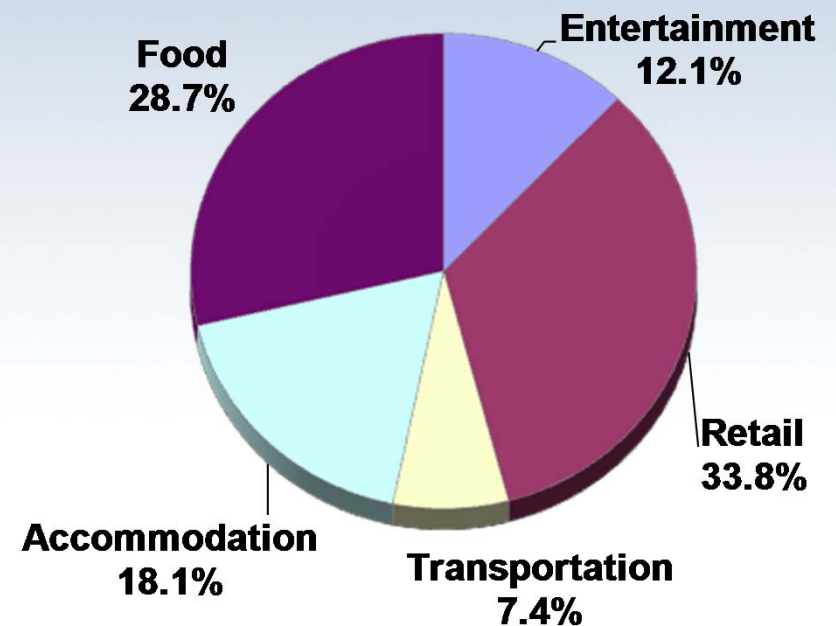
Source: IHS Global



Category Distribution of Expenditures - 2011

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent 81% of visitor expenditures.

	Millions \$\$	Growth '10-'11	Share
Entertainment	437	3.0%	12.1%
Retail	1,222	4.3%	33.8%
Transportation	267	12.7%	7.4%
Accommodation	654	9.7%	18.1%
Food	1,038	3.3%	28.7%
Total*	3,618	5.4%	100%



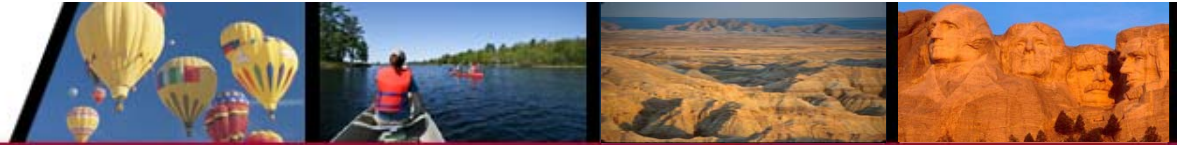
* Visitor Expenditures is just visitor spending and resident outbound only (w/o construction, investment, & government spending)

Source: IHS Global



Core Tourism

- **Answers the question “How does tourism compare with other industries?”**
- **Core Tourism measures the size of the industry directly providing goods & services to the visitor.**
- **Therefore, all indirect effects are excluded – these are part of other supplier industries such as wholesalers. The impact of capital investment is also excluded.**
- **Core Tourism generated \$1.37 billion in economic value in 2012. This ranks core tourism as the 7th largest private industry in SD in terms of gross state product.**



Core Tourism – Gross State Product

Core Tourism contributed \$1.37 billion in economic value in 2012. Tourism ranked as the 7th largest private industry in the state.

Rank	Industry (NAICS Definitions)	Millions \$	% of State
1	Finance and Insurance	6,426	17.5%
2	Health Care and Social Assistance	3,751	10.2%
3	Real Estate and Rental and Leasing	3,448	9.4%
4	Retail Trade	2,976	8.1%
5	Durables Manufacturing	2,798	7.6%
6	Wholesale Trade	2,517	6.9%
7	Construction	1,358	3.7%
8	Professional, Scientific, and Technical Services	1,251	3.4%
9	Accommodation and Food Services	1,159	3.2%
10	Non-Durables Manufacturing	1,034	2.8%
11	Other Services	950	2.6%
12	Information	947	2.6%
13	Administrative and Waste Services	640	1.7%
14	Management of Companies and Enterprises	418	1.1%
15	Educational Services	271	0.7%
	Other Industries	6,674	18.2%
Total Private GSP		36,618	100.0%



	Travel & Tourism	1,367	3.7%
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Source: IHS Global



Core Tourism Impact – Composition – 2012

The activity of tourism touches a diversity of South Dakota's industries

Composition of Core Tourism

Rank	Industry	\$ Value '12 (Millions)	'11-'12 Growth	% of Total
1	Food services and drinking places	462	2.8%	33.8%
2	Hotels and motels, including casino hotels	329	7.3%	24.0%
3	Other amusement and recreation industries	116	3.7%	8.5%
4	Real estate establishments	93	1.1%	6.8%
5	Retail Stores - Food and beverage	63	3.9%	4.6%
6	Travel arrangement and reservation services	57	-1.9%	4.2%
7	Retail Stores - Miscellaneous	53	6.6%	3.9%
8	Retail Stores - Gasoline stations	42	-0.3%	3.1%
9	Retail Stores - Clothing and clothing accessories	36	4.4%	2.7%
10	Retail Stores - General merchandise	32	-0.7%	2.3%
11	Automotive equipment rental and leasing	22	10.3%	1.6%
12	Retail Stores - Sporting goods, hobby and book	19	1.7%	1.4%
13	Transport by rail	16	-3.7%	1.1%
14	Transport by air	12	3.7%	0.9%
15	Performing arts companies	9	5.4%	0.7%
	All Others	6	3.8%	0.4%
Total		1,367	3.7%	100.0%



Core Tourism Impact – Composition – 2011

The activity of tourism touches a diversity of South Dakota's industries

Composition of Core Tourism

Rank	Industry	\$ Value '11 (Millions)	'10-'11 Growth	% of Total
1	Food services and drinking places	450	2.4%	34.1%
2	Hotels and motels, including casino hotels	306	10.4%	23.2%
3	Other amusement and recreation industries	112	2.1%	8.5%
4	Real estate establishments	92	2.2%	7.0%
5	Retail Stores - Food and beverage	61	1.9%	4.6%
6	Travel arrangement and reservation services	59	29.2%	4.4%
7	Retail Stores - Miscellaneous	50	15.8%	3.8%
8	Retail Stores - Gasoline stations	42	14.6%	3.2%
9	Retail Stores - Clothing and clothing accessories	35	3.6%	2.6%
10	Retail Stores - General merchandise	32	-6.2%	2.4%
11	Automotive equipment rental and leasing	20	-7.0%	1.5%
12	Retail Stores - Sporting goods, hobby and book	19	-59.1%	1.4%
13	Transport by rail	16	1.7%	1.2%
14	Transport by air	11	-21.5%	0.9%
15	Performing arts companies	9	6.3%	0.6%
	All Others	5	3.3%	0.4%
Total		1,319	3.0%	100.0%



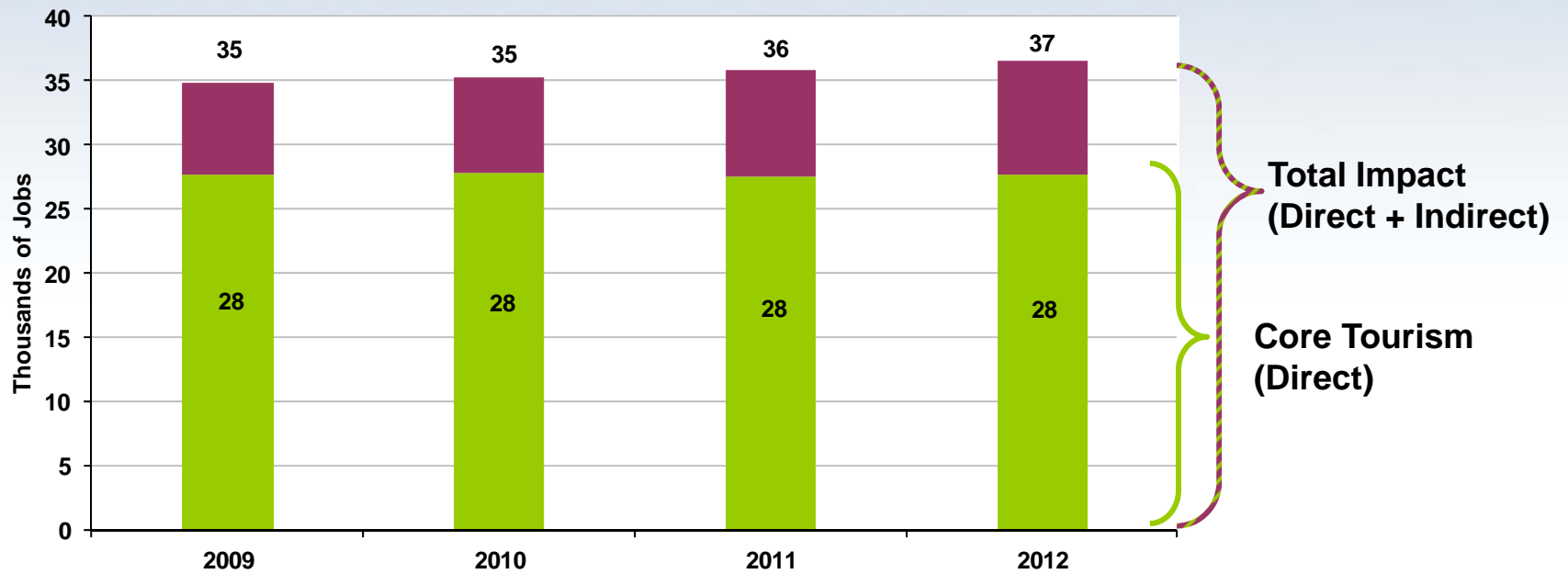
Core Tourism – South Dakota Jobs & Wages

- Core Tourism is the 3rd largest private sector employer in the state with **27,731 direct full-time equivalency jobs** in 2012.
- Core Tourism generated **8.4% of non-farm private state employment** in 2012.
- Core Tourism jobs provided **\$799 million in wages & salaries** in 2012.
- Core Tourism's **average annual wage** was **\$27,731** in 2012.

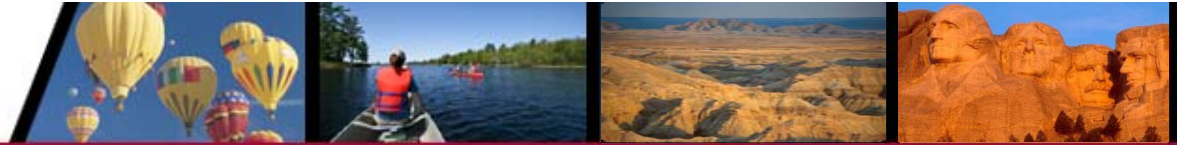


Total Tourism Employment Continued a Four-Year Run of Employment Gains

Core Tourism jobs comprise 76% of total tourism-generated employment in 2012.



Source: IHS Global



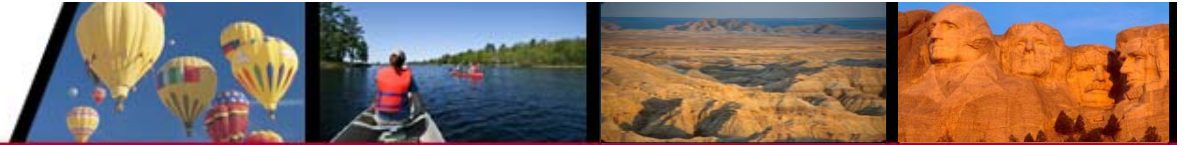
Core Tourism – Employment Ranking - 2012

With tourism extracted from other industries, Total Travel & tourism is the *3rd largest private sector employer*.

Rank	South Dakota Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment
1	Health Care and Social Assistance	59.3	17.9%	59.3
2	Retail Trade	51.0	15.4%	46.2
3	Accommodation and Food Services	35.6	10.7%	18.2
4	Durables Manufacturing	26.1	7.9%	26.1
5	Finance and Insurance	24.8	7.5%	24.2
6	Wholesale Trade	19.5	5.9%	19.5
7	Construction	19.3	5.8%	19.3
8	Other Services	15.4	4.6%	15.4
9	Admin and Waste Management Services	13.9	4.2%	13.9
10	Non-Durables Manufacturing	13.7	4.1%	13.7
11	Professional, Scientific, and Technical Services	11.4	3.5%	10.7
12	Transportation and Warehousing	10.6	3.2%	10.2
13	Educational Services	7.7	2.3%	7.7
14	Information	6.1	1.8%	6.1
15	Management of Companies and Enterprises	4.0	1.2%	4.0
	Other Industries	12.9	3.9%	9.2
	Total Private Non-farm	331.5	100.0%	303.8

Core Tourism represented 27,731 jobs in 2012
Total Tourism represented 36,613

Core Tourism	27.7	8.4%
Total Travel & Tourism	36.6	11.0%



Core Tourism – Employment Ranking - 2011

With tourism extracted from other industries, Total Travel & tourism is the *3rd largest private sector employer*.

Rank	South Dakota Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment
1	Health Care and Social Assistance	58.1	17.7%	58.1
2	Retail Trade	50.5	15.4%	45.6
3	Accommodation and Food Services	35.7	10.9%	18.5
4	Durables Manufacturing	25.5	7.8%	25.5
5	Finance and Insurance	24.5	7.5%	23.8
6	Construction	19.9	6.1%	19.9
7	Wholesale Trade	19.1	5.8%	19.1
8	Other Services	15.5	4.7%	15.5
9	Admin and Waste Management Services	13.6	4.1%	13.6
10	Non-Durables Manufacturing	13.3	4.1%	13.3
11	Professional, Scientific, and Technical Services	11.1	3.4%	10.4
12	Transportation and Warehousing	10.5	3.2%	10.1
13	Educational Services	7.3	2.2%	7.3
14	Information	6.4	2.0%	6.4
15	Management of Companies and Enterprises	3.8	1.1%	3.8
	Other Industries	13.1	4.0%	9.5
	Total Private Non-farm	328.1	100.0%	300.6

Core Tourism represented 27,502 jobs in 2011
Total Tourism represented 35,812

Core Tourism	27.5	8.4%
Total Travel & Tourism	35.8	10.9%



Indirect Benefits in 2012: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 16.6M person-stays in 2012

Indirect Benefits of Tourism

Rank	Industry	\$ Value '12 (Millions)	'11-'12 Growth	% of Total
1	Real estate establishments	\$67.3	7.3%	8.6%
2	Electric power generation, transmission	\$48.5	9.3%	6.2%
3	Wholesale trade businesses	\$42.1	8.1%	5.4%
4	Monetary authorities and depository credit activities	\$22.9	9.4%	2.9%
5	Management of companies and enterprises	\$22.2	9.0%	2.8%
6	Telecommunications	\$19.5	10.4%	2.5%
7	Food services and drinking places	\$16.9	9.9%	2.2%
8	US Postal Service	\$14.7	9.5%	1.9%
9	Nondepository credit activities	\$14.4	7.8%	1.8%
10	Insurance carriers	\$13.2	7.7%	1.7%
11	Transport by truck	\$9.8	8.7%	1.2%
12	Architectural, engineering, and related services	\$9.5	9.4%	1.2%
13	Commercial machinery repair and maintenance	\$9.5	11.3%	1.2%
14	Radio and television broadcasting	\$9.5	11.4%	1.2%
15	Maintenance and repair of nonres structures	\$9.3	11.1%	1.2%
	Other Industries	\$178.7	5.3%	22.8%
	Investment and Government	\$274.6	35.5%	35.1%
	Total	\$782.5	16.0%	100.0%



Indirect Benefits in 2011: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 16.0M person-stays in 2011

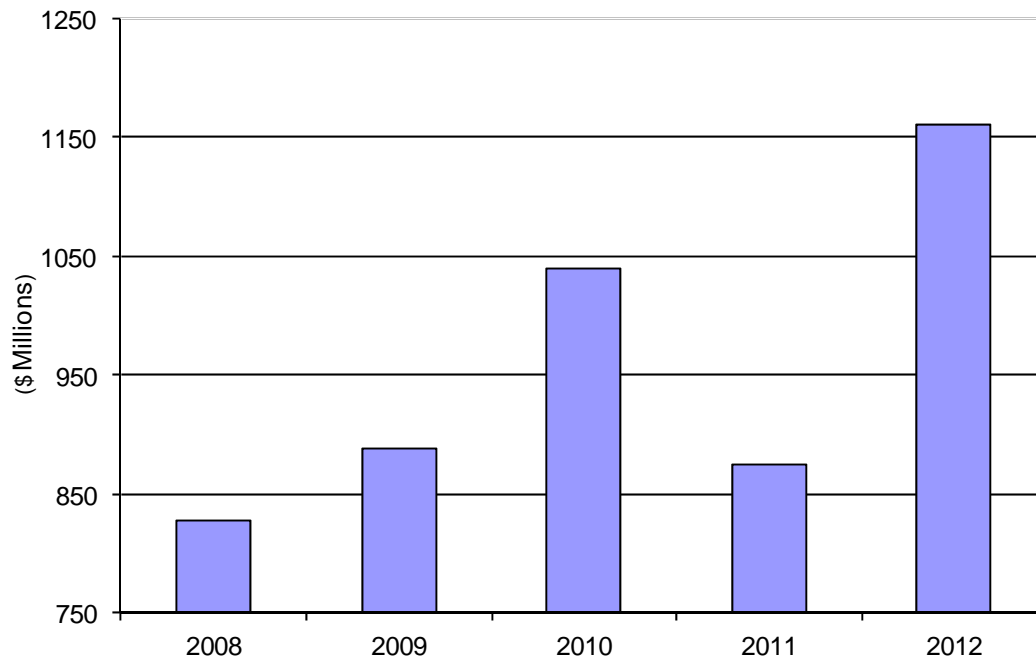
Indirect Benefits of Tourism

Rank	Industry	\$ Value '11 (Millions)	'10-'11 Growth	% of Total
1	Real estate establishments	\$64.7	3.1%	9.5%
2	Electric power generation, transmission	\$46.3	4.3%	6.8%
3	Wholesale trade businesses	\$39.5	1.6%	5.8%
4	Monetary authorities and depository credit activities	\$21.6	3.0%	3.2%
5	Management of companies and enterprises	\$21.1	3.5%	3.1%
6	Telecommunications	\$18.6	4.9%	2.7%
7	Food services and drinking places	\$16.1	4.5%	2.4%
8	US Postal Service	\$14.1	4.8%	2.1%
9	Nondepository credit activities	\$13.8	3.1%	2.0%
10	Insurance carriers	\$12.7	3.1%	1.9%
11	Transport by truck	\$9.2	2.5%	1.4%
12	Architectural, engineering, and related services	\$8.4	1.9%	1.2%
13	Commercial machinery repair and maintenance	\$9.0	3.5%	1.3%
14	Radio and television broadcasting	\$9.0	6.0%	1.3%
15	Maintenance and repair of nonres structures	\$8.9	4.6%	1.3%
	Other Industries	\$169.6	18.4%	25.0%
	Investment and Government	\$195.0	12.8%	28.8%
	Total	\$677.5	9.5%	100.0%



Construction Impacts

In 2012, investment bounced back after a down year in 2011. Government sector spending was down slightly, but private investment more than picked up the slack.



In 2012, the primary growth in the private sector was in the Amusement/Recreation sector.

Source: IHS Global and McGraw Hill Construction



Tourism Generated Government Revenue

Tourism is a major contributor of government revenue at all levels

	2012 Total (million\$)	2011 Total (million\$)	'11 - '12 Growth	'10 - '11 Growth
Federal Government				
Corporate Profits Tax	\$34.4	\$32.9	4.5%	5.0%
Indirect Business Tax	\$34.2	\$32.6	5.0%	4.3%
Personal Tax	\$59.8	\$56.7	5.5%	4.3%
Social Insurance Tax	\$161.9	\$153.6	5.4%	4.2%
Subtotal	\$290.3	\$275.7	5.3%	4.3%
State/Local Government				
Corporate Profits Tax	\$3.8	\$3.7	4.5%	5.0%
Dividends	\$14.8	\$14.2	4.5%	5.0%
Hotel Tax	\$4.0	\$3.7	7.5%	3.2%
Gaming Tax	\$9.6	\$9.0	7.1%	-0.1%
Indirect Business Tax	\$246.7	\$235.1	5.0%	4.3%
Personal Tax	\$8.9	\$8.5	5.5%	4.3%
Social Insurance Tax	\$3.1	\$3.0	5.4%	4.1%
Subtotal	\$291.1	\$277.1	5.0%	4.2%
Grand Total	\$581.3	\$552.8	5.2%	4.3%



Tourism's Contribution to Tax Revenues in 2012

- **Tourism activity generated \$291 million in state and local government revenue in 2012, an increase of 5.0% from 2011.**
- **Indirect business tax contributed \$246.7 million to state government revenues in 2012.**
- **Tourism contributes about 3.3% of *total SD* gross state product, yet it is responsible for about 19.5% of state government revenue in 2012.***
- **If tourism didn't exist, each household would have to pay about \$878 more in taxes in order to maintain the current level of state and local tax receipts.**
- **Out of state residents generate 76% of the sales tax from visitor spending, producing nearly \$97 million in state and local taxes.**

* State tax collections taken from the U.S. Census Bureau's Summary of State and Local Government Tax Revenue



How Important in 2012?

**Tourism related
spending of
\$4.04 billion**



TOTAL

Tourism Total Impact: \$1.95 billion

4.7% of Total Gross State Product

Total Employment: 36,613 jobs

9.0% of Total Non-Farm Employment

CORE

Core Tourism Value Added: \$1.37 billion

3.3% of Total Gross State Product

Core Employment: 27,731 jobs

6.8% of Total Non-Farm Employment

%s shown above relate to total GSP and total non-farm employment, rankings shown previously were done on Private Sector only.



What Do Visitors* Mean to South Dakota?

- ✓ **Each SD visitor generates about \$243 in expenditures, \$126 of which goes to businesses that do not directly “touch” that visitor**
- ✓ **Every 453 visitors create a new job in South Dakota**
- ✓ **Each visitor contributes about \$35 in tax receipts, \$18 of which goes to state & local authorities**
- ✓ **It takes only 487 visitors to pay for one SD public school student for one year****
- ✓ **Each visitor generates \$70 in wages paid to workers directly employed in tourism**
- ✓ **Each visitor adds about \$117 to Gross State Product**

** Person stays*

*** Per student expenditure taken from the Federal Education Budget Project, 2009 figure*



Detailed County Estimates



Regional Details

Black Hills Badlands and Lakes						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2012	356.7	90.4	373.1	391.9	161.7	1,373.8
2011	332.8	89.2	362.0	370.5	154.2	1,308.7
2010	309.4	80.2	339.3	365.7	158.2	1,252.7
% Change ('11-'12)	7.2%	1.4%	3.1%	5.8%	4.9%	5.0%
% Change ('10-'11)	7.6%	11.2%	6.7%	1.3%	-2.5%	4.5%

Glacial Lakes and Prairies Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2012	116.0	111.5	230.6	186.3	66.4	710.8
2011	111.1	107.9	236.1	185.2	67.1	707.5
2010	109.1	102.8	225.8	178.7	67.1	683.5
% Change ('11-'12)	4.3%	3.3%	-2.3%	0.6%	-1.1%	0.5%
% Change ('10-'11)	1.8%	5.0%	4.6%	3.6%	0.1%	3.5%

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



Regional Details

Great Lakes Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2012	75.7	8.6	115.5	64.8	39.8	304.4
2011	70.7	7.6	117.4	63.2	37.8	296.7
2010	85.3	12.4	113.7	57.0	36.1	304.5
% Change ('11-'12)	7.1%	13.0%	-1.6%	2.5%	5.4%	2.6%
% Change ('10-'11)	-17.1%	-38.6%	3.3%	11.0%	4.5%	-2.6%

Southeast Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2012	152.1	63.6	532.6	434.0	189.7	1,371.9
2011	139.5	64.1	506.4	419.5	178.3	1,307.7
2010	135.1	60.2	480.0	408.9	175.5	1,259.8
% Change ('11-'12)	9.0%	-0.8%	5.2%	3.5%	6.4%	4.9%
% Change ('10-'11)	3.2%	6.5%	5.5%	2.6%	1.6%	3.8%

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Aurora County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,302.2	0.0	3,862.0	3,210.1	1,545.1	9,919.4	97	6.2%	0.3%
2011	1,016.6	0.0	3,867.5	2,561.2	1,232.0	8,677.3	86	5.9%	0.2%
2010	953.2	0.0	3,428.4	2,384.5	1,236.6	8,002.7	81	5.9%	0.2%
% Change ('11-'12)	28.1%	0.0	-0.1%	25.3%	25.4%	14.3%			
% Change ('10-'11)	6.6%	0.0	12.8%	7.4%	-0.4%	8.4%			

Beadle County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	9,555.7	5,385.3	23,543.8	13,358.5	8,362.0	60,205.3	586	3.3%	1.6%
2011	9,225.3	4,631.5	24,206.4	13,285.9	9,036.4	60,385.6	597	3.5%	1.7%
2010	9,338.5	4,973.9	23,084.6	13,266.5	9,679.0	60,342.7	609	3.8%	1.7%
% Change ('11-'12)	3.6%	16.3%	-2.7%	0.5%	-7.5%	-0.3%			
% Change ('10-'11)	-1.2%	-6.9%	4.9%	0.1%	-6.6%	0.1%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Bennett County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	869.7	0.0	2,767.7	1,559.9	750.2	5,947.4	58	2.9%	0.2%
2011	826.8	0.0	2,812.1	1,695.3	697.7	6,032.0	60	3.1%	0.2%
2010	774.9	0.0	2,532.9	1,336.6	750.7	5,395.0	54	2.9%	0.2%
% Change ('11-'12)	5.2%	0.0	-1.6%	-8.0%	7.5%	-1.4%			
% Change ('10-'11)	6.7%	0.0	11.0%	26.8%	-7.1%	11.8%			

Bon Homme County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	778.8	1,226.3	7,877.5	3,124.9	888.4	13,896.0	135	3.5%	0.4%
2011	729.8	1,142.1	7,843.6	2,920.8	826.0	13,462.4	133	3.7%	0.4%
2010	707.1	1,017.7	7,331.1	2,912.0	767.7	12,735.7	129	3.9%	0.4%
% Change ('11-'12)	6.7%	7.4%	0.4%	7.0%	7.6%	3.2%			
% Change ('10-'11)	3.2%	12.2%	7.0%	0.3%	7.6%	5.7%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Brookings County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	15,399.6	4,225.5	37,573.5	41,571.3	4,725.8	103,495.8	1,008	3.9%	2.8%
2011	14,829.2	4,500.1	37,221.1	40,346.8	4,165.7	101,062.9	1,000	4.2%	2.8%
2010	14,438.3	4,122.7	34,555.5	38,117.7	4,005.3	95,239.5	961	4.1%	2.7%
% Change ('11-'12)	3.8%	-6.1%	0.9%	3.0%	13.4%	2.4%			
% Change ('10-'11)	2.7%	9.2%	7.7%	5.8%	4.0%	6.1%			

Brown County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	26,783.5	91,864.0	49,794.2	45,082.9	14,300.7	227,825.4	2,218	5.4%	6.1%
2011	25,022.7	88,834.7	50,239.7	44,656.5	14,605.3	223,358.9	2,209	5.7%	6.2%
2010	25,925.3	84,194.0	49,318.3	42,609.2	14,628.5	216,675.3	2,186	5.9%	6.2%
% Change ('11-'12)	7.0%	3.4%	-0.9%	1.0%	-2.1%	2.0%			
% Change ('10-'11)	-3.5%	5.5%	1.9%	4.8%	-0.2%	3.1%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Brule County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	5,749.9	571.6	9,489.2	4,984.6	3,447.0	24,242.3	236	5.6%	0.6%
2011	5,215.2	532.3	9,857.0	5,031.7	3,225.0	23,861.2	236	5.9%	0.7%
2010	4,813.5	440.8	8,981.2	4,666.5	3,068.9	21,970.9	222	5.8%	0.6%
% Change ('11-'12)	10.3%	7.4%	-3.7%	-0.9%	6.9%	1.6%			
% Change ('10-'11)	8.3%	20.8%	9.8%	7.8%	5.1%	8.6%			

Buffalo County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	7,266.5	0.0	1,199.7	0.0	0.0	8,466.2	82	12.1%	0.2%
2011	6,914.3	0.0	1,424.7	0.0	0.0	8,339.1	82	12.5%	0.2%
2010	6,721.6	0.0	1,209.3	0.0	0.0	7,931.0	80	12.9%	0.2%
% Change ('11-'12)	5.1%	0.0	-15.8%	0.0	0.0	1.5%			
% Change ('10-'11)	2.9%	0.0	17.8%	0.0	0.0	5.1%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Butte County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	4,698.5	0.0	10,836.8	8,574.5	4,245.7	28,355.5	276	5.1%	0.8%
2011	4,681.9	0.0	10,598.1	8,178.0	2,972.3	26,430.4	261	4.9%	0.7%
2010	4,417.0	0.0	9,699.0	7,854.0	2,339.5	24,309.5	245	4.8%	0.7%
% Change ('11-'12)	0.4%	0.0	2.3%	4.8%	42.8%	7.3%			
% Change ('10-'11)	6.0%	0.0	9.3%	4.1%	27.1%	8.7%			

Campbell County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,019.1	0.0	1,140.7	953.2	770.0	3,883.0	38	3.1%	0.1%
2011	964.1	0.0	1,106.4	1,311.8	715.8	4,098.1	41	3.5%	0.1%
2010	797.9	0.0	963.9	1,168.0	783.2	3,713.1	37	3.4%	0.1%
% Change ('11-'12)	5.7%	0.0	3.1%	-27.3%	7.6%	-5.2%			
% Change ('10-'11)	20.8%	0.0	14.8%	12.3%	-8.6%	10.4%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



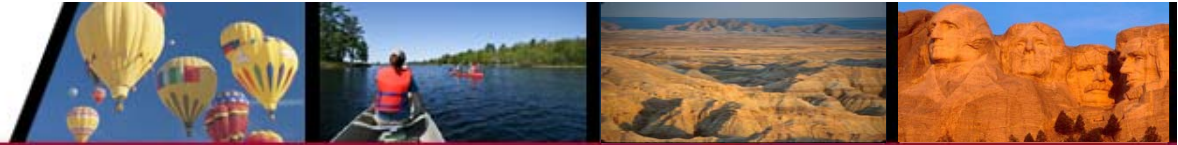
County Details

Charles Mix County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	3,889.1	0.0	15,638.5	4,191.5	2,527.5	26,246.7	256	3.7%	0.7%
2011	3,891.2	0.0	15,473.4	4,465.6	2,229.1	26,059.4	258	3.9%	0.7%
2010	3,590.0	0.0	13,795.4	4,363.2	2,192.4	23,941.0	242	3.9%	0.7%
% Change ('11-'12)	-0.1%	0.0	1.1%	-6.1%	13.4%	0.7%			
% Change ('10-'11)	8.4%	0.0	12.2%	2.3%	1.7%	8.8%			

Clark County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	654.7	919.7	2,049.0	2,339.8	347.0	6,310.2	61	2.5%	0.2%
2011	606.4	856.6	2,100.6	2,180.0	322.8	6,066.4	60	2.6%	0.2%
2010	615.6	763.3	2,092.3	2,045.7	323.8	5,840.7	59	2.8%	0.2%
% Change ('11-'12)	8.0%	7.4%	-2.5%	7.3%	7.5%	4.0%			
% Change ('10-'11)	-1.5%	12.2%	0.4%	6.6%	-0.3%	3.9%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Clay County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	6,862.0	752.5	24,827.0	17,742.9	1,282.3	51,466.8	501	7.5%	1.4%
2011	6,624.8	700.9	24,855.0	18,429.0	1,278.7	51,888.3	513	8.2%	1.4%
2010	6,227.3	624.7	24,299.4	18,101.9	1,198.5	50,451.8	509	8.8%	1.4%
% Change ('11-'12)	3.6%	7.4%	-0.1%	-3.7%	0.3%	-0.8%			
% Change ('10-'11)	6.4%	12.2%	2.3%	1.8%	6.7%	2.8%			

Codington County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	12,917.8	5,779.2	47,204.1	40,115.6	16,212.4	122,229.0	1,190	3.9%	3.2%
2011	12,326.2	5,405.4	50,742.1	38,967.1	17,685.6	125,126.4	1,238	4.2%	3.5%
2010	11,934.7	4,594.5	50,452.1	36,748.3	17,089.3	120,818.8	1,219	4.4%	3.5%
% Change ('11-'12)	4.8%	6.9%	-7.0%	2.9%	-8.3%	-2.3%			
% Change ('10-'11)	3.3%	17.7%	0.6%	6.0%	3.5%	3.6%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Corson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	728.6	891.9	517.6	815.7	834.7	3,788.4	37	1.7%	0.1%
2011	744.7	830.6	496.1	748.4	786.2	3,606.0	36	1.7%	0.1%
2010	753.8	740.2	481.8	712.1	836.7	3,524.6	36	1.8%	0.1%
% Change ('11-'12)	-2.2%	7.4%	4.3%	9.0%	6.2%	5.1%			
% Change ('10-'11)	-1.2%	12.2%	3.0%	5.1%	-6.0%	2.3%			

Custer County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	26,981.1	4,396.9	7,294.9	7,056.6	5,685.8	51,415.3	501	12.0%	1.4%
2011	25,531.1	4,777.1	7,172.2	6,870.9	4,866.1	49,217.3	487	12.1%	1.4%
2010	24,541.7	4,146.6	6,966.3	6,854.1	4,244.1	46,752.8	472	12.1%	1.3%
% Change ('11-'12)	5.7%	-8.0%	1.7%	2.7%	16.8%	4.5%			
% Change ('10-'11)	4.0%	15.2%	3.0%	0.2%	14.7%	5.3%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Davison County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	17,677.8	2,206.3	49,120.1	30,543.6	6,957.9	106,505.8	1,037	4.6%	2.8%
2011	15,819.8	2,125.3	49,734.1	30,106.9	6,721.5	104,507.6	1,034	4.9%	2.9%
2010	15,219.9	1,994.3	47,891.0	27,893.5	6,869.7	99,868.4	1,008	5.0%	2.9%
% Change ('11-'12)	11.7%	3.8%	-1.2%	1.5%	3.5%	1.9%			
% Change ('10-'11)	3.9%	6.6%	3.8%	7.9%	-2.2%	4.6%			

Day County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	10,963.9	0.0	8,427.3	2,938.3	1,272.7	23,602.3	230	4.9%	0.6%
2011	10,203.6	0.0	8,604.5	3,417.8	1,405.1	23,631.0	234	5.2%	0.7%
2010	10,023.4	0.0	8,106.2	3,584.6	1,409.4	23,123.6	233	5.5%	0.7%
% Change ('11-'12)	7.5%	0.0	-2.1%	-14.0%	-9.4%	-0.1%			
% Change ('10-'11)	1.8%	0.0	6.1%	-4.7%	-0.3%	2.2%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Deuel County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	2,932.3	6.1	3,175.5	2,382.5	486.8	8,983.2	87	2.3%	0.2%
2011	3,042.3	6.1	3,428.8	2,487.6	524.4	9,489.2	94	2.6%	0.3%
2010	2,521.2	6.1	3,271.4	2,651.3	525.7	8,975.8	91	2.6%	0.3%
% Change ('11-'12)	-3.6%	0.1%	-7.4%	-4.2%	-7.2%	-5.3%			
% Change ('10-'11)	20.7%	0.1%	4.8%	-6.2%	-0.2%	5.7%			

Dewey County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,240.7	0.0	5,160.5	1,512.8	143.2	8,057.2	78	1.8%	0.2%
2011	1,397.2	0.0	4,810.3	1,435.7	142.9	7,786.2	77	1.8%	0.2%
2010	1,486.2	0.0	4,101.0	1,397.3	142.9	7,127.4	72	1.8%	0.2%
% Change ('11-'12)	-11.2%	0.0	7.3%	5.4%	0.2%	3.5%			
% Change ('10-'11)	-6.0%	0.0	17.3%	2.7%	0.0%	9.2%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Douglas County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	330.8	0.0	1,061.5	665.5	204.3	2,262.2	22	0.7%	0.1%
2011	317.5	0.0	1,181.9	775.0	190.0	2,464.4	24	0.9%	0.1%
2010	268.1	0.0	1,044.1	676.5	190.0	2,178.6	22	0.8%	0.1%
% Change ('11-'12)	4.2%	0.0	-10.2%	-14.1%	7.5%	-8.2%			
% Change ('10-'11)	18.4%	0.0	13.2%	14.6%	0.0%	13.1%			

Edmunds County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	2,317.3	0.0	2,959.2	1,733.3	386.9	7,396.7	72	1.8%	0.2%
2011	2,459.6	0.0	2,852.8	1,750.0	358.4	7,420.9	73	2.1%	0.2%
2010	2,182.2	0.0	2,458.4	1,626.2	359.3	6,626.2	67	2.1%	0.2%
% Change ('11-'12)	-5.8%	0.0	3.7%	-1.0%	7.9%	-0.3%			
% Change ('10-'11)	12.7%	0.0	16.0%	7.6%	-0.3%	12.0%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Fall River County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	8,280.4	9,236.3	10,765.8	9,828.0	5,026.5	43,137.0	420	7.7%	1.1%
2011	7,890.4	10,128.6	10,802.7	9,272.1	5,085.1	43,178.8	427	7.8%	1.2%
2010	8,185.8	11,747.6	10,142.6	9,032.6	5,012.4	44,121.0	445	8.4%	1.3%
% Change ('11-'12)	4.9%	-8.8%	-0.3%	6.0%	-1.2%	-0.1%			
% Change ('10-'11)	-3.6%	-13.8%	6.5%	2.7%	1.4%	-2.1%			

Faulk County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	959.8	0.0	1,220.4	1,460.3	1,352.3	4,992.7	49	3.3%	0.1%
2011	998.6	0.0	1,243.4	1,495.5	626.7	4,364.2	43	3.1%	0.1%
2010	828.3	0.0	1,042.5	1,321.9	628.9	3,821.6	39	2.9%	0.1%
% Change ('11-'12)	-3.9%	0.0	-1.9%	-2.4%	115.8%	14.4%			
% Change ('10-'11)	20.6%	0.0	19.3%	13.1%	-0.4%	14.2%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Grant County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,379.1	1,137.6	7,753.4	7,943.0	2,620.3	20,833.5	203	2.2%	0.6%
2011	1,360.7	1,394.9	7,713.5	8,029.3	2,942.7	21,441.0	212	2.4%	0.6%
2010	1,420.6	1,621.4	7,426.3	7,932.1	3,081.6	21,481.9	217	2.6%	0.6%
% Change ('11-'12)	1.4%	-18.4%	0.5%	-1.1%	-11.0%	-2.8%			
% Change ('10-'11)	-4.2%	-14.0%	3.9%	1.2%	-4.5%	-0.2%			

Gregory County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,983.9	30.2	7,982.6	3,907.6	2,261.8	16,166.1	157	5.4%	0.4%
2011	1,818.2	19.0	8,133.4	3,719.8	2,058.1	15,748.4	156	5.5%	0.4%
2010	1,680.6	18.9	7,960.1	3,554.4	1,962.9	15,176.9	153	5.6%	0.4%
% Change ('11-'12)	9.1%	59.4%	-1.9%	5.0%	9.9%	2.7%			
% Change ('10-'11)	8.2%	0.2%	2.2%	4.7%	4.8%	3.8%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Haakon County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	913.8	8.2	2,237.6	1,587.2	753.5	5,500.2	54	2.7%	0.1%
2011	815.2	5.8	2,223.1	1,464.7	525.6	5,034.3	50	2.7%	0.1%
2010	761.7	4.8	2,096.4	1,382.5	473.3	4,718.6	48	2.7%	0.1%
% Change ('11-'12)	12.1%	41.5%	0.7%	8.4%	43.4%	9.3%			
% Change ('10-'11)	7.0%	20.2%	6.0%	5.9%	11.1%	6.7%			

Hamlin County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	5,573.0	0.0	7,919.6	1,296.7	244.9	15,034.1	146	3.7%	0.4%
2011	5,442.1	0.0	7,900.1	1,220.6	227.8	14,790.6	146	3.9%	0.4%
2010	5,275.8	0.0	7,623.8	1,186.0	227.8	14,313.4	144	4.1%	0.4%
% Change ('11-'12)	2.4%	0.0	0.2%	6.2%	7.5%	1.6%			
% Change ('10-'11)	3.2%	0.0	3.6%	2.9%	0.0%	3.3%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Hand County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	973.3	8.1	4,781.2	2,367.4	1,040.3	9,170.4	89	3.1%	0.2%
2011	903.6	7.7	4,965.6	2,576.8	1,084.5	9,538.2	94	3.3%	0.3%
2010	903.5	7.7	4,513.8	2,567.2	925.4	8,917.5	90	3.3%	0.3%
% Change ('11-'12)	7.7%	6.0%	-3.7%	-8.1%	-4.1%	-3.9%			
% Change ('10-'11)	0.0%	0.1%	10.0%	0.4%	17.2%	7.0%			

Handson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	459.8	0.0	1,145.7	568.3	366.8	2,540.6	25	2.5%	0.1%
2011	552.9	0.0	1,100.0	535.0	341.2	2,529.1	25	2.8%	0.1%
2010	428.3	0.0	938.0	519.9	279.2	2,165.4	22	2.7%	0.1%
% Change ('11-'12)	-16.8%	0.0	4.2%	6.2%	7.5%	0.5%			
% Change ('10-'11)	29.1%	0.0	17.3%	2.9%	22.2%	16.8%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Harding County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	943.1	0.0	1,045.7	999.5	91.9	3,080.2	30	2.9%	0.1%
2011	1,039.8	0.0	941.1	1,012.9	85.4	3,079.2	30	3.1%	0.1%
2010	874.6	0.0	775.4	966.7	85.4	2,702.1	27	3.0%	0.1%
% Change ('11-'12)	-9.3%	0.0	11.1%	-1.3%	7.6%	0.0%			
% Change ('10-'11)	18.9%	0.0	21.4%	4.8%	0.0%	14.0%			

Hughes County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	18,292.4	4,671.0	28,241.8	21,747.6	10,208.5	83,161.3	810	4.5%	2.2%
2011	16,408.8	4,376.0	29,762.3	21,972.9	10,576.3	83,096.3	822	4.7%	2.3%
2010	15,501.5	4,457.4	29,991.0	22,246.4	10,408.8	82,605.2	833	4.9%	2.4%
% Change ('11-'12)	11.5%	6.7%	-5.1%	-1.0%	-3.5%	0.1%			
% Change ('10-'11)	5.9%	-1.8%	-0.8%	-1.2%	1.6%	0.6%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Hutchinson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	946.9	0.0	6,191.7	3,173.3	1,834.0	12,146.0	118	1.8%	0.3%
2011	981.8	0.0	6,242.4	3,176.3	1,705.8	12,106.3	120	2.0%	0.3%
2010	864.9	0.0	5,525.7	2,915.9	1,464.7	10,771.2	109	1.9%	0.3%
% Change ('11-'12)	-3.6%	0.0	-0.8%	-0.1%	7.5%	0.3%			
% Change ('10-'11)	13.5%	0.0	13.0%	8.9%	16.5%	12.4%			

Hyde County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	166.5	0.0	1,699.9	331.4	859.3	3,057.0	30	1.9%	0.1%
2011	173.5	0.0	1,789.9	323.4	531.7	2,818.5	28	1.9%	0.1%
2010	158.6	0.0	1,506.2	315.9	531.7	2,512.5	25	1.8%	0.1%
% Change ('11-'12)	-4.1%	0.0	-5.0%	2.5%	61.6%	8.5%			
% Change ('10-'11)	9.4%	0.0	18.8%	2.4%	0.0%	12.2%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Jackson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	6,293.2	0.0	6,190.4	719.3	0.0	13,202.9	129	8.8%	0.4%
2011	5,702.4	0.0	6,343.4	836.2	0.0	12,882.1	127	9.0%	0.4%
2010	4,739.0	0.0	6,381.6	624.1	0.0	11,744.7	119	8.7%	0.3%
% Change ('11-'12)	10.4%	0.0%	-2.4%	-14.0%	0.0	2.5%			
% Change ('10-'11)	20.3%	0.0%	-0.6%	34.0%	0.0	9.7%			

Jerauld County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	381.5	0.0	2,112.1	1,497.3	415.9	4,406.8	43	1.2%	0.1%
2011	381.7	0.0	2,173.9	1,447.6	360.5	4,363.7	43	1.2%	0.1%
2010	382.2	0.0	1,964.5	1,321.8	361.1	4,029.6	41	1.3%	0.1%
% Change ('11-'12)	-0.1%	0.0	-2.8%	3.4%	15.4%	1.0%			
% Change ('10-'11)	-0.1%	0.0	10.7%	9.5%	-0.2%	8.3%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Jones County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	3,327.5	0.0	4,749.5	1,059.9	0.0	9,136.9	89	7.3%	0.2%
2011	3,308.6	0.0	4,954.6	1,151.1	0.0	9,414.3	93	8.3%	0.3%
2010	3,321.7	0.0	4,625.8	1,174.2	0.0	9,121.8	92	8.8%	0.3%
% Change ('11-'12)	0.6%	0.0	-4.1%	-7.9%	0.0	-2.9%			
% Change ('10-'11)	-0.4%	0.0	7.1%	-2.0%	0.0	3.2%			

Kingsbury County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	2,145.5	0.0	4,441.0	2,482.0	1,940.5	11,009.0	107	2.4%	0.3%
2011	2,129.8	0.0	4,555.2	2,993.1	1,459.6	11,137.7	110	2.6%	0.3%
2010	2,083.0	0.0	4,295.2	3,314.0	1,280.9	10,973.1	111	2.8%	0.3%
% Change ('11-'12)	0.7%	0.0	-2.5%	-17.1%	32.9%	-1.2%			
% Change ('10-'11)	2.2%	0.0	6.1%	-9.7%	14.0%	1.5%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Lake County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	10,216.3	144.3	13,155.2	14,844.9	2,222.6	40,583.3	395	4.5%	1.1%
2011	10,222.7	144.2	13,198.0	15,418.3	2,072.6	41,055.9	406	5.0%	1.1%
2010	9,929.1	144.0	12,603.9	15,004.2	1,849.7	39,530.9	399	5.2%	1.1%
% Change ('11-'12)	-0.1%	0.1%	-0.3%	-3.7%	7.2%	-1.2%			
% Change ('10-'11)	3.0%	0.1%	4.7%	2.8%	12.0%	3.9%			

Lawrence County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	137,386.3	5,276.6	38,488.5	45,953.7	59,920.0	287,025.1	2,794	15.2%	7.6%
2011	122,107.1	5,140.4	41,909.6	44,728.6	60,410.3	274,296.1	2,713	15.2%	7.6%
2010	120,039.5	4,502.9	41,867.1	43,665.3	63,203.0	273,277.8	2,757	15.9%	7.8%
% Change ('11-'12)	12.5%	2.6%	-8.2%	2.7%	-0.8%	4.6%			
% Change ('10-'11)	1.7%	14.2%	0.1%	2.4%	-4.4%	0.4%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Lincoln County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	836.4	3,357.2	17,049.2	20,745.0	4,973.3	46,961.0	457	2.0%	1.2%
2011	808.3	3,738.1	15,893.6	18,637.0	4,939.2	44,016.2	435	2.0%	1.2%
2010	778.8	4,359.6	14,352.1	17,331.6	4,886.6	41,708.8	421	2.0%	1.2%
% Change ('11-'12)	3.5%	-10.2%	7.3%	11.3%	0.7%	6.7%			
% Change ('10-'11)	3.8%	-14.3%	10.7%	7.5%	1.1%	5.5%			

Lyman County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	6,633.2	0.0	13,682.5	3,825.5	560.7	24,702.0	240	8.6%	0.7%
2011	5,549.7	0.0	13,852.8	2,359.6	455.9	22,217.9	220	7.9%	0.6%
2010	5,185.4	0.0	13,191.2	2,109.9	389.2	20,875.7	211	8.0%	0.6%
% Change ('11-'12)	19.5%	0.0	-1.2%	62.1%	23.0%	11.2%			
% Change ('10-'11)	7.0%	0.0	5.0%	11.8%	17.1%	6.4%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Marshall County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	990.4	1,070.0	3,887.7	2,517.7	294.5	8,760.3	85	3.3%	0.2%
2011	1,080.8	1,026.5	3,994.4	2,592.0	243.0	8,936.7	88	3.6%	0.2%
2010	1,109.8	1,025.2	3,604.7	2,578.8	243.3	8,561.7	86	3.8%	0.2%
% Change ('11-'12)	-8.4%	4.2%	-2.7%	-2.9%	21.2%	-2.0%			
% Change ('10-'11)	-2.6%	0.1%	10.8%	0.5%	-0.1%	4.4%			

Mc Cook County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,168.8	0.0	5,472.1	2,287.0	2,486.1	11,414.1	111	4.0%	0.3%
2011	1,076.4	2.0	5,022.1	2,169.3	2,308.3	10,577.1	105	3.9%	0.3%
2010	1,066.6	2.0	4,990.2	1,995.3	2,314.5	10,368.6	105	4.1%	0.3%
% Change ('11-'12)	8.6%	0.0	9.0%	5.4%	7.7%	7.9%			
% Change ('10-'11)	0.9%	0.0	0.6%	8.7%	-0.3%	2.0%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Mc Pherson County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	6,845.8	0.0	2,590.5	1,148.7	1,324.7	11,909.7	116	10.8%	0.3%
2011	6,678.1	0.0	2,573.7	1,018.4	819.8	11,090.0	110	11.0%	0.3%
2010	6,456.5	0.0	2,205.2	723.3	658.9	10,043.9	101	10.4%	0.3%
% Change ('11-'12)	2.5%	0.0	0.7%	12.8%	61.6%	7.4%			
% Change ('10-'11)	3.4%	0.0	16.7%	40.8%	24.4%	10.4%			

Meade County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	14,435.0	1,862.3	19,187.1	27,326.0	7,473.7	70,284.2	684	4.7%	1.9%
2011	13,039.4	1,955.6	18,451.7	25,252.1	6,051.9	64,750.9	640	4.6%	1.8%
2010	12,670.3	1,895.7	18,024.5	26,544.9	5,894.7	65,030.1	656	4.8%	1.9%
% Change ('11-'12)	10.7%	-4.8%	4.0%	8.2%	23.5%	8.5%			
% Change ('10-'11)	2.9%	3.2%	2.4%	-4.9%	2.7%	-0.4%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Mellette County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	469.4	0.0	3,534.9	389.5	0.0	4,393.8	43	5.0%	0.1%
2011	464.7	0.0	3,361.6	415.2	0.0	4,241.5	42	5.4%	0.1%
2010	469.7	0.0	2,884.7	357.6	0.0	3,711.9	37	5.1%	0.1%
% Change ('11-'12)	1.0%	0.0	5.2%	-6.2%	0.0	3.6%			
% Change ('10-'11)	-1.1%	0.0	16.5%	16.1%	0.0	14.3%			

Miner County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,826.2	0.0	2,410.1	1,352.7	1,156.6	6,745.6	66	3.6%	0.2%
2011	1,102.0	0.0	2,202.7	1,123.0	806.3	5,234.0	52	3.0%	0.1%
2010	954.9	0.0	2,146.8	961.9	757.9	4,821.4	49	3.0%	0.1%
% Change ('11-'12)	65.7%	0.0	9.4%	20.5%	0.0	28.9%			
% Change ('10-'11)	15.4%	0.0	2.6%	16.7%	0.0	8.6%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Minnehaha County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	97,517.6	47,836.8	336,730.7	285,945.4	146,024.0	914,054.5	8,898	4.2%	24.3%
2011	88,823.7	48,557.5	310,021.5	271,857.4	135,453.0	854,713.1	8,454	4.1%	23.6%
2010	87,485.9	44,938.8	291,435.8	262,969.9	132,680.8	819,511.2	8,269	4.2%	23.4%
% Change ('11-'12)	9.8%	-1.5%	8.6%	5.2%	7.8%	6.9%			
% Change ('10-'11)	1.5%	8.1%	6.4%	3.4%	2.1%	4.3%			

Moody County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	655.8	0.0	4,885.7	2,849.9	1,282.5	9,674.0	94	1.9%	0.3%
2011	505.3	2.0	4,736.8	2,837.3	1,278.3	9,359.7	93	2.0%	0.3%
2010	466.1	2.0	4,123.2	2,806.9	1,167.6	8,565.7	86	2.0%	0.2%
% Change ('11-'12)	29.8%	-100.0%	3.1%	0.4%	0.3%	3.4%			
% Change ('10-'11)	8.4%	0.0	14.9%	1.1%	9.5%	9.3%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Pennington County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	137,380.7	64,654.2	245,821.0	282,710.2	61,537.7	792,103.8	7,711	9.1%	21.1%
2011	127,092.2	62,236.4	231,614.2	265,598.4	57,508.7	744,049.9	7,360	8.8%	20.6%
2010	123,384.8	57,242.1	216,642.9	257,830.8	60,252.1	715,352.7	7,218	8.8%	20.4%
% Change ('11-'12)	8.1%	3.9%	6.1%	6.4%	7.0%	6.5%			
% Change ('10-'11)	3.0%	8.7%	6.9%	3.0%	-4.6%	4.0%			

Perkins County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,887.7	557.7	3,550.2	1,639.9	705.8	8,341.2	81	3.0%	0.2%
2011	1,807.7	479.3	3,908.3	1,727.3	474.8	8,397.4	83	3.2%	0.2%
2010	1,765.7	514.5	3,537.5	1,608.3	398.5	7,824.6	79	3.2%	0.2%
% Change ('11-'12)	4.4%	16.4%	-9.2%	-5.1%	48.6%	-0.7%			
% Change ('10-'11)	2.4%	-6.9%	10.5%	7.4%	19.2%	7.3%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Potter County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	9,463.2	0.0	4,554.6	2,487.2	722.4	17,227.4	168	6.6%	0.5%
2011	9,364.1	0.0	4,443.3	2,604.8	521.5	16,933.7	167	6.9%	0.5%
2010	9,266.5	0.0	4,158.0	2,381.0	399.1	16,204.7	164	7.3%	0.5%
% Change ('11-'12)	1.1%	0.0	2.5%	-4.5%	38.5%	1.7%			
% Change ('10-'11)	1.1%	0.0	6.9%	9.4%	30.7%	4.5%			

Roberts County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	11,047.8	208.8	10,870.2	7,733.7	8,592.5	38,453.1	374	5.3%	1.0%
2011	10,822.1	205.1	11,282.8	7,937.7	8,842.7	39,090.3	387	5.8%	1.1%
2010	10,200.1	199.0	10,525.8	7,949.0	9,433.3	38,307.1	387	6.1%	1.1%
% Change ('11-'12)	2.1%	1.8%	-3.7%	-2.6%	-2.8%	-1.6%			
% Change ('10-'11)	6.1%	3.0%	7.2%	-0.1%	-6.3%	2.0%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Sanborn County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	500.0	0.0	1,132.2	1,628.8	125.7	3,386.7	33	2.5%	0.1%
2011	490.2	0.0	1,257.4	1,583.2	125.7	3,456.5	34	2.8%	0.1%
2010	475.0	0.0	1,021.7	1,232.0	125.7	2,854.5	29	2.5%	0.1%
% Change ('11-'12)	2.0%	0.0	-10.0%	2.9%	0.0%	-2.0%			
% Change ('10-'11)	3.2%	0.0	23.1%	28.5%	0.0%	21.1%			

Shannon County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	807.9	0.0	6,896.0	1,971.9	15,557.4	25,233.2	246	6.7%	0.7%
2011	554.5	0.0	7,433.5	1,817.1	15,557.4	25,362.6	251	7.3%	0.7%
2010	533.8	0.0	6,708.8	1,674.2	15,557.4	24,474.3	247	7.4%	0.7%
% Change ('11-'12)	45.7%	0.0	-7.2%	8.5%	0.0%	-0.5%			
% Change ('10-'11)	3.9%	0.0	10.8%	8.5%	0.0%	3.6%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Spink County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	2,975.4	920.3	4,268.0	3,897.7	1,086.0	13,147.4	128	3.1%	0.3%
2011	2,638.8	1,053.4	4,317.1	4,357.4	1,009.7	13,376.5	132	3.5%	0.4%
2010	2,567.7	1,245.8	4,099.5	5,118.0	930.2	13,961.2	141	4.0%	0.4%
% Change ('11-'12)	12.8%	-12.6%	-1.1%	-10.5%	7.6%	-1.7%			
% Change ('10-'11)	2.8%	-15.4%	5.3%	-14.9%	8.5%	-4.2%			

Stanley County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	4,968.9	0.0	3,029.9	3,522.1	696.4	12,217.2	119	4.1%	0.3%
2011	4,997.3	0.0	3,376.7	3,531.5	647.7	12,553.2	124	4.6%	0.3%
2010	5,263.4	0.0	3,557.1	3,481.6	647.7	12,949.7	131	5.4%	0.4%
% Change ('11-'12)	-0.6%	0.0	-10.3%	-0.3%	7.5%	-2.7%			
% Change ('10-'11)	-5.1%	0.0	-5.1%	1.4%	0.0%	-3.1%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



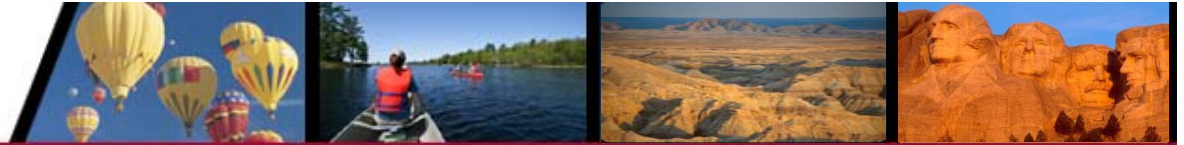
County Details

Sully County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	1,898.2	1,523.1	1,399.8	3,415.2	965.2	9,201.5	90	9.0%	0.2%
2011	1,853.3	973.1	1,253.5	3,205.3	865.5	8,150.7	81	8.5%	0.2%
2010	1,773.0	959.5	1,168.3	2,820.0	868.4	7,589.3	77	8.5%	0.2%
% Change ('11-'12)	2.4%	56.5%	11.7%	6.5%	11.5%	12.9%			
% Change ('10-'11)	4.5%	1.4%	7.3%	13.7%	-0.3%	7.4%			

Todd County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	12,010.1	4,456.4	9,721.1	481.3	0.0	26,669.0	260	7.7%	0.7%
2011	17,934.2	4,451.8	9,430.0	480.7	0.0	32,296.7	319	9.7%	0.9%
2010	2,941.7	115.2	6,369.7	4,785.4	0.0	14,212.0	143	4.5%	0.4%
% Change ('11-'12)	-33.0%	0.1%	3.1%	0.1%	0.0	-17.4%			
% Change ('10-'11)	509.7%	3765.1%	48.0%	-90.0%	0.0	127.2%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Tripp County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	3,402.0	115.4	7,558.2	4,807.8	1,011.3	16,894.8	164	4.0%	0.4%
2011	3,104.9	115.3	7,018.8	4,833.4	869.7	15,942.1	158	4.0%	0.4%
2010	20,454.5	4,938.8	9,075.4	435.7	0.0	34,904.5	352	9.4%	1.0%
% Change ('11-'12)	9.6%	0.1%	7.7%	-0.5%	16.3%	6.0%			
% Change ('10-'11)	-84.8%	0.0	-22.7%	1009.3%	#DIV/0!	-54.3%			

Turner County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	857.9	0.0	11,555.4	4,003.6	1,329.1	17,746.1	173	3.2%	0.5%
2011	836.4	0.0	11,435.9	3,654.3	1,268.1	17,194.7	170	3.4%	0.5%
2010	819.1	0.0	10,832.9	3,560.1	1,209.4	16,421.6	166	3.5%	0.5%
% Change ('11-'12)	2.6%	0.0	1.0%	9.6%	4.8%	3.2%			
% Change ('10-'11)	2.1%	0.0	5.6%	2.6%	4.8%	4.7%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Union County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	4,506.1	680.5	16,473.6	19,180.1	14,798.3	55,638.6	542	3.2%	1.5%
2011	4,146.4	438.6	16,776.9	19,518.5	15,462.4	56,342.7	557	3.3%	1.6%
2010	3,894.3	481.6	15,535.6	22,865.1	16,160.9	58,937.5	595	3.6%	1.7%
% Change ('11-'12)	8.7%	55.2%	-1.8%	-1.7%	-4.3%	-1.2%			
% Change ('10-'11)	6.5%	-8.9%	8.0%	-14.6%	-4.3%	-4.4%			

Walworth County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	7,513.0	797.8	10,197.2	4,707.0	13,248.0	36,462.9	355	8.4%	1.0%
2011	7,064.2	764.7	10,593.2	4,923.5	12,907.1	36,252.7	359	8.9%	1.0%
2010	6,703.5	848.5	9,993.6	4,800.6	12,669.2	35,015.3	353	9.2%	1.0%
% Change ('11-'12)	6.4%	4.3%	-3.7%	-4.4%	2.6%	0.6%			
% Change ('10-'11)	5.4%	-9.9%	6.0%	2.6%	1.9%	3.5%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Yankton County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	8,068.3	7,373.4	39,506.5	29,851.7	5,152.3	89,952.2	876	4.3%	2.4%
2011	7,418.9	7,219.1	40,859.7	31,177.7	4,903.7	91,579.1	906	4.7%	2.5%
2010	6,479.3	6,593.0	41,113.8	31,238.9	4,901.6	90,326.5	911	5.0%	2.6%
% Change ('11-'12)	8.8%	2.1%	-3.3%	-4.3%	5.1%	-1.8%			
% Change ('10-'11)	14.5%	9.5%	-0.6%	-0.2%	0.0%	1.4%			

Ziebach County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	224.6	0.0	167.3	363.9	0.0	755.8	7	1.5%	0.0%
2011	219.1	0.0	164.0	165.9	0.0	549.0	5	1.2%	0.0%
2010	212.2	0.0	160.2	119.4	0.0	491.7	5	1.1%	0.0%
% Change ('11-'12)	2.5%	0.0	2.0%	119.4%	0.0	37.7%			
% Change ('10-'11)	3.3%	0.0	2.4%	39.0%	0.0	11.6%			

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



Thank you!

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