



# 2013 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.  
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## 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"*



# 2013 Travel Year TSA Estimates



## South Dakota Tourism: The View From Mt Rushmore

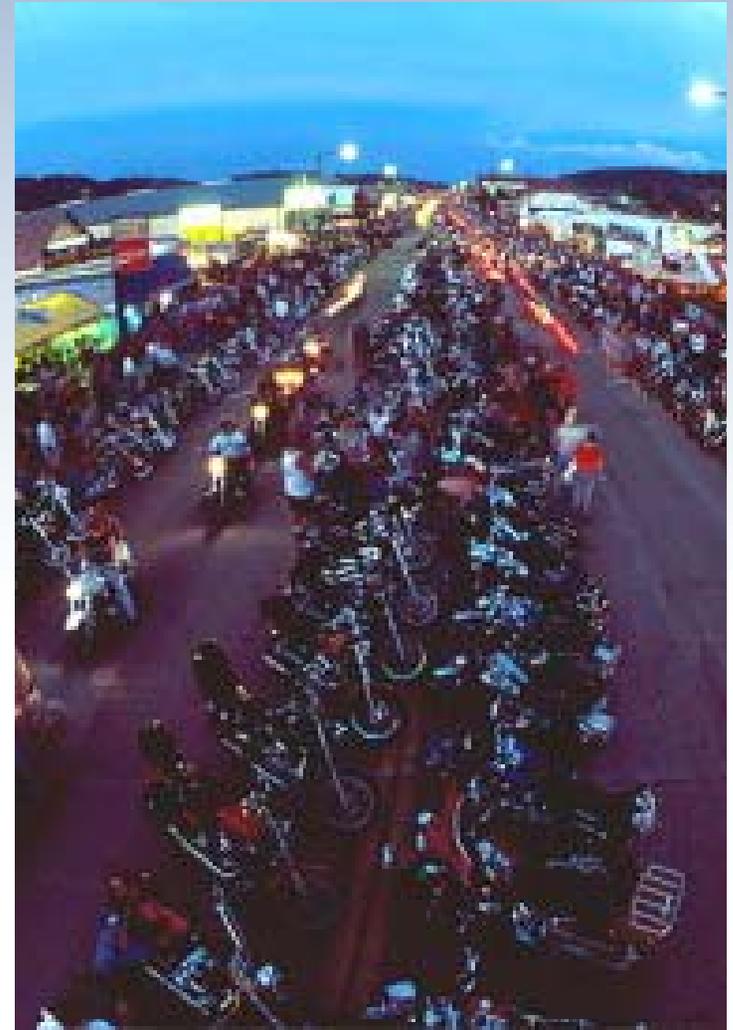
- ✓ **Tourism expenditures reached 4.1\$B in 2013**
- ✓ **In '13, visitation grew by 3.1% and visitor spending increased by 2.9%**
- ✓ **Avg. spend-per-visitor was \$242 in '13**
- ✓ **1 of 11 every South Dakotan owes his/her job to tourism**
- ✓ **Tourism is responsible for 4.7% of total SD Gross State Product**





## South Dakota Tourism: Did You Know?

- ✓ **Tourism generated 19% of all state & local tax revenue in '13**
- ✓ **Tourism's tax contribution reached \$892 per SD Household**
- ✓ **Tourism is the 4th largest private industry in SD (based upon jobs)**
- ✓ **Avg. Annual Tourism Wages reached \$29,750 in '13**
- ✓ **Every 461 visitor/travelers creates a new job in SD**
- ✓ **In '13, SD's share of the total SD economy increased 2.8%**





# Industry Structure – 2013\*

Tourism Expenditures  
**\$4.10 billion**



All Visitor Related Spending

Total Impact  
**\$1.98 billion**

Import Leakage  
**\$2.12 billion**

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

Economic Value to State

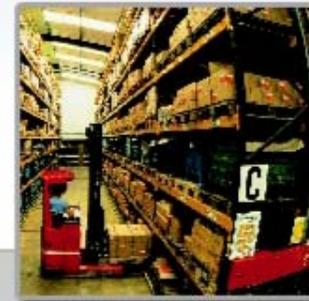


Core Tourism  
(Direct)  
**\$1.39 billion**

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

Non-Core Tourism  
(Indirect & Investment)  
**\$0.59 billion**

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

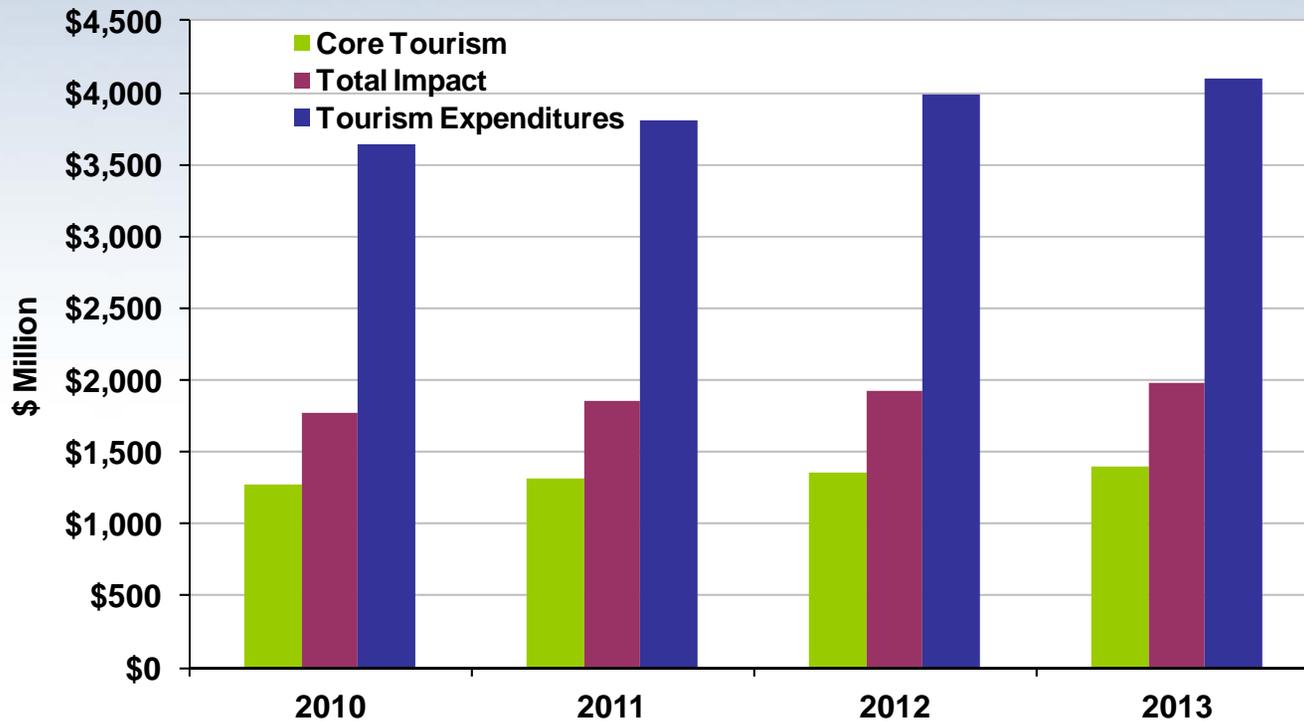


\* 2013 figures throughout this report are projections based on YTD results from South Dakota, as well as IHS projections for 2013 economic data for the state and counties.



# Total Tourism Expenditures

Tourism expenditures tallied  
\$4.10 billion in 2013



Source: IHS Global

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## South Dakota TSA: Top Line Results

Measurement	2013 (billion)	2012 (billion)	2011 (billion)	Growth Rate 12- 13	Growth Rate 11- 12
<b>Total Tourism Expenditures</b>	<b>\$4.10</b>	<b>\$3.98</b>	<b>\$3.81</b>	<b>2.9%</b>	<b>4.5%</b>
<b>Total Impact</b>	<b>\$1.98</b>	<b>\$1.93</b>	<b>\$1.78</b>	<b>2.8%</b>	<b>3.9%</b>
<b>Core Tourism (direct)</b>	<b>\$1.39</b>	<b>\$1.36</b>	<b>\$1.32</b>	<b>2.9%</b>	<b>2.8%</b>
<b>Non-Core Tourism</b>	<b>\$0.59</b>	<b>\$0.57</b>	<b>\$0.54</b>	<b>2.6%</b>	<b>6.6%</b>
<b>Import Leakage</b>	<b>\$2.12</b>	<b>\$2.05</b>	<b>\$1.96</b>	<b>3.0%</b>	<b>5.0%</b>

- 2013 saw solid gains in tourism expenditures, built off strong visitation gains despite some challenges presented by temporary closing of the national parks
- Growth was seen in both direct and non-core markets, showing strength from investments even after a very strong 2012

Source: IHS Global



## Why Are the 2012 Figures Different From Last Year?

Key Measurements	2012 Original	2012 Recast
<b>Total Expenditures (\$B)</b>	<b>\$4.04</b>	<b>\$3.98</b>
<b>Economic Value</b>		
▪ Core Tourism	\$1.37	\$1.36
▪ Total Impact	\$1.95	\$1.93
<b>Wages &amp; Salaries</b>		
▪ Core Tourism	\$0.80	\$0.79
▪ Total Impact	\$1.16	\$1.15
<b>Employment ('000)</b>		
▪ Core Tourism	27.73	27.81
▪ Total Impact	36.16	36.55
<b>Taxes –Total Impact</b>	<b>\$581 M</b>	<b>\$575 M</b>

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: 2013 Visitation and Spending Show Steady Growth

## South Dakota Tourism Bottom Line:

Measurement	2013	2012	2011	Growth '12-'13	Growth '11-'12	Perspective
<b>Visitation and Expenditures</b> <ul style="list-style-type: none"> <li>▪ Total Person-Stays</li> <li>▪ Total Tourism Expenditures</li> </ul>	16.94 M \$4.10 B	16.43 M \$3.98 B	16.05 M \$3.81 B	3.1% 2.9%	2.4% 4.5%	<ul style="list-style-type: none"> <li>• Visitation growth was spread nearly evenly across leisure, business and international.</li> </ul>
<b>Economic Value (GSP)</b> <ul style="list-style-type: none"> <li>▪ Core Tourism (direct)</li> <li>▪ Total Impact (direct+indirect)</li> </ul>	\$1.39 B \$1.98 B	\$1.36 B \$1.93 B	\$1.32 B \$1.86 B	2.9% 2.8%	2.8% 3.9%	<ul style="list-style-type: none"> <li>• South Dakota's nominal Gross State Product forecast to be flat in 2013</li> </ul>
<b>Wages &amp; Salaries</b> <ul style="list-style-type: none"> <li>▪ Core Tourism (direct)</li> <li>▪ Total Impact (direct+indirect)</li> </ul>	\$0.82 B \$1.18 B	\$0.79 B \$1.15 B	\$0.77 B \$1.10 B	3.0% 2.8%	2.8% 4.2%	<ul style="list-style-type: none"> <li>• Avg. annual direct tourism wages increased 2.5% to approx. \$29,163</li> </ul>
<b>Employment ('000)</b> <ul style="list-style-type: none"> <li>▪ Core Tourism (direct)</li> <li>▪ Total Impact (direct+indirect)</li> </ul>	27.96 36.72	27.81 36.55	27.50 35.81	0.5% 0.4%	1.1% 2.1%	<ul style="list-style-type: none"> <li>• 1 out of every 11 SD workers owes his/her job to tourism, largely unchanged from 2012.</li> </ul>

Numbers may differ due to rounding

Source: IHS Global

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## Total Impact of Tourism

- In 2013, the total impact of travel & tourism (direct and indirect) was **\$1.98 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.
- **27,958 direct jobs** – were supported by core travel & tourism economic activity. This accounts for **6.7% of total non-farm employment in the state**.
- Another **6,728 indirect jobs** were supported by tourism activity.
- **Approximately \$815 million in wages & salaries (direct impact) was generated by core travel & tourism in 2013**.
- **Tourism generated \$295 million in federal government taxes and \$296 million in state & local government taxes in 2013**.



# 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

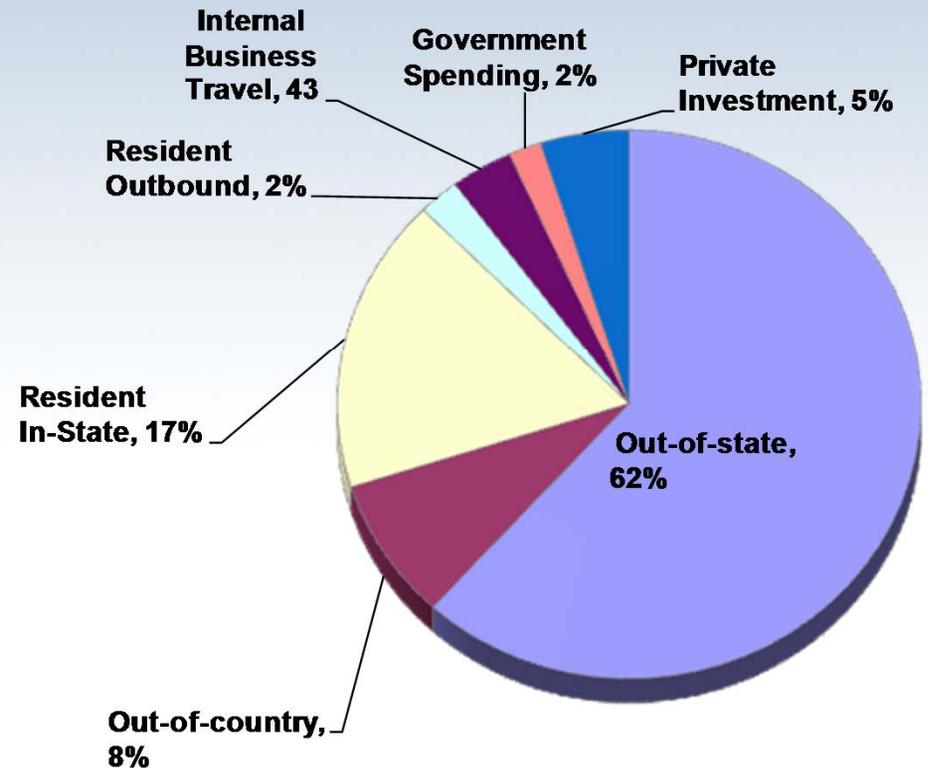


# Breaking Down Tourism Expenditures - 2013

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

By Origin	Millions \$\$	Share
In State	1,226	29.9%
Other U.S.	2,530	61.7%
International	342	8.4%
<b>Total</b>	<b>4,099</b>	<b>100%</b>

By Source	Millions \$\$	Share
Visitor Spending	3,729	91.0%
Resident Outbound	94	2.3%
Government Spending	75	1.8%
Construction & Investment	201	4.9%
<b>Total</b>	<b>4,099</b>	<b>100%</b>

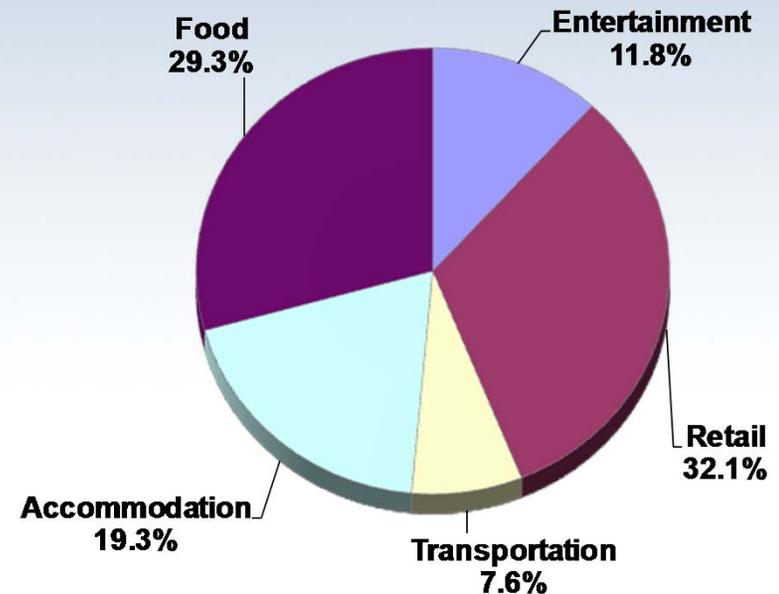




# Category Distribution of Expenditures - 2013

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

	Millions \$\$	Growth '12-'13	Share
Entertainment	449	2.4%	11.8%
Retail	1,228	0.3%	32.1%
Transportation	289	4.2%	7.6%
Accommodation	737	5.3%	19.3%
Food	1,120	4.1%	29.3%
<b>Total*</b>	<b>3,823</b>	<b>2.9%</b>	<b>100%</b>



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

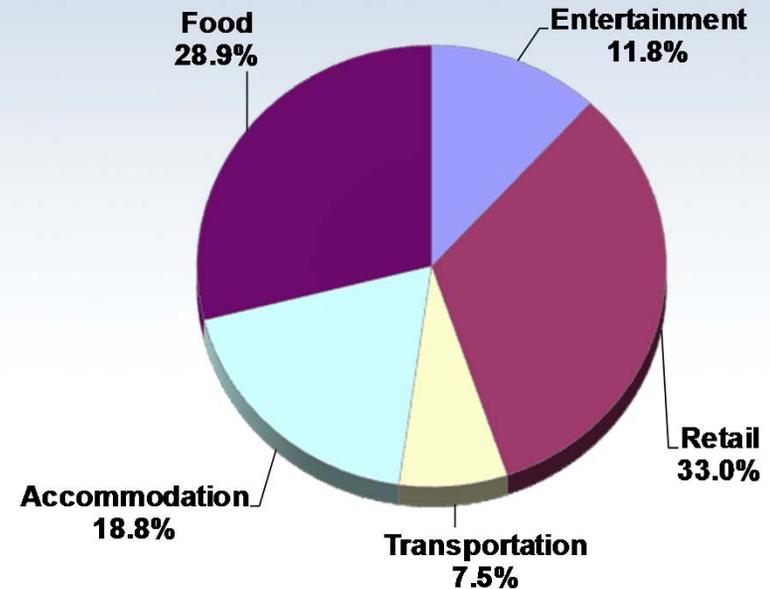
Source: IHS Global



# 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	439	0.3%	11.8%
Retail	1,225	0.3%	33.0%
Transportation	277	4.0%	7.5%
Accommodation	700	7.0%	18.8%
Food	1,076	3.6%	28.9%
<b>Total*</b>	<b>3,717</b>	<b>5.4%</b>	<b>100%</b>



\* 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 \$1.39 billion in economic value in 2013. This ranks core tourism as the 8th largest private industry in SD in terms of gross state product.**



# Core Tourism – Gross State Product

**Core Tourism contributed \$1.39 billion in economic value in 2013.  
Tourism ranked as the 8<sup>th</sup> largest private industry in the state.**

Rank	Industry (NAICS Definitions)	Millions \$	% of State
1	Finance and Insurance	7,453	20.1%
2	Health Care and Social Assistance	3,943	10.6%
3	Real Estate and Rental and Leasing	3,538	9.5%
4	Retail Trade	3,163	8.5%
5	Durables Manufacturing	3,005	8.1%
6	Wholesale Trade	2,758	7.4%
7	Construction	1,510	4.1%
8	Non-Durables Manufacturing	1,390	3.7%
9	Professional, Scientific, and Technical Services	1,306	3.5%
10	Accommodation and Food Services	1,205	3.3%
11	Information	1,094	3.0%
12	Other Services	963	2.6%
13	Administrative and Waste Services	658	1.8%
14	Management of Companies and Enterprises	516	1.4%
15	Educational Services	306	0.8%
	Other Industries	4,276	11.5%
	<b>Total Private GSP</b>	<b>37,086</b>	<b>100.0%</b>
	<b>Travel &amp; Tourism</b>	<b>1,395</b>	<b>3.3%</b>

**Travel & Tourism provides 3.3% of SD's GSP**



Source: IHS Global



# Core Tourism Impact – Composition – 2013

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

## Composition of Core Tourism

Rank	Industry	\$ Value '13 (Millions)	'12-'13 Growth	% of Total
1	Food services and drinking places	476	3.1%	34.1%
2	Hotels and motels, including casino hotels	345	5.0%	24.7%
3	Retail Stores - Gasoline stations	114	2.0%	8.1%
4	Retail Stores - Food and beverage	94	1.3%	6.7%
5	Retail Stores - Miscellaneous	64	4.4%	4.6%
6	Retail Stores - General merchandise	59	1.4%	4.2%
7	Other amusement and recreation industries	53	4.0%	3.8%
8	Real estate establishments	39	-6.6%	2.8%
9	Retail Stores - Clothing and clothing accessories	37	2.8%	2.6%
10	Travel arrangement and reservation services	31	-0.5%	2.2%
11	Retail Stores - Sporting goods, hobby, and book	23	4.3%	1.7%
12	Automotive equipment rental and leasing	19	2.4%	1.4%
13	Transport by rail	16	-1.3%	1.1%
14	Transport by air	13	8.7%	1.0%
15	Performing arts companies	7	-13.1%	0.5%
	All Others	4	1.0%	0.3%
	<b>Total</b>	<b>1,395</b>	<b>2.9%</b>	<b>100.0%</b>



# 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	2.6%	34.1%
2	Hotels and motels, including casino hotels	328	7.2%	24.2%
3	Other amusement and recreation industries	111	-0.2%	8.2%
4	Real estate establishments	93	1.1%	6.9%
5	Retail Stores - Food and beverage	61	0.2%	4.5%
6	Retail Stores - Sporting goods, hobby, and book	58	-1.2%	4.3%
7	Travel arrangement and reservation services	51	1.4%	3.7%
8	Retail Stores - Miscellaneous	42	-0.3%	3.1%
9	Retail Stores - Gasoline stations	36	2.5%	2.6%
10	Retail Stores - Clothing and clothing accessories	31	-1.9%	2.3%
11	Retail Stores - General merchandise	22	10.3%	1.6%
12	Automotive equipment rental and leasing	19	-0.7%	1.4%
13	Transport by air	16	0.1%	1.2%
14	Transport by rail	12	6.5%	0.9%
15	Performing arts companies	8	-10.4%	0.6%
	All Others	6	4.3%	0.4%
	<b>Total</b>	<b>1,356</b>	<b>2.8%</b>	<b>100.0%</b>



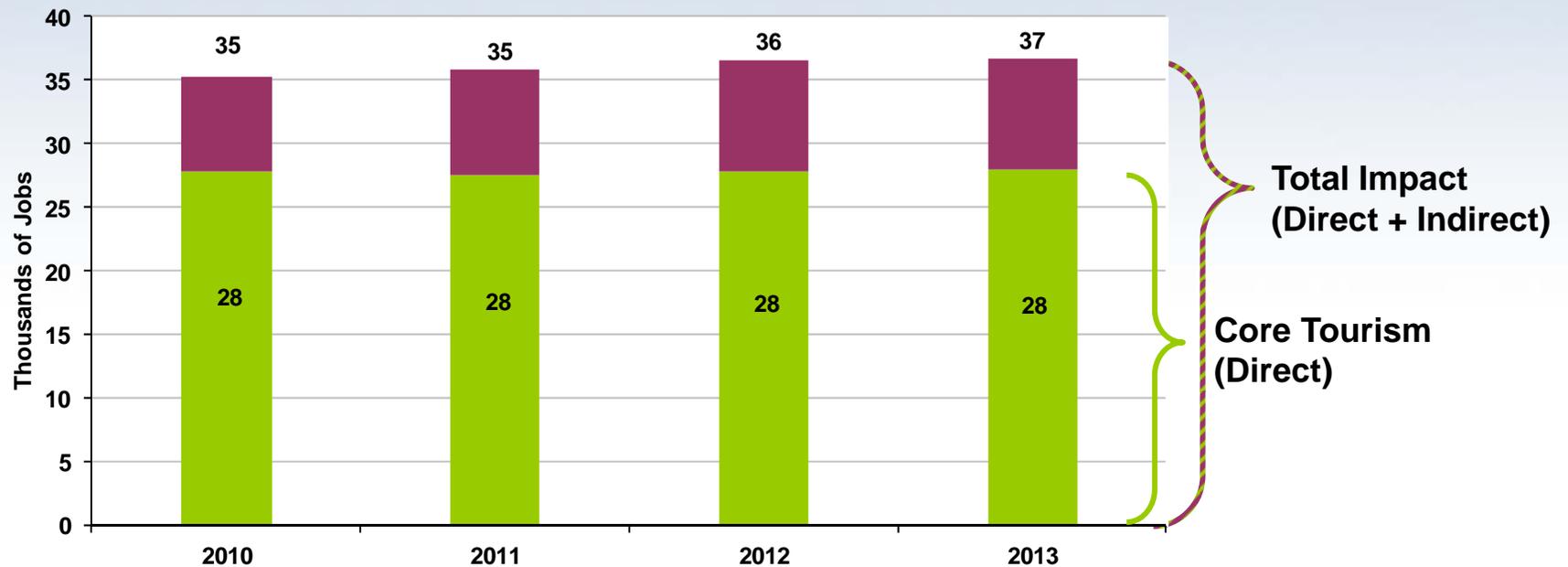
## Core Tourism – South Dakota Jobs & Wages

- Core Tourism is the 3rd largest private sector employer in the state with **27,958 direct full-time equivalency jobs** in 2013.
- Core Tourism generated **8.2% of non-farm private state employment** in 2013.
- Core Tourism jobs provided **\$815 million in wages & salaries** in 2013.
- Core Tourism's **average annual wage was \$29,163** in 2013.



## Total Tourism Employment Continued a Five-Year Run of Employment Gains

Core Tourism jobs comprise 76% of total tourism-generated employment in 2013.



Source: IHS Global



# Core Tourism – Employment Ranking - 2013

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	61.3	17.9%	61.3
2	Retail Trade	53.1	15.5%	48.1
3	Accommodation and Food Services	39.9	11.7%	22.3
4	Durables Manufacturing	27.3	8.0%	27.3
5	Finance and Insurance	26.2	7.7%	25.5
6	Wholesale Trade	19.6	5.7%	19.6
7	Construction	19.3	5.6%	19.3
8	Other Services	15.8	4.6%	15.8
9	Non-Durables Manufacturing	14.5	4.2%	14.5
10	Professional, Scientific, and Technical Services	12.6	3.7%	11.9
11	Admin and Waste Management Services	11.7	3.4%	11.7
12	Transportation and Warehousing	10.7	3.1%	10.2
13	Educational Services	7.3	2.1%	7.3
14	Information	6.1	1.8%	6.1
15	Management of Companies and Enterprises	4.1	1.2%	4.1
	Other Industries	12.6	3.7%	9.1
	<b>Total Private Non-farm</b>	<b>341.9</b>	<b>100.0%</b>	<b>313.9</b>

**Core Tourism represented 27,958 jobs in 2013**  
**Total Tourism represented 36,718**

<b>Core Tourism</b>	<b>28.0</b>	<b>8.2%</b>
<b>Total Travel &amp; Tourism</b>	<b>36.7</b>	<b>10.7%</b>



# 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	59.8	17.8%	59.8
2	Retail Trade	51.0	15.1%	45.9
3	Accommodation and Food Services	38.1	11.3%	20.8
4	Durables Manufacturing	27.1	8.1%	27.1
5	Finance and Insurance	25.2	7.5%	24.6
6	Construction	20.1	6.0%	20.1
7	Wholesale Trade	19.5	5.8%	19.5
8	Other Services	15.8	4.7%	15.8
9	Non-Durables Manufacturing	14.1	4.2%	14.1
10	Admin and Waste Management Services	13.4	4.0%	13.4
11	Professional, Scientific, and Technical Services	11.6	3.4%	10.9
12	Transportation and Warehousing	10.6	3.1%	10.1
13	Educational Services	7.4	2.2%	7.4
14	Information	6.2	1.8%	6.2
15	Management of Companies and Enterprises	4.2	1.2%	4.2
	Other Industries	12.7	3.8%	9.2
	<b>Total Private Non-farm</b>	<b>336.7</b>	<b>100.0%</b>	<b>308.9</b>

**Core Tourism represented 27,814 jobs in 2012**  
**Total Tourism represented 554**

<b>Core Tourism</b>	<b>27.8</b>	<b>8.3%</b>
<b>Total Travel &amp; Tourism</b>	<b>36.6</b>	<b>10.9%</b>



## Indirect Benefits in 2013: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 16.9M person-stays in 2013

### Indirect Benefits of Tourism

Rank	Industry	\$ Value '13 (Millions)	'12-'13 Growth	% of Total
1	Real estate establishments	\$68.0	2.6%	8.6%
2	Electric power generation, transmission, distribution	\$49.4	3.1%	6.2%
3	Wholesale trade businesses	\$42.8	2.8%	5.4%
4	Monetary authorities and depository credit activities	\$23.2	2.7%	2.9%
5	Management of companies and enterprises	\$22.7	3.3%	2.9%
6	Telecommunications	\$19.9	2.9%	2.5%
7	Food services and drinking places	\$17.4	3.6%	2.2%
8	US Postal Service	\$15.1	3.3%	1.9%
9	Nondepository credit and related activities	\$14.6	2.5%	1.8%
10	Insurance carriers	\$13.4	2.9%	1.7%
11	Transport by truck	\$9.8	2.3%	1.2%
12	Radio and television broadcasting	\$9.6	3.1%	1.2%
13	Commercial machinery repair and maintenance	\$9.6	2.6%	1.2%
14	Maintenance and repair of nonres structures	\$9.5	3.1%	1.2%
15	Advertising and related services	\$9.4	3.1%	1.2%
	Other Industries	\$180.8	2.7%	22.9%
	Investment and Government	\$275.9	3.3%	34.9%
	<b>Total</b>	<b>\$791.0</b>	<b>3.0%</b>	<b>100.0%</b>



## Indirect Benefits in 2012: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 16.4M person-stays in 2012

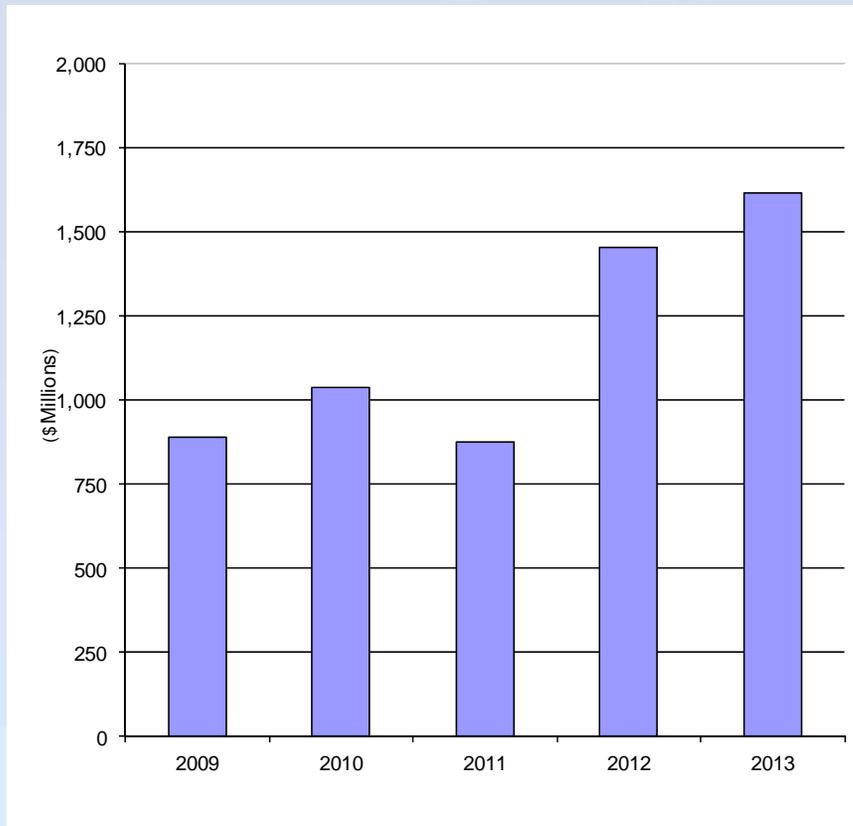
### Indirect Benefits of Tourism

Rank	Industry	\$ Value '12 (Millions)	'11-'12 Growth	% of Total
1	Real estate establishments	\$66.3	5.6%	8.6%
2	Electric power generation, transmission, distribution	\$47.9	8.0%	6.2%
3	Wholesale trade businesses	\$41.6	6.9%	5.4%
4	Monetary authorities and depository credit activities	\$22.6	8.1%	2.9%
5	Management of companies and enterprises	\$22.0	7.9%	2.9%
6	Telecommunications	\$19.3	9.1%	2.5%
7	Food services and drinking places	\$16.8	9.1%	2.2%
8	US Postal Service	\$14.6	8.7%	1.9%
9	Nondepository credit and related activities	\$14.2	6.4%	1.9%
10	Insurance carriers	\$13.0	5.9%	1.7%
11	Transport by truck	\$9.6	6.5%	1.2%
12	Radio and television broadcasting	\$9.4	7.7%	1.2%
13	Commercial machinery repair and maintenance	\$9.3	9.6%	1.2%
14	Maintenance and repair of nonres structures	\$9.2	8.7%	1.2%
15	Advertising and related services	\$9.1	8.4%	1.2%
	Other Industries	\$176.1	0.0%	22.9%
	Investment and Government	\$267.1	37.0%	34.8%
	<b>Total</b>	<b>\$768.0</b>	<b>14.0%</b>	<b>100.0%</b>



# Construction Impacts

Investment activity has resumed it's pace after the dip in 2011.



**In 2013, government investment slipped but that was more than offset by the private sector**

Source: IHS Global and McGraw Hill Construction



# Tourism Generated Government Revenue

Tourism is a major contributor of government revenue at all levels

	2013 Total (million\$)	2012 Total (million\$)	'12 - '13 Growth	'11 - '12 Growth
<b>Federal Government</b>				
Corporate Profits Tax	\$35.0	\$34.1	2.7%	3.6%
Indirect Business Tax	\$34.8	\$33.8	2.9%	3.7%
Personal Tax	\$60.8	\$59.1	2.8%	4.2%
Social Insurance Tax	\$164.5	\$160.0	2.8%	4.2%
<b>Subtotal</b>	<b>\$295.0</b>	<b>\$286.9</b>	<b>2.8%</b>	<b>4.1%</b>
<b>State/Local Government</b>				
Corporate Profits Tax	\$3.9	\$3.8	2.7%	3.6%
Dividends	\$15.1	\$14.7	2.7%	3.6%
Hotel Tax	\$4.3	\$4.0	5.2%	8.8%
Gaming Tax	\$9.5	\$9.6	-1.6%	6.8%
Indirect Business Tax	\$251.0	\$243.9	2.9%	3.7%
Personal Tax	\$9.1	\$8.8	2.8%	4.2%
Social Insurance Tax	\$3.2	\$3.1	2.9%	4.2%
<b>Subtotal</b>	<b>\$295.9</b>	<b>\$288.0</b>	<b>2.8%</b>	<b>3.9%</b>
<b>Grand Total</b>	<b>\$590.9</b>	<b>\$574.9</b>	<b>2.8%</b>	<b>4.0%</b>



## Tourism's Contribution to Tax Revenues in 2013

- **Tourism activity generated \$296 million in state and local government revenue in 2013, an increase of 2.8% from 2012.**
- **Indirect business tax contributed \$251.0 million to state government revenues in 2013.**
- **Tourism contributes about 3.3% of *total SD* gross state product, yet it is responsible for about 19.4% of state government revenue in 2013.\***
- **If tourism didn't exist, each household would have to pay about \$892 more in taxes in order to maintain the current level of state and local tax receipts.**

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



## How Important in 2013?

**Tourism related  
spending of  
\$4.10 billion**



### **TOTAL**

**Tourism Total Impact: \$1.95 billion**

**4.5% of Total Gross State Product**

**Total Employment: 36,718 jobs**

**9.1% of Total Non-Farm Employment**

### **CORE**

**Core Tourism Value Added: \$1.39 billion**

**3.3% of Total Gross State Product**

**Core Employment: 27,958 jobs**

**6.7% 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 \$242 in expenditures, \$125 of which goes to businesses that do not directly “touch” that visitor**
- ✓ **Every 461 visitors create a new job in South Dakota**
- ✓ **Each visitor contributes about \$35 in tax receipts, \$17 of which goes to state & local authorities**
- ✓ **It takes only 543 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, 2010 figure*



# Detailed County Estimates



## Regional Details

### Black Hills Badlands and Lakes

#### Sales (US\$ millions)

	Lodging	Transportation	Shopping	Food	Entertainment	Total
2013	378.5	103.5	351.6	419.4	166.7	1,419.7
2012	356.7	97.9	357.6	392.5	156.7	1,361.4
2011	332.8	95.5	362.0	370.5	154.2	1,315.0
% Change ('12-'13)	6.1%	5.7%	-1.7%	6.9%	6.4%	4.3%
% Change ('11-'12)	7.2%	2.5%	-1.2%	5.9%	1.6%	3.5%

### Glacial Lakes and Prairies Region

#### Sales (US\$ millions)

	Lodging	Transportation	Shopping	Food	Entertainment	Total
2013	117.6	99.9	233.4	209.8	69.0	729.7
2012	115.4	98.6	234.8	192.9	67.4	709.0
2011	111.1	97.4	236.1	185.2	67.1	696.9
% Change ('12-'13)	1.9%	1.4%	-0.6%	8.8%	2.4%	2.9%
% Change ('11-'12)	3.8%	1.2%	-0.5%	4.1%	0.5%	1.7%

\* 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
2013	81.9	9.7	115.6	67.1	39.2	313.5
2012	76.8	8.8	117.4	63.9	38.2	305.2
2011	70.7	8.3	117.4	63.2	37.8	297.4
% Change ('12-'13)	6.6%	10.3%	-1.6%	5.0%	2.6%	2.7%
% Change ('11-'12)	8.7%	5.9%	0.0%	1.2%	1.3%	2.6%

Southeast Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2013	159.0	75.7	527.7	423.8	174.3	1,360.4
2012	151.0	72.0	515.2	426.2	176.4	1,340.7
2011	139.5	68.3	506.4	419.5	178.3	1,311.9
% Change ('12-'13)	5.3%	5.2%	2.4%	-0.6%	-1.2%	1.5%
% Change ('11-'12)	8.3%	5.4%	1.7%	1.6%	-1.0%	2.2%

\* 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
2013	1,209.8	0.0	3,828.3	2,733.3	1,194.2	8,965.6	86	5.6%	0.2%
2012	1,285.0	0.0	3,814.8	2,641.6	1,070.5	8,811.8	85	6.0%	0.2%
2011	1,016.6	0.0	3,867.5	2,549.6	1,232.0	8,665.7	85	6.4%	0.2%
% Change ('12-'13)	-5.9%	0.0	0.4%	3.5%	11.6%	1.7%			
% Change ('11-'12)	26.4%	0.0	-1.4%	3.6%	-13.1%	1.7%			

Beadle County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	9,547.9	5,376.0	23,314.1	14,428.4	9,077.8	61,744.2	591	3.4%	1.6%
2012	9,544.4	5,297.5	23,914.2	13,625.1	9,243.9	61,625.1	594	3.6%	1.7%
2011	9,225.3	5,124.6	24,206.4	13,285.9	9,036.4	60,878.8	594	3.8%	1.7%
% Change ('12-'13)	0.0%	1.5%	-2.5%	5.9%	-1.8%	0.2%			
% Change ('11-'12)	3.5%	3.4%	-1.2%	2.6%	2.3%	1.2%			

\* 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
2013	789.5	0.0	3,187.8	1,973.2	691.7	6,642.1	64	3.3%	0.2%
2012	869.7	0.0	3,117.3	1,838.4	693.4	6,518.9	63	3.4%	0.2%
2011	826.8	0.0	2,812.1	1,695.3	697.7	6,032.0	59	3.3%	0.2%
% Change ('12-'13)	-9.2%	0.0	2.3%	7.3%	-0.2%	1.9%			
% Change ('11-'12)	5.2%	0.0	10.9%	8.4%	-0.6%	8.1%			

Bon Homme County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	781.3	741.8	7,771.4	3,084.1	828.6	13,207.2	126	3.4%	0.3%
2012	778.8	746.7	7,748.9	2,994.8	828.6	13,097.9	126	3.6%	0.4%
2011	729.8	748.6	7,843.6	2,920.8	826.0	13,068.9	127	4.0%	0.4%
% Change ('12-'13)	0.3%	-0.7%	0.3%	3.0%	0.0%	0.8%			
% Change ('11-'12)	6.7%	-0.2%	-1.2%	2.5%	0.3%	0.2%			

\* 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
2013	15,622.7	5,324.7	37,975.5	46,900.2	4,322.7	110,145.7	1,055	4.2%	2.9%
2012	15,326.6	5,121.1	37,649.8	42,962.7	4,050.3	105,110.5	1,013	4.3%	2.8%
2011	14,829.2	4,837.4	37,221.1	40,346.8	4,165.7	101,400.2	989	4.4%	2.8%
% Change ('11-'12)	1.9%	4.0%	0.9%	9.2%	6.7%	4.8%			
% Change ('10-'11)	3.4%	5.9%	1.2%	6.5%	-2.8%	3.7%			

### Brown County

#### Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	26,211.0	76,584.4	50,811.6	51,301.5	14,850.1	219,758.6	2,104	5.2%	5.7%
2012	26,740.4	76,509.3	50,717.1	46,351.0	14,374.7	214,692.4	2,069	5.4%	5.8%
2011	25,022.7	76,340.0	50,239.7	44,656.5	14,605.3	210,864.2	2,057	5.8%	5.8%
% Change ('12-'13)	-2.0%	0.1%	0.2%	10.7%	3.3%	2.4%			
% Change ('11-'12)	6.9%	0.2%	1.0%	3.8%	-1.6%	1.8%			

\* 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
2013	5,512.4	654.5	9,129.2	5,498.8	3,090.1	23,885.0	229	5.5%	0.6%
2012	5,631.7	637.9	9,652.6	5,027.2	3,159.7	24,109.1	232	5.9%	0.6%
2011	5,215.2	599.1	9,857.0	5,031.7	3,225.0	23,927.9	233	6.3%	0.7%
% Change ('11-'12)	-2.1%	2.6%	-5.4%	9.4%	-2.2%	-0.9%			
% Change ('10-'11)	8.0%	6.5%	-2.1%	-0.1%	-2.0%	0.8%			

Buffalo County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	7,598.0	0.0	1,293.1	0.0	0.0	8,891.1	85	12.7%	0.2%
2012	7,311.5	0.0	1,404.7	0.0	0.0	8,716.2	84	13.1%	0.2%
2011	6,914.3	0.0	1,424.7	0.0	0.0	8,339.1	81	13.5%	0.2%
% Change ('12-'13)	3.9%	0.0	-7.9%	0.0	0.0	2.0%			
% Change ('11-'12)	5.7%	0.0	-1.4%	0.0	0.0	4.5%			

\* 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
2013	5,448.5	0.0	10,916.7	9,225.2	3,244.2	28,834.7	276	5.2%	0.8%
2012	5,234.6	0.0	10,783.6	8,943.9	2,970.9	27,933.1	269	5.2%	0.8%
2011	4,681.9	0.0	10,598.1	8,178.0	2,972.3	26,430.4	258	5.2%	0.7%
% Change ('11-'12)	4.1%	0.0	1.2%	3.1%	9.2%	3.2%			
% Change ('10-'11)	11.8%	0.0	1.7%	9.4%	0.0%	5.7%			

Campbell County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	1,017.3	0.0	1,110.8	1,394.3	644.0	4,166.4	40	3.4%	0.1%
2012	1,019.1	0.0	1,179.3	1,315.9	645.6	4,159.9	40	3.6%	0.1%
2011	964.1	0.0	1,106.4	1,311.8	715.8	4,098.1	40	3.8%	0.1%
% Change ('12-'13)	-0.2%	0.0	-5.8%	6.0%	-0.3%	0.2%			
% Change ('11-'12)	5.7%	0.0	6.6%	0.3%	-9.8%	1.5%			

\* 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
2013	4,126.7	0.0	15,331.0	4,757.8	2,261.6	26,477.1	254	3.7%	0.7%
2012	3,889.1	0.0	15,286.7	4,598.3	2,261.6	26,035.8	251	3.9%	0.7%
2011	3,891.2	0.0	15,473.4	4,465.6	2,229.1	26,059.4	254	4.2%	0.7%
% Change ('12-'13)	6.1%	0.0	0.3%	3.5%	0.0%	1.7%			
% Change ('11-'12)	-0.1%	0.0	-1.2%	3.0%	1.5%	-0.1%			

Clark County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2012	662.9	1,145.8	1,980.0	2,327.0	316.4	6,432.1	62	2.5%	0.2%
2011	654.7	1,095.3	1,975.3	2,281.5	317.2	6,324.0	61	2.7%	0.2%
2010	606.4	964.0	2,100.6	2,180.0	322.8	6,173.8	60	2.9%	0.2%
% Change ('11-'12)	1.3%	4.6%	0.2%	2.0%	-0.3%	1.7%			
% Change ('10-'11)	8.0%	13.6%	-6.0%	4.7%	-1.7%	2.4%			

\* 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
2013	6,810.8	927.7	27,789.9	21,890.7	1,268.0	58,687.2	562	8.5%	1.5%
2012	6,483.2	896.2	27,298.2	19,543.9	1,271.0	55,492.4	535	8.8%	1.5%
2011	6,624.8	788.7	24,855.0	18,429.0	1,278.7	51,976.2	507	9.0%	1.4%
% Change ('12-'13)	5.1%	3.5%	1.8%	12.0%	-0.2%	5.8%			
% Change ('11-'12)	-2.1%	13.6%	9.8%	6.0%	-0.6%	6.8%			

Codington County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	13,162.5	7,377.1	48,808.6	43,871.8	18,432.0	131,652.0	1,261	4.2%	3.4%
2012	12,917.8	6,469.9	49,552.3	40,499.0	18,132.7	127,571.7	1,229	4.3%	3.4%
2011	12,326.2	5,988.3	50,742.1	38,967.1	17,685.6	125,709.3	1,226	4.6%	3.5%
% Change ('12-'13)	1.9%	14.0%	-1.5%	8.3%	1.7%	3.2%			
% Change ('11-'12)	4.8%	8.0%	-2.3%	3.9%	2.5%	1.5%			

\* 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
2013	802.6	1,226.7	469.4	797.2	813.7	4,109.6	39	1.8%	0.1%
2012	728.6	1,062.1	467.6	758.9	799.2	3,816.4	37	1.8%	0.1%
2011	744.7	934.8	496.1	748.4	786.2	3,710.2	36	1.9%	0.1%
% Change ('12-'13)	10.2%	15.5%	0.4%	5.0%	1.8%	7.7%			
% Change ('11-'12)	-2.2%	13.6%	-5.7%	1.4%	1.6%	2.9%			

Custer County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	27,788.9	5,142.0	7,477.9	7,304.5	5,481.8	53,195.1	509	12.4%	1.4%
2012	27,100.6	5,090.9	7,247.6	6,993.6	5,283.5	51,716.2	498	12.7%	1.4%
2011	25,531.1	5,008.8	7,172.2	6,870.9	4,866.1	49,449.0	482	12.8%	1.4%
% Change ('12-'13)	2.5%	1.0%	3.2%	4.4%	3.8%	2.9%			
% Change ('11-'12)	6.1%	1.6%	1.1%	1.8%	8.6%	4.6%			

\* 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
2013	17,076.5	2,493.9	51,826.8	33,663.7	6,419.7	111,480.6	1,068	4.9%	2.9%
2012	17,417.8	2,345.3	50,574.4	30,963.4	6,544.2	107,845.0	1,039	5.0%	2.9%
2011	15,819.8	2,197.6	49,734.1	30,106.9	6,721.5	104,579.9	1,020	5.3%	2.9%
% Change ('12-'13)	-2.0%	6.3%	2.5%	8.7%	-1.9%	3.4%			
% Change ('11-'12)	10.1%	6.7%	1.7%	2.8%	-2.6%	3.1%			

Day County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	11,228.6	0.0	8,626.4	3,608.6	1,389.4	24,853.0	238	5.2%	0.7%
2012	10,645.2	0.0	8,375.3	3,257.2	1,285.7	23,563.2	227	5.2%	0.6%
2011	10,203.6	0.0	8,604.5	3,417.8	1,405.1	23,631.0	230	5.6%	0.7%
% Change ('12-'13)	5.5%	0.0	3.0%	10.8%	8.1%	5.5%			
% Change ('11-'12)	4.3%	0.0	-2.7%	-4.7%	-8.5%	-0.3%			

\* 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
2013	3,134.5	6.8	3,036.3	2,920.5	588.1	9,686.1	93	2.4%	0.3%
2012	2,932.3	6.8	3,249.2	2,609.0	526.0	9,323.3	90	2.6%	0.3%
2011	3,042.3	6.9	3,428.8	2,487.6	524.4	9,489.9	93	2.8%	0.3%
% Change ('12-'13)	6.9%	-0.7%	-6.6%	11.9%	11.8%	3.9%			
% Change ('11-'12)	-3.6%	-0.2%	-5.2%	4.9%	0.3%	-1.8%			

Dewey County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	1,650.1	0.0	4,995.6	1,714.1	143.4	8,503.2	81	1.9%	0.2%
2012	1,240.7	0.0	5,180.5	1,571.1	143.4	8,135.7	78	1.9%	0.2%
2011	1,397.2	0.0	4,810.3	1,435.7	142.9	7,786.2	76	2.0%	0.2%
% Change ('12-'13)	33.0%	0.0	-3.6%	9.1%	0.0%	4.5%			
% Change ('11-'12)	-11.2%	0.0	7.7%	9.4%	0.4%	4.5%			

\* 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
2013	356.4	0.0	1,274.7	765.5	183.3	2,579.9	25	0.8%	0.1%
2012	330.8	0.0	1,242.8	694.7	183.8	2,452.1	24	0.8%	0.1%
2011	317.5	0.0	1,181.9	775.0	190.0	2,464.4	24	0.9%	0.1%
% Change ('12-'13)	7.7%	0.0	2.6%	10.2%	-0.3%	5.2%			
% Change ('11-'12)	4.2%	0.0	5.1%	-10.4%	-3.3%	-0.5%			

### Edmunds County

#### Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	2,524.1	0.0	2,956.2	1,872.8	362.8	7,715.8	74	1.9%	0.2%
2012	2,317.3	0.0	2,933.1	1,743.9	363.6	7,358.0	71	2.0%	0.2%
2011	2,459.6	0.0	2,852.8	1,750.0	358.4	7,420.9	72	2.4%	0.2%
% Change ('11-'12)	8.9%	0.0	0.8%	7.4%	-0.2%	4.9%			
% Change ('10-'11)	-5.8%	0.0	2.8%	-0.3%	1.5%	-0.8%			

\* 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
2013	8,449.4	12,101.2	10,703.3	9,865.0	5,132.4	46,251.2	443	8.3%	1.2%
2012	8,264.3	11,630.4	10,672.3	9,541.3	5,132.4	45,240.7	436	8.2%	1.2%
2011	7,890.4	11,398.5	10,802.7	9,272.1	5,085.1	44,448.7	434	8.5%	1.2%
% Change ('12-'13)	2.2%	4.0%	0.3%	3.4%	0.0%	2.2%			
% Change ('11-'12)	4.7%	2.0%	-1.2%	2.9%	0.9%	1.8%			

Faulk County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	925.5	0.0	1,469.6	1,539.9	741.1	4,676.1	45	3.1%	0.1%
2012	959.8	0.0	1,451.3	1,505.6	622.9	4,539.6	44	3.2%	0.1%
2011	998.6	0.0	1,243.4	1,495.5	626.7	4,364.2	43	3.3%	0.1%
% Change ('11-'12)	-3.6%	0.0	1.3%	2.3%	19.0%	3.0%			
% Change ('10-'11)	-3.9%	0.0	16.7%	0.7%	-0.6%	4.0%			

\* 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	1,591.0	1,518.6	8,057.7	10,144.0	2,820.1	24,131.3	231	2.5%	0.6%
2011	1,379.1	1,526.8	7,864.5	9,092.9	2,733.5	22,596.7	218	2.5%	0.6%
2010	1,360.7	1,541.2	7,713.5	8,029.3	2,942.7	21,587.3	211	2.6%	0.6%
% Change ('11-'12)	15.4%	-0.5%	2.5%	11.6%	3.2%	6.8%			
% Change ('10-'11)	1.4%	-0.9%	2.0%	13.2%	-7.1%	4.7%			

Gregory County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	2,168.3	29.2	7,907.5	4,064.9	2,089.7	16,259.5	156	5.5%	0.4%
2012	1,949.4	21.6	7,919.2	3,845.4	1,951.1	15,686.8	151	5.5%	0.4%
2011	1,818.2	21.3	8,133.4	3,719.8	2,058.1	15,750.8	154	5.9%	0.4%
% Change ('12-'13)	11.2%	35.4%	-0.1%	5.7%	7.1%	3.7%			
% Change ('11-'12)	7.2%	1.0%	-2.6%	3.4%	-5.2%	-0.4%			

\* 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
2013	1,026.3	7.8	2,207.9	1,737.0	562.3	5,541.2	53	2.7%	0.1%
2012	1,059.1	6.6	2,360.1	1,554.1	563.6	5,543.6	53	2.9%	0.1%
2011	815.2	6.5	2,223.1	1,464.7	525.6	5,035.0	49	2.9%	0.1%
% Change ('11-'12)	-3.1%	18.5%	-6.4%	11.8%	-0.2%	0.0%			
% Change ('10-'11)	29.9%	1.0%	6.2%	6.1%	7.2%	10.1%			

Hamlin County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	5,818.3	0.0	7,615.7	1,383.7	219.8	15,037.4	144	3.7%	0.4%
2012	5,573.0	0.0	7,609.3	1,309.7	220.4	14,712.3	142	3.9%	0.4%
2011	5,442.1	0.0	7,900.1	1,220.6	227.8	14,790.6	144	4.3%	0.4%
% Change ('12-'13)	4.4%	0.0	0.1%	5.6%	-0.2%	2.2%			
% Change ('11-'12)	2.4%	0.0	-3.7%	7.3%	-3.3%	-0.5%			

\* 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
2013	1,003.6	11.1	5,037.7	2,809.2	1,501.9	10,363.5	99	3.5%	0.3%
2012	973.3	8.7	5,028.3	2,720.1	1,294.1	10,024.4	97	3.5%	0.3%
2011	903.6	8.6	4,965.6	2,576.8	1,084.5	9,539.2	93	3.5%	0.3%
% Change ('11-'12)	3.1%	26.9%	0.2%	3.3%	16.1%	3.4%			
% Change ('10-'11)	7.7%	1.0%	1.3%	5.6%	19.3%	5.1%			

Handson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	469.2	0.0	946.7	604.5	452.3	2,472.8	24	2.4%	0.1%
2012	459.8	0.0	983.1	542.0	398.1	2,383.1	23	2.7%	0.1%
2011	552.9	0.0	1,100.0	535.0	341.2	2,529.1	25	3.1%	0.1%
% Change ('11-'12)	2.0%	0.0	-3.7%	11.5%	13.6%	3.8%			
% Change ('10-'11)	-16.8%	0.0	-10.6%	1.3%	16.7%	-5.8%			

\* 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
2013	1,080.2	0.0	998.6	1,112.9	82.4	3,274.2	31	3.1%	0.1%
2012	943.1	0.0	1,000.2	1,062.5	82.7	3,088.5	30	3.1%	0.1%
2011	1,039.8	0.0	941.1	1,012.9	85.4	3,079.2	30	3.4%	0.1%
% Change ('12-'13)	14.5%	0.0	-0.2%	4.7%	-0.4%	6.0%			
% Change ('11-'12)	-9.3%	0.0	6.3%	4.9%	-3.2%	0.3%			

Hughes County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	19,137.3	5,588.5	28,360.6	22,351.2	11,357.8	86,795.4	831	4.7%	2.3%
2012	18,233.6	5,006.7	29,290.4	21,940.2	11,045.5	85,516.4	824	4.8%	2.3%
2011	16,408.8	4,815.7	29,762.3	21,972.9	10,576.3	83,536.1	815	5.0%	2.3%
% Change ('12-'13)	5.0%	11.6%	-3.2%	1.9%	2.8%	1.5%			
% Change ('11-'12)	11.1%	4.0%	-1.6%	-0.1%	4.4%	2.4%			

\* 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
2013	857.8	0.0	6,473.3	3,228.1	1,914.8	12,473.9	119	1.9%	0.3%
2012	946.9	0.0	6,226.4	3,116.1	1,695.5	11,984.9	115	1.9%	0.3%
2011	981.8	0.0	6,242.4	3,176.3	1,705.8	12,106.3	118	2.1%	0.3%
% Change ('12-'13)	-9.4%	0.0	4.0%	3.6%	12.9%	4.1%			
% Change ('11-'12)	-3.6%	0.0	-0.3%	-1.9%	-0.6%	-1.0%			

Hyde County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	144.2	0.0	1,768.9	348.7	580.3	2,842.1	27	1.8%	0.1%
2012	166.5	0.0	1,807.1	334.9	532.6	2,841.0	27	1.9%	0.1%
2011	173.5	0.0	1,789.9	323.4	531.7	2,818.5	27	2.0%	0.1%
% Change ('12-'13)	-13.4%	0.0	-2.1%	4.1%	9.0%	0.0%			
% Change ('11-'12)	-4.1%	0.0	1.0%	3.6%	0.2%	0.8%			

\* 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
2013	6,773.8	0.0	5,963.4	974.4	0.0	13,711.6	131	9.2%	0.4%
2012	6,241.3	0.0	6,164.3	888.6	0.0	13,294.2	128	9.3%	0.4%
2011	5,702.4	0.0	6,343.4	836.2	0.0	12,882.1	126	9.5%	0.4%
% Change ('12-'13)	8.5%	0.0%	-3.3%	9.7%	0.0	3.1%			
% Change ('11-'12)	9.5%	0.0%	-2.8%	6.3%	0.0	3.2%			

Jerauld County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	379.5	0.0	2,147.0	1,507.1	361.0	4,394.6	42	1.1%	0.1%
2012	381.5	0.0	2,150.3	1,498.3	357.7	4,387.8	42	1.3%	0.1%
2011	381.7	0.0	2,173.9	1,447.6	360.5	4,363.7	43	1.4%	0.1%
% Change ('11-'12)	-0.5%	0.0	-0.2%	0.6%	0.9%	0.2%			
% Change ('10-'11)	-0.1%	0.0	-1.1%	3.5%	-0.8%	0.6%			

\* 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
2013	3,303.2	0.0	5,034.7	1,383.2	0.0	9,721.1	93	7.8%	0.3%
2012	3,246.5	0.0	5,484.0	1,290.1	0.0	10,020.5	97	8.8%	0.3%
2011	3,308.6	0.0	4,954.6	1,151.1	0.0	9,414.3	92	9.0%	0.3%
% Change ('12-'13)	1.7%	0.0	-8.2%	7.2%	0.0	-3.0%			
% Change ('11-'12)	-1.9%	0.0	10.7%	12.1%	0.0	6.4%			

Kingsbury County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	2,098.0	0.0	4,613.0	3,116.0	1,529.2	11,356.2	109	2.5%	0.3%
2012	2,145.5	0.0	4,505.7	2,885.3	1,457.1	10,993.6	106	2.6%	0.3%
2011	2,129.8	0.0	4,555.2	2,993.1	1,459.6	11,137.7	109	2.8%	0.3%
% Change ('12-'13)	-2.2%	0.0	2.4%	8.0%	4.9%	3.3%			
% Change ('11-'12)	0.7%	0.0	-1.1%	-3.6%	-0.2%	-1.3%			

\* 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
2013	10,623.2	149.9	13,355.1	16,254.7	2,229.7	42,612.6	408	4.7%	1.1%
2012	10,221.6	150.1	13,249.2	15,335.6	2,094.9	41,051.5	396	5.0%	1.1%
2011	10,222.7	150.1	13,198.0	15,418.3	2,072.6	41,061.8	401	5.4%	1.1%
% Change ('11-'12)	3.9%	-0.1%	0.8%	6.0%	6.4%	3.8%			
% Change ('10-'11)	0.0%	0.0%	0.4%	-0.5%	1.1%	0.0%			

Lawrence County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	143,885.1	5,632.8	37,936.1	51,192.7	64,335.2	302,981.9	2,901	16.0%	7.9%
2012	137,571.4	5,461.7	40,076.4	47,158.9	60,980.7	291,249.1	2,807	16.1%	7.8%
2011	122,107.1	5,414.3	41,909.6	44,728.6	60,410.3	274,570.0	2,678	16.0%	7.6%
% Change ('12-'13)	4.6%	3.1%	-5.3%	8.6%	5.5%	4.0%			
% Change ('11-'12)	12.7%	0.9%	-4.4%	5.4%	0.9%	6.1%			

\* 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
2013	867.6	4,465.1	15,365.9	18,331.2	4,819.0	43,848.7	420	1.9%	1.1%
2012	836.4	4,301.5	15,741.1	19,379.7	4,686.6	44,945.3	433	2.0%	1.2%
2011	808.3	4,084.6	15,893.6	18,637.0	4,939.2	44,362.6	433	2.1%	1.2%
% Change ('11-'12)	3.7%	3.8%	-2.4%	-5.4%	2.8%	-2.4%			
% Change ('10-'11)	3.5%	5.3%	-1.0%	4.0%	-5.1%	1.3%			

Lyman County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	11,091.4	0.0	13,605.9	2,588.3	458.3	27,743.8	266	9.6%	0.7%
2012	7,940.6	0.0	14,083.1	2,482.5	453.1	24,959.3	241	8.9%	0.7%
2011	5,549.7	0.0	13,852.8	2,359.6	455.9	22,217.9	217	8.5%	0.6%
% Change ('12-'13)	39.7%	0.0	-3.4%	4.3%	1.1%	11.2%			
% Change ('11-'12)	43.1%	0.0	1.7%	5.2%	-0.6%	12.3%			

\* 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
2013	1,124.5	1,183.0	3,860.2	3,040.0	252.0	9,459.7	91	3.6%	0.2%
2012	990.4	1,156.7	3,978.5	2,660.1	252.3	9,037.9	87	3.7%	0.2%
2011	1,080.8	1,155.2	3,994.4	2,592.0	243.0	9,065.4	88	4.0%	0.3%
% Change ('12-'13)	13.5%	2.3%	-3.0%	14.3%	-0.1%	4.7%			
% Change ('11-'12)	-8.4%	0.1%	-0.4%	2.6%	3.8%	-0.3%			

Mc Cook County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	1,146.7	0.0	4,975.8	2,316.2	2,326.7	10,765.5	103	3.8%	0.3%
2012	1,168.8	0.0	4,961.5	2,236.1	2,326.7	10,693.0	103	4.0%	0.3%
2011	1,076.4	0.0	5,022.1	2,169.3	2,309.3	10,577.1	103	4.2%	0.3%
% Change ('11-'12)	-1.9%	0.0	0.3%	3.6%	0.0%	0.7%			
% Change ('10-'11)	8.6%	0.0	-1.2%	3.1%	0.8%	1.1%			

\* 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
2013	7,038.4	0.0	2,550.1	1,088.3	819.8	11,496.5	110	10.5%	0.3%
2012	6,845.8	0.0	2,542.7	1,050.2	819.8	11,258.4	108	11.2%	0.3%
2011	6,678.1	0.0	2,573.7	1,018.4	819.8	11,090.0	108	11.5%	0.3%
% Change ('12-'13)	2.8%	0.0	0.3%	3.6%	0.0%	2.1%			
% Change ('11-'12)	2.5%	0.0	-1.2%	3.1%	0.0%	1.5%			

### Meade County

#### Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	14,061.0	2,174.4	16,500.1	29,956.9	6,413.8	69,106.2	662	4.7%	1.8%
2012	14,288.1	2,127.8	18,000.0	27,479.6	5,930.6	67,825.9	654	4.8%	1.8%
2011	13,039.4	2,109.2	18,451.7	25,252.1	6,051.9	64,904.4	633	4.8%	1.8%
% Change ('11-'12)	-1.6%	2.2%	-8.3%	9.0%	8.1%	1.9%			
% Change ('10-'11)	9.6%	0.9%	-2.4%	8.8%	-2.0%	4.5%			

\* 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
2013	443.6	0.0	3,219.3	509.4	0.0	4,172.3	40	4.8%	0.1%
2012	469.4	0.0	3,241.6	472.4	0.0	4,183.5	40	5.4%	0.1%
2011	464.7	0.0	3,361.6	415.2	0.0	4,241.5	41	5.8%	0.1%
% Change ('12-'13)	-5.5%	0.0	-0.7%	7.8%	0.0	-0.3%			
% Change ('11-'12)	1.0%	0.0	-3.6%	13.8%	0.0	-1.4%			

Miner County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	1,079.3	0.0	2,109.5	1,268.6	806.3	5,263.7	50	2.8%	0.1%
2012	1,826.2	0.0	2,180.2	1,195.1	806.3	6,007.8	58	3.4%	0.2%
2011	1,102.0	0.0	2,202.7	1,123.0	806.3	5,234.0	51	3.3%	0.1%
% Change ('12-'13)	-40.9%	0.0	-3.2%	6.2%	0.0	-12.4%			
% Change ('11-'12)	65.7%	0.0	-1.0%	6.4%	0.0	14.8%			

\* 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
2013	105,551.1	57,886.8	330,354.6	265,324.3	131,350.6	890,467.3	8,527	4.0%	23.3%
2012	97,409.7	54,980.1	317,703.0	276,168.0	134,252.1	880,512.9	8,485	4.2%	23.7%
2011	88,823.7	51,944.7	310,021.5	271,857.4	135,453.0	858,100.2	8,370	4.4%	23.7%
% Change ('12-'13)	8.4%	5.3%	4.0%	-3.9%	-2.2%	1.1%			
% Change ('11-'12)	9.7%	5.8%	2.5%	1.6%	-0.9%	2.6%			

Moody County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	518.7	0.0	4,644.1	3,320.5	1,285.0	9,768.3	94	1.9%	0.3%
2012	513.0	0.0	4,815.0	2,939.7	1,279.9	9,547.7	92	2.1%	0.3%
2011	505.3	0.0	4,738.8	2,837.3	1,278.3	9,359.7	91	2.2%	0.3%
% Change ('12-'13)	1.1%	#DIV/0!	-3.5%	13.0%	0.4%	2.3%			
% Change ('11-'12)	1.5%	0.0	1.6%	3.6%	0.1%	2.0%			

\* 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
2013	145,956.0	73,263.1	227,457.6	299,872.6	64,011.6	810,560.9	7,762	9.3%	21.2%
2012	136,937.1	68,505.8	228,804.1	281,128.1	58,646.3	774,021.5	7,459	9.2%	20.8%
2011	127,092.2	66,548.1	231,614.2	265,598.4	57,508.7	748,361.5	7,300	9.3%	20.7%
% Change ('12-'13)	6.6%	6.9%	-0.6%	6.7%	9.1%	4.7%			
% Change ('11-'12)	7.7%	2.9%	-1.2%	5.8%	2.0%	3.4%			

Perkins County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	2,025.2	716.2	3,620.9	1,681.4	557.0	8,600.7	82	3.1%	0.2%
2012	1,887.7	615.6	3,669.3	1,687.8	558.4	8,418.8	81	3.2%	0.2%
2011	1,807.7	539.4	3,908.3	1,727.3	474.8	8,457.5	82	3.4%	0.2%
% Change ('12-'13)	7.3%	16.3%	-1.3%	-0.4%	-0.3%	2.2%			
% Change ('11-'12)	4.4%	14.1%	-6.1%	-2.3%	17.6%	-0.5%			

\* 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
2013	9,547.9	0.0	4,486.6	2,642.6	533.4	17,210.5	165	6.6%	0.5%
2012	9,463.2	0.0	4,410.4	2,529.7	534.8	16,938.0	163	6.9%	0.5%
2011	9,364.1	0.0	4,443.3	2,604.8	521.5	16,933.7	165	7.6%	0.5%
% Change ('12-'13)	0.9%	0.0	1.7%	4.5%	-0.3%	1.6%			
% Change ('11-'12)	1.1%	0.0	-0.7%	-2.9%	2.5%	0.0%			

## Roberts County

### Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	11,494.0	218.4	10,712.7	8,149.1	8,829.6	39,403.9	377	5.5%	1.0%
2012	11,047.8	219.4	11,057.3	7,881.5	8,874.8	39,080.8	377	5.8%	1.1%
2011	10,822.1	218.6	11,282.8	7,937.7	8,842.7	39,103.9	381	6.2%	1.1%
% Change ('12-'13)	4.0%	-0.4%	-3.1%	3.4%	-0.5%	0.8%			
% Change ('11-'12)	2.1%	0.3%	-2.0%	-0.7%	0.4%	-0.1%			

\* 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
2013	511.1	0.0	1,216.5	1,722.3	125.7	3,575.6	34	2.6%	0.1%
2012	500.0	0.0	1,301.3	1,623.1	125.7	3,550.1	34	2.9%	0.1%
2011	490.2	0.0	1,257.4	1,583.2	125.7	3,456.5	34	3.0%	0.1%
% Change ('12-'13)	2.2%	0.0	-6.5%	6.1%	0.0%	0.7%			
% Change ('11-'12)	2.0%	0.0	3.5%	2.5%	0.0%	2.7%			

Shannon County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	689.9	0.0	6,453.9	2,130.2	16,217.7	25,491.6	244	6.8%	0.7%
2012	570.3	0.0	7,055.2	1,936.0	15,868.6	25,430.0	245	7.3%	0.7%
2011	554.5	0.0	7,433.5	1,817.1	15,557.4	25,362.6	247	7.6%	0.7%
% Change ('12-'13)	21.0%	0.0	-8.5%	10.0%	2.2%	0.2%			
% Change ('11-'12)	2.8%	0.0	-5.1%	6.5%	2.0%	0.3%			

\* 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
2013	2,954.2	1,165.2	3,959.8	4,743.6	1,201.8	14,024.6	134	3.3%	0.4%
2012	2,970.3	1,139.8	4,153.5	4,360.0	1,104.3	13,728.0	132	3.6%	0.4%
2011	2,638.8	1,175.8	4,317.1	4,357.4	1,009.7	13,498.8	132	3.9%	0.4%
% Change ('12-'13)	-0.5%	2.2%	-4.7%	8.8%	8.8%	2.2%			
% Change ('11-'12)	12.6%	-3.1%	-3.8%	0.1%	9.4%	1.7%			

## Stanley County

### Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	4,532.7	0.0	3,364.5	4,235.4	727.7	12,860.3	123	4.3%	0.3%
2012	4,968.9	0.0	3,292.4	3,837.4	729.6	12,828.3	124	4.7%	0.3%
2011	4,997.3	0.0	3,376.7	3,531.5	647.7	12,553.2	122	5.2%	0.3%
% Change ('12-'13)	-8.8%	0.0	2.2%	10.4%	-0.3%	0.3%			
% Change ('11-'12)	-0.6%	0.0	-2.5%	8.7%	12.6%	2.2%			

\* 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
2013	1,900.3	1,220.7	1,094.8	3,468.2	891.1	8,575.1	82	8.4%	0.2%
2012	1,898.2	1,111.8	1,153.3	3,131.5	865.4	8,160.3	79	8.5%	0.2%
2011	1,853.3	1,052.7	1,253.5	3,205.3	865.5	8,230.3	80	9.3%	0.2%
% Change ('12-'13)	0.1%	9.8%	-5.1%	10.8%	3.0%	5.1%			
% Change ('11-'12)	2.4%	5.6%	-8.0%	-2.3%	0.0%	-0.9%			

Todd County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	16,729.7	4,432.2	9,970.1	511.6	0.0	31,643.6	303	9.1%	0.8%
2012	12,010.1	4,452.6	9,951.1	479.2	0.0	26,893.1	259	8.1%	0.7%
2011	17,934.2	4,451.7	9,430.0	480.7	0.0	32,296.6	315	10.3%	0.9%
% Change ('12-'13)	39.3%	-0.5%	0.2%	6.8%	0.0	17.7%			
% Change ('11-'12)	-33.0%	0.0%	5.5%	-0.3%	0.0	-16.7%			

\* 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
2013	3,338.5	119.9	7,639.3	4,944.5	1,053.9	17,096.1	164	4.0%	0.4%
2012	3,402.0	120.1	7,374.0	4,775.6	928.2	16,599.9	160	4.2%	0.4%
2011	3,104.9	120.1	7,018.8	4,833.4	869.7	15,946.9	156	4.3%	0.4%
% Change ('12-'13)	-1.9%	-0.1%	3.6%	3.5%	13.5%	3.0%			
% Change ('11-'12)	9.6%	0.0	5.1%	-1.2%	6.7%	4.1%			

Turner County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	878.0	0.0	10,079.9	3,620.2	1,399.8	15,977.9	153	2.9%	0.4%
2012	857.9	0.0	10,992.6	3,650.0	1,397.0	16,897.4	163	3.3%	0.5%
2011	836.4	0.0	11,435.9	3,654.3	1,268.1	17,194.7	168	3.7%	0.5%
% Change ('12-'13)	2.3%	0.0	-8.3%	-0.8%	0.2%	-5.4%			
% Change ('11-'12)	2.6%	0.0	-3.9%	-0.1%	10.2%	-1.7%			

\* 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
2013	4,738.2	453.9	15,888.3	21,170.1	14,869.2	57,119.7	547	3.2%	1.5%
2012	4,218.7	455.2	16,705.7	19,298.2	14,810.1	55,487.8	535	3.2%	1.5%
2011	4,146.4	454.7	16,776.9	19,518.5	15,462.4	56,358.9	550	3.4%	1.6%
% Change ('12-'13)	12.3%	-0.3%	-4.9%	9.7%	0.4%	2.9%			
% Change ('11-'12)	1.7%	0.1%	-0.4%	-1.1%	-4.2%	-1.5%			

Walworth County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	7,889.3	890.2	11,031.3	5,413.7	13,384.7	38,609.2	370	8.9%	1.0%
2012	7,462.4	861.6	10,930.7	4,949.2	13,128.3	37,332.2	360	9.2%	1.0%
2011	7,064.2	789.9	10,593.2	4,923.5	12,907.1	36,277.9	354	9.5%	1.0%
% Change ('12-'13)	5.7%	3.3%	0.9%	9.4%	2.0%	3.4%			
% Change ('11-'12)	5.6%	9.1%	3.2%	0.5%	1.7%	2.9%			

\* 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
2013	7,718.8	8,598.5	39,483.6	32,247.6	5,431.9	93,480.5	895	4.5%	2.4%
2012	8,068.3	8,084.4	39,547.7	31,035.9	5,127.7	91,864.1	885	4.7%	2.5%
2011	7,418.9	7,910.3	40,859.7	31,177.7	4,903.7	92,270.3	900	5.1%	2.5%
% Change ('12-'13)	-4.3%	6.4%	-0.2%	3.9%	5.9%	1.8%			
% Change ('11-'12)	8.8%	2.2%	-3.2%	-0.5%	4.6%	-0.4%			

Ziebach County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2013	230.7	0.0	149.2	169.6	0.0	549.5	5	1.1%	0.0%
2012	224.6	0.0	146.9	178.9	0.0	550.4	5	1.2%	0.0%
2011	219.1	0.0	164.0	165.9	0.0	549.0	5	1.3%	0.0%
% Change ('11-'12)	2.8%	0.0	1.6%	-5.2%	0.0	-0.2%			
% Change ('10-'11)	2.5%	0.0	-10.5%	7.9%	0.0	0.2%			

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

Source: IHS Global Insight



Thank you!

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