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South Dakota Tourism 2014

IHS Consulting



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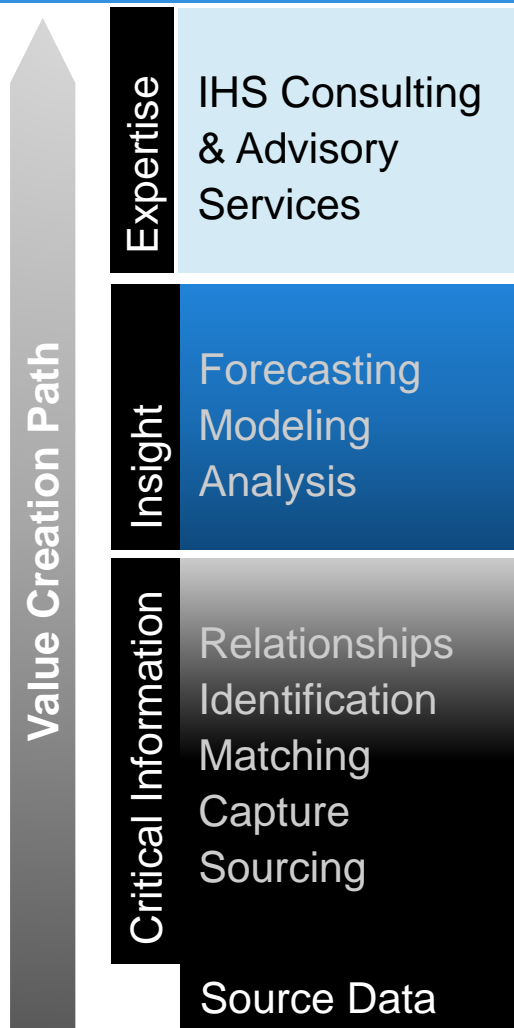
More than 6,000 colleagues, in 30 countries, speaking 50 languages – all working each day to:

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 - Ranging from nearly
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 - 84% of Global Fortune 500
 - to small businesses
- Provide comprehensive content, expert analysis and analytics
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We help you make the leap from data to results.

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Core Capabilities for Government Consulting



- **Economic Impact Analysis**

- Key themes: effects of public policy on the economy, jobs, incomes, tax revenues

- **Economic Development Strategy**

- Key themes: national investment, industrial development, cluster analysis, tourism analysis

- **Market Sizing & Forecasting**

- Key themes: Product line forecasting, market size, market segmentation

- **Fraud, Waste & Abuse Analytics**

- Key themes: predictive modeling, data mining, fraud detection

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

Benefits of a TSA: Benchmarking & Analysis



- ✓ 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 government 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
- Rhode Island
- Kansas
- New Jersey
- Bahamas
- Delaware
- Maryland
- Israel
- Dubai
- Abu Dhabi
- Guam
- North Carolina
- Alaska
- South Carolina
- Virginia
- Utah

Economic Impact

- Idaho
- Pennsylvania
- Indiana

City Tourism Impact

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



Tourism Economic Impact: Definitions

- **Visitor:** GT 50 miles, non-commuting; All overnight trips
- **Resident Tourism:** Outbound purchases made in advance of a trip only. Resident usage of local tourism assets are not included.

- **Tourism Expenditures:** A TSA concept, includes all spending by all constituents on travel made in the state, including tourism related investments
- **Visitor Spending:** Spending in the jurisdiction by visitors (see above) (on accommodations, food & beverage, shopping, transportation, entertainment,...)
- **Economic Impact:** “GDP” definition...spending less value of supply chain purchases made outside the state. The amount retained in the local economy.
- **Import Leakages:** The value of supply chain purchases made outside of the state.

- **Direct Spending/Jobs/Wages/Taxes:** Industries that “touch” the visitor (e.g. hotels, restaurants, museums,...)
- **Indirect Spending/Jobs/Wages/Taxes:** Industries that supply those that touch the visitor
- **Induced Spending/Jobs/Wages/Taxes:** Workers of industries that touch or supply spend their wages locally

- **Core Impact:** Impact results based purely off of visitor expenditures
- **Total Impact:** Impact results Include investment, government support, and expenditures



2014 Travel Year TSA Estimates for South Dakota

South Dakota Tourism – The View from Mt. Rushmore



- ✓ Tourism expenditures approached \$4.2B in 2014
- ✓ In '14, visitation grew by 1% and visitor spending increased by 3.1%
- ✓ Avg. spend-per-visitor was \$249 in '14
- ✓ 1 of 11 every South Dakotan owes his/her job to tourism
- ✓ Tourism is responsible for 4.2% of total SD Gross State Product



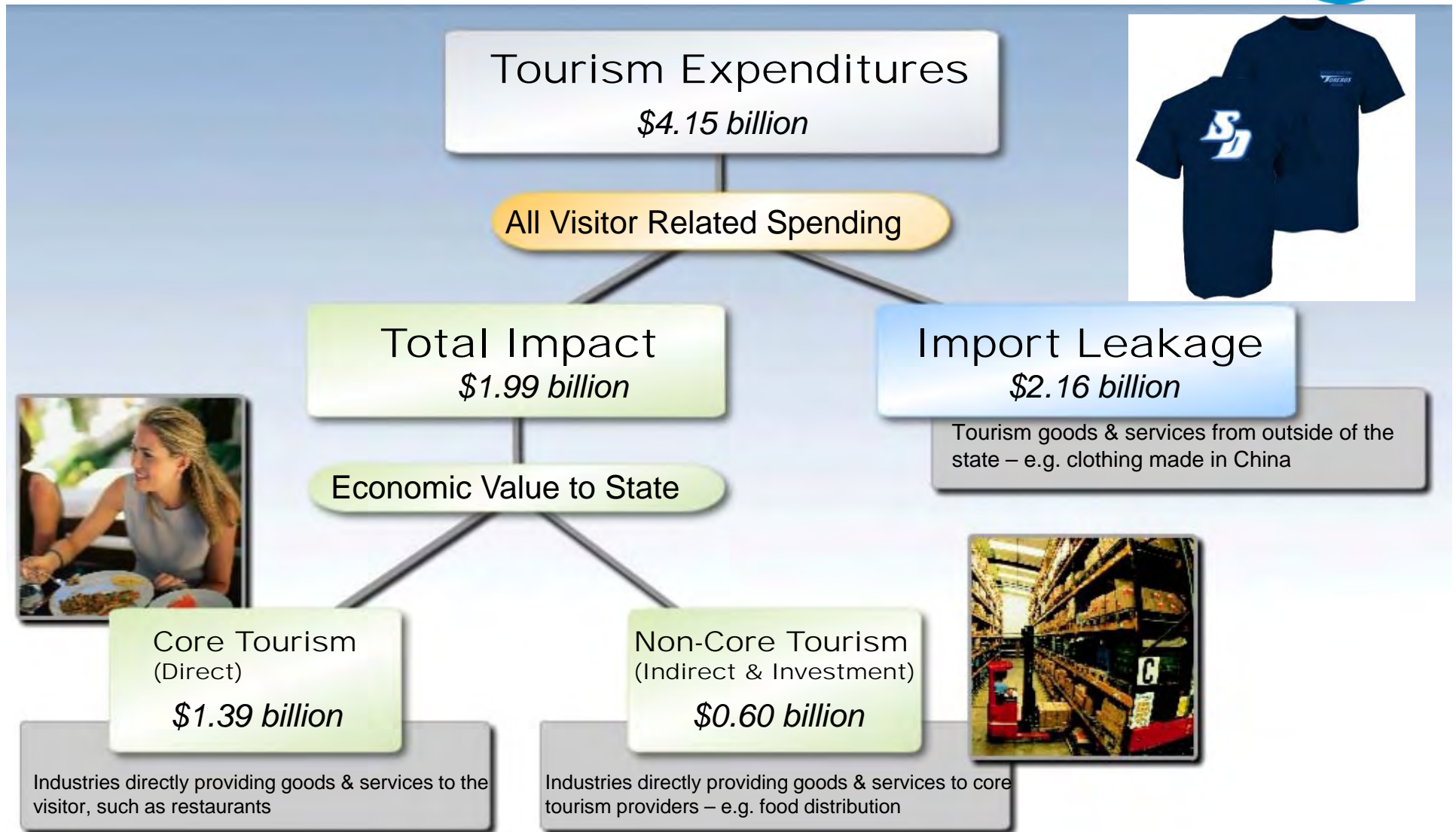


South Dakota Tourism – Did You Know?

- ✓ Tourism generated over 18% of all state & local tax revenue in '14
- ✓ Tourism's tax contribution reached \$880 per SD Household
- ✓ Tourism is the 4th largest private industry in SD (based upon jobs)
- ✓ Avg. Annual Total Tourism Wages reached \$30,370 in '14
- ✓ Every 460 visitor/travelers creates a new job in SD
- ✓ In '14, SD's share of the total SD economy increased 0.4%



Industry Structure: Definitions

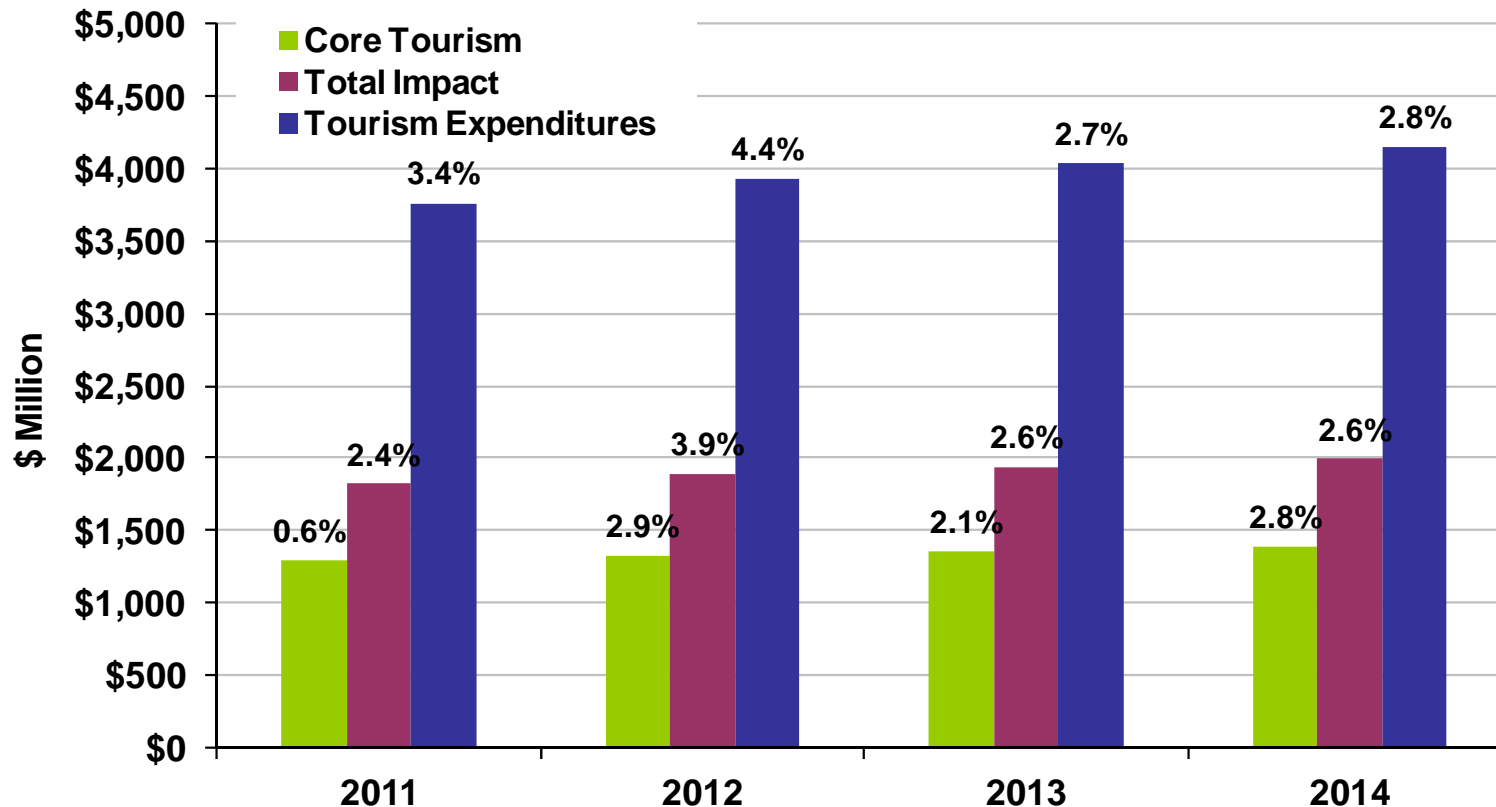


* 2014 figures throughout this report are projections based on YTD results from South Dakota, as well as IHS projections for 2014 economic data for the state and counties.



Total Tourism (TSA) Expenditures

Tourism expenditures tallied
\$4.15 billion in 2014





South Dakota TSA: Top Line Results

Measurement	2014 (billion)	2013 (billion)	2012 (billion)	2013- 2014 growth	2012- 2013 growth
Tourism (TSA) Expenditures	\$4.15	\$4.04	\$3.93	2.9%	2.7%
Total Economic Impact	\$1.99	\$1.94	\$1.89	2.6%	3.1%
Core Tourism (direct)	\$1.39	\$1.35	\$1.33	2.8%	2.1%
Non-Core Tourism	\$0.60	\$0.59	\$0.56	2.2%	3.9%
Import Leakage	\$2.16	\$2.10	\$2.04	3.2%	2.9%

2014 expenditure gains topped visitation growth, highlighting a rising per visitor spend. Non-core spending leveled off in 2014 after strong growth the previous two years.



What Revisions Were Made to the 2013 Figures

Key Measurements	2013 Original TSA	2013 Recast TSA
Total Expenditures (\$B)	\$4.042B	\$4.035B
Economic Value		
▪ Core Tourism	\$1.36B	\$1.35B
▪ Total Impact	\$1.94B	\$1.94B
Wages & Salaries		
▪ Core Tourism	\$0.80B	\$0.79B
▪ Total Impact	\$1.16B	\$1.16B
Employment ('000)		
▪ Core Tourism	27.57	27.28
▪ Total Impact	36.20	36.06
Taxes –Total Impact	\$584M	\$583M

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.
- New Baseline Data for IMPLAN interindustry model incorporating latest Census data

Source: IHS

SD Tourism: 2014 Spending Outpaced Visitation



Measurement	2014	2013	2012	Growth '13-'14	Growth '12-'13	Perspective
Visitation and Expenditures <ul style="list-style-type: none"> ▪ Total Person-Stays ▪ Total Tourism Expenditures 	16.67 M \$4.15 B	16.50 M \$4.04 B	16.43 M \$3.93 B	1.0% 2.9%	0.4% 2.7%	<ul style="list-style-type: none"> • Growth in Business and international visitors outpaced leisure travelers in 2014
Economic Value (GSP) <ul style="list-style-type: none"> ▪ Core Tourism (direct) ▪ Total Impact (direct+indirect) 	\$1.39 B \$1.99 B	\$1.35 B \$1.94 B	\$1.33 B \$1.89 B	2.8% 2.6%	2.1% 2.6%	<ul style="list-style-type: none"> • South Dakota's nominal Gross State Product forecast to grow 2.3% in '14
Wages & Salaries <ul style="list-style-type: none"> ▪ Core Tourism (direct) ▪ Total Impact (direct+indirect) 	\$0.82 B \$1.19 B	\$0.79 B \$1.16 B	\$0.78 B \$1.13 B	3.0% 2.7%	2.1% 2.8%	<ul style="list-style-type: none"> • Avg. annual direct tourism wages increased 2.2% to approx. \$29,701
Employment ('000) <ul style="list-style-type: none"> ▪ Core Tourism (direct) ▪ Total Impact (direct+indirect) 	27.48 36.25	27.28 36.06	27.41 36.01	0.7% 0.5%	-0.5% 0.1%	<ul style="list-style-type: none"> • 1 out of every 11 SD workers owes his/her job to tourism, largely unchanged from 2012.

Numbers may differ due to rounding

Source: IHS Global



Total Impact of Tourism

- In 2014, the total economic impact of travel & tourism (direct and indirect) was **\$1.99 billion**. This represents 4.2% of SD Gross State Product
- 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.
- **27,477 direct jobs** were supported by core travel & tourism economic activity. This accounts for **6.5% of total employment** in.
- Another **6,576 indirect jobs** were supported by core tourism activity
- **\$1.1 billion** in wages & salaries (direct and indirect) were generated by core travel & tourism in 2014.
- Tourism generated **\$297 million in federal taxes** and **\$301 million in state and local government taxes** in 2014.



Sources of 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

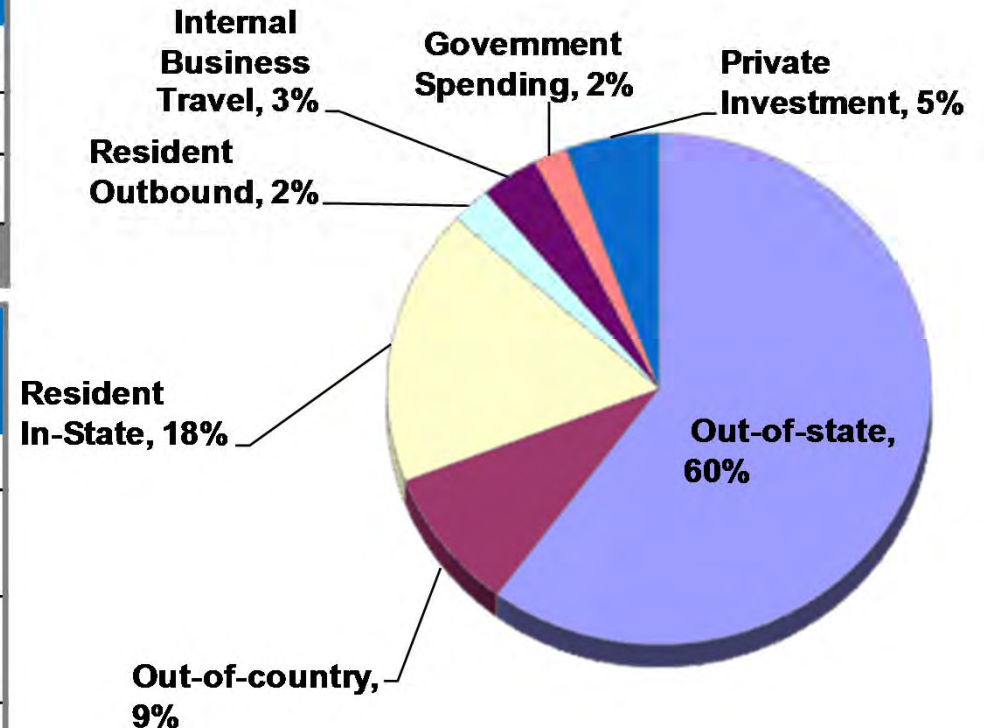
Breaking Down 2014 Tourism Expenditures – \$4.15 Billion



Visitors from outside of South Dakota make up the largest share of expenditures

By Origin	Millions \$\$	Share
In State	1,278	30.8%
Other U.S.	2,502	60.3%
International	372	9.0%
Total	4,153	100%

By Source	Millions \$\$	Share
Visitor Spending	3,751	90.3%
Resident Outbound	94	2.3%
Government Spending	84	2.0%
Construction & Investment	224	5.4%
Total	4,153	100%



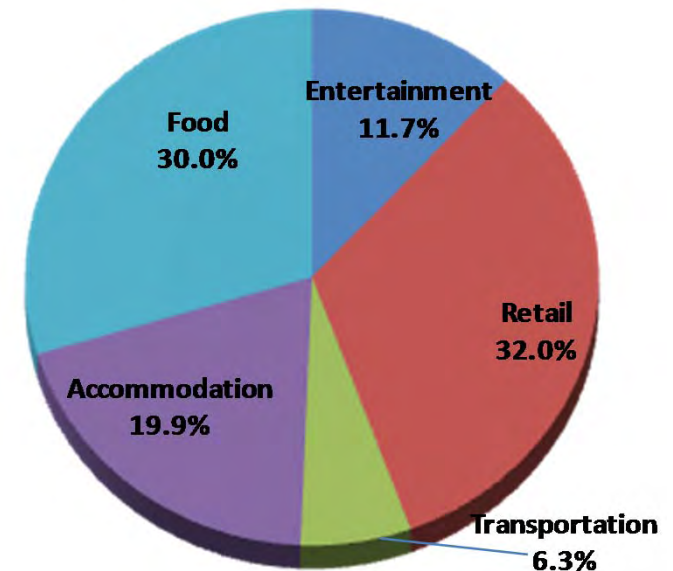
Source: IHS



Category Distribution of 2014 Expenditures

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent 82% of visitor expenditures.

	Million \$\$	Growth '13-'14	Share
Entertainment	451	2.2%	11.7%
Shopping	1,229	1.2%	32.0%
Transportation	244	4.8%	6.3%
Accommodation	765	4.1%	19.9%
Food	1,153	4.3%	30.0%
Total *	3,843	3.0%	100%



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

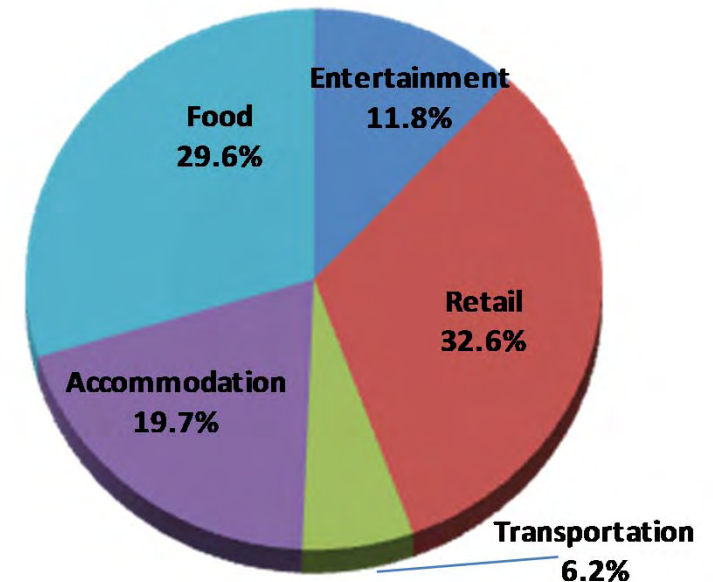
Source: IHS



Category Distribution of 2013 Expenditures

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent 82% of visitor expenditures.

	Million \$\$	Growth '12-'13	Share
Entertainment	442	0.7%	11.8%
Accommodation	1,215	-0.8%	32.6%
Transportation	232	5.1%	6.2%
Food	735	5.1%	19.7%
Shopping	1,106	2.8%	29.6%
Total *	3,730	1.9%	100%



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

Source: IHS



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.
- 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 \$1.36 billion in economic value in 2014. This ranks core tourism as the 9th 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 2014.

Tourism ranked as the 9th largest private industry in the state.

Rank	Industry	Millions \$	'13-'14 Growth	% of State
1	Finance and Insurance	7,535	4.0%	17.4%
2	Real Estate and Rental and Leasing	4,214	0.4%	10.1%
3	Health Care and Social Assistance	4,000	3.1%	9.3%
4	Wholesale Trade	3,100	7.2%	7.0%
5	Retail Trade	3,083	2.7%	7.2%
6	Durables Manufacturing	3,031	6.4%	6.9%
7	Construction	1,782	9.3%	3.9%
8	Non-Durables Manufacturing	1,430	2.4%	3.4%
9	Professional, Scientific, and Technical Services	1,267	8.5%	2.8%
10	Information	1,189	4.8%	2.7%
11	Accommodation and Food Services	1,137	0.3%	2.7%
12	Other Services	918	4.2%	2.1%
13	Administrative and Waste Services	701	6.4%	1.6%
14	Management of Companies and Enterprises	529	-0.5%	1.3%
15	Educational Services	308	6.1%	0.7%
	Other Industries	8,166	-5.5%	20.8%
	Total Private GSP	42,390	2.1%	100.0%
	Travel & Tourism	1,390	2.8%	3.3%

Core Travel & Tourism accounts for 3.3% of South Dakota's private sector GSP

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Source: Bureau of Economic Analysis and IHS



Core Tourism Impact – 2014 Composition

The retail sector provides 32% of visitor spending, but the industry does not provide as much value to the local economy, so that spending doesn't translate as strongly towards economic contribution as those sectors make up 27% of the economic impact.

Composition of Core Tourism				
Rank	Industry	\$ Value (Millions)	'13-'14 Growth	% of Total
1	Food services and drinking places	485	3.2%	34.9%
2	Hotels and motels, including casino hotels	356	3.6%	25.6%
3	Retail Stores - Gasoline stations	113	1.2%	8.1%
4	Retail Stores - Food and beverage	95	0.6%	6.8%
5	Retail Stores - Miscellaneous	62	0.6%	4.4%
6	Retail Stores - General merchandise	55	5.5%	4.0%
7	Real estate establishments	40	4.0%	2.9%
7	Other amusement and recreation industries	38	-2.7%	2.7%
9	Retail Stores - Clothing and clothing accessories	32	2.7%	2.3%
10	Travel arrangement and reservation services	28	10.2%	2.0%
11	Retail Stores - Sporting goods, hobby, book and music	22	3.8%	1.6%
12	Automotive equipment rental and leasing	20	1.8%	1.4%
13	Transport by rail	18	-1.5%	1.3%
14	Transport by air	15	2.0%	1.1%
15	Performing arts companies	7	5.5%	0.5%
	All Others	6	-2.3%	0.4%
	Total	1,391	2.8%	100.0%



Core Tourism Impact – 2013 Composition

The retail sector provides 32% of visitor spending, but the industry does not provide as much value to the local economy, so that spending doesn't translate as strongly towards economic contribution as those sectors make up 27% of the economic impact.

Composition of Core Tourism				
Rank	Industry	\$ Value (Millions)	'12-'13 Growth	% of Total
1	Food services and drinking places	470	1.8%	34.7%
2	Hotels and motels, including casino hotels	344	4.8%	25.4%
3	Retail Stores - Gasoline stations	111	0.2%	8.2%
4	Retail Stores - Food and beverage	94	1.3%	7.0%
5	Retail Stores - Miscellaneous	61	0.3%	4.5%
6	Retail Stores - General merchandise	53	3.5%	3.9%
7	Other amusement and recreation industries	39	-6.8%	2.9%
8	Real estate establishments	38	6.5%	2.8%
9	Retail Stores - Clothing and clothing accessories	31	-1.7%	2.3%
10	Travel arrangement and reservation services	25	11.1%	1.9%
11	Retail Stores - Sporting goods, hobby, book and music	21	-8.6%	1.6%
12	Automotive equipment rental and leasing	19	2.4%	1.4%
13	Transport by rail	18	-2.7%	1.3%
14	Transport by air	15	12.3%	1.1%
15	Performing arts companies	7	-14.3%	0.5%
	All Others	6	2.5%	0.5%
	Total	1,353	2.1%	100.0%



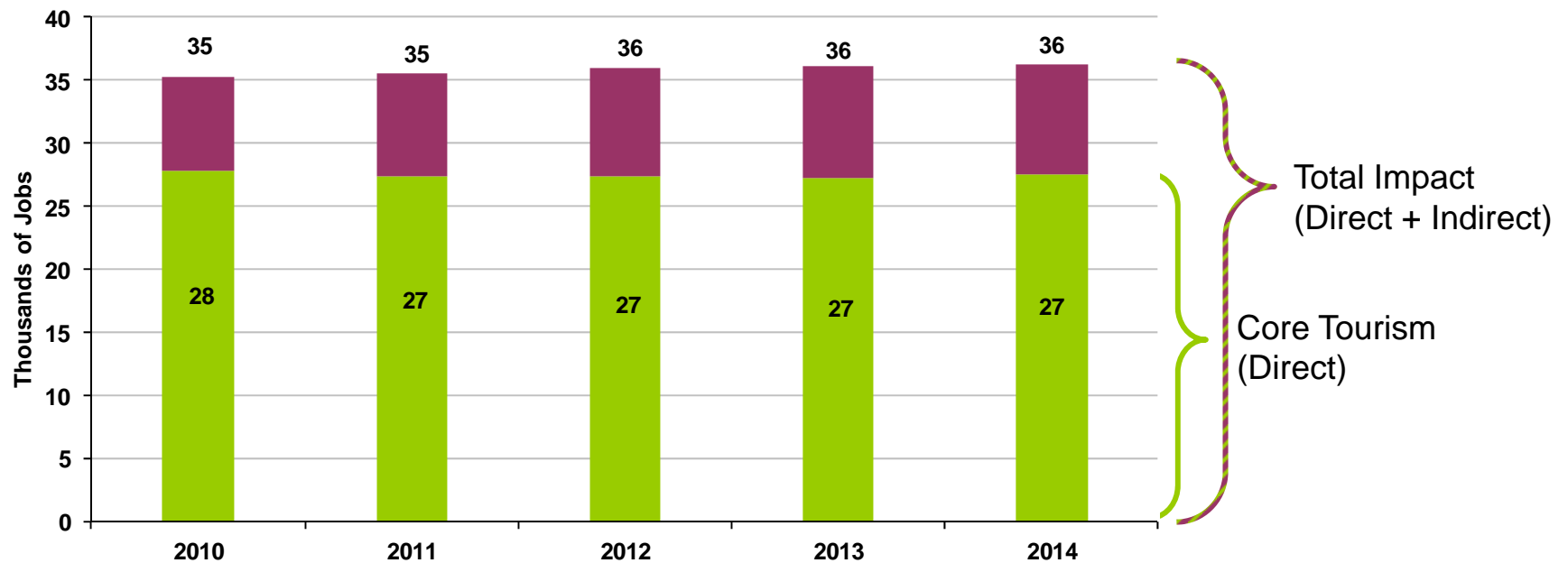
Core Tourism – Employment

- Core Tourism is the 4th largest private sector employer in South Dakota with nearly **27,500 tourism supported jobs** in 2014.
- Core Tourism generated **8% of private sector employment** in 2014.
- Core Tourism jobs provided **\$816 million in wages & salaries** in 2014.
- Core Tourism's **average annual wage** reached **\$29,701** in 2014.

Total Tourism Employment Has Remained Steady in the Past Five Years



Core Tourism jobs comprise 76% of total tourism-generated employment in 2014.





Ranking Core Tourism – 2014 Employment

Travel & tourism is SD's 4th largest private sector employer.

Rank	Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment (Thousands)
1	Health Care and Social Assistance	60.1	17.5%	60.1
2	Retail Trade	51.2	14.9%	46.1
3	Accommodation and Food Services	38.0	11.1%	20.4
4	Durables Manufacturing	28.2	8.2%	28.2
5	Finance and Insurance	26.3	7.7%	25.6
6	Wholesale Trade	20.8	6.1%	20.8
7	Construction	20.7	6.0%	20.7
8	Other Services	16.2	4.7%	16.2
9	Non-Durables Manufacturing	14.2	4.1%	14.2
10	Admin and Waste Management Services	13.1	3.8%	13.1
11	Professional, Scientific, and Technical Services	12.9	3.8%	12.6
12	Transportation and Warehousing	10.7	3.1%	10.2
13	Educational Services	7.6	2.2%	7.6
14	Information	6.2	1.8%	6.2
15	Management of Companies and Enterprises	4.5	1.3%	4.5
	Other Industries	12.5	3.6%	9.1
	Total Private Non-farm	343.1	100.0%	315.6
	Core Tourism	27.5	8.0%	
	Total Travel & Tourism	36.2	10.6%	

Core Tourism represented 27,477 jobs in 2014. Total Tourism represented 36,249

Source: Bureau of Labor Statistics and IHS



Ranking Core Tourism – 2013 Employment

Travel & tourism is SD's 4th largest private sector employer.

Rank	Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment (Thousands)
1	Health Care and Social Assistance	60.6	17.8%	60.6
2	Retail Trade	51.1	15.0%	46.0
3	Accommodation and Food Services	38.4	11.3%	21.0
4	Durables Manufacturing	27.4	8.1%	27.4
5	Finance and Insurance	26.2	7.7%	25.5
6	Construction	20.3	6.0%	20.3
7	Wholesale Trade	19.8	5.8%	19.8
8	Other Services	15.9	4.7%	15.9
9	Non-Durables Manufacturing	14.2	4.2%	14.2
10	Admin and Waste Management Services	12.8	3.8%	12.8
11	Professional, Scientific, and Technical Services	12.4	3.7%	12.2
12	Transportation and Warehousing	10.6	3.1%	10.1
13	Educational Services	7.4	2.2%	7.4
14	Information	6.1	1.8%	6.1
15	Management of Companies and Enterprises	4.2	1.2%	4.2
	Other Industries	12.6	3.7%	9.2
	Total Private Non-farm	339.8	100.0%	312.6
	Core Tourism	27.3	8.0%	
	Total Travel & Tourism	36.1	10.6%	

Core Tourism represented 27,284 jobs in 2013. Total Tourism represented 36,064

Source: Bureau of Labor Statistics and IHS



Non-Core Tourism – 2014 Indirect Benefits

The impact of tourism extends well beyond those industries directly tied to visitors

Indirect Benefits of Tourism				
Rank	Industry	\$ Value (Millions)	'13-'14 Growth	% of Total
1	Real estate establishments	\$68.2	2.4%	8.2%
2	Electric power generation, transmission, and distribution	\$50.2	2.7%	6.1%
3	Wholesale trade businesses	\$43.9	2.5%	5.3%
4	Monetary authorities and depository credit intermediation activities	\$23.4	3.0%	2.8%
5	Management of companies and enterprises	\$23.2	3.2%	2.8%
6	Telecommunications	\$19.2	2.7%	2.3%
7	Food services and drinking places	\$17.2	3.0%	2.1%
8	US Postal Service	\$15.2	3.1%	1.8%
9	Nondepository credit intermediation and related activities	\$14.8	2.6%	1.8%
10	Insurance carriers	\$13.5	2.7%	1.6%
11	Transport by truck	\$10.0	2.1%	1.2%
12	Commercial machinery and equipment repair and maintenance	\$9.9	3.3%	1.2%
13	Maintenance and repair construction of nonresidential structures	\$9.7	2.7%	1.2%
14	Architectural, engineering, and related services	\$9.6	0.9%	1.2%
15	Radio and television broadcasting	\$9.5	2.9%	1.1%
	Other Industries	\$181.8	2.6%	22.0%
	Investment and Government	\$308.0	1.0%	37.2%
	Total	\$827.2	2.0%	100.0%

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Source: IHS



Non-Core Tourism – 2013 Indirect Benefits

The impact of tourism extends well beyond those industries directly tied to visitors

Indirect Benefits of Tourism				
Rank	Industry	\$ Value (Millions)	'12-'13 Growth	% of Total
1	Real estate establishments	\$66.6	1.8%	8.2%
2	Electric power generation, transmission, and distribution	\$48.9	2.4%	6.0%
3	Wholesale trade businesses	\$42.8	3.2%	5.3%
4	Monetary authorities and depository credit intermediation activities	\$22.7	3.5%	2.8%
5	Management of companies and enterprises	\$22.5	3.0%	2.8%
6	Telecommunications	\$18.7	2.7%	2.3%
7	Food services and drinking places	\$16.7	3.4%	2.1%
8	US Postal Service	\$14.8	2.6%	1.8%
9	Nondepository credit intermediation and related activities	\$14.4	2.4%	1.8%
10	Insurance carriers	\$13.2	2.2%	1.6%
11	Transport by truck	\$9.8	2.5%	1.2%
12	Architectural, engineering, and related services	\$9.6	5.5%	1.2%
13	Commercial machinery and equipment repair and maintenance	\$9.6	3.4%	1.2%
14	Maintenance and repair construction of nonresidential structures	\$9.4	2.7%	1.2%
15	Radio and television broadcasting	\$9.2	2.4%	1.1%
	Other Industries	\$177.3	2.7%	21.9%
	Investment and Government	\$305.0	14.2%	37.6%
	Total	\$811.0	6.7%	100.0%

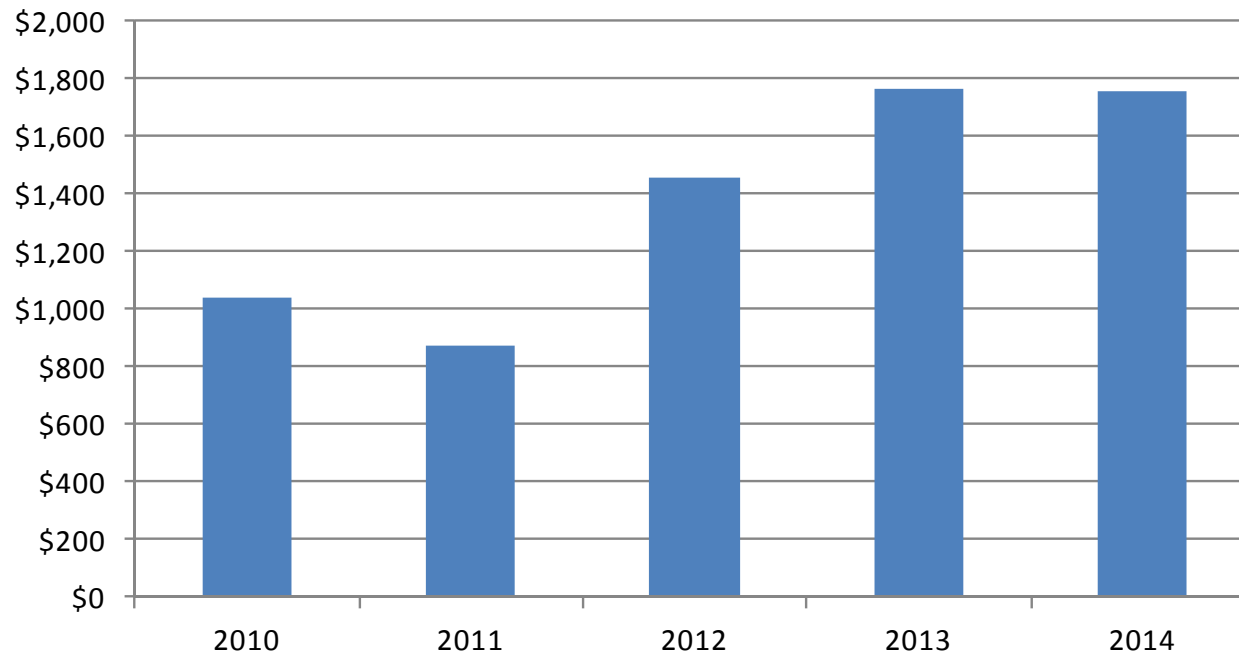
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Source: IHS



Non-Core Tourism – Construction Benefits

Investment activity remains strong, with both private and public investment remaining steady in 2014.



Source: IHS and Dodge Data and Analytics

Data is “Value of Construction Contracts”, measuring the value of government and private construction at the time when work begins, encompassing total value for entire projects which start or break ground in a given year, excluding ancillary costs such as land acquisition.



Tourism Generated Nearly \$600M in Total Tax Revenue in 2014

- Tourism activity generated \$301 million in state and local government revenue in 2014, a 2.6% increase over 2013.
- Indirect business tax contributed \$256 million to state government revenues in 2014.
- Tourism contributes disproportionately to state & local tax revenue. While Total Tourism is responsible for 2.9% of **total** SD GSP, it contributed 18.4% of state government revenue in 2014.
- If tourism didn't exist, each household would pay \$880 more in taxes to maintain the current level of state and local tax receipts.



State and Local Government Revenue

	2014 Total (million\$)	2013 Total (million\$)	'13 - '14 Growth	'12 - '13 Growth
Federal Government				
Corporate Profits Tax	\$34.7	\$33.9	2.6%	2.4%
Indirect Business Tax	\$35.4	\$34.5	2.7%	2.6%
Personal Tax	\$61.3	\$59.7	2.7%	2.8%
Social Insurance Tax	\$165.8	\$161.5	2.7%	2.8%
Subtotal	\$297.2	\$289.5	2.7%	2.7%
State/Local Government				
Corporate Profits Tax	\$3.9	\$3.8	2.6%	2.4%
Dividends	\$15.0	\$14.6	2.6%	2.4%
Hotel Tax	\$4.4	\$4.2	4.2%	4.2%
Gaming Tax	\$9.3	\$9.5	-1.2%	-1.6%
Indirect Business Tax	\$255.6	\$248.9	2.7%	2.6%
Personal Tax	\$9.2	\$8.9	2.7%	2.8%
Social Insurance Tax	\$3.2	\$3.1	2.7%	2.8%
Subtotal	\$300.5	\$293.0	2.6%	2.5%
Grand Total	\$597.8	\$582.5	2.6%	2.6%

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Source: IHS



How Important in 2014?

**Total Tourism-
related
spending of
\$4.15 billion**



TOTAL

Tourism Total Impact: \$1.99 billion
4.2% of Total Gross State Product
Total Employment: 36,249 jobs
8.6% of Total Non-Farm Employment

CORE

Core Tourism Value Added: \$1.39 billion
2.9% of Total Gross State Product
Core Employment: 27,477 jobs
6.5% of Total Non-Farm Employment



What Do Visitors* Mean to South Dakota?

- ✓ **Each visitor generates about \$249 in expenditures, \$130 of which goes to businesses that do not directly “touch” that visitor**
- ✓ **Every 460 visitors creates a new job in South Dakota**
- ✓ **Each visitor contributes about \$36 in tax receipts, \$18 of which goes to state and local authorities**
- ✓ **It takes only 575 visitors to pay for one SD public school students for one year****
- ✓ **Each visitor generates \$72 in wages paid to workers directly employed in tourism**
- ✓ **Each visitor adds \$119 to the Gross State Product**

* Person stays

** Per student expenditure taken from the Federal Education Budget Project, 2011 figure



Detailed County Estimates



Regional Details

Black Hills and Badlands						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2014	397.8	111.2	355.6	422.7	166.4	1,453.6
2013	378.1	105.8	355.5	403.6	158.4	1,401.4
2012	356.7	100.0	357.6	392.5	156.7	1,363.5
% Change ('13-'14)	5.2%	5.1%	0.0%	4.7%	5.0%	3.7%
% Change ('12-'13)	6.0%	5.8%	-0.6%	2.8%	1.1%	2.8%

Glacial Lakes and Prairies Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2014	118.6	39.3	225.0	215.8	69.9	668.6
2013	117.3	38.9	226.5	199.8	68.0	650.5
2012	115.4	38.5	234.8	192.9	67.4	649.0
% Change ('13-'14)	1.1%	1.2%	-0.7%	8.0%	2.8%	2.8%
% Change ('12-'13)	1.7%	1.0%	-3.6%	3.6%	0.8%	0.2%

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

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Source: IHS Global Insight



Regional Details

Missouri River Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2014	86.0	10.5	114.5	71.2	40.6	322.8
2013	82.1	9.6	113.8	65.9	38.9	310.3
2012	76.8	9.0	117.4	63.9	38.2	305.4
% Change ('13-'14)	4.8%	9.2%	0.6%	8.0%	4.3%	4.0%
% Change ('12-'13)	6.9%	6.3%	-3.0%	3.1%	1.8%	1.6%

Southeast Region						
Sales (US\$ millions)						
	Lodging	Transportation	Shopping	Food	Entertainment	Total
2014	163.0	82.6	534.1	443.6	174.6	1,397.9
2013	157.9	78.1	519.0	436.9	176.4	1,368.3
2012	151.0	73.5	515.2	426.2	176.4	1,342.3
% Change ('13-'14)	3.2%	5.7%	2.9%	1.5%	-1.0%	2.2%
% Change ('12-'13)	4.6%	6.3%	0.7%	2.5%	0.0%	1.9%

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

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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
2014	1,044.7	0.0	4,169.0	2,717.6	1,386.5	9,317.8	88	3.1%	0.2%
2013	968.1	0.0	3,959.1	2,683.2	1,213.8	8,824.2	85	3.0%	0.2%
2012	1,285.0	0.0	3,814.8	2,641.6	1,070.5	8,811.8	87	3.0%	0.2%
% Change ('13-'14)	7.9%	0.0	5.3%	1.3%	14.2%	5.6%			
% Change ('12-'13)	-24.7%	0.0	3.8%	1.6%	13.4%	0.1%			

Beadle County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	8,646.2	4,604.7	22,160.6	15,054.8	9,948.5	60,414.8	570	3.0%	1.6%
2013	9,383.6	4,988.2	22,688.2	13,997.0	9,857.8	60,914.7	589	3.1%	1.6%
2012	9,544.4	5,413.0	23,914.2	13,625.1	9,243.9	61,740.5	607	3.1%	1.7%
% Change ('13-'14)	-7.9%	-7.7%	-2.3%	7.6%	0.9%	-0.8%			
% Change ('12-'13)	-1.7%	-7.8%	-5.1%	2.7%	6.6%	-1.3%			

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

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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
2014	969.5	0.0	2,779.9	1,960.7	828.7	6,538.8	62	2.5%	0.2%
2013	789.5	0.0	2,842.3	1,880.1	707.8	6,219.6	60	2.4%	0.2%
2012	869.7	0.0	3,117.3	1,838.4	693.4	6,518.9	64	2.5%	0.2%
% Change ('13-'14)	22.8%	0.0	-2.2%	4.3%	17.1%	5.1%			
% Change ('12-'13)	-9.2%	0.0	-8.8%	2.3%	2.1%	-4.6%			

Bon Homme County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	826.2	894.6	7,154.8	3,295.4	967.6	13,138.7	124	2.6%	0.3%
2013	781.3	841.6	7,183.7	3,107.2	845.4	12,759.1	123	2.5%	0.3%
2012	778.8	763.0	7,748.9	2,994.8	828.6	13,114.2	129	2.6%	0.4%
% Change ('13-'14)	5.8%	6.3%	-0.4%	6.1%	14.5%	3.0%			
% Change ('12-'13)	0.3%	10.3%	-7.3%	3.8%	2.0%	-2.7%			

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

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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
2014	16,257.5	4,338.4	36,552.5	48,705.6	4,447.2	110,301.2	1,040	3.4%	2.9%
2013	15,638.3	4,823.3	36,628.0	44,612.0	3,978.8	105,680.3	1,022	3.3%	2.8%
2012	15,326.6	5,232.7	37,649.8	42,962.7	4,050.3	105,222.0	1,035	3.3%	2.9%
% Change ('13-'14)	4.0%	-10.1%	-0.2%	9.2%	11.8%	4.4%			
% Change ('12-'13)	2.0%	-7.8%	-2.7%	3.8%	-1.8%	0.4%			

Brown County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	26,633.8	17,491.2	49,272.1	52,932.6	14,609.9	160,939.5	1,518	3.6%	4.2%
2013	26,195.3	16,536.7	48,616.9	48,779.4	14,379.1	154,507.4	1,494	3.4%	4.1%
2012	26,740.4	15,978.8	50,717.1	46,351.0	14,374.7	154,162.0	1,517	3.4%	4.2%
% Change ('13-'14)	1.7%	5.8%	1.3%	8.5%	1.6%	4.2%			
% Change ('12-'13)	-2.0%	3.5%	-4.1%	5.2%	0.0%	0.2%			

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

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County Details

Brule County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	5,624.5	825.8	9,851.6	5,059.0	3,606.7	24,967.4	236	5.0%	0.6%
2013	5,469.5	680.9	9,587.6	4,715.3	3,171.8	23,625.2	228	4.7%	0.6%
2012	5,631.7	651.8	9,652.6	5,027.2	3,159.7	24,123.0	237	4.8%	0.7%
% Change ('13-'14)	2.8%	21.3%	2.8%	7.3%	13.7%	5.7%			
% Change ('12-'13)	-2.9%	4.5%	-0.7%	-6.2%	0.4%	-2.1%			

Buffalo County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	7,857.4	0.0	1,232.9	0.0	0.0	9,090.3	86	7.3%	0.2%
2013	7,258.0	0.0	1,281.8	0.0	0.0	8,539.8	83	6.9%	0.2%
2012	7,311.5	0.0	1,404.7	0.0	0.0	8,716.2	86	7.0%	0.2%
% Change ('13-'14)	8.3%	0.0	-3.8%	0.0	0.0	6.4%			
% Change ('12-'13)	-0.7%	0.0	-8.7%	0.0	0.0	-2.0%			

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

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County Details

Butte County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	6,175.2	0.0	11,110.6	9,945.3	3,634.0	30,865.1	291	4.7%	0.8%
2013	5,761.4	0.0	10,786.2	9,288.5	3,034.7	28,870.8	279	4.4%	0.8%
2012	5,234.6	0.0	10,783.6	8,943.9	2,970.9	27,933.1	275	4.3%	0.8%
% Change ('13-'14)	7.2%	0.0	3.0%	7.1%	19.7%	6.9%			
% Change ('12-'13)	10.1%	0.0	0.0%	3.9%	2.1%	3.4%			

Campbell County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,023.7	0.0	1,169.0	1,422.4	649.1	4,264.2	40	2.4%	0.1%
2013	984.9	0.0	1,182.6	1,348.9	690.9	4,207.2	41	2.4%	0.1%
2012	1,019.1	0.0	1,179.3	1,315.9	645.6	4,159.9	41	2.4%	0.1%
% Change ('13-'14)	3.9%	0.0	-1.1%	5.4%	-6.0%	1.4%			
% Change ('12-'13)	-3.4%	0.0	0.3%	2.5%	7.0%	1.1%			

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

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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
2014	4,443.6	0.0	14,764.5	4,841.1	2,601.1	26,650.3	251	3.4%	0.7%
2013	4,126.7	0.0	14,649.6	4,720.6	2,375.9	25,872.8	250	3.3%	0.7%
2012	3,889.1	0.0	15,286.7	4,598.3	2,261.6	26,035.8	256	3.3%	0.7%
% Change ('13-'14)	7.7%	0.0	0.8%	2.6%	9.5%	3.0%			
% Change ('12-'13)	6.1%	0.0	-4.2%	2.7%	5.1%	-0.6%			

Clark County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	717.4	1,312.3	1,842.8	2,288.9	412.8	6,574.2	62	2.1%	0.2%
2013	662.9	1,234.4	1,967.9	2,245.7	305.0	6,416.0	62	2.1%	0.2%
2012	654.7	1,119.2	1,975.3	2,281.5	317.2	6,347.9	62	2.0%	0.2%
% Change ('13-'14)	8.2%	6.3%	-6.4%	1.9%	35.3%	2.5%			
% Change ('12-'13)	1.3%	10.3%	-0.4%	-1.6%	-3.8%	1.1%			

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

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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
2014	5,984.5	1,073.7	28,135.4	22,890.1	1,562.8	59,646.4	563	6.9%	1.6%
2013	6,063.0	1,010.0	26,607.1	20,539.7	1,296.2	55,515.9	537	6.4%	1.5%
2012	6,483.2	915.7	27,298.2	19,543.9	1,271.0	55,511.9	546	6.4%	1.5%
% Change ('13-'14)	-1.3%	6.3%	5.7%	11.4%	20.6%	7.4%			
% Change ('12-'13)	-6.5%	10.3%	-2.5%	5.1%	2.0%	0.0%			

Codington County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	12,639.8	7,552.6	46,021.7	46,357.1	16,474.4	129,045.6	1,217	3.3%	3.4%
2013	13,162.5	7,267.9	46,946.1	42,128.9	16,996.0	126,501.4	1,223	3.3%	3.4%
2012	12,917.8	6,610.8	49,552.3	40,499.0	18,132.7	127,712.6	1,257	3.3%	3.5%
% Change ('13-'14)	-4.0%	3.9%	-2.0%	10.0%	-3.1%	2.0%			
% Change ('12-'13)	1.9%	9.9%	-5.3%	4.0%	-6.3%	-0.9%			

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

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County Details

Corson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	802.4	1,272.5	478.4	804.7	799.2	4,157.2	39	1.9%	0.1%
2013	802.6	1,197.0	496.7	772.6	825.6	4,094.4	40	1.9%	0.1%
2012	728.6	1,085.3	467.6	758.9	799.2	3,839.5	38	1.7%	0.1%
% Change ('13-'14)	0.0%	6.3%	-3.7%	4.1%	-3.2%	1.5%			
% Change ('12-'13)	10.2%	10.3%	6.2%	1.8%	3.3%	6.6%			

Custer County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	29,690.5	6,105.4	7,118.4	7,567.2	6,115.4	56,596.8	534	12.1%	1.5%
2013	27,721.1	5,139.2	7,021.9	6,997.4	5,431.5	52,311.2	506	11.1%	1.4%
2012	27,100.6	5,201.8	7,247.6	6,993.6	5,283.5	51,827.1	510	11.0%	1.4%
% Change ('13-'14)	7.1%	18.8%	1.4%	8.1%	12.6%	8.2%			
% Change ('12-'13)	2.3%	-1.2%	-3.1%	0.1%	2.8%	0.9%			

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

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County Details

Davison County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	17,722.9	2,854.9	50,440.9	35,500.5	6,936.3	113,455.5	1,070	4.4%	3.0%
2013	16,945.3	2,588.0	49,521.7	32,601.8	6,759.4	108,416.1	1,048	4.2%	2.9%
2012	17,417.8	2,396.4	50,574.4	30,963.4	6,544.2	107,896.1	1,062	4.2%	2.9%
% Change ('13-'14)	4.6%	10.3%	1.9%	8.9%	2.6%	4.6%			
% Change ('12-'13)	-2.7%	8.0%	-2.1%	5.3%	3.3%	0.5%			

Day County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	11,782.7	0.0	8,206.7	3,765.3	1,470.1	25,224.8	238	4.7%	0.7%
2013	11,216.3	0.0	8,513.9	3,420.6	1,335.6	24,486.4	237	4.6%	0.7%
2012	10,645.2	0.0	8,375.3	3,257.2	1,285.7	23,563.2	232	4.4%	0.6%
% Change ('13-'14)	5.1%	0.0	-3.6%	10.1%	10.1%	3.0%			
% Change ('12-'13)	5.4%	0.0	1.7%	5.0%	3.9%	3.9%			

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

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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
2014	3,239.2	7.0	3,071.6	3,189.2	541.1	10,048.1	95	1.8%	0.3%
2013	3,134.5	7.0	3,078.1	2,815.1	533.7	9,568.4	93	1.7%	0.3%
2012	2,932.3	7.0	3,249.2	2,609.0	526.0	9,323.4	92	1.7%	0.3%
% Change ('13-'14)	3.3%	-0.3%	-0.2%	13.3%	1.4%	5.0%			
% Change ('12-'13)	6.9%	-0.1%	-5.3%	7.9%	1.5%	2.6%			

Dewey County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,301.6	0.0	4,429.1	1,603.4	133.1	7,467.2	70	1.6%	0.2%
2013	1,650.1	0.0	4,620.6	1,725.0	143.4	8,139.1	79	1.7%	0.2%
2012	1,240.7	0.0	5,180.5	1,571.1	143.4	8,135.7	80	1.7%	0.2%
% Change ('13-'14)	-21.1%	0.0	-4.1%	-7.0%	-7.2%	-8.3%			
% Change ('12-'13)	33.0%	0.0	-10.8%	9.8%	0.0%	0.0%			

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

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County Details

Douglas County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	293.0	0.0	1,245.6	659.1	183.8	2,381.4	22	0.7%	0.1%
2013	356.4	0.0	1,284.8	621.3	183.8	2,446.3	24	0.7%	0.1%
2012	330.8	0.0	1,242.8	694.7	183.8	2,452.1	24	0.7%	0.1%
% Change ('13-'14)	-17.8%	0.0	-3.1%	6.1%	0.0%	-2.7%			
% Change ('12-'13)	7.7%	0.0	3.4%	-10.6%	0.0%	-0.2%			

Edmunds County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	2,463.6	0.0	2,988.1	2,251.6	376.4	8,079.8	76	1.7%	0.2%
2013	2,524.1	0.0	2,834.2	1,909.5	370.2	7,638.1	74	1.6%	0.2%
2012	2,317.3	0.0	2,933.1	1,743.9	363.6	7,358.0	72	1.6%	0.2%
% Change ('13-'14)	-2.4%	0.0	5.4%	17.9%	1.7%	5.8%			
% Change ('12-'13)	8.9%	0.0	-3.4%	9.5%	1.8%	3.8%			

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

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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
2014	9,043.5	10,935.8	10,958.1	10,316.8	5,047.3	46,301.4	437	6.8%	1.2%
2013	8,514.8	11,226.0	10,516.6	9,793.6	5,163.5	45,214.4	437	6.7%	1.2%
2012	8,264.3	11,883.8	10,672.3	9,541.3	5,132.4	45,494.1	448	6.7%	1.2%
% Change ('13-'14)	6.2%	-2.6%	4.2%	5.3%	-2.3%	2.4%			
% Change ('12-'13)	3.0%	-5.5%	-1.5%	2.6%	0.6%	-0.6%			

Faulk County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	937.4	0.0	1,381.0	1,533.8	873.8	4,726.0	45	2.4%	0.1%
2013	925.5	0.0	1,452.3	1,565.6	805.6	4,749.0	46	2.5%	0.1%
2012	959.8	0.0	1,451.3	1,505.6	622.9	4,539.6	45	2.3%	0.1%
% Change ('13-'14)	1.3%	0.0	-4.9%	-2.0%	8.5%	-0.5%			
% Change ('12-'13)	-3.6%	0.0	0.1%	4.0%	29.3%	4.6%			

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

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County Details

Grant County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,850.3	1,569.2	8,062.2	9,616.4	2,992.4	24,090.5	227	2.3%	0.6%
2013	1,591.0	1,404.5	7,797.1	9,143.4	2,709.3	22,645.3	219	2.2%	0.6%
2012	1,379.1	1,560.0	7,864.5	9,092.9	2,733.5	22,630.0	223	2.2%	0.6%
% Change ('13-'14)	16.3%	11.7%	3.4%	5.2%	10.4%	6.4%			
% Change ('12-'13)	15.4%	-10.0%	-0.9%	0.6%	-0.9%	0.1%			

Gregory County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	2,610.5	20.4	7,370.4	4,198.7	2,235.2	16,435.3	155	4.0%	0.4%
2013	2,157.1	21.4	8,084.6	3,990.0	2,009.9	16,263.0	157	3.9%	0.4%
2012	1,949.4	22.0	7,919.2	3,845.4	1,951.1	15,687.3	154	3.8%	0.4%
% Change ('13-'14)	21.0%	-4.5%	-8.8%	5.2%	11.2%	1.1%			
% Change ('12-'13)	10.7%	-2.9%	2.1%	3.8%	3.0%	3.7%			

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

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County Details

Haakon County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,053.3	6.7	2,286.2	1,573.4	731.3	5,650.9	53	2.1%	0.1%
2013	1,028.6	6.7	2,402.1	1,542.5	619.7	5,599.8	54	2.1%	0.2%
2012	1,059.1	6.7	2,360.1	1,554.1	563.6	5,543.8	55	2.1%	0.2%
% Change ('13-'14)	2.4%	-0.3%	-4.8%	2.0%	18.0%	0.9%			
% Change ('12-'13)	-2.9%	-0.1%	1.8%	-0.7%	9.9%	1.0%			

Hamlin County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	5,935.7	0.0	7,036.2	1,371.0	286.8	14,629.6	138	3.2%	0.4%
2013	5,818.3	0.0	7,492.2	1,337.8	281.4	14,929.7	144	3.3%	0.4%
2012	5,573.0	0.0	7,609.3	1,309.7	220.4	14,712.3	145	3.2%	0.4%
% Change ('13-'14)	2.0%	0.0	-6.1%	2.5%	1.9%	-2.0%			
% Change ('12-'13)	4.4%	0.0	-1.5%	2.1%	27.7%	1.5%			

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

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County Details

Hand County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,023.5	11.0	5,439.5	2,909.6	1,564.1	10,947.7	103	2.5%	0.3%
2013	1,003.6	11.6	5,147.9	2,761.6	1,535.4	10,460.1	101	2.4%	0.3%
2012	973.3	8.9	5,028.3	2,720.1	1,294.1	10,024.6	99	2.3%	0.3%
% Change ('13-'14)	2.0%	-4.5%	5.7%	5.4%	1.9%	4.7%			
% Change ('12-'13)	3.1%	29.7%	2.4%	1.5%	18.6%	4.3%			

Handson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	594.4	0.0	949.2	610.1	486.2	2,639.9	25	1.8%	0.1%
2013	469.2	0.0	987.6	552.8	404.1	2,413.8	23	1.6%	0.1%
2012	459.8	0.0	983.1	542.0	398.1	2,383.1	23	1.6%	0.1%
% Change ('13-'14)	26.7%	0.0	-3.9%	10.4%	20.3%	9.4%			
% Change ('12-'13)	2.0%	0.0	0.5%	2.0%	1.5%	1.3%			

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

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County Details

Harding County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,033.6	0.0	857.5	1,128.4	86.0	3,105.4	29	1.7%	0.1%
2013	1,080.2	0.0	942.2	1,084.3	84.4	3,191.1	31	1.8%	0.1%
2012	943.1	0.0	1,000.2	1,062.5	82.7	3,088.5	30	1.7%	0.1%
% Change ('13-'14)	-4.3%	0.0	-9.0%	4.1%	1.9%	-2.7%			
% Change ('12-'13)	14.5%	0.0	-5.8%	2.1%	2.0%	3.3%			

Hughes County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	19,969.9	5,815.4	28,411.5	25,444.1	11,317.5	90,958.4	858	5.3%	2.4%
2013	19,238.5	5,366.7	28,051.0	22,715.2	10,706.4	86,077.9	832	5.0%	2.3%
2012	18,233.6	5,115.8	29,290.4	21,940.2	11,045.5	85,625.5	842	5.0%	2.3%
% Change ('13-'14)	3.8%	8.4%	1.3%	12.0%	5.7%	5.7%			
% Change ('12-'13)	5.5%	4.9%	-4.2%	3.5%	-3.1%	0.5%			

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

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County Details

Hutchinson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	940.6	0.0	5,655.1	3,074.3	1,926.6	11,596.7	109	1.5%	0.3%
2013	857.8	0.0	5,895.3	3,092.8	1,730.5	11,576.3	112	1.5%	0.3%
2012	946.9	0.0	6,226.4	3,116.1	1,695.5	11,984.9	118	1.5%	0.3%
% Change ('13-'14)	9.7%	0.0	-4.1%	-0.6%	11.3%	0.2%			
% Change ('12-'13)	-9.4%	0.0	-5.3%	-0.7%	2.1%	-3.4%			

Hyde County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	196.3	0.0	1,784.9	358.9	554.1	2,894.1	27	1.4%	0.1%
2013	144.2	0.0	1,726.0	344.3	543.6	2,758.1	27	1.4%	0.1%
2012	166.5	0.0	1,807.1	334.9	532.6	2,841.0	28	1.4%	0.1%
% Change ('13-'14)	36.2%	0.0	3.4%	4.2%	1.9%	4.9%			
% Change ('12-'13)	-13.4%	0.0	-4.5%	2.8%	2.1%	-2.9%			

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

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County Details

Jackson County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	7,272.6	0.0	5,764.0	1,119.5	0.0	14,156.2	134	8.0%	0.4%
2013	6,586.5	0.0	5,917.8	960.2	0.0	13,464.5	130	7.6%	0.4%
2012	6,241.3	0.0	6,164.3	888.6	0.0	13,294.2	131	7.5%	0.4%
% Change ('13-'14)	10.4%	0.0%	-2.6%	16.6%	0.0	5.1%			
% Change ('12-'13)	5.5%	0.0%	-4.0%	8.0%	0.0	1.3%			

Jerauld County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	407.3	0.0	2,108.4	1,623.9	461.1	4,600.6	43	1.0%	0.1%
2013	379.5	0.0	2,107.7	1,438.0	362.7	4,287.8	41	1.0%	0.1%
2012	381.5	0.0	2,150.3	1,498.3	357.7	4,387.8	43	1.0%	0.1%
% Change ('13-'14)	7.3%	0.0	0.0%	12.9%	27.1%	7.3%			
% Change ('12-'13)	-0.5%	0.0	-2.0%	-4.0%	1.4%	-2.3%			

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

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County Details

Jones County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	3,755.3	0.0	5,448.8	1,180.6	0.0	10,384.7	98	7.8%	0.3%
2013	3,465.5	0.0	4,966.3	1,298.1	0.0	9,729.9	94	7.3%	0.3%
2012	3,246.5	0.0	5,484.0	1,290.1	0.0	10,020.5	99	7.5%	0.3%
% Change ('13-'14)	8.4%	0.0	9.7%	-9.1%	0.0	6.7%			
% Change ('12-'13)	6.7%	0.0	-9.4%	0.6%	0.0	-2.9%			

Kingsbury County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	2,593.8	0.0	4,361.6	2,932.3	1,718.3	11,605.9	109	2.4%	0.3%
2013	2,239.5	0.0	4,398.4	2,937.7	1,510.0	11,085.7	107	2.3%	0.3%
2012	2,145.5	0.0	4,505.7	2,885.3	1,457.1	10,993.6	108	2.3%	0.3%
% Change ('13-'14)	15.8%	0.0	-0.8%	-0.2%	13.8%	4.7%			
% Change ('12-'13)	4.4%	0.0	-2.4%	1.8%	3.6%	0.8%			

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

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County Details

Lake County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	10,804.1	147.5	12,693.7	16,162.4	2,273.8	42,081.5	397	3.5%	1.1%
2013	10,608.7	113.4	13,275.9	15,252.0	2,226.4	41,476.4	401	3.4%	1.1%
2012	10,221.6	153.4	13,249.2	15,335.6	2,094.9	41,054.7	404	3.4%	1.1%
% Change ('13-'14)	1.8%	30.1%	-4.4%	6.0%	2.1%	1.5%			
% Change ('12-'13)	3.8%	-26.1%	0.2%	-0.5%	6.3%	1.0%			

Lawrence County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	157,774.1	6,363.6	37,129.9	52,428.7	66,465.3	320,161.6	3,020	18.4%	8.3%
2013	143,531.1	6,032.7	37,308.5	48,005.4	61,343.2	296,220.9	2,864	17.0%	7.9%
2012	137,571.4	5,580.7	40,076.4	47,158.9	60,980.7	291,368.1	2,867	16.8%	8.0%
% Change ('13-'14)	9.9%	5.5%	-0.5%	9.2%	8.3%	8.1%			
% Change ('12-'13)	4.3%	8.1%	-6.9%	1.8%	0.6%	1.7%			

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

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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
2014	1,906.7	4,562.3	16,397.4	19,362.2	4,594.6	46,823.3	442	1.4%	1.2%
2013	818.4	4,222.5	15,635.2	19,467.6	4,731.0	44,874.8	434	1.3%	1.2%
2012	836.4	4,395.2	15,741.1	19,379.7	4,686.6	45,039.0	443	1.3%	1.2%
% Change ('13-'14)	133.0%	8.0%	4.9%	-0.5%	-2.9%	4.3%			
% Change ('12-'13)	-2.1%	-3.9%	-0.7%	0.5%	0.9%	-0.4%			

Lyman County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	13,067.7	0.0	13,362.3	2,918.2	470.8	29,819.1	281	9.2%	0.8%
2013	11,767.4	0.0	13,093.5	2,567.6	496.1	27,924.6	270	8.6%	0.7%
2012	7,940.6	0.0	14,083.1	2,482.5	453.1	24,959.3	246	7.7%	0.7%
% Change ('13-'14)	11.1%	0.0	2.1%	13.7%	-5.1%	6.8%			
% Change ('12-'13)	48.2%	0.0	-7.0%	3.4%	9.5%	11.9%			

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

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County Details

Marshall County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	730.5	1,248.0	3,883.4	2,762.4	319.3	8,943.6	84	2.2%	0.2%
2013	1,124.5	1,238.6	4,036.3	2,818.2	285.2	9,502.8	92	2.3%	0.3%
2012	990.4	1,181.9	3,978.5	2,660.1	252.3	9,063.1	89	2.2%	0.2%
% Change ('13-'14)	-35.0%	0.8%	-3.8%	-2.0%	12.0%	-5.9%			
% Change ('12-'13)	13.5%	4.8%	1.5%	5.9%	13.0%	4.9%			

Mc Cook County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,155.1	0.0	5,437.0	2,439.4	2,795.2	11,826.7	112	3.1%	0.3%
2013	1,146.7	0.0	5,060.1	2,296.1	2,491.1	10,994.1	106	2.9%	0.3%
2012	1,168.8	0.0	4,961.5	2,236.1	2,326.7	10,693.0	105	2.8%	0.3%
% Change ('13-'14)	0.7%	0.0	7.4%	6.2%	12.2%	7.6%			
% Change ('12-'13)	-1.9%	0.0	2.0%	2.7%	7.1%	2.8%			

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

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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
2014	7,182.0	0.0	2,434.6	1,186.5	920.7	11,723.8	111	7.3%	0.3%
2013	7,038.4	0.0	2,462.0	1,078.5	836.7	11,415.6	110	7.1%	0.3%
2012	6,845.8	0.0	2,542.7	1,050.2	819.8	11,258.4	111	7.0%	0.3%
% Change ('13-'14)	2.0%	0.0	-1.1%	10.0%	10.0%	2.7%			
% Change ('12-'13)	2.8%	0.0	-3.2%	2.7%	2.1%	1.4%			

Meade County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	16,312.5	2,493.5	17,160.3	28,878.0	6,273.6	71,117.9	671	4.4%	1.9%
2013	14,965.1	2,156.7	17,662.6	28,087.7	5,996.9	68,869.0	666	4.3%	1.8%
2012	14,288.1	2,174.1	18,000.0	27,479.6	5,930.6	67,872.3	668	4.2%	1.9%
% Change ('13-'14)	9.0%	15.6%	-2.8%	2.8%	4.6%	3.3%			
% Change ('12-'13)	4.7%	-0.8%	-1.9%	2.2%	1.1%	1.5%			

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

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County Details

Mellette County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	459.8	0.0	3,338.8	654.6	0.0	4,453.1	42	4.3%	0.1%
2013	443.6	0.0	3,114.2	595.3	0.0	4,153.1	40	4.0%	0.1%
2012	469.4	0.0	3,241.6	472.4	0.0	4,183.5	41	4.0%	0.1%
% Change ('13-'14)	3.7%	0.0	7.2%	10.0%	0.0	7.2%			
% Change ('12-'13)	-5.5%	0.0	-3.9%	26.0%	0.0	-0.7%			

Miner County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	1,065.1	0.0	1,916.7	1,357.7	806.3	5,145.8	49	2.8%	0.1%
2013	1,079.3	0.0	2,053.7	1,215.5	806.3	5,154.8	50	2.8%	0.1%
2012	1,826.2	0.0	2,180.2	1,195.1	806.3	6,007.8	59	3.3%	0.2%
% Change ('13-'14)	-1.3%	0.0	-6.7%	11.7%	0.0	-0.2%			
% Change ('12-'13)	-40.9%	0.0	-5.8%	1.7%	0.0	-14.2%			

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

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County Details

Minnehaha County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	107,509.3	63,484.6	341,264.1	279,987.0	128,950.3	921,195.3	8,689	3.5%	24.0%
2013	105,458.9	60,177.1	326,765.4	282,458.3	133,057.9	907,917.7	8,778	3.4%	24.3%
2012	97,409.7	56,177.9	317,703.0	276,168.0	134,252.1	881,710.7	8,675	3.3%	24.1%
% Change ('13-'14)	1.9%	5.5%	4.4%	-0.9%	-3.1%	1.5%			
% Change ('12-'13)	8.3%	7.1%	2.9%	2.3%	-0.9%	3.0%			

Moody County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	524.7	0.0	4,654.0	2,998.4	1,472.6	9,649.7	91	1.7%	0.3%
2013	518.7	0.0	4,644.9	2,888.6	1,293.9	9,346.0	90	1.7%	0.3%
2012	513.0	0.0	4,815.0	2,939.7	1,279.9	9,547.7	94	1.7%	0.3%
% Change ('13-'14)	1.2%	0.0%	0.2%	3.8%	13.8%	3.2%			
% Change ('12-'13)	1.1%	0.0	-3.5%	-1.7%	1.1%	-2.1%			

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

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County Details

Pennington County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	153,618.4	80,140.5	233,680.1	301,510.3	60,408.9	829,358.2	7,823	8.1%	21.6%
2013	144,840.7	76,032.5	232,680.9	289,810.9	58,966.3	802,331.3	7,757	7.8%	21.5%
2012	136,937.1	69,998.3	228,804.1	281,128.1	58,646.3	775,514.0	7,630	7.6%	21.2%
% Change ('13-'14)	6.1%	5.4%	0.4%	4.0%	2.4%	3.4%			
% Change ('12-'13)	5.8%	8.6%	1.7%	3.1%	0.5%	3.5%			

Perkins County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	2,056.8	741.9	3,380.3	1,771.7	615.2	8,565.8	81	2.7%	0.2%
2013	2,025.2	695.9	3,407.9	1,699.4	577.3	8,405.7	81	2.6%	0.2%
2012	1,887.7	629.0	3,669.3	1,687.8	558.4	8,432.2	83	2.6%	0.2%
% Change ('13-'14)	1.6%	6.6%	-0.8%	4.3%	6.6%	1.9%			
% Change ('12-'13)	7.3%	10.6%	-7.1%	0.7%	3.4%	-0.3%			

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

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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
2014	9,676.8	0.0	4,189.3	2,734.1	573.3	17,173.5	162	5.2%	0.4%
2013	9,547.9	0.0	4,146.5	2,562.5	545.8	16,802.7	162	5.1%	0.5%
2012	9,463.2	0.0	4,410.4	2,529.7	534.8	16,938.0	167	5.2%	0.5%
% Change ('13-'14)	1.3%	0.0	1.0%	6.7%	5.0%	2.2%			
% Change ('12-'13)	0.9%	0.0	-6.0%	1.3%	2.1%	-0.8%			

Roberts County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	11,644.9	230.7	10,458.4	7,811.8	9,492.5	39,638.2	374	5.0%	1.0%
2013	11,494.0	227.1	10,541.8	7,808.0	9,285.4	39,356.3	381	5.0%	1.1%
2012	11,047.8	224.1	11,057.3	7,881.5	8,874.8	39,085.5	385	4.9%	1.1%
% Change ('13-'14)	1.3%	1.6%	-0.8%	0.0%	2.2%	0.7%			
% Change ('12-'13)	4.0%	1.3%	-4.7%	-0.9%	4.6%	0.7%			

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

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County Details

Sanborn County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	520.3	0.0	1,199.7	1,729.1	125.7	3,574.8	34	2.0%	0.1%
2013	511.1	0.0	1,192.7	1,658.3	125.7	3,487.7	34	1.9%	0.1%
2012	500.0	0.0	1,301.3	1,623.1	125.7	3,550.1	35	1.9%	0.1%
% Change ('13-'14)	1.8%	0.0	0.6%	4.3%	0.0%	2.5%			
% Change ('12-'13)	2.2%	0.0	-8.3%	2.2%	0.0%	-1.8%			

Shannon County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	622.7	0.0	6,312.2	2,211.3	16,168.6	25,314.7	239	3.8%	0.7%
2013	611.0	0.0	6,718.3	2,040.8	16,503.3	25,873.4	250	3.9%	0.7%
2012	570.3	0.0	7,055.2	1,936.0	15,868.6	25,430.0	250	3.9%	0.7%
% Change ('13-'14)	1.9%	0.0	-6.0%	8.4%	-2.0%	-2.2%			
% Change ('12-'13)	7.1%	0.0	-4.8%	5.4%	4.0%	1.7%			

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

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County Details

Spink County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	2,897.7	969.8	3,819.7	4,753.0	1,355.6	13,795.8	130	2.3%	0.4%
2013	2,757.8	1,137.7	3,905.7	4,495.0	1,196.2	13,492.4	130	2.2%	0.4%
2012	2,970.3	1,164.7	4,153.5	4,360.0	1,104.3	13,752.8	135	2.3%	0.4%
% Change ('13-'14)	5.1%	-14.8%	-2.2%	5.7%	13.3%	2.2%			
% Change ('12-'13)	-7.2%	-2.3%	-6.0%	3.1%	8.3%	-1.9%			

Stanley County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	4,937.9	0.0	3,399.8	4,683.2	990.3	14,011.2	132	3.8%	0.4%
2013	4,589.8	0.0	3,156.3	4,199.1	794.4	12,739.7	123	3.5%	0.3%
2012	4,968.9	0.0	3,292.4	3,837.4	729.6	12,828.3	126	3.5%	0.4%
% Change ('13-'14)	7.6%	0.0	7.7%	11.5%	24.7%	10.0%			
% Change ('12-'13)	-7.6%	0.0	-4.1%	9.4%	8.9%	-0.7%			

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

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County Details

Sully County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	2,214.7	1,405.2	1,212.8	3,674.9	898.6	9,406.1	89	5.4%	0.2%
2013	2,042.7	1,258.9	1,224.5	3,309.3	882.5	8,717.8	84	5.0%	0.2%
2012	1,898.2	1,136.0	1,153.3	3,131.5	865.4	8,184.5	81	4.7%	0.2%
% Change ('13-'14)	8.4%	11.6%	-1.0%	11.0%	1.8%	7.9%			
% Change ('12-'13)	7.6%	10.8%	6.2%	5.7%	2.0%	6.5%			

Todd County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	7,973.9	4,407.3	8,281.2	416.1	0.0	21,078.5	199	3.7%	0.5%
2013	16,729.7	4,507.3	9,238.0	474.9	0.0	30,950.0	299	5.5%	0.8%
2012	12,010.1	4,549.6	9,951.1	479.2	0.0	26,990.1	266	4.8%	0.7%
% Change ('13-'14)	-52.3%	-2.2%	-10.4%	-12.4%	0.0	-31.9%			
% Change ('12-'13)	39.3%	-0.9%	-7.2%	-0.9%	0.0	14.7%			

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

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County Details

Tripp County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	3,251.0	122.2	7,646.4	4,753.8	1,143.0	16,916.3	160	3.1%	0.4%
2013	3,338.5	122.6	7,635.6	4,734.8	1,012.4	16,843.8	163	3.1%	0.5%
2012	3,402.0	122.7	7,374.0	4,775.6	928.2	16,602.5	163	3.0%	0.5%
% Change ('13-'14)	-2.6%	-0.3%	0.1%	0.4%	12.9%	0.4%			
% Change ('12-'13)	-1.9%	0.0	3.5%	-0.9%	9.1%	1.5%			

Turner County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	897.7	0.0	10,088.2	3,602.5	1,561.2	16,149.6	152	2.3%	0.4%
2013	878.0	0.0	11,043.4	3,664.9	1,441.9	17,028.2	165	2.4%	0.5%
2012	857.9	0.0	10,992.6	3,650.0	1,397.0	16,897.4	166	2.4%	0.5%
% Change ('13-'14)	2.2%	0.0	-8.6%	-1.7%	8.3%	-5.2%			
% Change ('12-'13)	2.3%	0.0	0.5%	0.4%	3.2%	0.8%			

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

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County Details

Union County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	5,269.1	461.9	14,390.9	21,961.1	15,810.8	57,893.9	546	2.6%	1.5%
2013	4,730.5	464.1	14,998.4	21,335.3	14,982.3	56,510.6	546	2.6%	1.5%
2012	4,218.7	465.1	16,705.7	19,298.2	14,810.1	55,497.8	546	2.5%	1.5%
% Change ('13-'14)	11.4%	-0.5%	-4.1%	2.9%	5.5%	2.4%			
% Change ('12-'13)	12.1%	-0.2%	-10.2%	10.6%	1.2%	1.8%			

Walworth County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	7,770.6	1,003.4	10,812.1	5,837.7	13,220.6	38,644.4	365	7.9%	1.0%
2013	7,777.7	933.8	10,790.0	5,352.4	13,511.2	38,365.2	371	7.8%	1.0%
2012	7,462.4	880.4	10,930.7	4,949.2	13,128.3	37,350.9	367	7.6%	1.0%
% Change ('13-'14)	-0.1%	7.5%	0.2%	9.1%	-2.2%	0.7%			
% Change ('12-'13)	4.2%	6.1%	-1.3%	8.1%	2.9%	2.7%			

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

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County Details

Yankton County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	8,038.2	9,142.2	38,305.5	32,730.3	5,740.3	93,956.6	886	3.1%	2.4%
2013	7,718.8	8,729.6	38,640.2	30,700.0	5,452.3	91,240.8	882	3.0%	2.4%
2012	8,068.3	8,260.5	39,547.7	31,035.9	5,127.7	92,040.2	906	3.0%	2.5%
% Change ('13-'14)	4.1%	4.7%	-0.9%	6.6%	5.3%	3.0%			
% Change ('12-'13)	-4.3%	5.7%	-2.3%	-1.1%	6.3%	-0.9%			

Ziebach County									
Sales (US\$ thousands)									
	Lodging	Transportation	Shopping	Food	Entertainment	Total	Tourism Supported Jobs	% of Total County Sales	% of State Tourism Sales
2014	235.5	0.0	198.2	148.5	0.0	582.2	5	0.5%	0.0%
2013	230.7	0.0	148.6	156.2	0.0	535.5	5	0.5%	0.0%
2012	224.6	0.0	146.9	178.9	0.0	550.4	5	0.5%	0.0%
% Change ('13-'14)	2.1%	0.0	33.4%	-4.9%	0.0	8.7%			
% Change ('12-'13)	2.8%	0.0	1.2%	-12.7%	0.0	-2.7%			

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

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Leveraging the company's full suite of data, intelligence & expertise

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