



SOUTH DAKOTA

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DEPARTMENT OF TOURISM

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ANNUAL REPORT

2014




**Dear industry partners,** .....

We've had a solid year, haven't we? A look back reveals a lot of hard work, a few challenges, and many successes. Another cold and rainy spring had many of us wondering about the start of the travel season, and more than a few of us worried when inquiries and web traffic were down. However, as the season went on, we saw increased visitation, good promotion tax numbers, and we were hearing good reports from you, our industry partners.

This report will give you a snapshot of the Department of Tourism's work in 2014, and will give you a look at our end of year numbers.

Thank you to each and every one of you who work so diligently to provide a first-class experience to our guests. It's because of you that we continue to see success year after year!

  
Sincerely, Jim Hagen



**Department Funding** .....

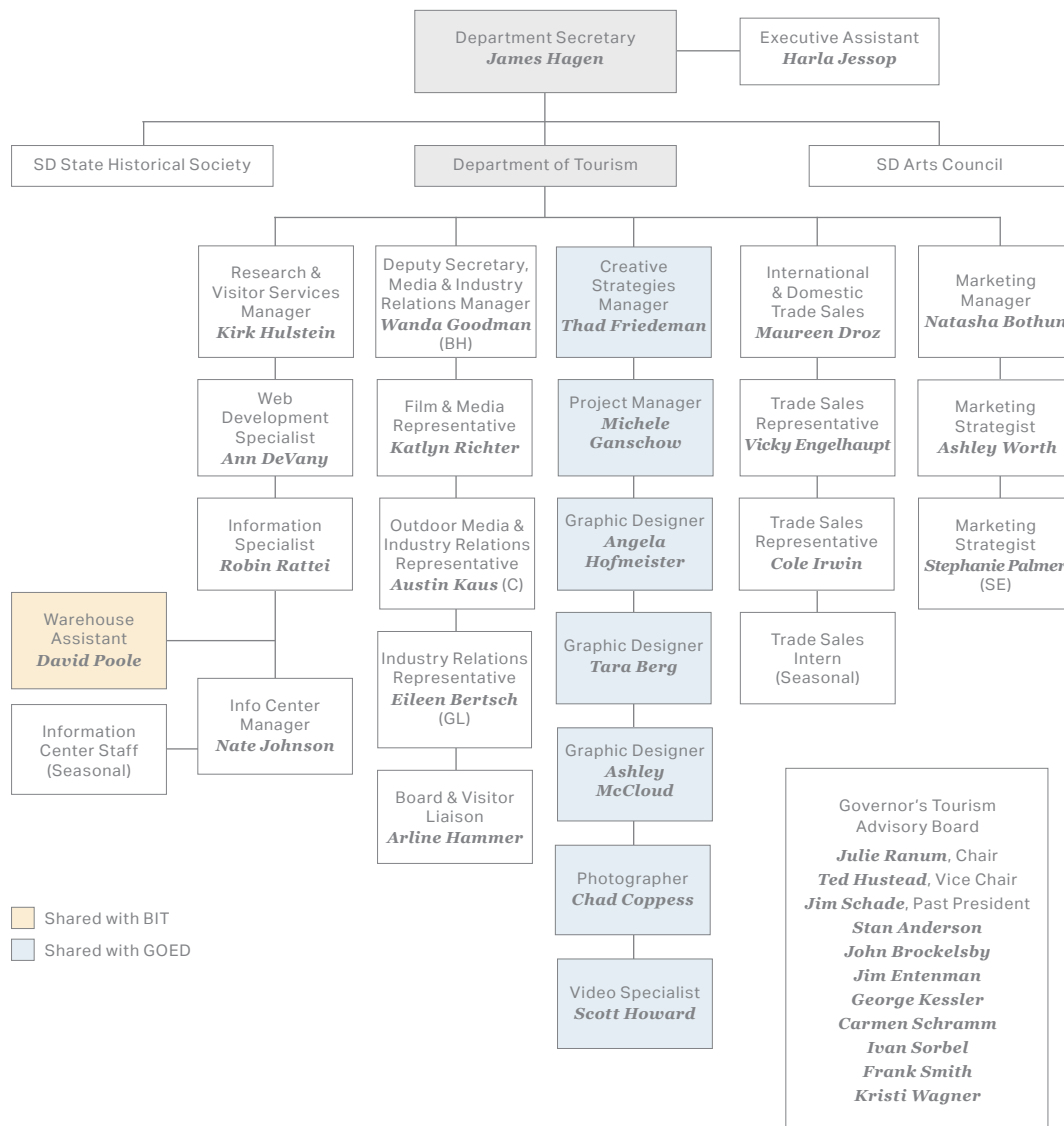
The Department of Tourism is funded through a **1.5% promotion tax**, which was self-imposed starting in 1995. The original tax was 1%, and an additional .5% was added in 2009, renewed in 2011, and made permanent in 2013, to replace a loss of general funds.

The department also receives roughly **\$3 million** of the taxes levied on Deadwood gaming establishments.

**BUDGET-TO-VISITOR RELATIONSHIP**  
*In Millions*

	2011	2012	2013	2014
<b>VISITATION</b> <i>person stays</i>	16.0	16.4	16.5	16.7
<b>TOURISM REVENUES</b>	\$12.0	\$11.9	\$12.5	\$12.9
<b>SOUTH DAKOTA TRAVEL INDUSTRY IMPACT</b>	\$1,856.2	\$1,928.7 ↑ 3.9%	\$1,982.8 ↑ 2.8%	\$1,990.5 ↑ 2.6%

STAFF



■ Shared with BIT  
■ Shared with GOED

FUNDING

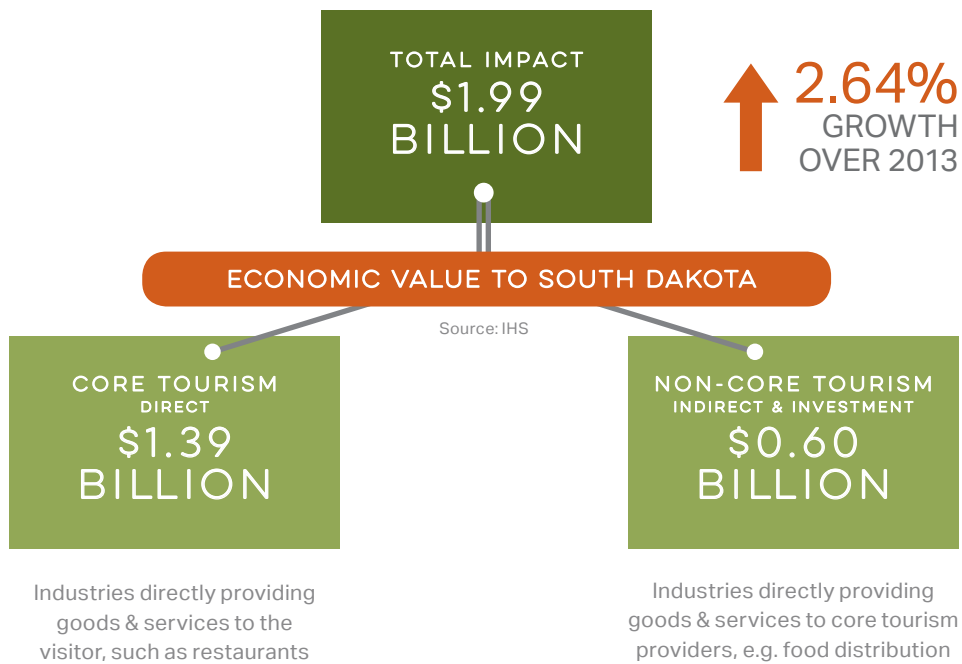


Tourism is one of South Dakota's largest industries and packs a big punch when it comes to economic impact.



TRAVEL INDUSTRY ECONOMIC IMPACT  
*South Dakota*

DIRECT SPENDING BY TRAVELERS TO SOUTH DAKOTA  
**AVERAGED**



TRAVEL MARKETING TAX REVENUES

**\$1 = \$5**

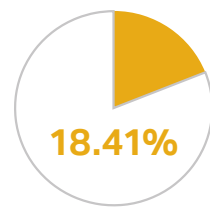
For every \$1 spent on travel marketing, South Dakota receives \$5 back in tax revenues

HOUSEHOLD TAX SAVINGS



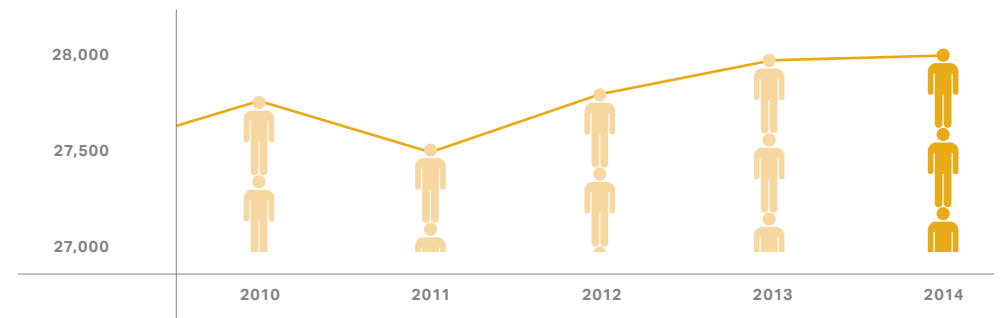
The additional amount of taxes each S.D. household would have to pay if tourism didn't exist

TOURISM-RELATED ACTIVITY GENERATED

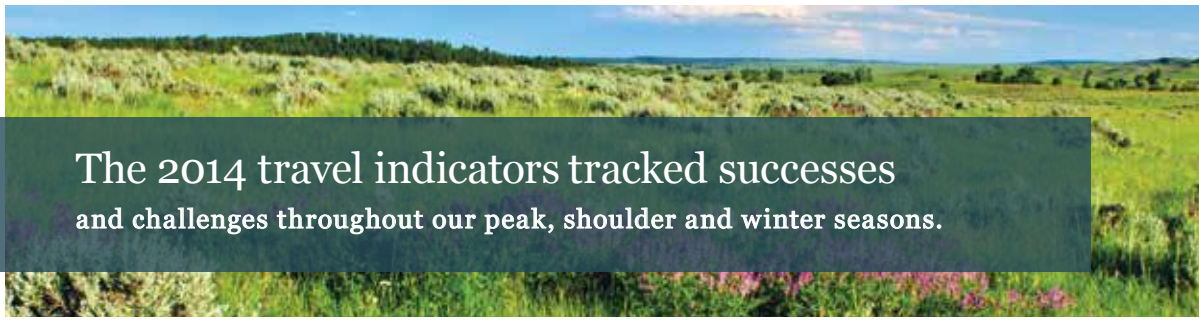


Of all state and local tax revenue in 2014, or **\$300 Million**

VISITOR INDUSTRY JOB GROWTH



Sources: IHS, Longwoods International



The 2014 travel indicators tracked successes and challenges throughout our peak, shoulder and winter seasons.



### WEBSITE TRAFFIC & VOLUME

	2014	2013	% CHANGE
UNITED STATES	1,665,737	1,593,087	4.6%
CANADA	46,898	45,168	3.8%
UNITED KINGDOM	18,713	19,194	-2.5%
GERMANY	9,793	6,477	51.2%
AUSTRALIA	8,042	7,984	0.7%
FRANCE	6,495	4,430	46.6%
ITALY	5,578	3,906	42.8%
INDIA	3,446	2,965	16.2%
MEXICO	3,319	7,739	-57.1%
NETHERLANDS	2,977	2,405	23.8%
<b>VISITS</b>	<b>1,712,193</b>	<b>1,795,508</b>	<b>-5%</b>
<b>UNIQUE VISITS</b>	<b>1,351,643</b>	<b>1,383,968</b>	<b>-2%</b>
<b>PAGEVIEWS</b>	<b>6,080,218</b>	<b>7,049,838</b>	<b>-14%</b>
<b>PAGEVIEWS/VISIT</b>	<b>3.49</b>	<b>3.89</b>	<b>-10%</b>
<b>TIME ON SITE</b>	<b>3:09</b>	<b>3:32</b>	<b>-10.8%</b>

### INFORMATION CENTER COUNTS

	2014	2013	% CHANGE
TOTAL PEOPLE	638,910	646,693	-1.2%
TOTAL CARS	266,560	268,350	-0.7%
UNITED STATES	254,194	255,655	-0.6%
CANADA	8,830	8,891	-0.7%
FOREIGN	3,536	3,804	-7.0%
TOTAL BUSES	482	512	-5.9%
BUSES CARRING FOREIGN VISITORS	94	82	14.6%

### INQUIRIES

	2014	2013	% CHANGE
WINTER	43,311	35,524	21.9%
PEAK	103,475	125,290	-17.4%
SHOULDER	23,512	30,630	-23.2%
YOY COMPARISON	156,289	178,781	-13.1%

### HOTEL OCCUPANCY

	2014	2013	% CHANGE
WINTER	38.7%	38.8%	-0.2%
PEAK	62.1%	61.3%	1.3%
SHOULDER	57.2%	56.4%	1.4%
YOY COMPARISON	57.3%	56.6%	1.1%

### TAXABLE SALES

	2014	2013	% CHANGE
WINTER	111,066,268	104,094,016	6.7%
PEAK	366,413,242	348,866,324	5.0%
SHOULDER	253,949,286	242,181,482	4.9%
YOY COMPARISON	691,218,296	657,280,618	5.2%

### Trip Report, RMI States

Product offered is a metric used to measure performance of tour operators in our overseas European markets. In the four Rocky Mountain international states, we saw an increases of room nights offered.

### RMI: STATE-BY-STATE COMPARISON

	2014	2013	% CHANGE
IDAHO	283,218	299,389	-5.0%
MONTANA	753,298	781,544	-4.0%
SOUTH DAKOTA	530,313	516,767	3.0%
WYOMING	1,590,916	1,597,200	0%

### RMI: SOUTH DAKOTA OVERNIGHTS OFFERED BY MARKET

	2014	2013	% CHANGE
BENELUX	94,935	88,707	7%
FRANCE	75,708	66,833	13%
GERMANY	69,854	97,655	-28%
ITALY	124,256	111,925	11%
UNITED KINGDOM	165,560	151,647	9%
TOTALS	530,313	516,767	3%



The combination of traditional, digital and guerilla marketing paid off during peak season 2014.

## LEISURE MARKET

### Print.....

#### MAGAZINE CO-OP

★ Better Homes & Gardens, Country Living, Everyday with Rachael Ray, Good Housekeeping, Midwest Living, O Magazine, Woman's Day

*Total Impressions: 29,823,649*

#### GREAT GETAWAYS NEWSPAPER CO-OP

★ 34 newspapers in Colorado, Iowa, Nebraska, Minnesota, South Dakota, Wisconsin, and Wyoming.

*Total Impressions: 1,536,816*

#### FREE-STANDING INSERT

★ Kansas City, MO; Minneapolis, MN; Des Moines, IA; Milwaukee, WI; Omaha, NE

*Total Impressions: 2,430,137*

#### NICHE PUBLICATIONS

★ Oh! Ranger, National Parks Magazine, Yellowstone Journal

*Total Impressions: 4,266,500*

#### GROUP TOUR CO-OP

★ 2-page ads featuring 17 partners in Groups Today, Destinations, Select Traveler & Group Travel Leader, Leisure Group Travel and Courier magazines.

★ Mailed to roughly 4,500 U.S. and Canadian tour operators

*Total Circulation: 68,325*

### Promotions.....

#### BREWERS/CUBS PROMOTION

March 31-May 1

★ Home plate signage

★ Concourse display during Brewers/Cubs series, April 25-27

★ Pre-game commercial on stadium video board all of April

★ Rotating message on the I-94 message board all of April

*Total Impressions: 820,000*

### Television.....

★ :30 and :60 cable and network television ads featuring landscapes and attractions throughout the state.

CABLE: Kansas City, MO;

Minneapolis, MN; Des Moines, IA; Omaha, NE

NETWORK: Kansas City, MO;

Minneapolis, MN; Omaha, NE; Milwaukee, WI

*Total Impressions: 50,635,864*

### Digital.....

★ Online ad networks, OTA websites, news and other offline extensions drove traffic to TravelSouthDakota.com.

AD TYPES: Traditional banner display ads, rich media, interactive video banners and expanding units.

★ Efforts also included paid search, lead generation, search retargeting and social media advertising.

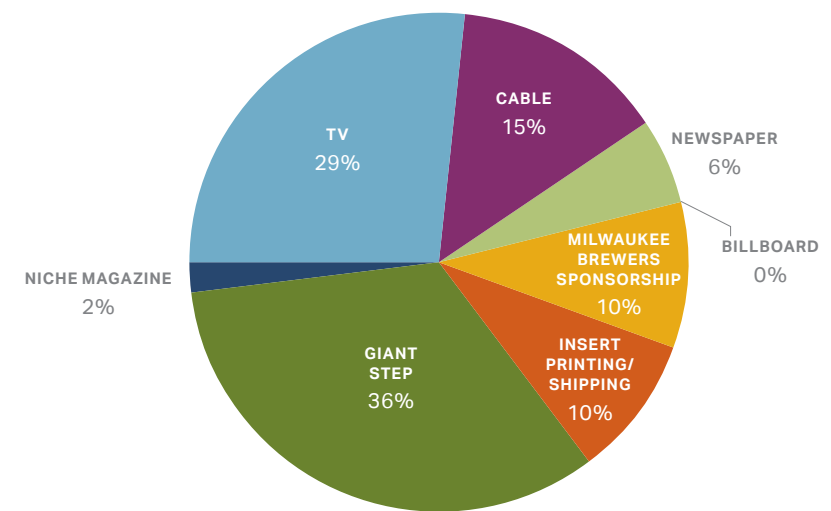
PRIMARY MARKETS: Des Moines and Quad Cities, IA; Minneapolis, MN; Kansas City, MO; Omaha, NE; Eau Claire/La Crosse and Milwaukee, WI

SECONDARY MARKETS: Colorado Springs, Denver and Fort Collins/Greeley, CO; Sioux City, IA; Chicago, IL; Rochester and St. Cloud, MN; Bismarck, Grand Forks and Fargo, ND; Lincoln, NE; Madison, WI; and Cheyenne, Casper and Sheridan, WY

*Total Impressions: 108,156,861*

## TRADITIONAL MEDIA

Peak 2014



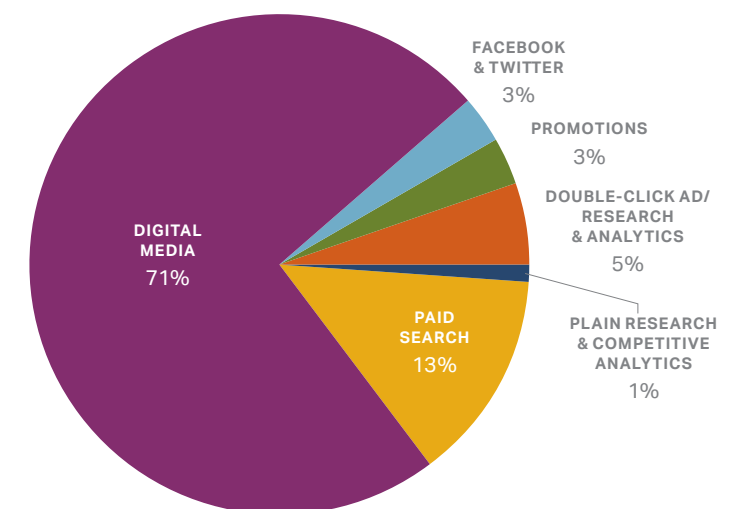
## EMAIL

Peak 2014

PEAK SEASON	# OF EMAILS DELIVERED	UNIQUE OPENS	OPEN RATE	CLICK-THROUGH RATE
EVENTS	67,719	11,692	17.27%	2.5%
FISHING	145,484	23,716	16.30%	1.4%
TRAVELSMART	3,354,194	499,781	14.90%	1.7%
eTARGET	3,228,914	590,412	18.29%	1.6%
BOOTPRINTS	165,645	27,924	16.86%	0.3%
OHRANGER	137,540	20,587	14.97%	1.1%

## DIGITAL MEDIA

Peak 2014





The shoulder season leisure and hunting audiences saw traditional and digital marketing in 2014, with two unique sponsorships for the hunting niche.

LEISURE MARKET

**Print**.....

MAGAZINE CO-OP

★ Better Homes & Gardens, Everyday with Rachael Ray, Midwest Living, O Magazine  
*Total Impressions: 24,202,400*

GREAT GETAWAYS NEWSPAPER CO-OP

★ 27 newspapers in Colorado, Iowa, Nebraska, Minnesota, South Dakota and Wyoming.  
*Total Impressions: 1,520,024*

NEWSPAPER STRIP ADS

★ Colorado Springs, CO; Des Moines, IA; Minneapolis, MN; Omaha, NE; Eau Claire, La Crosse, WI  
*Total Impressions: 8,925,135*

**Television**.....

★ :30 cable and network television ads featuring landscapes and attractions throughout the state.  
 CABLE: Omaha, NE  
 NETWORK: Colorado; Minneapolis, MN; Eau Claire/La Crosse, WI  
*Total Impressions: 21,868,100*

**Digital**.....

★ Online ad networks, OTA websites, news and other offline extensions drove traffic to TravelSouthDakota.com.  
 AD TYPES: Traditional banner display ads, rich media and interactive video banners

★ Efforts also included paid search, lead generation and social media advertising.  
 PRIMARY MARKETS: Denver, CO; Des Moines, IA; Minneapolis, MN; Kansas City, MO; Omaha, NE; Eau Claire/La Crosse, WI  
 SECONDARY MARKETS: Colorado Springs and Fort Collins/Greeley, CO; Sioux City and Quad Cities, IA; Chicago, IL; Rochester and St. Cloud, MN; Bismarck, Grand Forks and Fargo, ND; Lincoln, NE; Madison and Milwaukee, WI; and Cheyenne, Casper and Sheridan, WY  
*Total Impressions: 44,781,242*

HUNTING MARKET

**Print**.....

★ Four full page 4C ads in MN Sporting Journal  
*Total Impressions: 138,000*  
 ★ Six full page 4C ads in Covey Rise magazine  
*Total Impressions: 165,600*

**Sponsorships**.....

GUN IT. WITH BENNY SPIES  
 ★ One :30 commercial spot in each airing for a total of 78 airings over a 26-week period in Q3 and Q4 on Sportsman Channel  
 ★ One billboard in each episode for a total of 78 billboards.  
 ★ A minimum of three episodes filmed in South Dakota.

★ In-show branding: the South Dakota Tourism logo appeared on the show's character vehicles.  
 ★ Branded content: Five exclusive "behind-the-scenes" segments sponsored by South Dakota Tourism.  
 ★ Social media: Minimum of five social media posts promoting South Dakota.  
*Total Impressions: 1,750,000*

PHEASANTS FOREVER

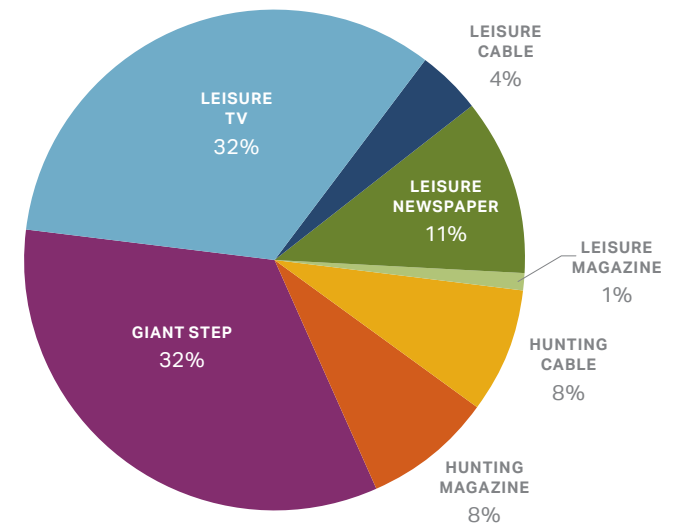
★ Five full page 4C ads in Pheasants Forever magazine  
 ★ Four full page 4C ads in Quail Forever magazine

★ Website listing, logo and banner ad on Pheasants Forever and Quail Forever websites  
 ★ Custom Gold Sponsor benefits at National Pheasant Fest and Quail Classic  
 ★ Recognition as national sponsor in advertising, and on all collateral distributed at 700+ banquets nationwide.  
*Total Impressions: 2,500,000*

**Digital**.....

HUNTING NICHE FOCUS  
 ★ Regional focus Aug.-Dec., Southern markets July-Oct.  
*Total Impressions: 2,712,481*

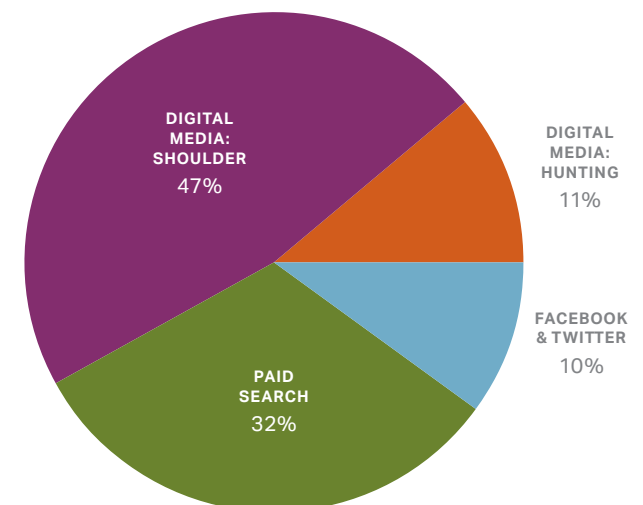
TRADITIONAL MEDIA  
 Shoulder 2014



EMAIL  
 Shoulder 2014

SHOULDER SEASON	# OF EMAILS DELIVERED	UNIQUE OPENS	OPEN RATE	CLICK-THROUGH RATE
EVENTS	57,279	8,670	15.14%	1.8%
HUNTING	114,330	22,146	19.37%	3.0%
TRAVELSMART	3,373,649	451,739	13.39%	1.2%
MONUMENTAL LOVE	629,445	90,071	14.31%	1.1%
BOOTPRINTS	262,708	46,565	17.73%	.3%

DIGITAL MEDIA  
 Shoulder 2014





Brand USA offers a myriad of cooperative marketing opportunities to state tourism offices and other destination marketing organizations. The Department of Tourism took advantage of many of these opportunities in 2014.



### INCREASING INBOUND TRAVEL to the United States



#### PROMOTE

##### Brand USA.....

- ★ Lead the nation's global marketing effort to increase inbound travel to the United States
- ★ Enhance awareness and the image of the USA as a diverse, and premier travel destination
- ★ Create programs and platforms that add and create value for partners and support the National Travel and Tourism Strategy
- ★ Work with Federal agencies to develop programs to communicate U.S. entry and security processes and create a welcoming experience for international tourists



#### ADVOCATE

##### U.S. Travel Association.....

- ★ As the leading voice of the U.S. travel industry, increase travel to and within the United States
- ★ Advocate for and advance pro-travel policies and remove travel barriers
- ★ Provide authoritative research and networking opportunities
- ★ Communicate the positive widespread impact of travel to policy makers and the media
- ★ Leverage the collective strength of everyone who benefits from travel to grow their business beyond what they can do individually



#### ADVISE

##### Department of Commerce...

- ★ Advise and provide policy recommendations to the Secretary of Commerce on issues affecting the U.S. Travel Industry

### BRAND USA PARTNERSHIPS

##### Enhanced Web Page.....

**Inspiration Guide.....**  
★ Spread under "Great Outdoors" and a full page under "Culture"

##### National Geographic.....

- ★ Great American Road Trip with Robert Reid, the Digital Nomad
- ★ Part of the Mountains & Prairies portion of the tour, which included Colorado and Wyoming
- ★ Editorial content on National Geographic.com  
*Impressions: 29,005*
- ★ Editorial and social media promotions  
*Impressions: 4,536,000*
- ★ Branded ads on National Geographic.com  
*Impressions: 4,242,652*
- ★ National Geographic eNewsletter  
*Impressions: 1,400,000*

Total Impressions: **10,207,657**

##### Multi-Channel Programs...

##### GERMANY

- ★ Fully-translated, four-color, glossy magazine-style insert specific to the German market, including a digital version  
*Print Impressions: 570,000 plus thousands of digital guide views*
- ★ Co-branded digital ads in 6-week digital campaign  
*Combined Impressions: 12 m Impressions: 500,000*

##### UNITED KINGDOM

- ★ Custom landing page on DiscoverAmerica.com
- ★ Four-color, glossy magazine insert, including a digital version  
*Print Impressions: 750,000 plus thousands of digital guide views*
- ★ Co-branded digital ads in 6-week digital campaign  
*Combined Impressions: 13 m Impressions: 500,000*
- ★ Email blasts  
*Impressions: 500,000*
- ★ Custom landing page on DiscoverAmerica.com

##### UK MegaFAM.....

- ★ Part of the "Meet the Mountains" tour, which included parts of Colorado, Nebraska, and western South Dakota.
- ★ 15 travel agents from the United Kingdom
- ★ Toured Badlands National Park, the Journey Museum and downtown Rapid City, Mount Rushmore National Memorial, Crazy Horse Memorial and Custer State Park.

##### German FAM.....

- ★ 3 travel writers from Germany
- ★ Toured Badlands National Park, Crazy Horse Memorial, Custer State Park, Deadwood, Mount Rushmore National Memorial, Rapid City, Spearfish Canyon and Sioux Falls.



**Social media and public relations**  
are ever-growing pieces of the marketing mix. New and expanded efforts in 2014 meant increased exposure.

## SOCIAL MEDIA STATISTICS

Referrals from social channels to TravelSouthDakota.com: **21,250** | Leads generated from social media: **1,140**

**f Facebook**  
LEISURE CHANNEL  
Followers: **142,995**  
Increase: **84%**  
OUTDOORS CHANNEL  
Followers: **2,024**  
S. D. TRAVEL PROFESSIONALS CHANNEL  
Followers: **921**

**g+ Google+**  
Followers: **449**  
Increase: **154%**  
**i Instagram**  
Followers: **2,300**  
Increase: **230%**  
**p Pinterest**  
Followers: **2,240**  
Increase: **51%**

**t Twitter**  
LEISURE CHANNEL  
Followers: **16,900**  
Increase: **39%**  
OUTDOORS CHANNEL  
Followers: **5,100**  
**YouTube**  
Subscribers: **1,074**  
Increase: **18%**

## #HIFROMSD

The official #HiFromSD campaign took place from June to August. The Department of Tourism promoted the campaign in a variety of ways, including billboards along Interstate 90, social media posts and advertising, digital banner ads, graphics on the homepage of TravelSouthDakota.com, post-it notes on vacation guides at the information centers, and t-shirts and buttons worn by staff at the information centers.

The Department collected posts using #HiFromSD from multiple platforms and consolidated them into one landing page within our website. Beyond the campaign period, the social team continued promotional posts on their channels, resulting in a large number of users continuing to use the hashtag. These stats are representative of June through mid-December.

**Facebook**.....  
Posts from SD Tourism: **25**  
Each post averaged: **29,000 views**  
New fans added: **7,013 new fans**  
**Instagram**.....  
Posts: **8,000+**  
Impressions: **1.9 million**  
Potential reach: **100,000+**  
**Twitter**.....  
Tweets from users: **4,000+**  
Users reached: **893,100**  
Impressions: **3 million**  
New followers added: **2,000**



## MEDIA BLITZES

**New York City**.....  
FEBRUARY 24-25  
Conde Nast Traveler, Family Travel Forum, Takingthekids.com, BudgetTravel.com, Family Travel Association, Outside, HuffingtonPost.com, Fodors.com, Budget Travel

**Chicago**.....  
APRIL 23-24  
Chicago Tribune, Chicago Travel Examiner, MidwestWanderer.com, TravelingMom.com, contributing editor for Midwest Living Magazine, ChicagoParent.com

**Washington D.C.**.....  
JUNE 17-19  
AOL Travel, National Parks Magazine, National Geographic Traveler Magazine, Parks and Recreation Magazine, TravelChannel.com, U.S. News and World Report, Washington Life Magazine, USA Today

**New York City**.....  
OCTOBER 22-23  
Sherman's Travel Magazine, Frommers.com, Outdoor Life, National Geographic, Conde Nast Traveler, Family Travel Association, Parents Magazine, Travel + Leisure Magazine

## FY14 HOSTINGS & EARNED MEDIA

★ Hosted 41 domestic travel writers, resulting in  
Impressions: **1.02 billion**  
Ad Value: **\$5.1 million**

★ Hosted 53 international travel writers  
Impressions: **375 million**  
Ad Value: **\$13 million**  
★ Hosted 20 domestic tour operators and travel agents  
★ Hosted 88 international group tour counselors

## EARNED MEDIA HIGHLIGHTS

**Domestic**.....  
★ FEBRUARY 17  
Rushmore Mascots with Kathie Lee and Hoda, TODAY Show  
Impressions: **1,900,000**  
Ad Value: **\$138,000**

★ APRIL 1  
Great State Park Stays, Midwest Living Magazine  
Impressions: **979,488**  
Ad Value: **\$128,900**  
★ MAY 1  
Dakota Territory, Budget Travel Magazine  
Impressions: **122,571**  
Ad Value: **\$1,838.57**

★ MAY 13  
A Renaissance in Rapid City, S.D., New York Times online  
Impressions: **16,236,925**  
Ad Value: **\$18,672**  
★ JULY 1  
Land of the Free, Parents Magazine and online  
Impressions: **7,275,676**  
Ad Value: **\$191,927.86**

★ JULY 2  
The Best Bites in all 50 State Capitals, MapQuest online  
Impressions: **38,544,451**  
Ad Value: **\$8,114**

★ AUGUST 17  
There's a Buzz at the Tables in one Midwest City/A Food Scene Grows in Sioux Falls, S.D., New York Times print/online  
Impressions: **60,583,086**  
Ad Value: **\$49,472**  
★ AUGUST 18  
The Thrifty Traveler: Experience scenic savings in South Dakota's Black Hills, Chicago Tribune online  
Impressions: **20,642,106**  
Ad Value: **\$26,421**  
★ OCTOBER 10  
South Dakota's Best Fall Drives, Travel Channel online  
Impressions: **8,239,452**  
Ad Value: **\$2,800**

**International**.....  
★ JANUARY 1  
Zeit Des Erwachens, American Journal  
Impressions: **35,240**  
Ad Value: **\$150,772**  
★ JANUARY 7  
Hail to the Chief, The West Australian  
Impressions: **355,000**  
Ad Value: **\$120,000**  
★ FEBRUARY 8  
When the Badlands Became Good, Sydney Morning Herald  
Impressions: **321,636**  
Ad Value: **\$240,000**  
★ FEBRUARY 28  
Coyote and Badger, D-Republica  
Impressions: **451,000**  
Ad Value: **\$130,000**  
★ NOVEMBER 13  
Subarashiki U.S.A., BS Fuji Film  
Impressions: **4,300,000**  
Ad Value: **\$1,122,449**





The Rushmore Mascots made several appearances both in and out of the state in 2014. Much of their in-state presence was to aid in the statewide celebration of the 125th anniversary of statehood.

## APPEARANCES

### TODAY Show, NYC

★ February 17

### Media/public appearances, Chicago, IL

★ April 23-25

### Brewers/Cubs series appearance, Milwaukee, WI

★ April 26-28

### Czech Days Parade, Tabor

★ June 20

### Hot Harley Nights, Sioux Falls

★ July 11-12

### NFAA event, Yankton

★ August 3

### 125th anniversary celebration, Watertown

★ August 17

### Wisota 100, Huron

★ September 11

### 125th anniversary wagon train welcome, Pierre

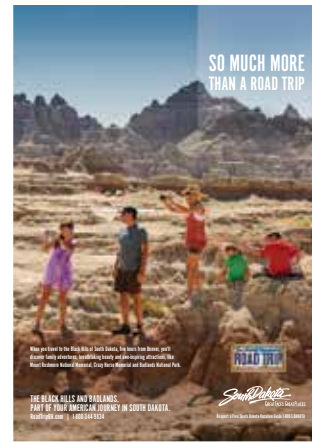
★ September 20

### Independence Hall, Philadelphia, PA

★ November 22

### New York City, NY

★ November 23-24



Black Hills & Badlands Area.



Custer



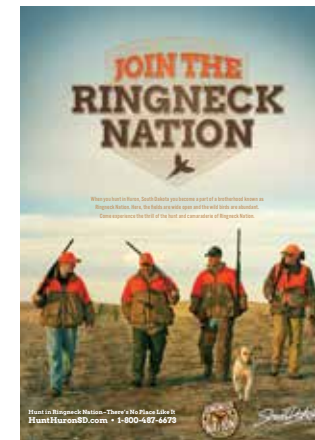
Hot Springs



Sioux Falls



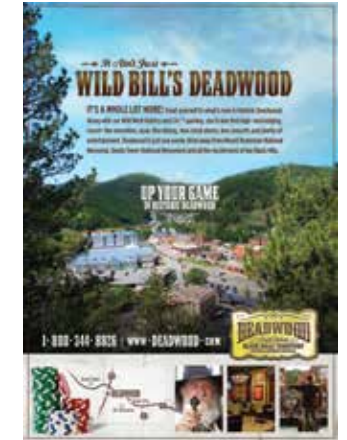
Custer State Park



Huron



Spearfish



Deadwood



Rapid City



Watertown

## CAMPAIGN CO-OP MARKETING PARTNERSHIPS

Ten communities across the state worked hand-in-hand with the Department of Tourism to develop integrated marketing campaigns that complemented each other in our target markets for 2014.

# Kudos to South Dakota!

Through a lot of hard work and a dedicated staff, South Dakota turned a few heads in 2014.

## JANUARY

**Travel + Leisure**.....  
Travel + Leisure's Best Winter Drives – *Badlands Loop Road*

## FEBRUARY

**Adrian Awards**.....  
★ *Entry Title*: South Dakota Tourism: Moment in Nature – CBS Sunday Morning News  
*Award: Gold*

★ *Entry Title*: South Dakota Tourism: Complete Campaign (Bus tour)  
*Award: Gold*

★ *Entry Title*: South Dakota Tourism: Social Contest/ Sweepstakes  
*Award: Bronze*

**HOW Design Awards**.....  
Designer Ashley McCloud was awarded for her 2013 Governor's Invitational Pheasant Hunt invitation and print campaign  
*Award: Outstanding in Government Division*

**Skift**.....  
Skift featured *Monumental Love* as one of the Top 5 Best Travel ads for the week of February 14

**Telly Award**.....  
“Experience the Spirit of America” TV spot  
*Award: Bronze*

## MARCH

**USA Today**.....  
★ *Mount Rushmore and the City of Presidents* were #1 on USA Today's Reader's Choice list for Best Presidential Attraction  
★ USA Today's 10 best national park drives – *Badlands National Park*

## Local ADDY Awards

★ “Your American Journey Presidential Bus Tour” vehicle wrap  
*Award: Gold*

★ “Your American Journey Presidential Bus Tour” non-traditional campaign  
*Award: Gold*

★ “Gift of South Dakota” printed insert  
*Award: Gold*

★ “True Spirit of America” printed insert  
*Award: Gold, Best of Class*

★ “Spirit of America” TV  
*Award: Gold*

★ “Spirit of America” integrated campaign  
*Award: Gold*

★ “Spirit of America” music  
*Award: Gold*

★ “No Place Like It” hunting TV  
*Award: Silver*

## APRIL

**Family Fun Magazine**.....  
*Mount Rushmore National Memorial* named as top Historic Site in America

## MAY

**Flipkey**.....  
Flipkey.com names several South Dakota businesses to “best of” lists:

★ *Reptile Gardens* named a top family attraction in the U.S. worth traveling for

★ *Crazy Horse Marathon* named as one of top marathon races worth traveling for

★ *Museum of Geology* in Rapid City named one of top museums worth traveling for

★ *Pheasant Restaurant and Lounge* in Brookings named one of top restaurants worth traveling for

## Conde Nast

Conde Nast's list of the most patriotic places in America – *Mount Rushmore National Memorial*

## JUNE

**Travel Channel**.....  
Travel Channel's 2014 Best All-American Vacations – *the Dakotas* (featured Black Hills, Mount Rushmore, Crazy Horse, Minuteman Missile)

## JULY

**Travel + Leisure**.....  
*Badlands National Park* named as one of the Best Views in America

## AUGUST

Secretary *James Hagen* was named *State Tourism Director of the Year* by the U.S. Travel Association and the National Council of State Tourism Directors.

**NCSTD Mercury Award**.....  
*Best Print Advertising*

## SEPTEMBER

**U.S. News & World Report**...  
*Black Hills* named among America's best fall bike rides

## DECEMBER

**PRCA**.....  
*Deadwood's Days of '76 Rodeo* named Medium Outdoor Rodeo of the Year

**Groups Today Magazine**....  
*Sioux Falls* ranked among emerging national destinations



## U.S. TRAVEL FORECASTS

	2014	2015	2016	2017
REAL GDP (\$billions)*	16,042.4	16,553.9	17,058.1	17,576.8
UNEMPLOYMENT RATE (%)	6.3	5.9	5.6	5.3
CONSUMER PRICE INDEX (CPI)**	237.1	241.6	246.7	252.0
TRAVEL PRICE INDEX**	282.3	289.1	295.2	301.6
TOTAL TRAVEL EXPENDITURES IN U.S. (\$billions)	925.9	963.6	997.2	1,034.1
U.S. RESIDENTS	777.9	805.7	828.9	854.0
INTERNATIONAL VISITORS***	148.0	157.9	168.4	180.2
TOTAL INTERNATIONAL VISITORS TO THE U.S. (millions)	72.2	75.1	78.1	81.0
OVERSEAS ARRIVALS TO THE U.S. (millions)	33.7	35.7	37.5	39.4
TOTAL DOMESTIC PERSON-TRIPS (millions)****	2,104.3	2,138.9	2,176.6	2,211.2
BUSINESS	451.6	459.2	466.3	472.5
LEISURE	1,652.6	1,679.7	1,710.2	1,738.7

## U.S. TRAVEL FORECASTS (GROWTH)

	2014	2015	2016	2017
REAL GDP *	2.1%	3.2%	3.0%	3.0%
CONSUMER PRICE INDEX (CPI)**	1.8%	1.9%	2.1%	2.2%
TRAVEL PRICE INDEX (TPI)**	2.4%	2.4%	2.1%	2.1%
TOTAL TRAVEL EXPENDITURES IN U.S.	4.3%	4.1%	3.5%	3.7%
U.S. RESIDENTS	4.0%	3.6%	2.9%	3.0%
INTERNATIONAL VISITORS***	6.0%	6.7%	6.7%	7.0%
TOTAL INTERNATIONAL VISITORS TO THE U.S.	3.5%	4.1%	3.9%	3.8%
OVERSEAS ARRIVALS TO THE U.S.	5.3%	5.7%	5.3%	5.0%
TOTAL DOMESTIC PERSON-TRIPS****	2.2%	1.6%	1.8%	1.6%
BUSINESS	1.6%	1.7%	1.6%	1.3%
LEISURE	2.3%	1.6%	1.8%	1.7%

\* Based on chained 2009 dollars

\*\* 1982-84 = 100

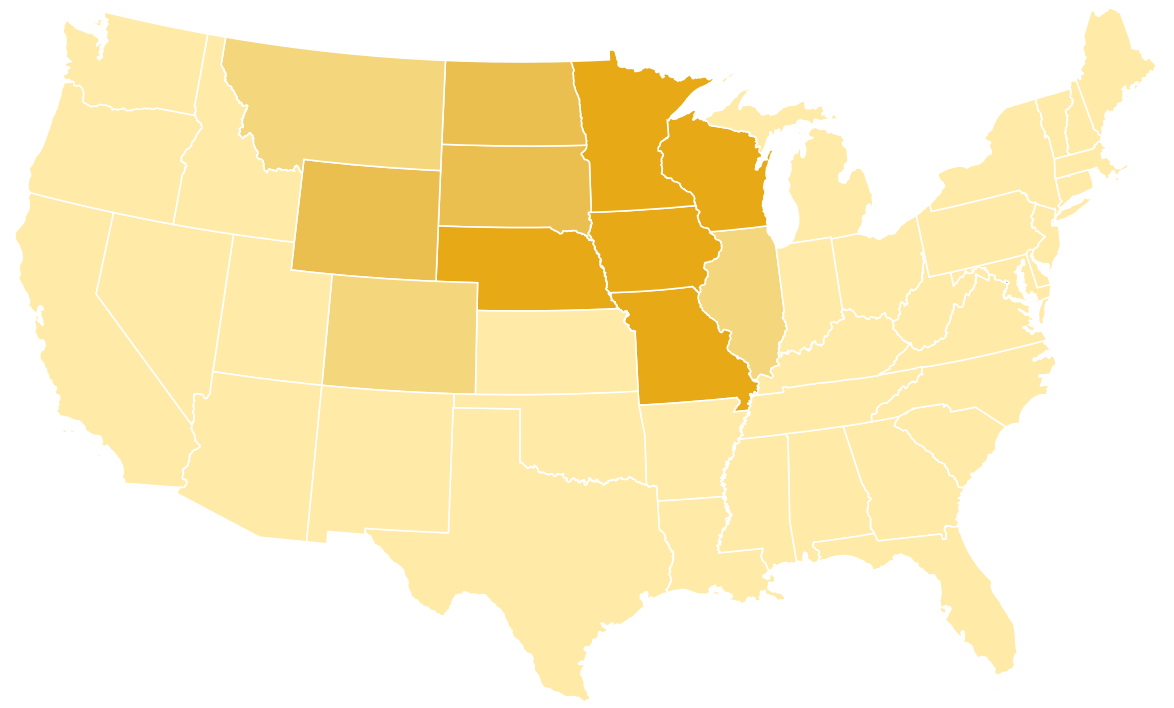
\*\*\* Excludes international visitors' spending on traveling to the U.S. via U.S. flag carriers and other miscellaneous transportation

\*\*\*\* One person trip of 50 miles or more, one way, away from home or including one or more nights away from home

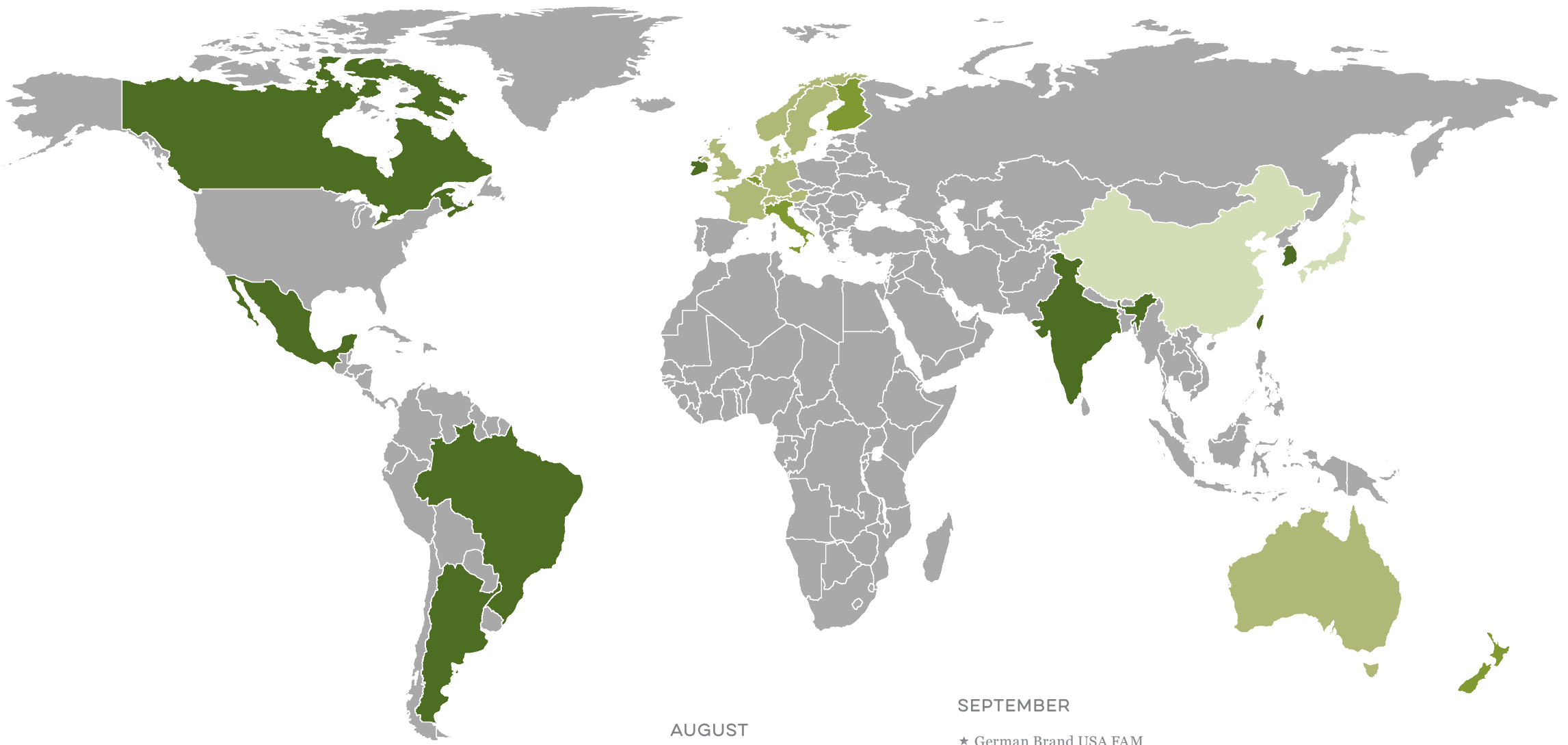
Sources: U.S. Travel Association's Travel Forecast Model, BLS, Department of Labor; OTTI, BEA, Department of Commerce, Tourism Economics



**Domestic & Global Marketing Reach**  
 The Department of Tourism had a global reach in 2014, sending South Dakota's marketing message into all 50 states and 25 countries around the world.



- DOMESTIC REACH**
- |  |  |  |  |
|--|--|--|--|
| <p><b>Television</b></p> <p><b>Newspaper Magazine</b></p> <p><b>Digital</b></p> <ul style="list-style-type: none"> <li>★ Iowa</li> <li>★ Minnesota</li> <li>★ Missouri</li> <li>★ Nebraska</li> <li>★ Wisconsin</li> </ul> |  | <p><b>Digital Magazine</b></p> <ul style="list-style-type: none"> <li>★ Colorado</li> <li>★ Illinois</li> <li>★ Montana</li> </ul> |  |
| <p><b>Newspaper Magazine</b></p> <p><b>Digital</b></p> <ul style="list-style-type: none"> <li>★ North Dakota</li> <li>★ South Dakota</li> <li>★ Wyoming</li> </ul>   |  | <p><b>Niche Magazine &amp; Hunting</b></p> <ul style="list-style-type: none"> <li>★ Nationwide</li> </ul>                          |  |



- GLOBAL REACH**
- |  |  |  |  |
|--|--|--|--|
| <p><b>Brand USA</b></p> <ul style="list-style-type: none"> <li>★ Argentina</li> <li>★ Brazil</li> <li>★ Canada</li> <li>★ India</li> <li>★ Ireland</li> <li>★ Mexico</li> <li>★ South Korea</li> <li>★ Taiwan</li> </ul> |  | <p><b>Brand USA, Rocky Mountain International</b></p> <ul style="list-style-type: none"> <li>★ Australia</li> <li>★ Austria</li> <li>★ Denmark</li> <li>★ France</li> <li>★ Germany</li> <li>★ The Netherlands</li> <li>★ Norway</li> <li>★ Sweden</li> <li>★ Switzerland</li> <li>★ United Kingdom</li> </ul> |  |
| <p><b>Rocky Mountain International</b></p> <ul style="list-style-type: none"> <li>★ Belgium</li> <li>★ Finland</li> <li>★ Italy</li> <li>★ Luxembourg</li> <li>★ New Zealand</li> </ul>                                  |  | <p><b>Independent Contracts</b></p> <ul style="list-style-type: none"> <li>★ China</li> <li>★ Japan</li> </ul>   |  |

- |  |   |   |   |  |  |  |   |  |  |   |  |
|--|---|---|---|--|--|--|---|--|--|---|--|
| <p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>★ Nordic Mission</li> <li>★ ABA</li> <li>★ VIA Annual Meeting</li> <li>★ SHOT Show</li> <li>★ Chicago Travel &amp; Adventure Show</li> <li>★ Des Moines Boat, Sports &amp; Travel Show</li> </ul> | <p><b>FEBRUARY</b></p> <ul style="list-style-type: none"> <li>★ NAJ</li> <li>★ Minneapolis RV Vacation &amp; Camping Show</li> <li>★ National Pheasant Fest &amp; Quail Classic</li> <li>★ NTA</li> <li>★ Paris/UK Mission</li> <li>★ GoWest Summit</li> <li>★ NYC Media Blitz</li> <li>★ Mascots appear on NBC's TODAY Show</li> </ul> | <p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>★ Active America China</li> <li>★ Heritage Clubs Show</li> <li>★ Destination Capitol Hill</li> </ul> | <p><b>APRIL</b></p> <ul style="list-style-type: none"> <li>★ IPW</li> <li>★ Missouri River Annual Meeting</li> <li>★ RMI Summit/Roundup</li> <li>★ Chicago Media Blitz</li> </ul> | <p><b>MAY</b></p> <ul style="list-style-type: none"> <li>★ Information Center staff familiarization tour</li> <li>★ National Travel &amp; Tourism Week</li> <li>★ Hosted 7 domestic group tour operators</li> <li>★ Hosted 8 domestic travel agents</li> <li>★ Hosted 7 Japanese group tour operators</li> <li>★ Brand USA UK MegaFAM</li> </ul> | <p><b>JUNE</b></p> <ul style="list-style-type: none"> <li>★ Travel Alliance Partners Annual Conference</li> <li>★ Eastern SD video shoot for new TV ads</li> <li>★ Met with Rosebud tribal tourism representatives</li> <li>★ Washington D.C. Media Blitz</li> </ul> | <p><b>JULY</b></p> <ul style="list-style-type: none"> <li>★ Rushmore mascots appear in Hot Harley Nights parade</li> <li>★ Met with Cheyenne River tribal tourism representatives</li> </ul> | <p><b>AUGUST</b></p> <ul style="list-style-type: none"> <li>★ LA Mission</li> <li>★ ESTO</li> <li>★ American Bus Association designates Buffalo Roundup as top event in North America for 2015</li> <li>★ National Geographic's Digital Nomad tours South Dakota</li> </ul> | <p><b>SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>★ German Brand USA FAM</li> <li>★ Attended American Indian Tourism Conference</li> <li>★ Southeast annual meeting</li> <li>★ Hosted 22 domestic and international journalists at the 49th annual Buffalo Roundup</li> <li>★ JATA + meetings in Japan</li> <li>★ RMI Mega-FAM</li> </ul> | <p><b>OCTOBER</b></p> <ul style="list-style-type: none"> <li>★ Hosted 5 outdoor writers for pheasant hunting</li> <li>★ Glacial Lakes annual meeting</li> <li>★ Black Hills &amp; Badlands annual meeting</li> <li>★ NYC Media Blitz</li> <li>★ Alidays FAM</li> </ul> | <p><b>NOVEMBER</b></p> <ul style="list-style-type: none"> <li>★ World Travel Market</li> <li>★ Mount Rushmore's American Pride makes its 5th appearance in the Macy's Thanksgiving Day Parade®</li> </ul> | <p><b>DECEMBER</b></p> <ul style="list-style-type: none"> <li>★ National Finals Rodeo</li> <li>★ RMI Mid-year meeting</li> <li>★ Western South Dakota named to Lonely Planet's "2015 Best in the US" list</li> <li>★ South Dakota named to Frommer's "Best Places to Go in 2015" list</li> </ul> |
|--|---|---|---|--|--|--|---|--|--|---|--|





OUR MISSION

Market the state as a premier vacation destination

to domestic and international visitors. Our goal is to increase the level of tourism business and related employment by working closely with the state's visitor industry to promote attractions, events, and our state's natural resources, culture, history and its people.

*South Dakota*

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