

INSIGHTS THAT TAKE YOU PLACES

2016-18 SOUTH DAKOTA LEISURE TRAVELER SNAPSHOT

*Powered by MMGY Travel Intelligence's
PERFORMANCE/Monitor™*

MMGYGLOBAL

THE WORLD'S LARGEST TRAVEL AND TOURISM MARKETING COMPANY

MMGY Global is the world's largest integrated marketing company specializing in the travel, hospitality and entertainment industries. With nearly 40 years of experience in the industry, we offer services across all marketing channels in multiple markets throughout the world. Today, we represent five brands with one goal: *to inspire people to go places.*

NJF

PR, Social and
Experiential



Public Relations
and Marketing
Communications



Integrated
Marketing
Communications

MYRIAD

Integrated
Marketing
Representation

DKSHIFFLET

North American
Data & Insights

MMGYKC

MMGYLA

MMGYNYC

MMGYORL

MMGYDC

MMGYTAIPEI

MMGYDUBAI

MMGYMADRID

MMGYLONDON



MMGY TRAVEL INTELLIGENCE specializes in syndicated and custom research for the travel and tourism industry, providing the industry's most complete travel data on U.S. residents and their travel worldwide.

MMGY TRAVEL INTELLIGENCE's ongoing PERFORMANCE/Monitor travel intelligence database adds detailed travel data for over 60,000 traveling households to our database annually, providing the unique ability to identify trends and forecast U.S. travel behavior.

How? When?

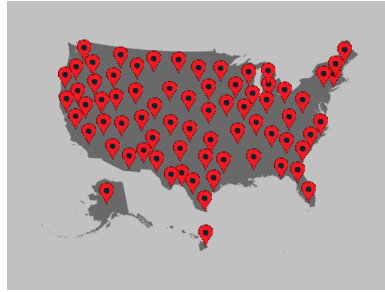


Online

Managed Panel

Monthly

Who? Where?



U.S. Residents

Any Destination

U.S. and Abroad

What?



Traveler Characteristics

Trip Characteristics

Spending

2016-18 VISITOR PROFILE



Traveler Demographics

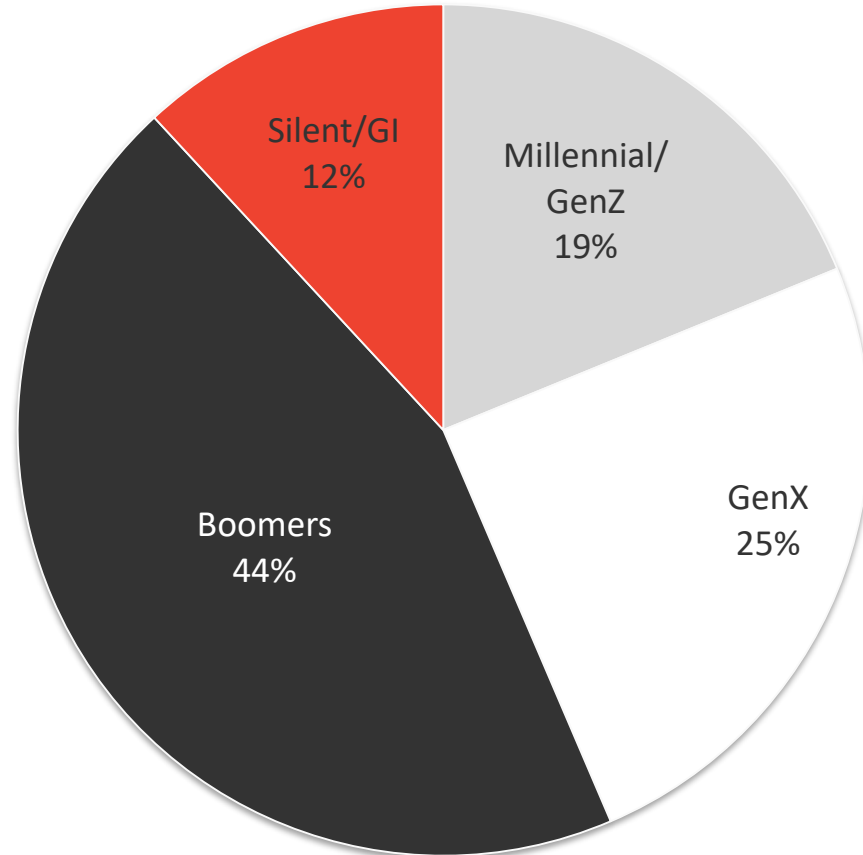
- *Age*
- *Income*
- *Generations*

DEMOGRAPHICS



	US	South Dakota
	Total	Leisure
Average Age	49 years	53 years
Employed	64%	57%
Median Income (000)	\$79.1	\$80.9
Children in Household	34%	34%

Boomers Leading the Way (Leisure)



Trip Origin

- *Origin States*
- *Origin DMAs*



41%

Within South Dakota

12% Minnesota

8% Iowa

6% Nebraska

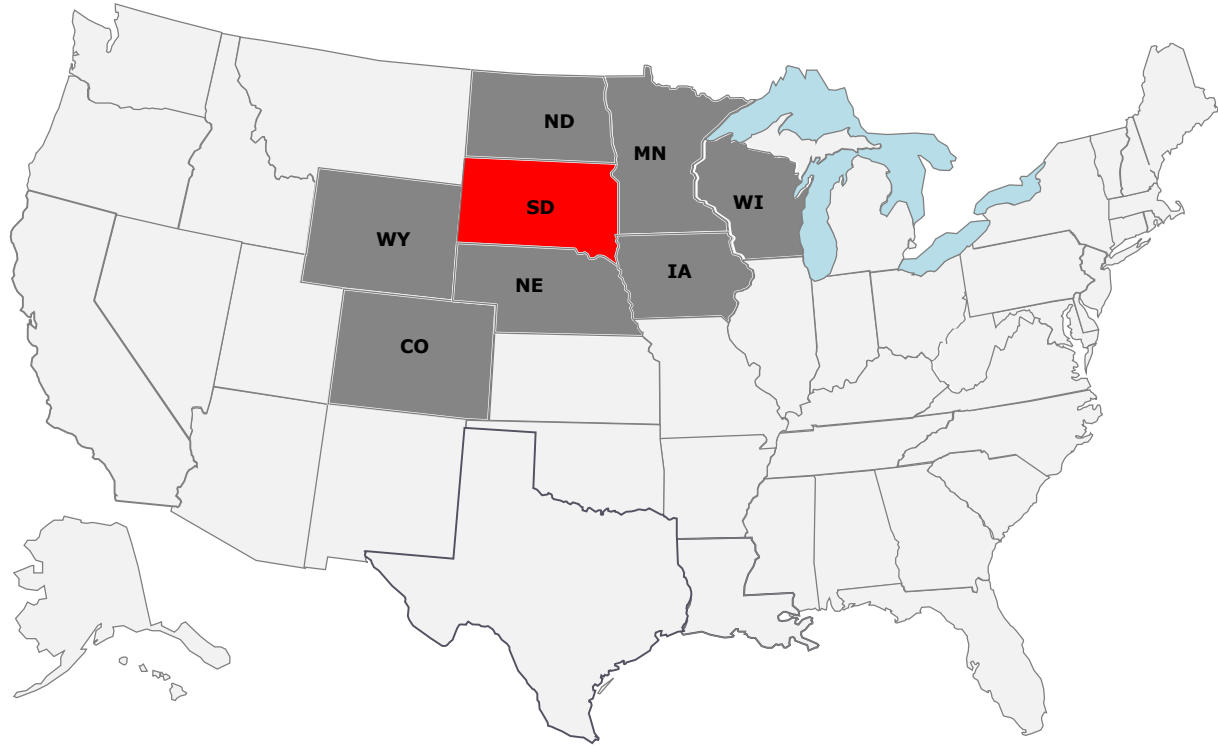
4% Colorado

4% Wisconsin

3% North Dakota

3% Wyoming

ORIGIN STATES (Leisure)





Origin Designated Market Areas (DMA)

2.3% Fargo-Valley City, ND

35.0% Sioux Falls (Mitchell), SD

6.2% Minneapolis-St.Paul, MN

11.6% Rapid City, SD

2.6% Mankato, MN

4.5% Denver, CO

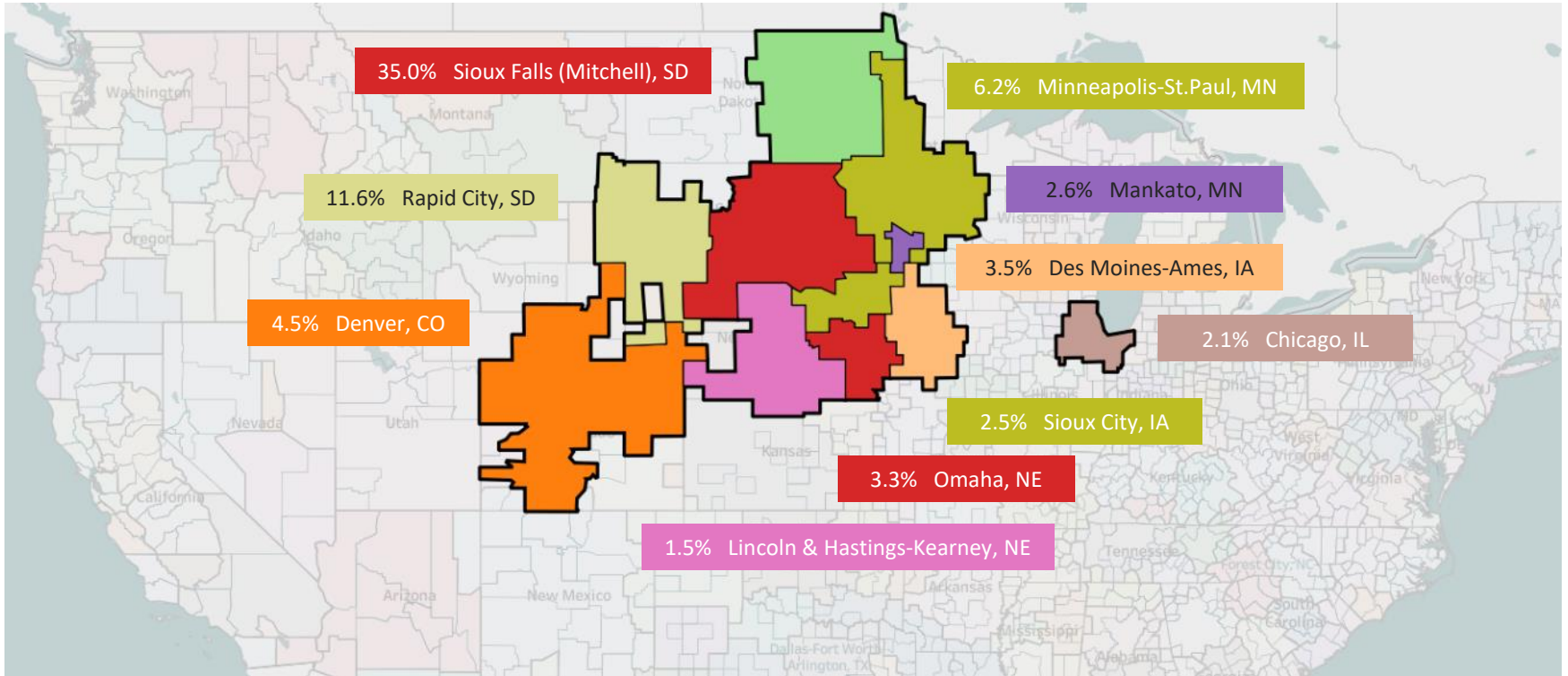
3.5% Des Moines-Ames, IA

2.1% Chicago, IL

2.5% Sioux City, IA

3.3% Omaha, NE

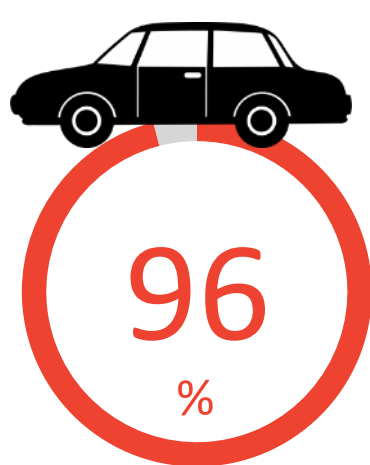
1.5% Lincoln & Hastings-Kearney, NE





Transportation to Destination

Transportation to South Dakota



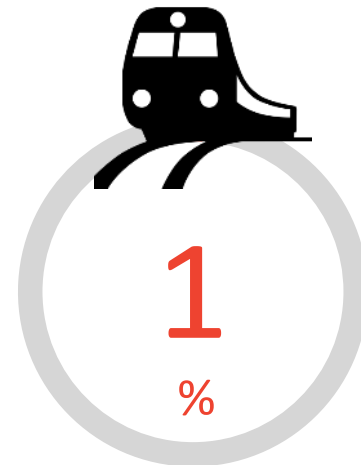
Auto

289 miles one-way



Airplane

1,041 miles one-way



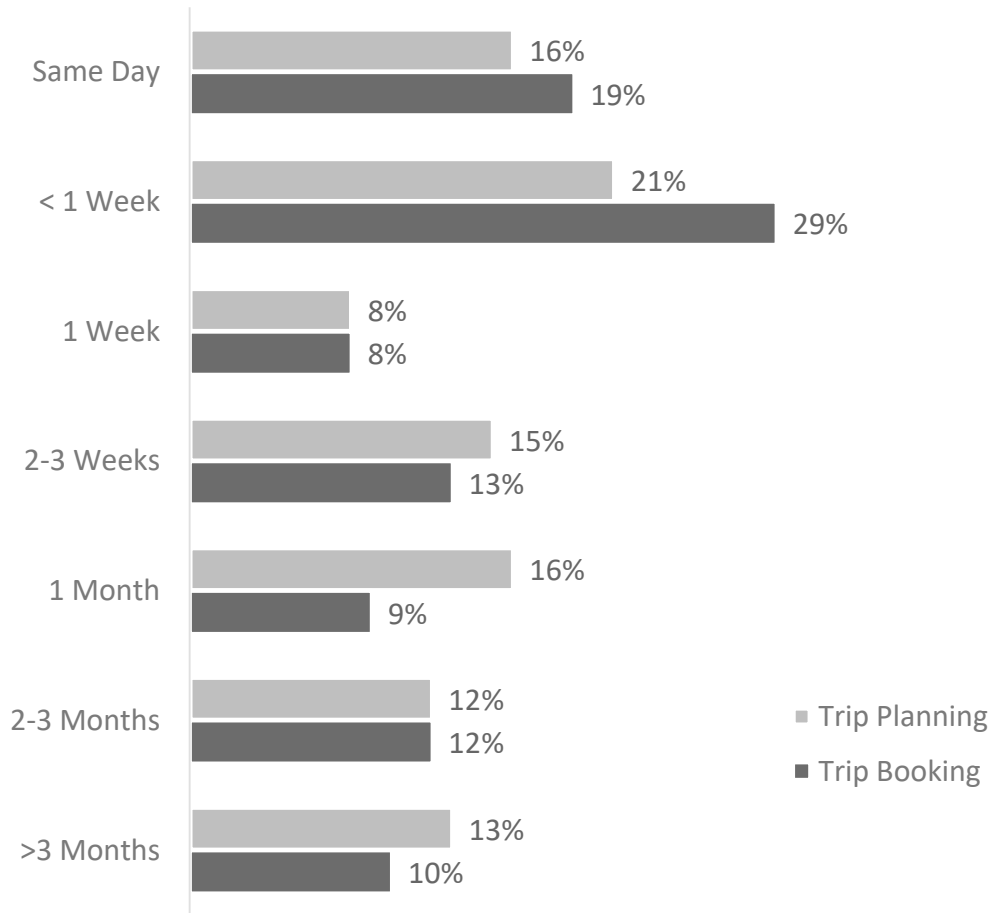
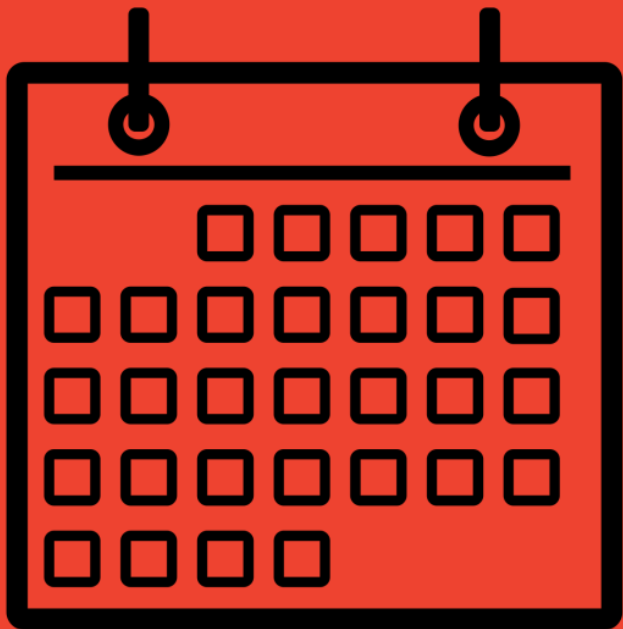
Train, Bus and other



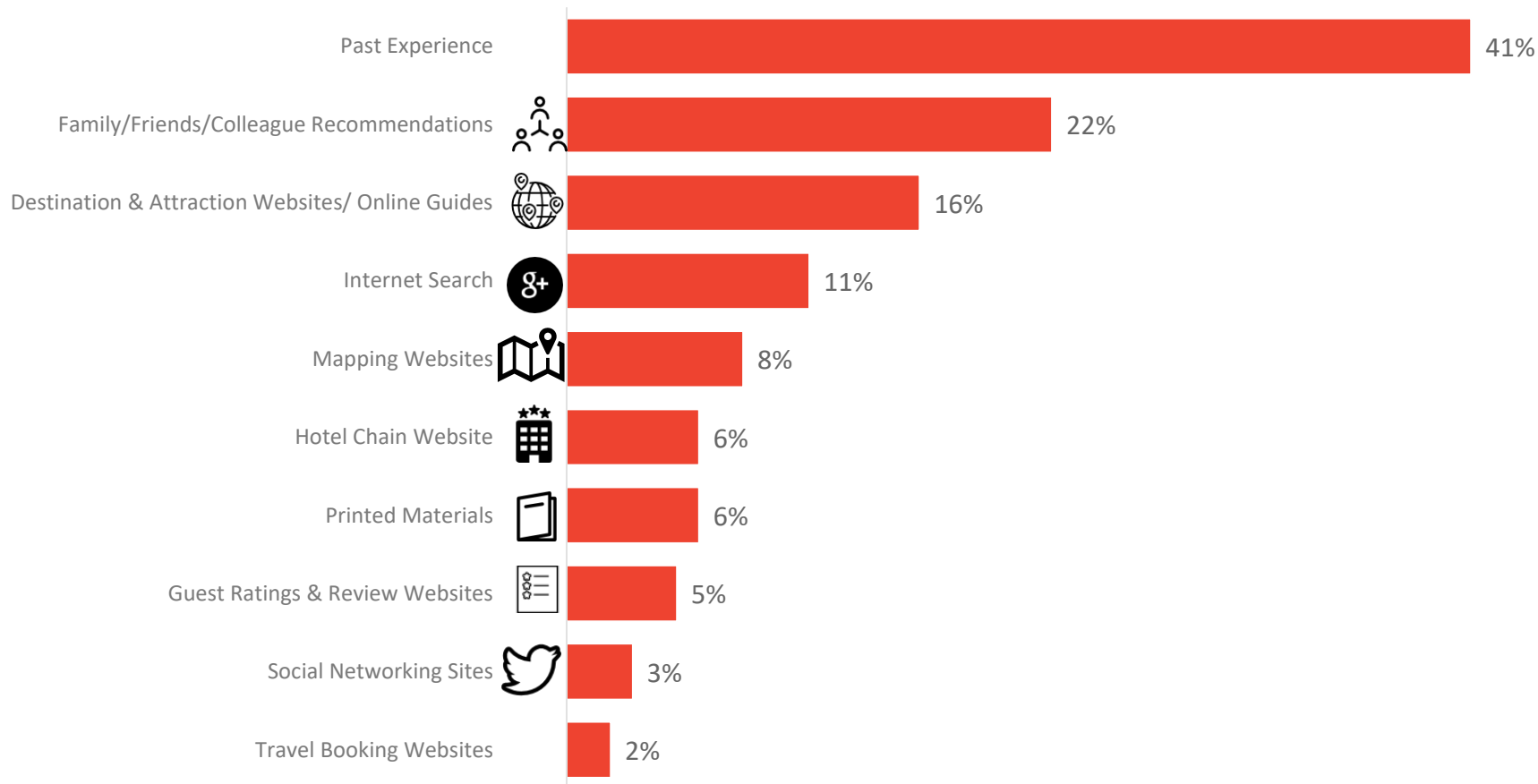
Trip Planning

- *Booking Time Frame*
- *Trip Planning Resources Used*

Trip Planning & Booking



Travel Planning Resources Used (Leisure)

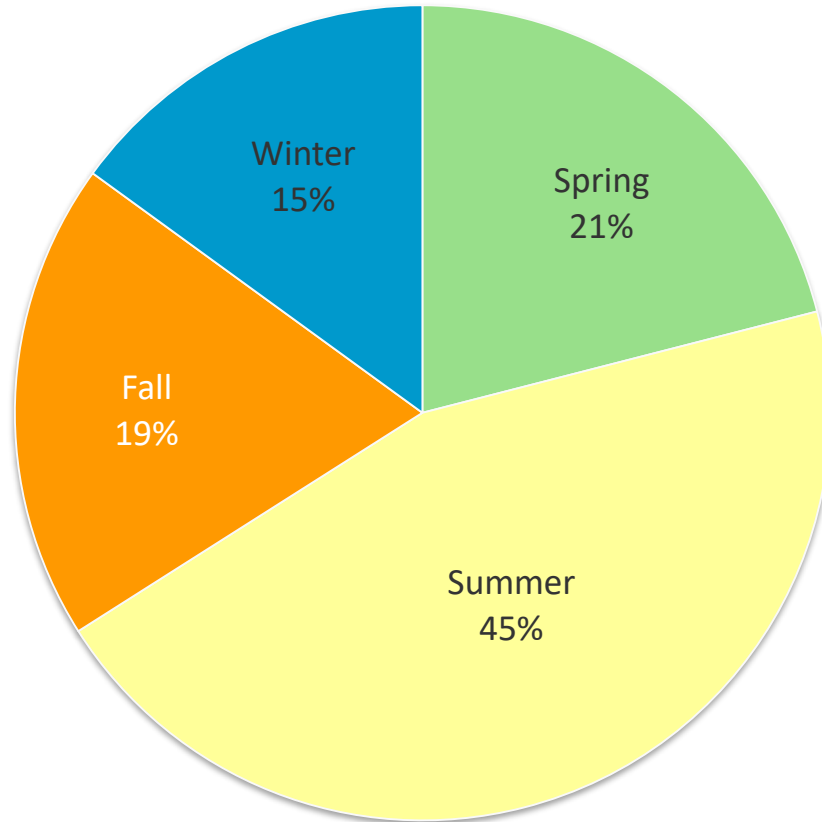




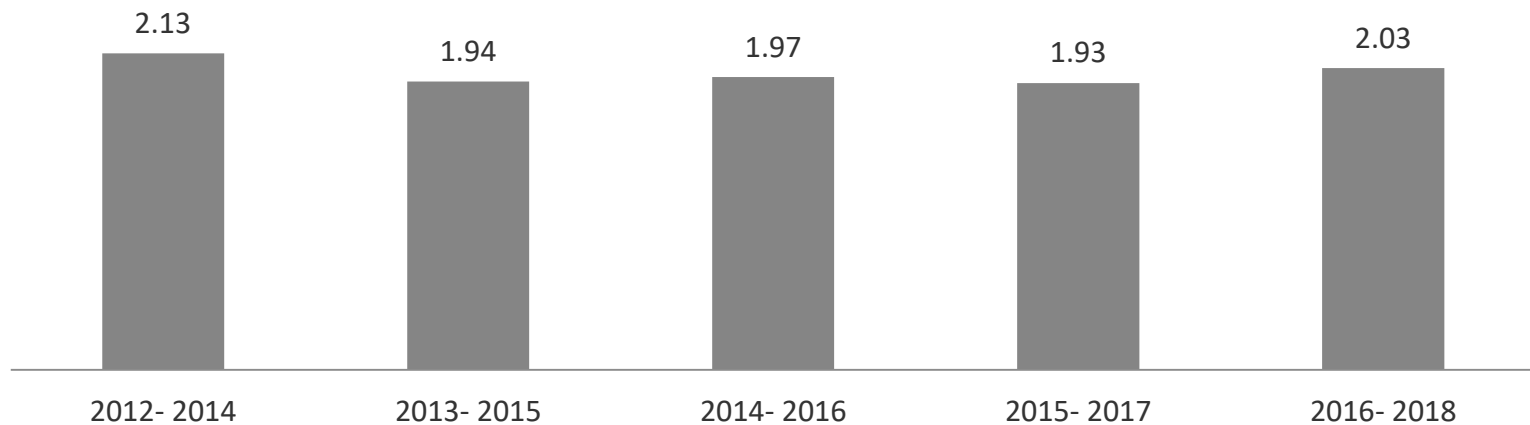
Trip Timing

- *Months of Travel*
- *Length of Stay*

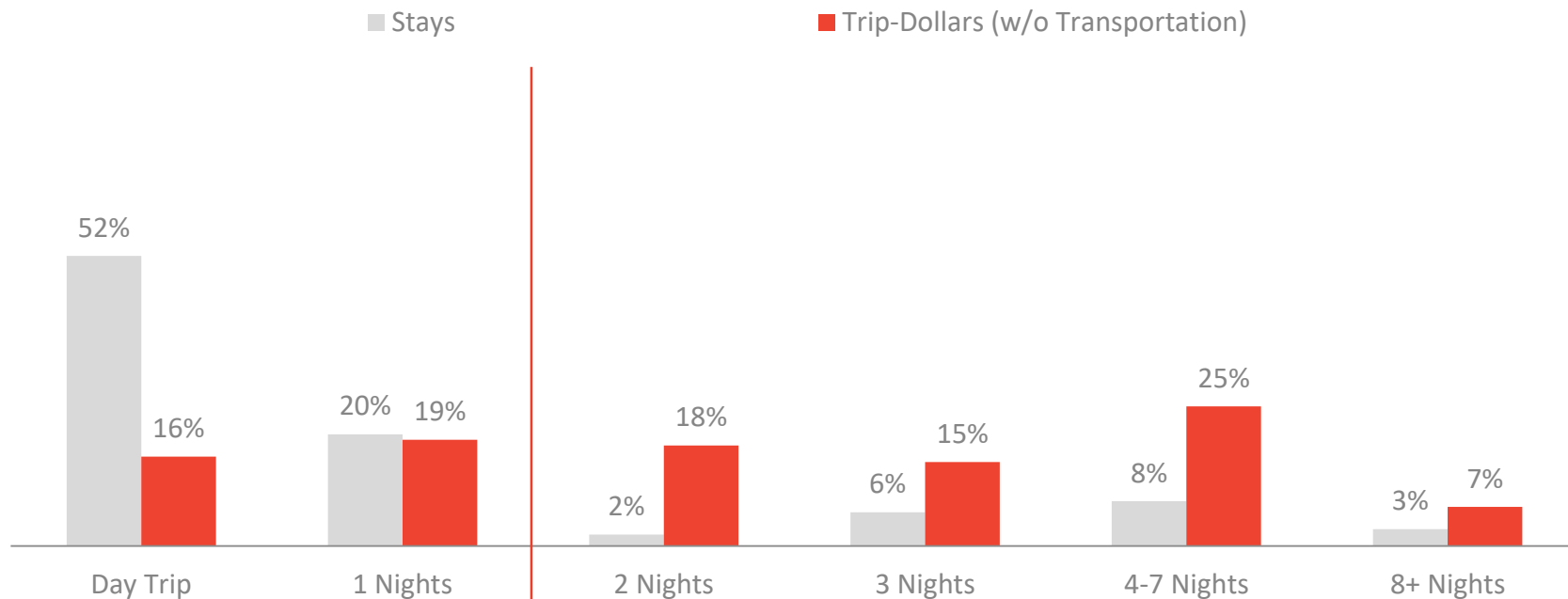
Season Trip Started (Leisure)



Average Length of Stay (Leisure)



Length of Stay (Leisure 2016-18)



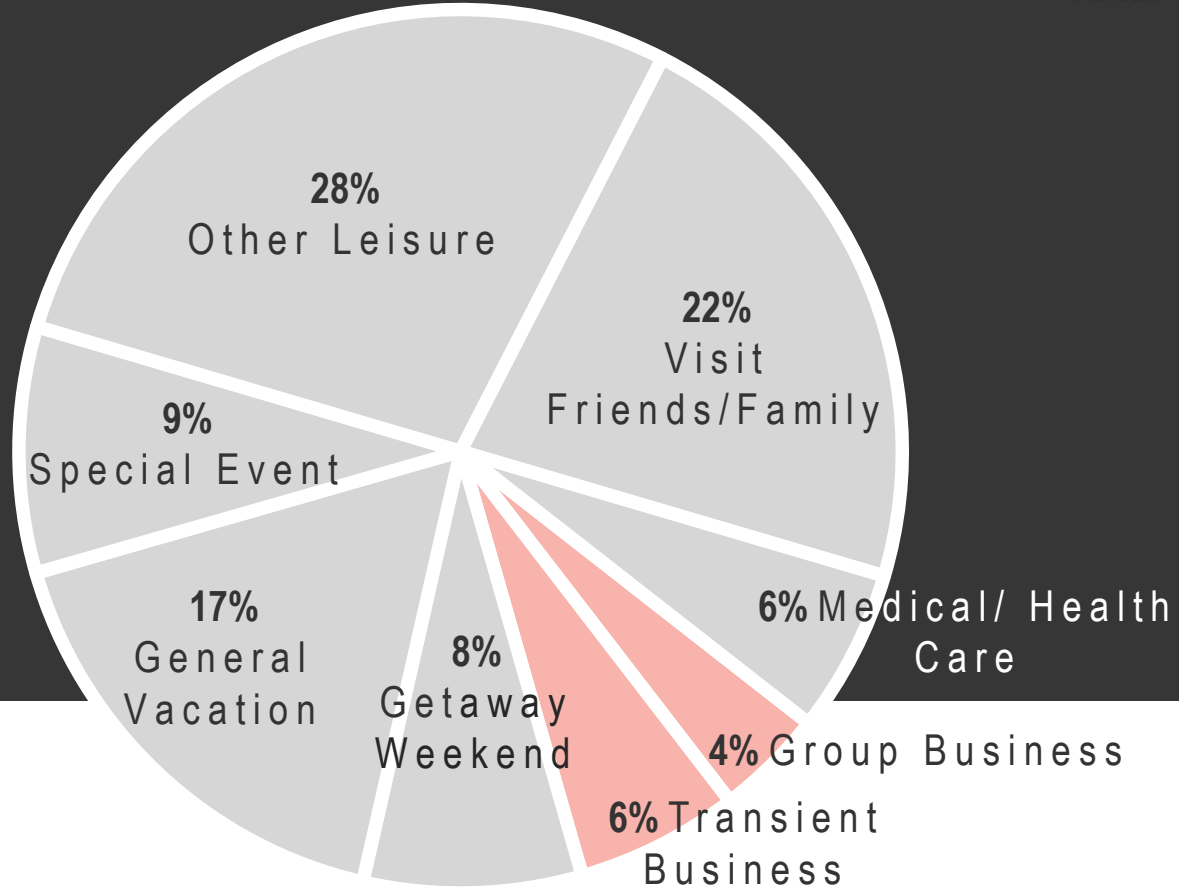
Trip Characteristics

- *Travel Purpose*
- *Expenditure*
- *Party Composition*
- *Activities*
- *Accommodation*
- *Performance Ratings*

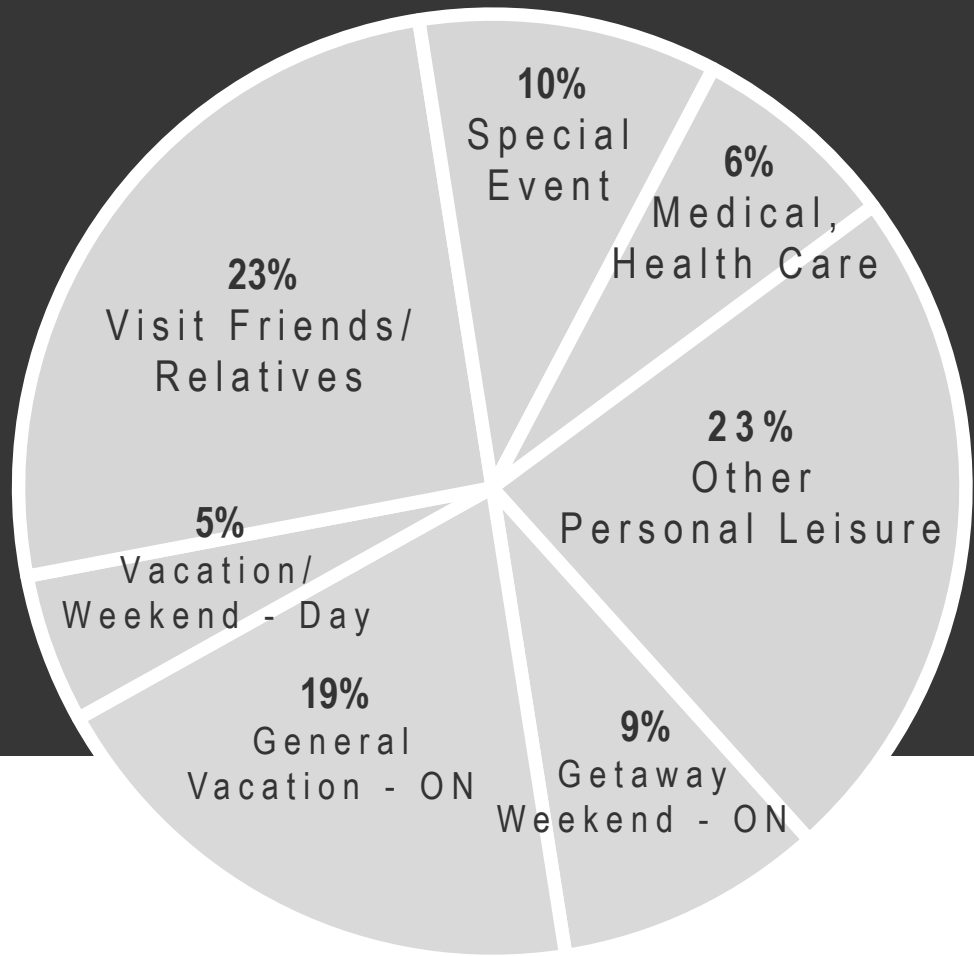


Total

Purpose of Travel

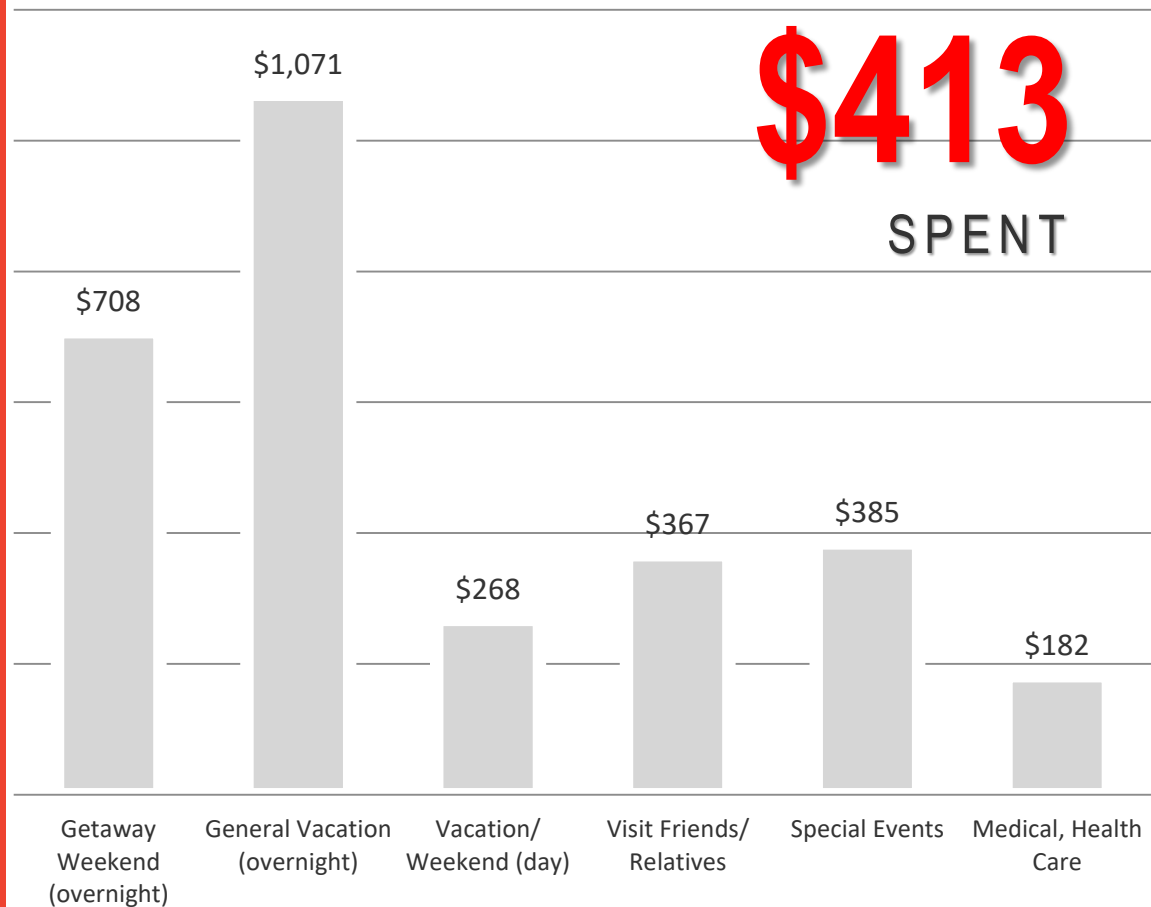


Purpose of Travel

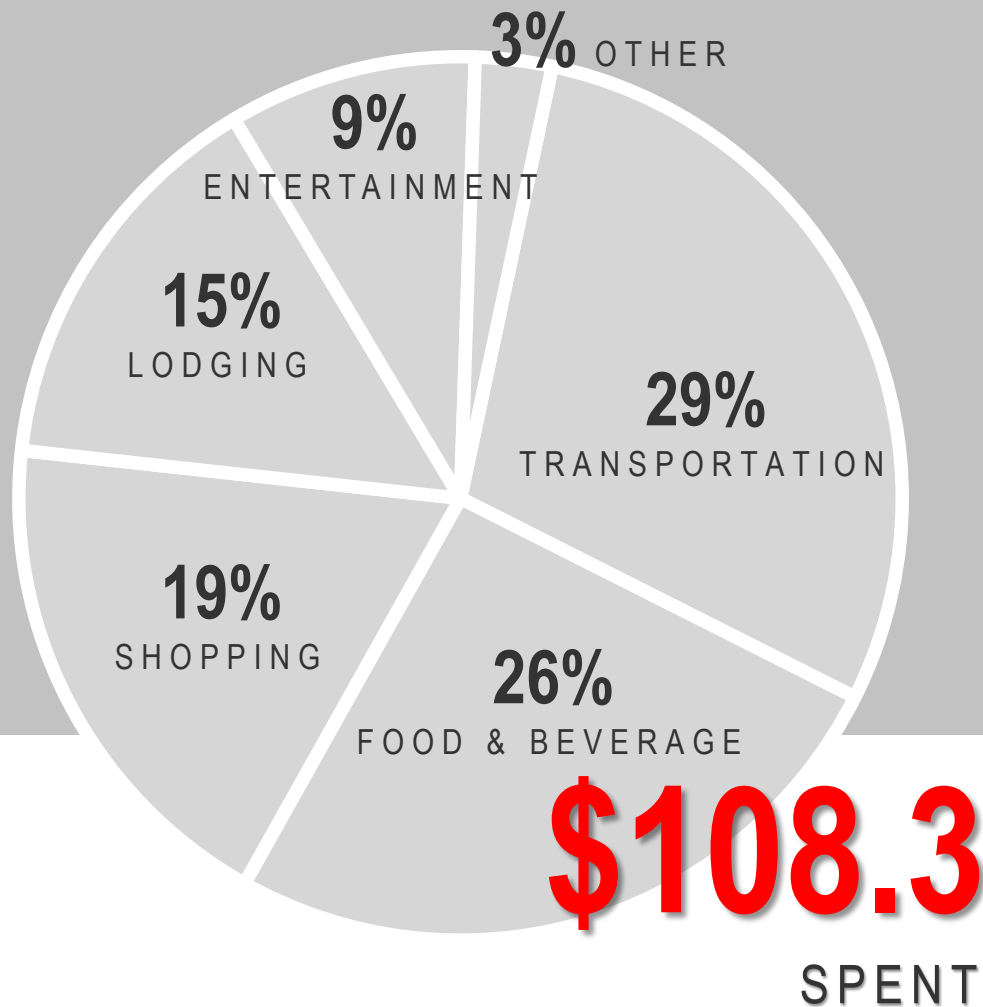


Leisure

Leisure Per-Party-Per-Stay Average Spending



Leisure
Per-Person-Per-Day
Average Spending



Travel Party Composition



32%

TRAVEL
ALONE



47%

TRAVEL IN
PAIRS



6%

LARGE
TRAVEL
PARTIES



15%

TRAVEL WITH
CHILDREN

Overnight Accommodations

59%

STAY IN
HOTELS



21%

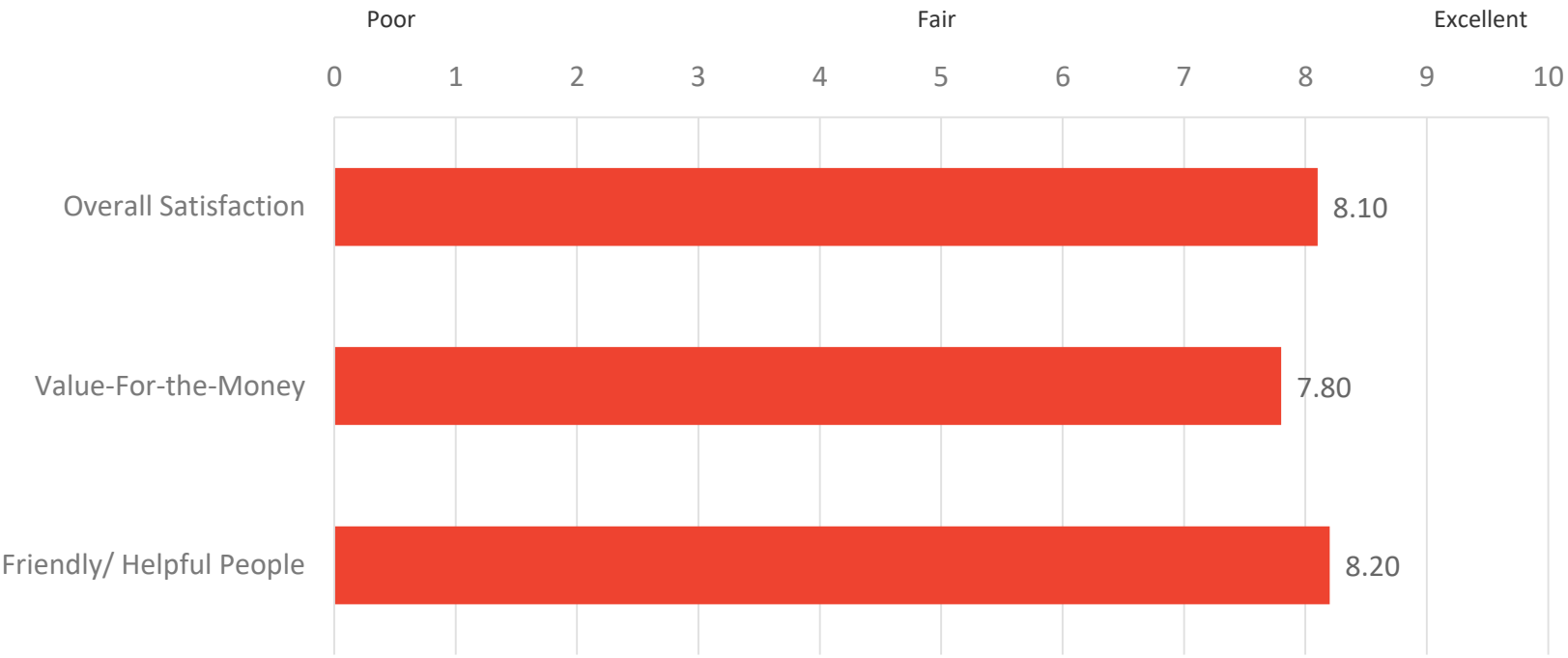
STAY WITH
FRIENDS/RELATIVES
(non-paid)

20%

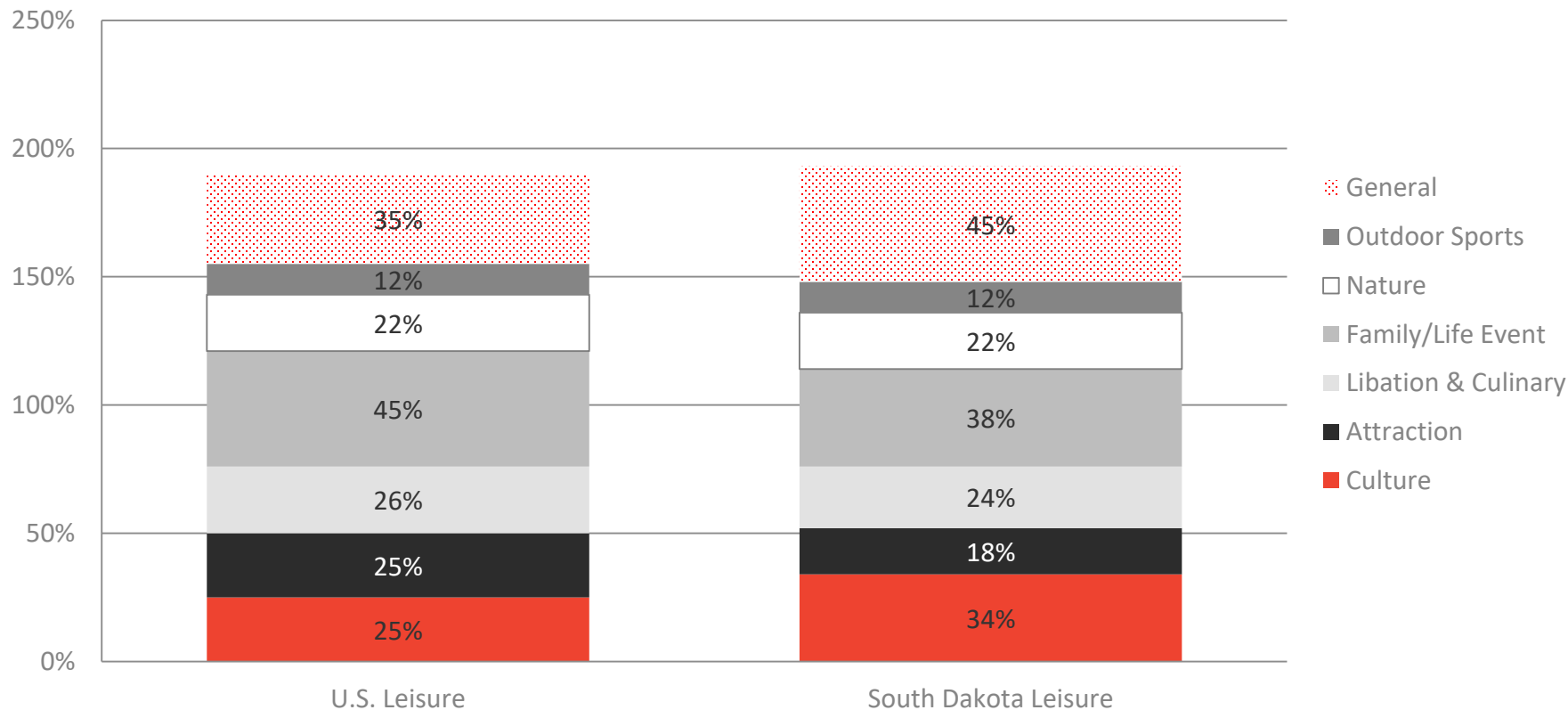
STAY IN
OTHER LODGING

- Camping/RV
- Cabin, Lodge
- Other Paid Non-Hotel
- Other Non-Paid

South Dakota Hotel Ratings



Activity Participation



ACTIVITY
PARTICIPATION

Leisure



**38% FAMILY/LIFE
EVENTS**
29% Visit Friends/Relatives
7% Other Personal Celebration
3% Holiday Celebration

34% CULTURE
16% Touring/ Sightseeing
15% Historic Sites
11% Live Music (2017+)
9% Movies
8% Museums, Art Exhibits

**24% LIBATION &
CULINARY**
23% Culinary/Dining Experience
2% Winery/Distillery/Brewery Tours

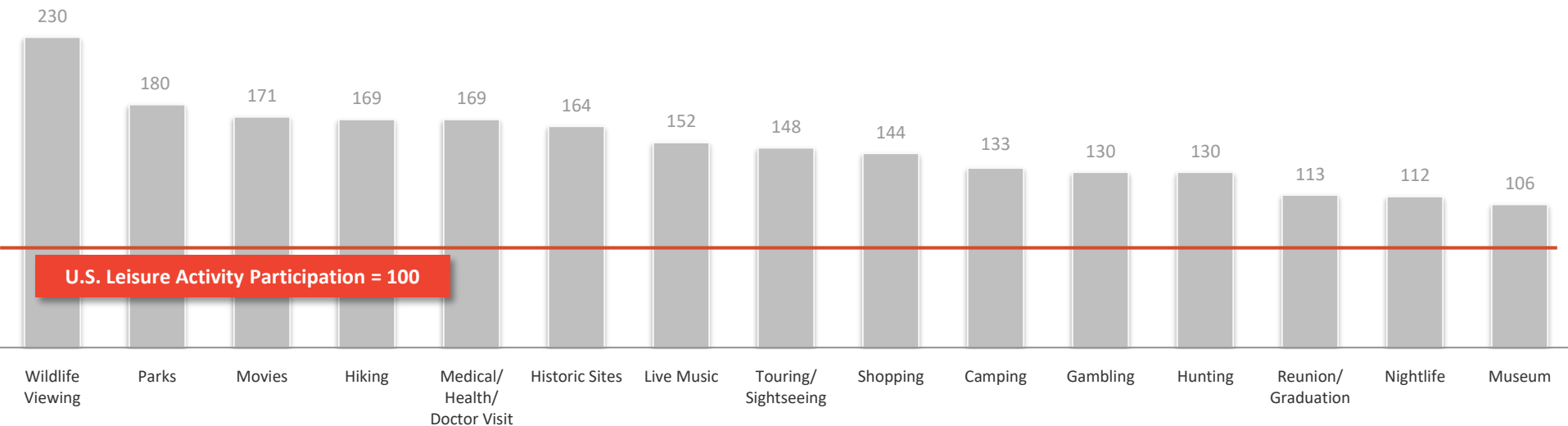
22% NATURE
18% Parks (national, state)
7% Wildlife viewing/Eco-travel
4% Camping

18% ATTRACTIONS
9% Gambling
Nightlife
3% Zoo/Aquarium

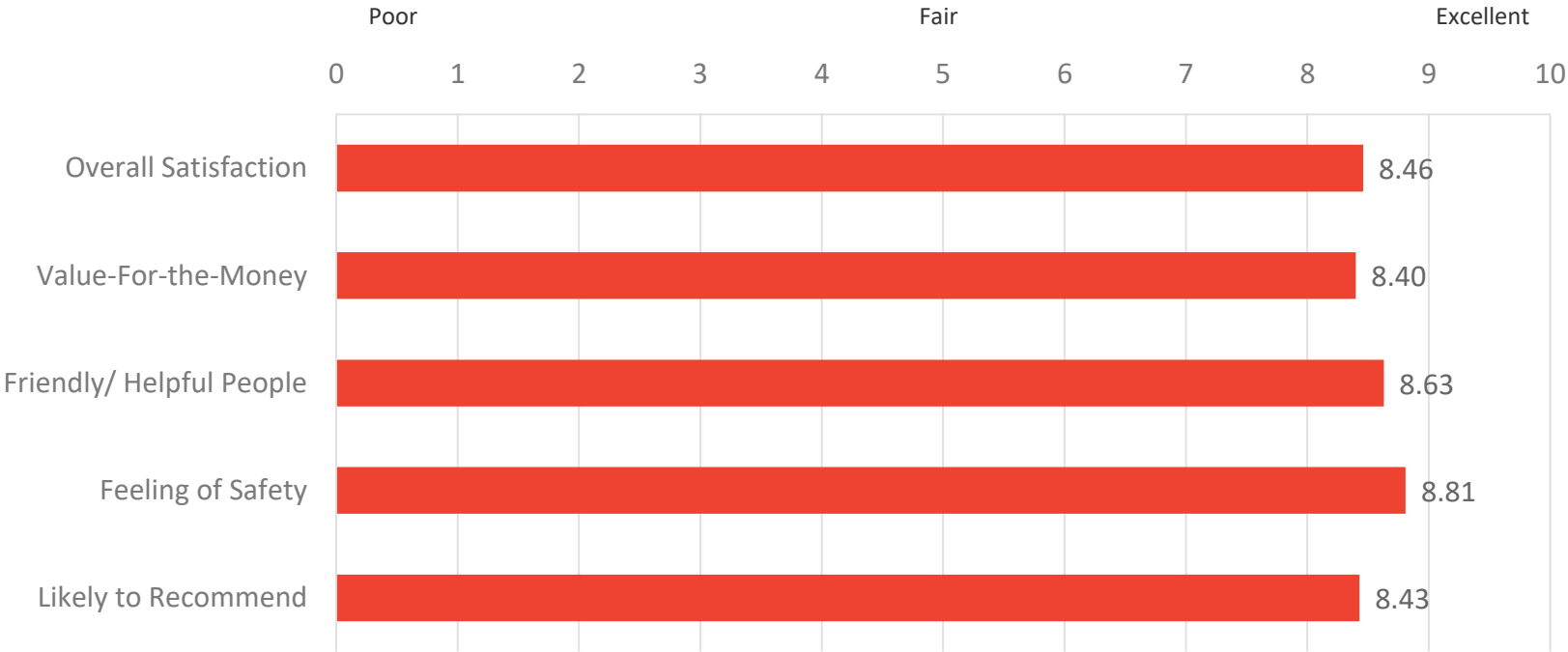
**12% OUTDOOR
SPORTS**
7% Hiking

45% GENERAL
35% Shopping
8% Medical/Health/Doctor Visit

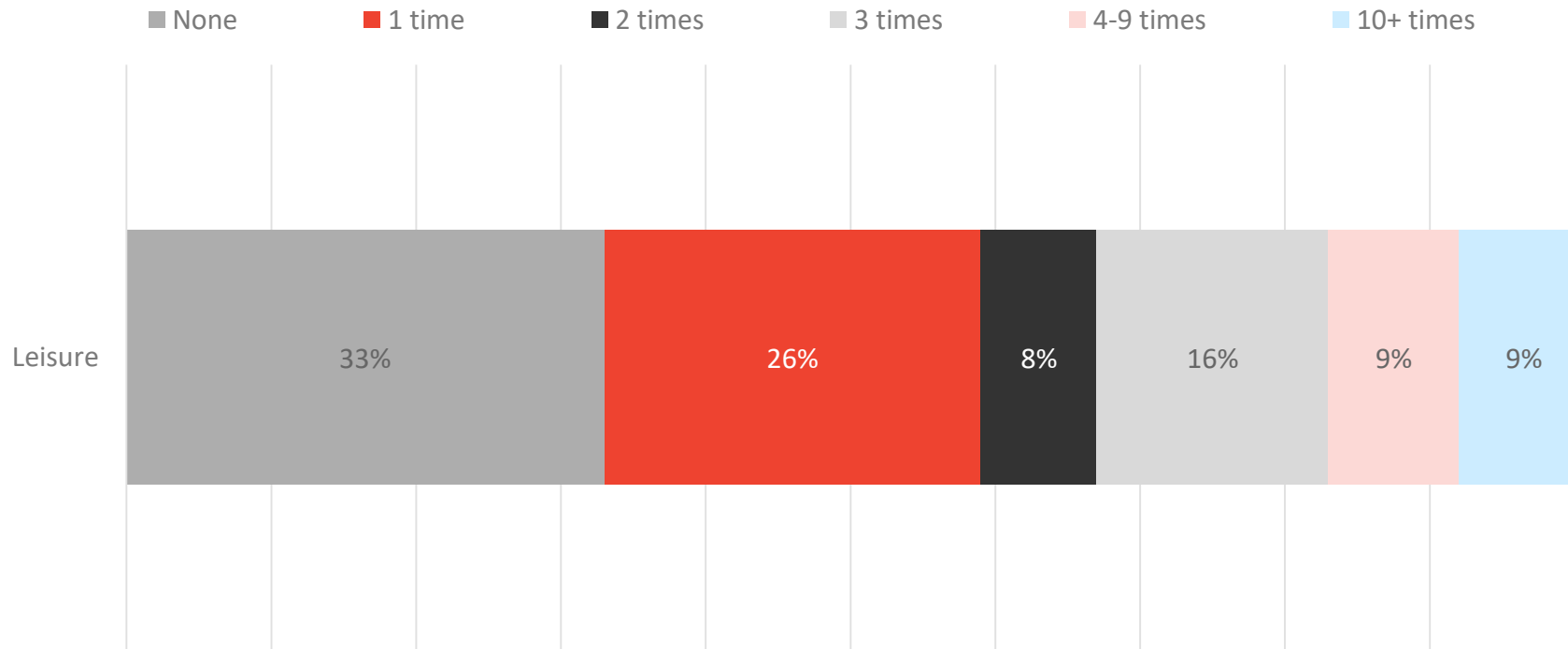
South Dakota Activity Index (Leisure)



South Dakota Destination Ratings



Plan to Visit South Dakota in next 3 years



THANK YOU, QUESTIONS

Sindy Diab
Director, Client Services
skoehler@mmgyintel.com

MMGYINTEL.COM

DKSHIFFLET