



South Dakota

A silhouette of a cowboy riding a horse in a rodeo arena at sunset. The sun is low on the horizon, creating a strong backlight effect. The cowboy is wearing a cap and a long-sleeved shirt. The horse is galloping, kicking up dust. In the background, a large crowd of spectators is seated in bleachers under a large roof. Various banners are visible on the wall behind the crowd, including "DARREN BOYLE SALES", "Budweiser", and "Expo".

**WHAT ARE WE DOING IN
2020 — WHY?
HOW CAN YOU TAP INTO
THESE EFFORTS?**

An aerial photograph of a vast, forested valley in South Dakota. The sun is setting behind a range of hills in the distance, casting a warm, golden glow over the landscape. The sky is filled with large, dramatic clouds. A dirt road winds through the forest in the lower right corner. The year "2019" is prominently displayed in the center of the image.

2019

South Dakota

OUR VISION FOR 2019

WHAT HAD US EXCITED



NEW MARKETS



NEW JINGLE
& CREATIVE UPDATES



OVERHAULED CO-OP
PROGRAMS



NEW
TRAVELSOUTHDAKOTA.COM



BRAND NEW
WELCOME CENTERS



DEADWOOD: THE MOVIE



NEW INTERNATIONAL
EFFORTS - TRADE & PR



GREAT MEDIA TOURS

South Dakota



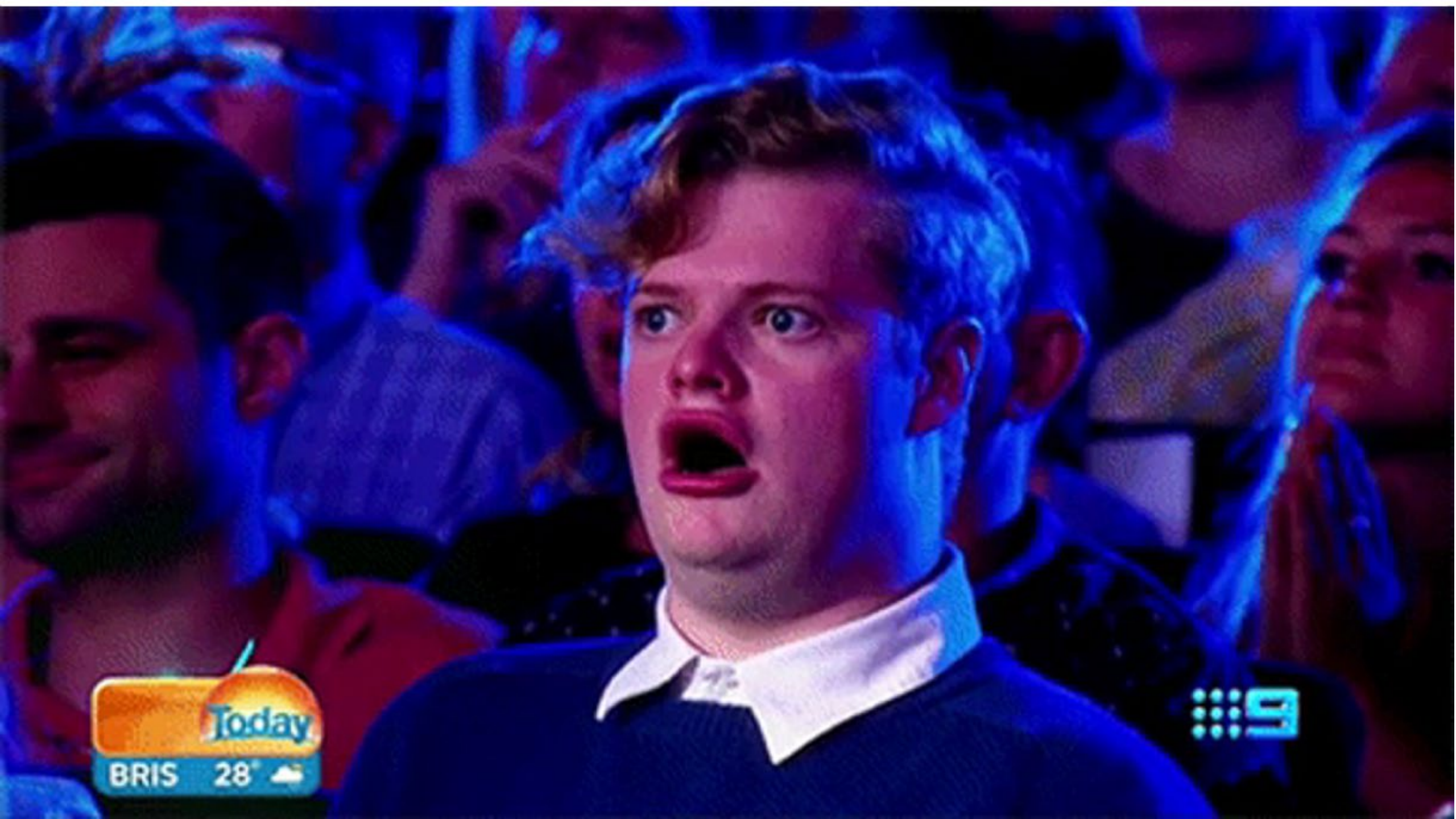
AND THEN 2019 HAPPENED

South Dakota



AND IT WAS SOMETHING

South Dakota

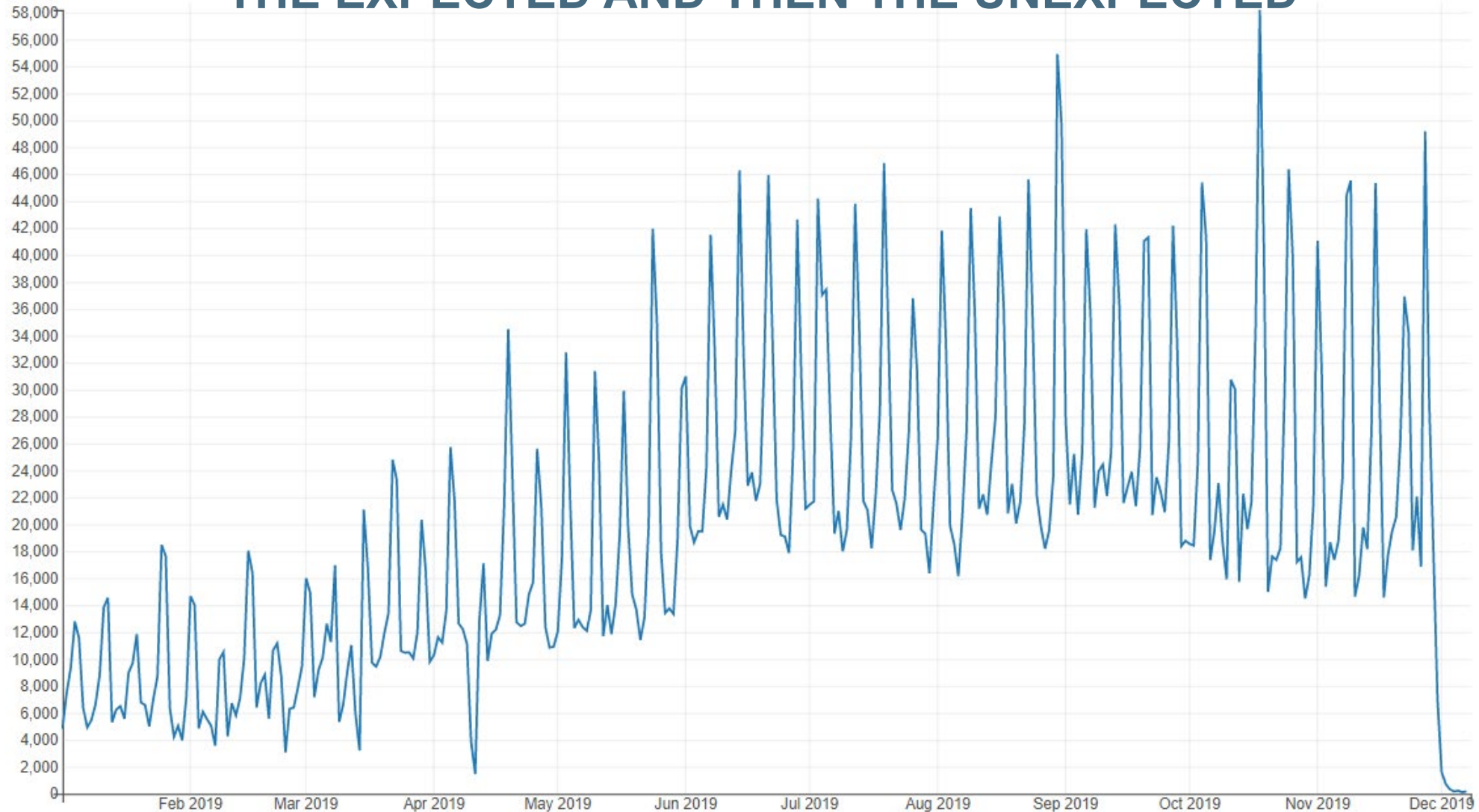


Today
BRIS 28°

9

DAILY ARRIVALS 2019

THE EXPECTED AND THEN THE UNEXPECTED



ARRIVALIST

1/01/19-12/31/19



ARRIVALIST

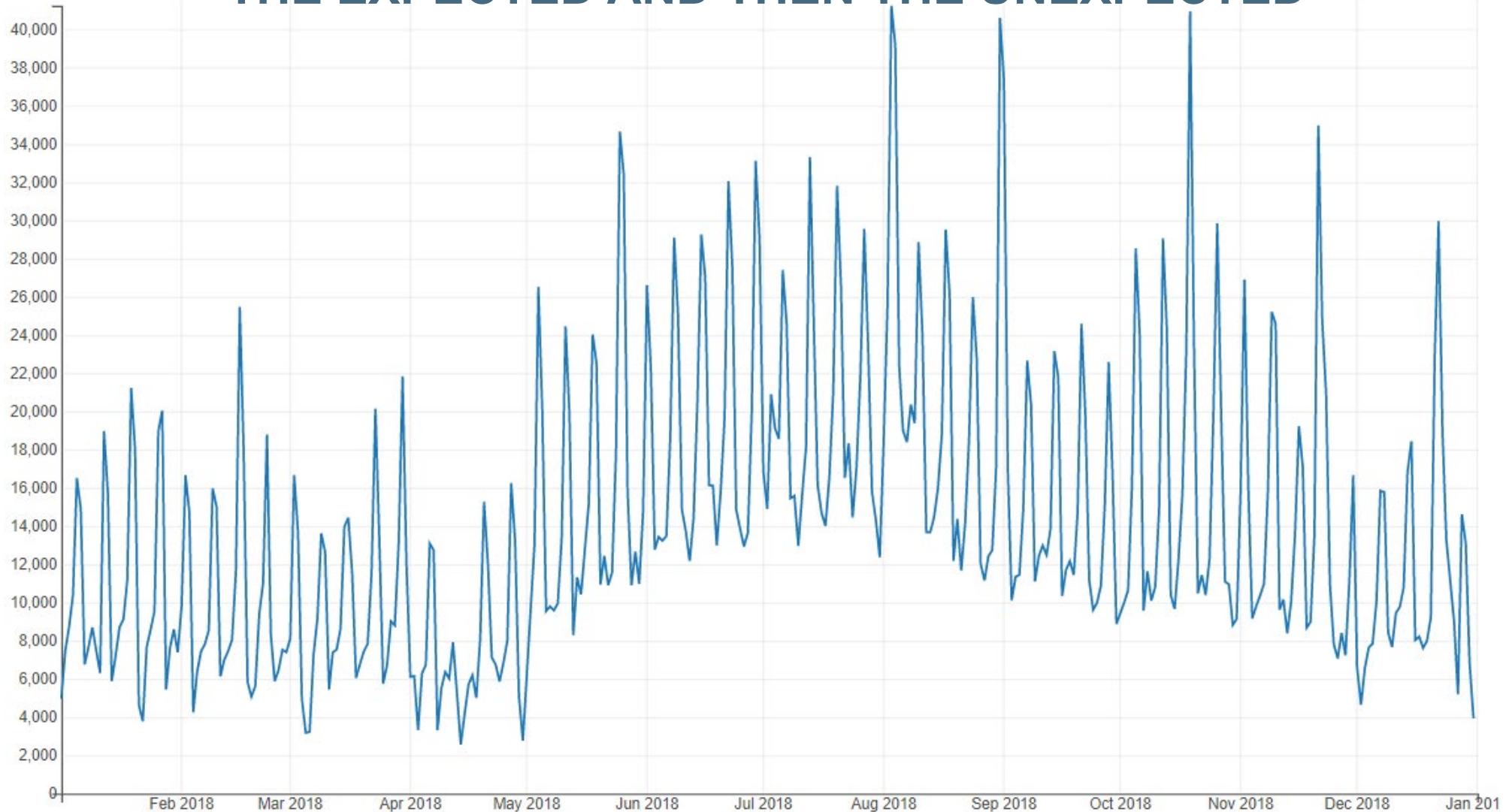
Arrivalist uses a proprietary panel with data from over 120 million monthly active consumers (~11% of devices) —who mirror the general adult population—and then applies analysis and technology to produce broad and relevant insights regarding consumers' visitation behaviors.

Arrivals shown represent about 1.41% of the total 14.1 million South Dakota visitors.



DAILY ARRIVALS 2018

THE EXPECTED AND THEN THE UNEXPECTED

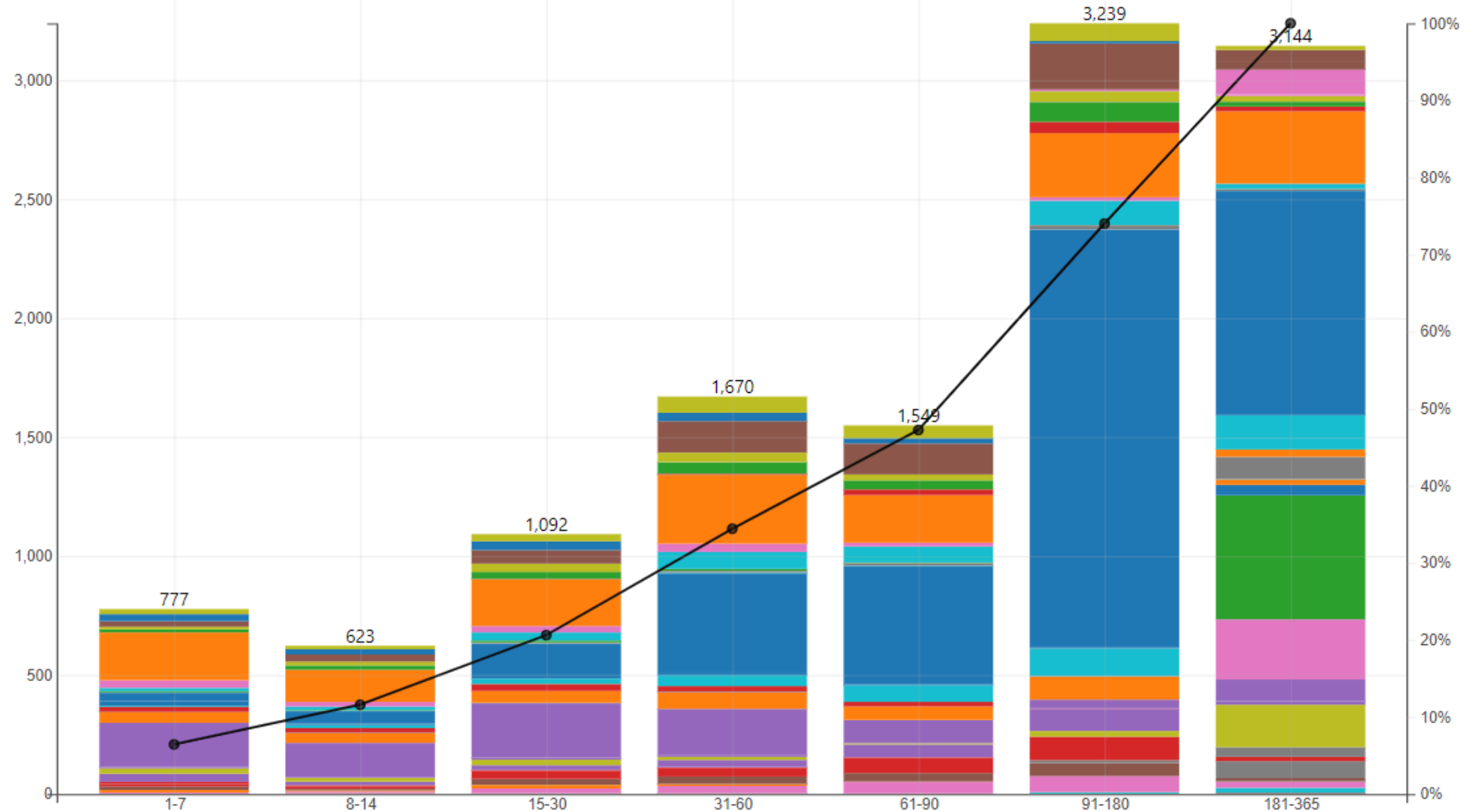


ARRIVALIST

1/01/18-12/31/18

2019 ARRIVALS

DAYS TO ARRIVAL IN SOUTH DAKOTA 2019 — AUG-DEC. 31

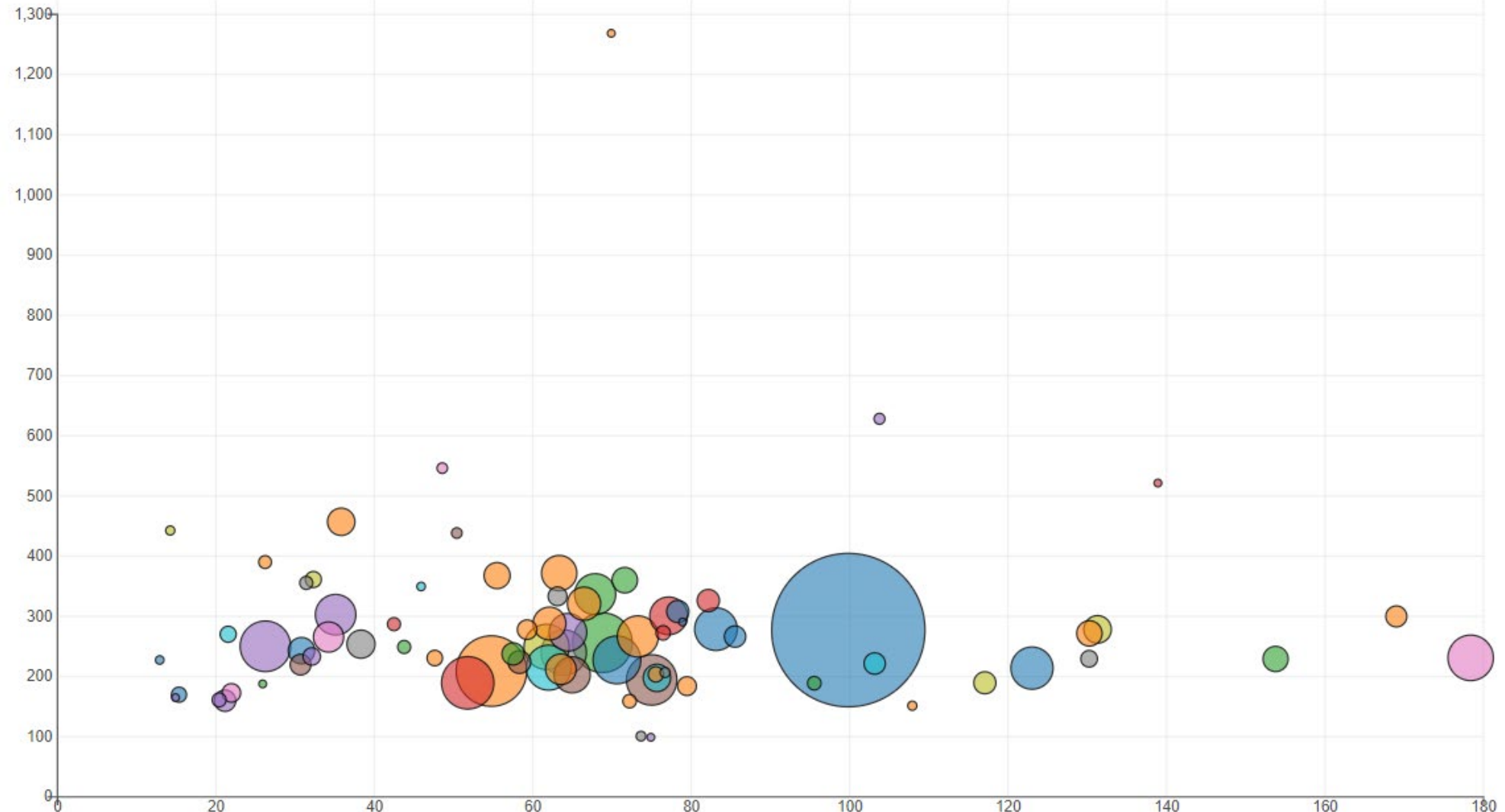


ARRIVALIST

7/31/19-12/31/19

2019 ARRIVALS

BY TIME OF FIRST ENGAGEMENT & DISTANCE TRAVELED

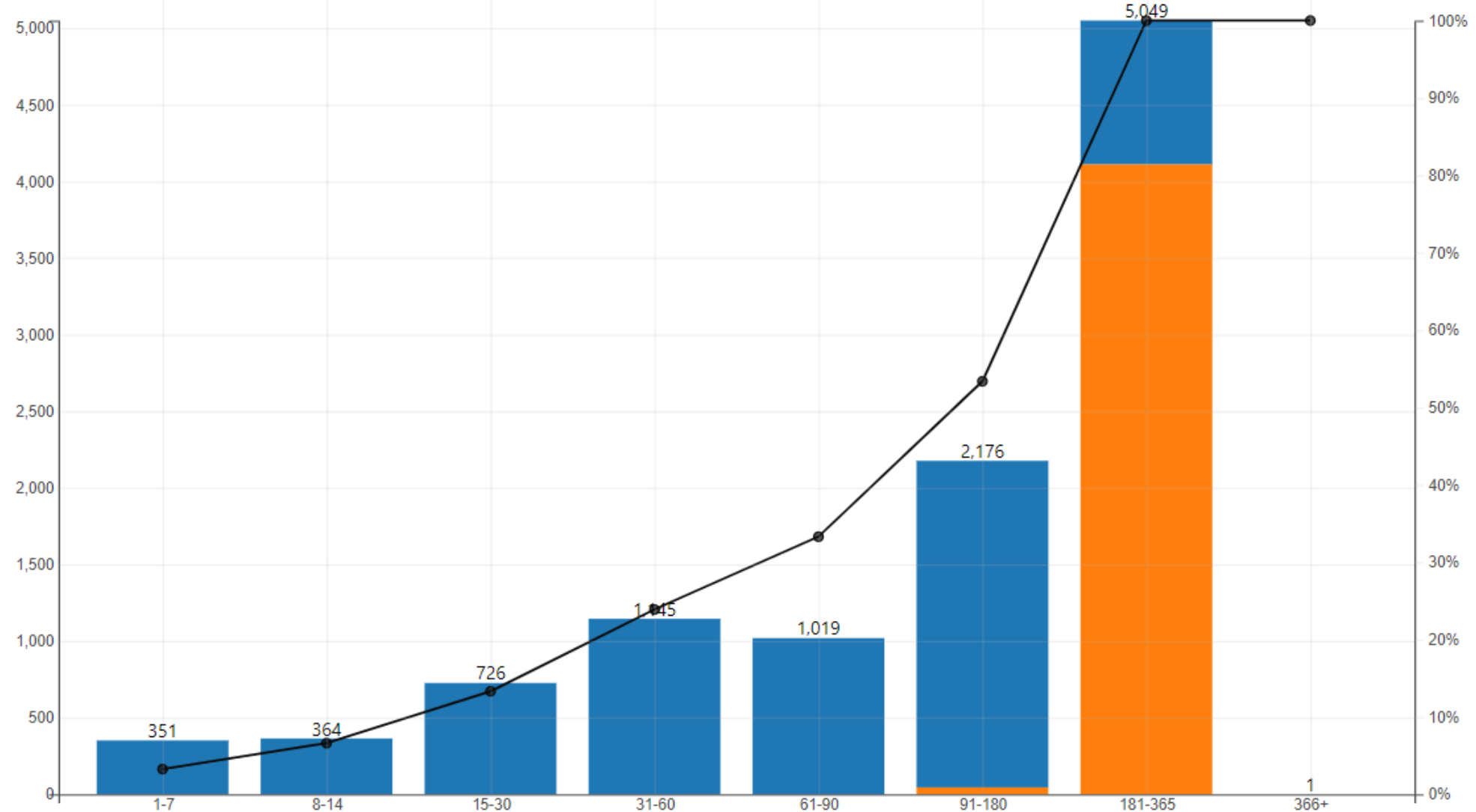


ARRIVALIST

1/01/19-12/31/19

2019 ARRIVALS

DAYS TO ARRIVAL IN SOUTH DAKOTA 2019 — PEAK 2018 & 2019

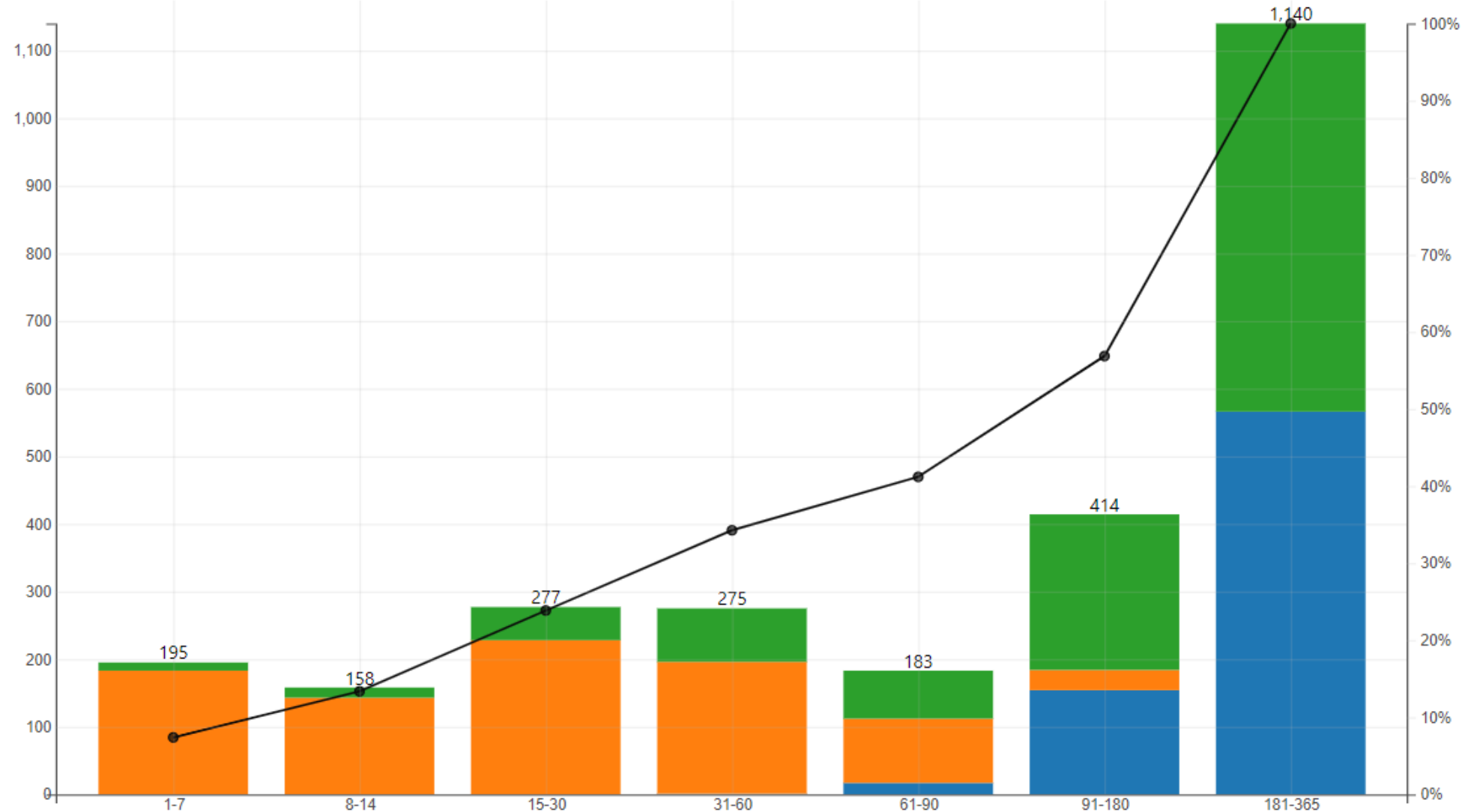


ARRIVALIST

1/01/19-12/31/19

2019 ARRIVALS

DAYS TO ARRIVAL IN SOUTH DAKOTA 2019 — FALL 2018 & 2019



ARRIVALIST

1/01/19-12/31/19

THINK LONGTERM

We too often think of marketing campaigns as affecting the short-term only. Don't underestimate what they do for the future. Building awareness and customers takes time and consistent efforts.

South Dakota

“

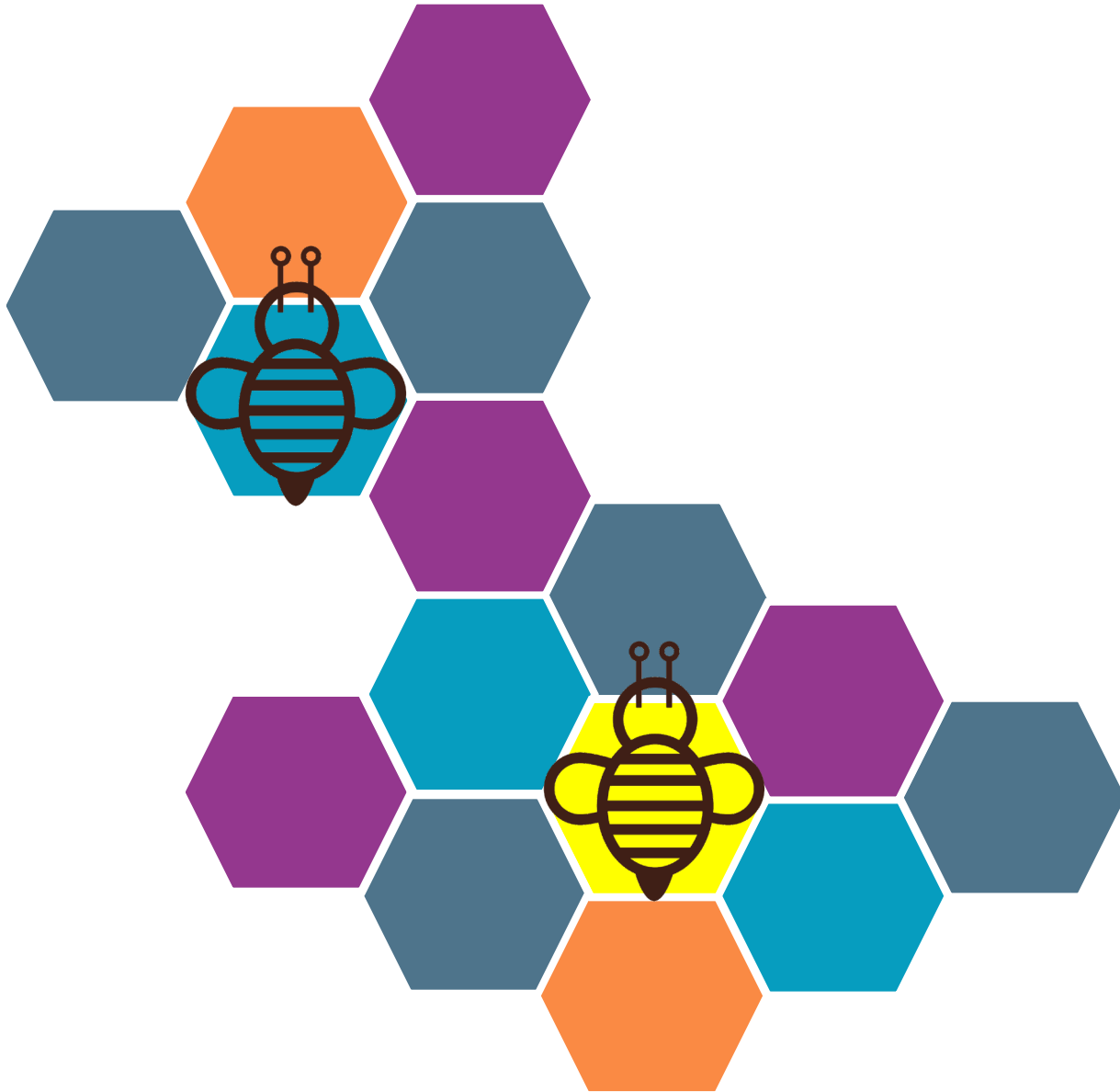
No two journeys are exactly alike, and in fact, most journeys don't resemble a funnel at all.

ALLAN THYGESEN

PRESIDENT OF THE AMERICAS AT GOOGLE

(3/25/2019) Forbes, “The Game-Changing Role Of Customer Intent In The Modern Marketing Funnel”

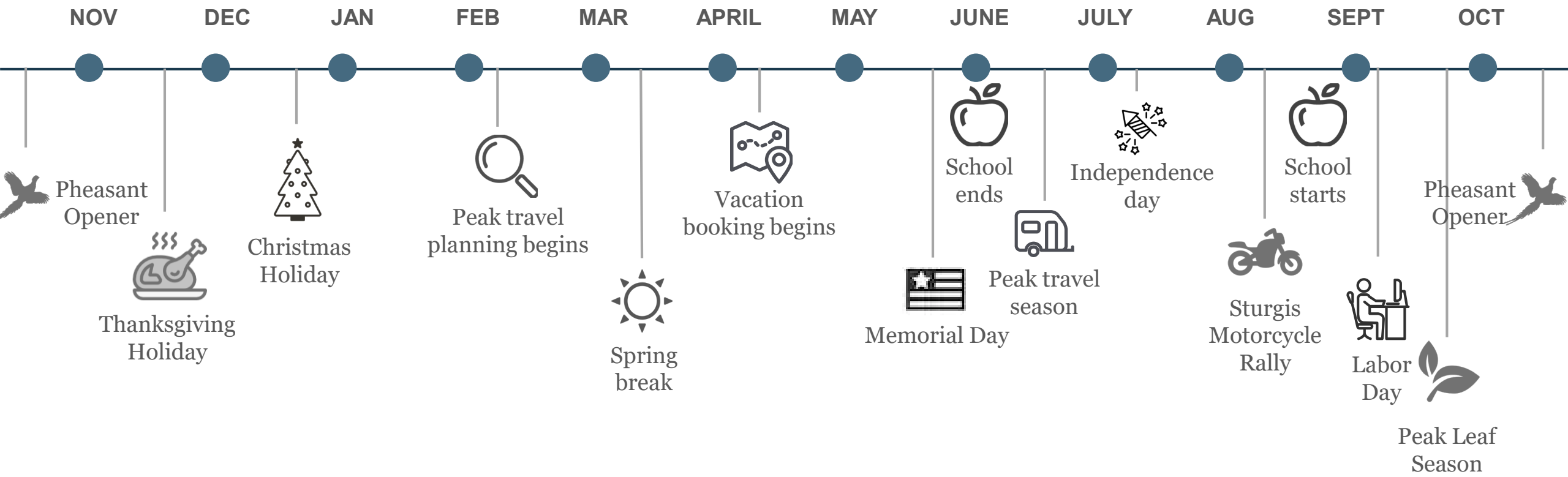
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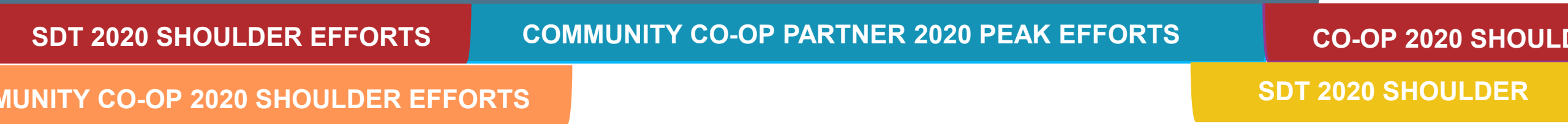
**TRAVELERS ARE
CONSTANTLY
MOVING FROM
PHASE TO PHASE
AND BACK
AGAIN.**

MORE THE DANCE OF A
BEE THAN A LINEAR PATH.

Discover Research Evaluate
Commit Experience



SOUTH DAKOTA TOURISM EVERGREEN & PEAK 2020 EFFORTS



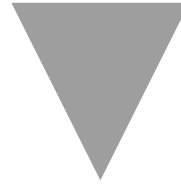
SDT STRATEGY



**Website
Data**



**VEP
Data**



**MMGY Global
Terminal**



**Focus
Groups**



**Arrivalist
Data**



**ADARA + Sojern
Data**



**Historical
Presence**



**Co-op
Efforts**

South Dakota



SEARCHERS

DEMOGRAPHICS

- Ages: 25-44
- Income: \$50K–\$100K
- Can be couples, friends & those going solo
- Searchers come to South Dakota to “do.”
- Subsets: Active Couples, Solo Travelers, Soft Adventurers

MEDIA PREFERENCES

 **122**
SOCIAL MEDIA

 **116**
DIGITAL

 **110**
RADIO

WANDERERS

DEMOGRAPHICS

- Ages: 50+
- Income: 100K+
- No children in household
- Empty nesters with more time and dispensable income for travel.
- Subsets: Road Trippers & Blissful Wanderer

MEDIA PREFERENCES

 **134**
NEWSPAPERS

 **116**
MAGAZINE

 **113**
BILLBOARDS

FAMILIES

DEMOGRAPHICS

- Ages: 25-44
- Income: \$60K–\$150K
- Married With Children
- Interested in leaving a lasting impression on their children and making meaningful connections with each other.
- Subsets: Young Families & Multi-Generational

MEDIA PREFERENCES



120
SOCIAL MEDIA



114
DIGITAL



117
RADIO



OUTDOORS AUDIENCE DEMOGRAPHICS

- Ages: 35-60
- Income: 80K+
- Married
- represents the skilled hunters and anglers

MEDIA PREFERENCES

 **119**
SOCIAL MEDIA

 **117**
RADIO

 **114**
DIGITAL

LEARN & TARGET SDT AUDIENCES

Keep South Dakota Tourism audiences in mind when creating web content, buying and placing ads, or any other traveler-targeted efforts you have — if you don't already have a specific audience profile.

Check out the Department's Brand Standards Guide at <https://sdvisit.com/brand-standards> for complete audience detail.





GREAT FACES GREAT PLACES

2020 MESSAGING

Great Faces, Great Places shows the unexpected side of our state. Showing the known SD faces or the spirit one will find here, along with iconic or unexpected destinations, serves as a catalyst for changing visitor perceptions.



2020 CAMPAIGN TACTICS



Magazine



Direct mail



**Addressable &
advanced TV**



Radio + Podcasts



Outdoor



Public relations



Digital



Social media



2020 MARKETS

PRIMARY

ONE TACTIC OR
CO OP ONLY

TWO TACTICS OR
CO OPS

THREE+
TACTICS OR
CO OPS

South Dakota

South Dakota

FREE
sold on south dakota
VIEWS

**GREAT
FACES
GREAT
PLACE
GREAT
FACE
GREAT
PLACE**

MASSIVE
presidents' day

monuments

SOLD
SOLD ON SD

South Dakota


**SOLD
ON
SOUTH
DAKOTA**


**THIS IS
BIG !!!**

17 FEB '20

MULTI-CHANNEL & OMNI-CHANNEL MARKETING

OMNI-CHANNEL IS MARKETING ACROSS
MULTI-CHANNELS DONE RIGHT

***Multi-channel marketing** is targeting potential visitors through a variety of media – from billboards to print, travel shows to social media, TV to interactive video.*

***Omni-channel marketing** is the outcome of Multi-channel done right – when each engagement across multiple mediums continues the conversation and provides something new for the potential visitor.*

POTENTIAL VISITOR OMNI-CHANNEL EXPERIENCE



CHICAGO-AREA
FAMILY



DIGITAL
RICH MEDIA

JAN.
20



JAN.
26








DIRECT-MAIL
INSPIRATION PIECE

QUALITY OR QUANTITY?

It's about viewability and making the most of the engagement



	STANDARD [A]	ANIMATED [B]	VIDEO [C]
 ON-SCREEN TIME (SECONDS): The total time that the ad unit was visible to the participant on the device.	17.2 ^{BC}	9.0 ^C	5.9
 % LOOKED: Composition of participants who looked at the video ad unit.	64% ^C	74% ^C	54%
 TIME LOOKED (SECONDS): The total time a participant looked at an ad, averaged across participants.	1.9	2.4 ^{AC}	1.4
 FIXATIONS (# OF TIMES): The number of times a participant looked at different points of the ad unit.	3.4 ^C	4.0 ^C	2.4
 FOLLOW UP LOOKS: The number of times a participant looked away and then back at an ad after the first look.	1.8	2.2 ^C	1.3

Source: (9/21/2017) Kargo and MediaScience, "Which mobile ad formats really catch the consumer's eye?"



TRAVEL SHOW



FEB. 9

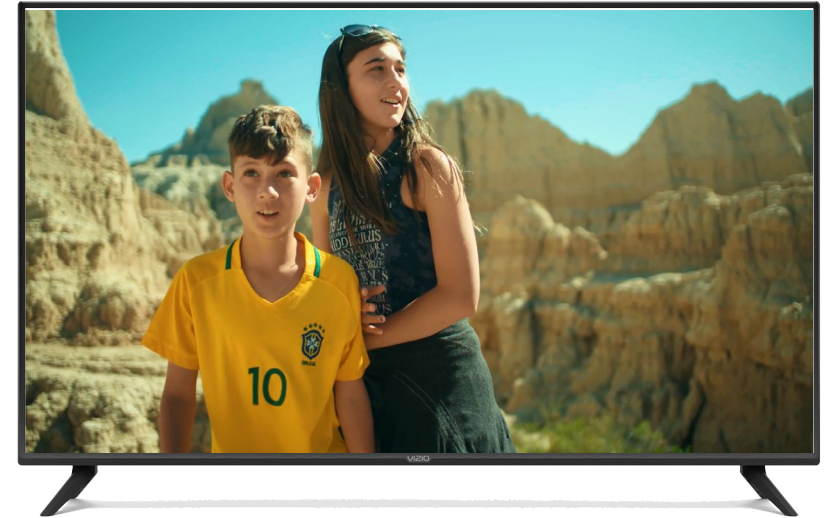
FEB. 11



DIGITAL VIDEO

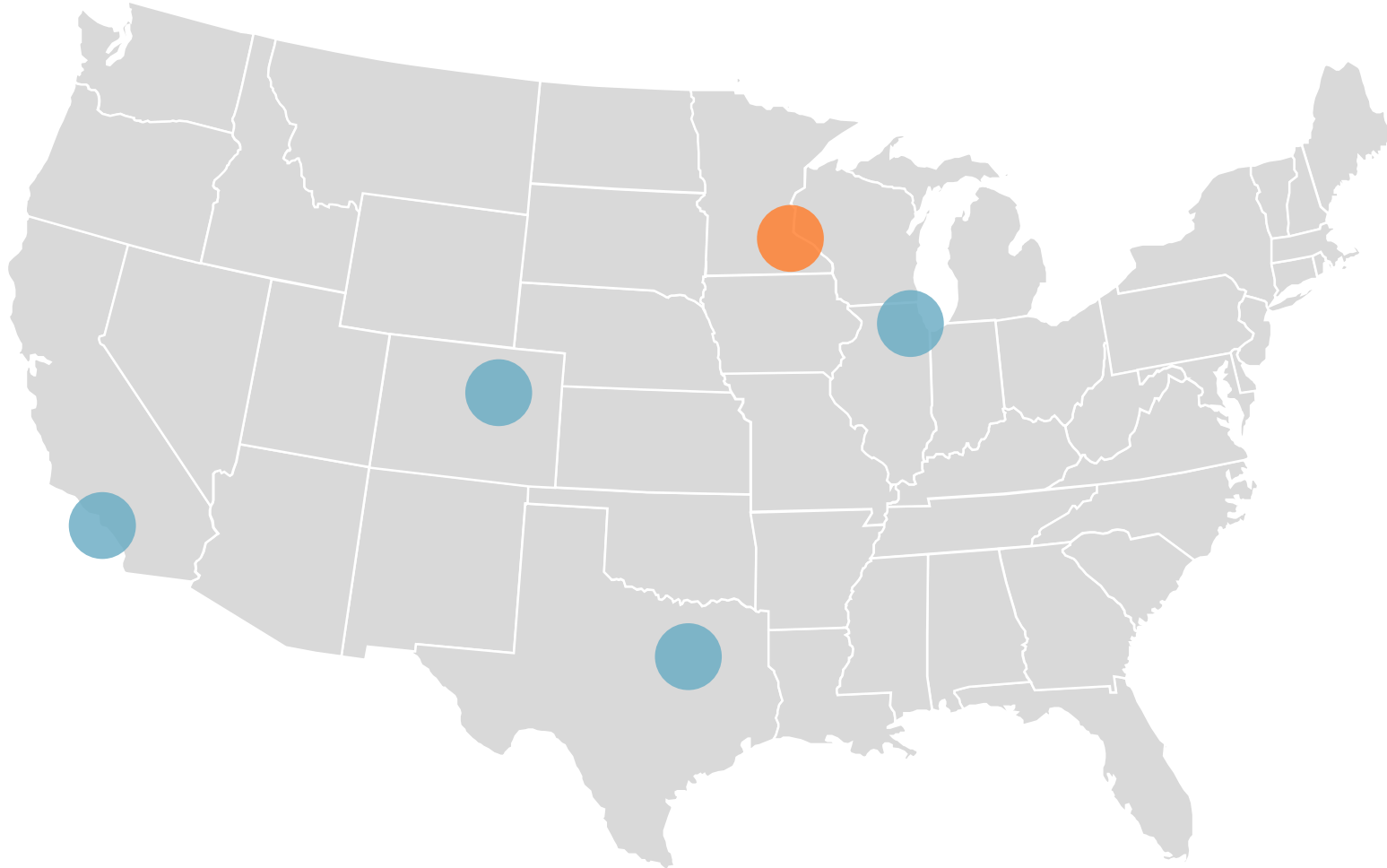


FEB. 17



TV

2020 CONSUMER TRAVEL SHOWS





TRAVEL SHOW



FEB. 9

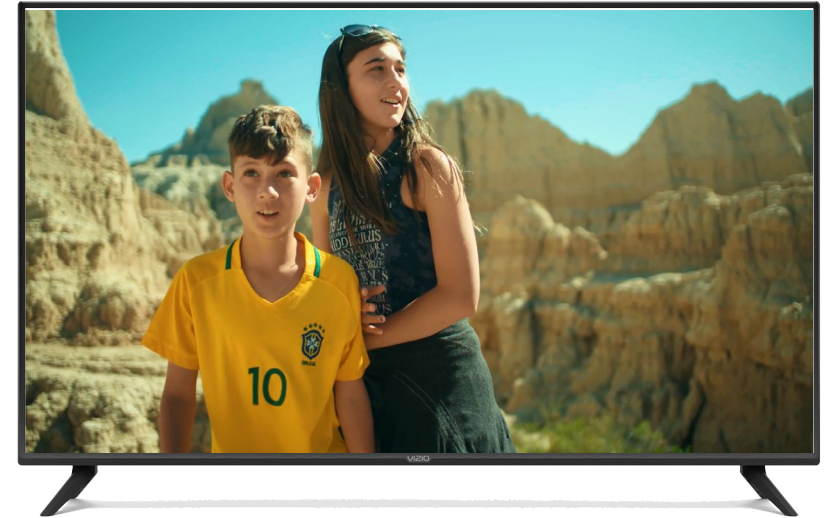
FEB. 11



DIGITAL VIDEO

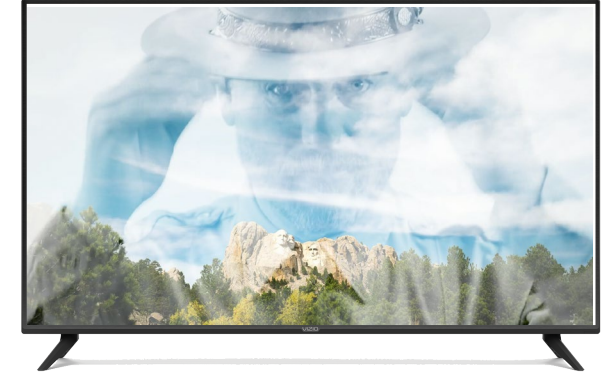
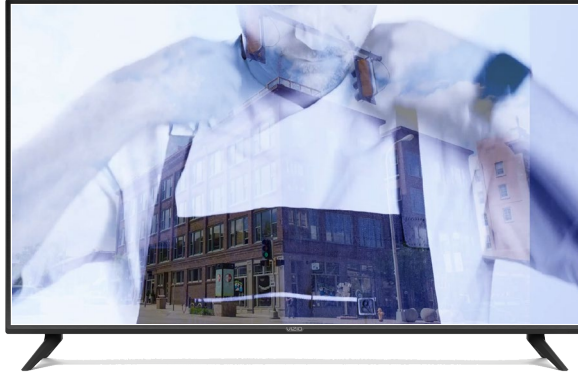
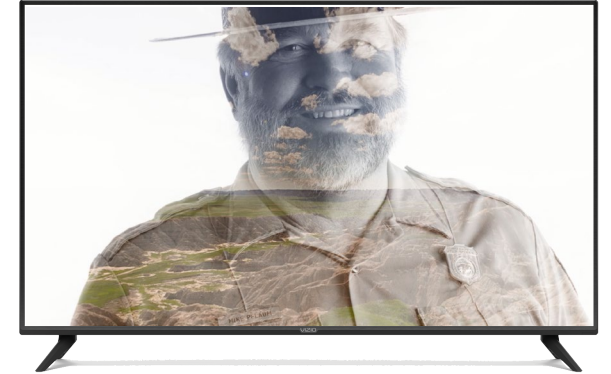
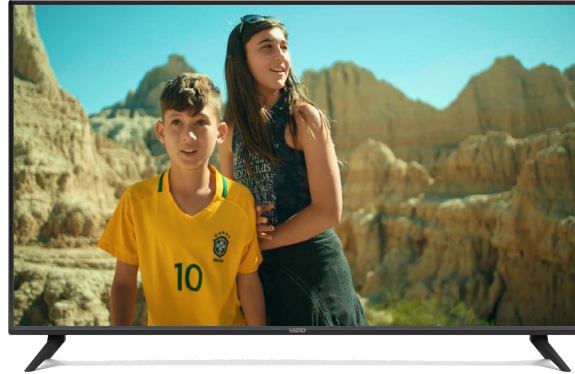


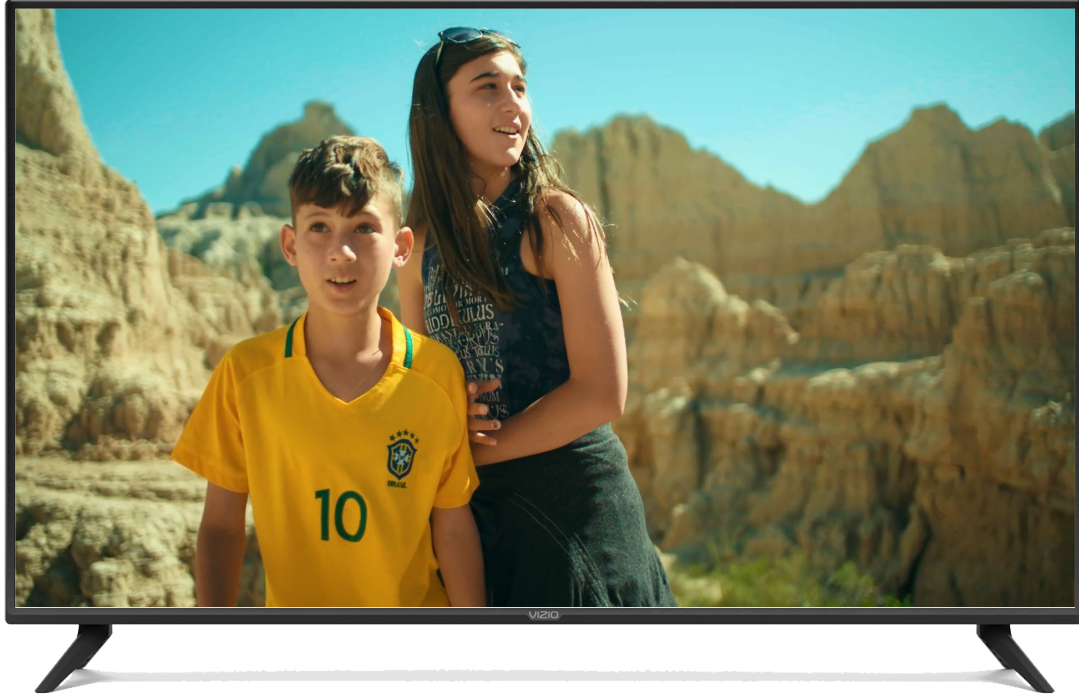
FEB. 17



TV

2020 TV SPOTS

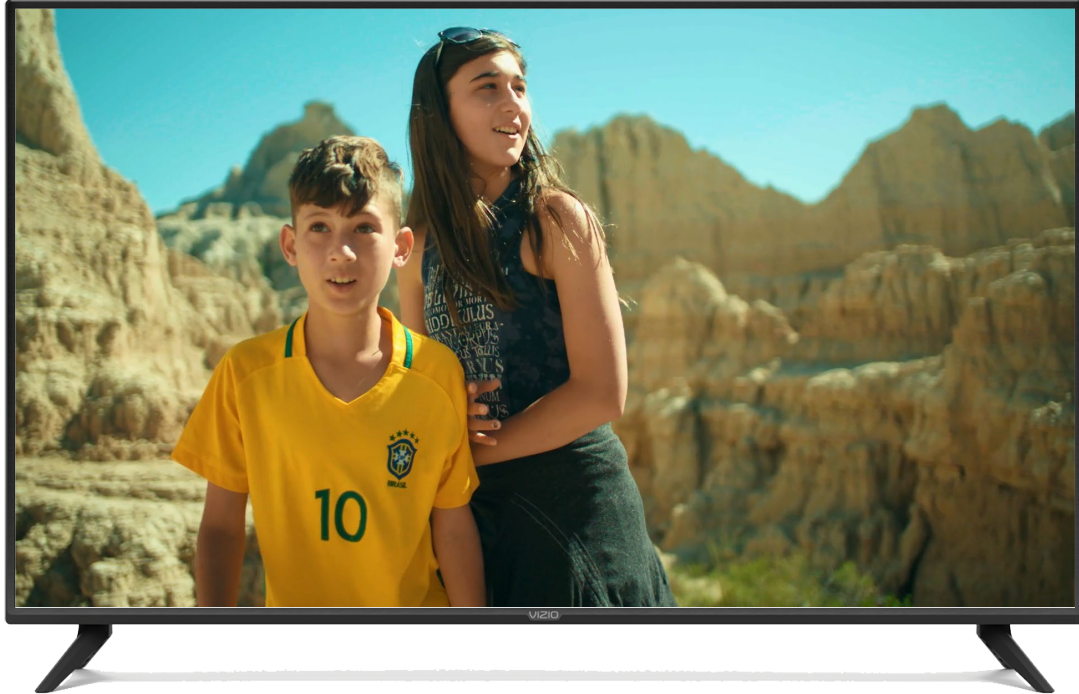




3:35

TIME AMERICANS SPENT WATCHING TV IN 2019*

**not including digital or streamable video like
Netflix, Hulu and others*



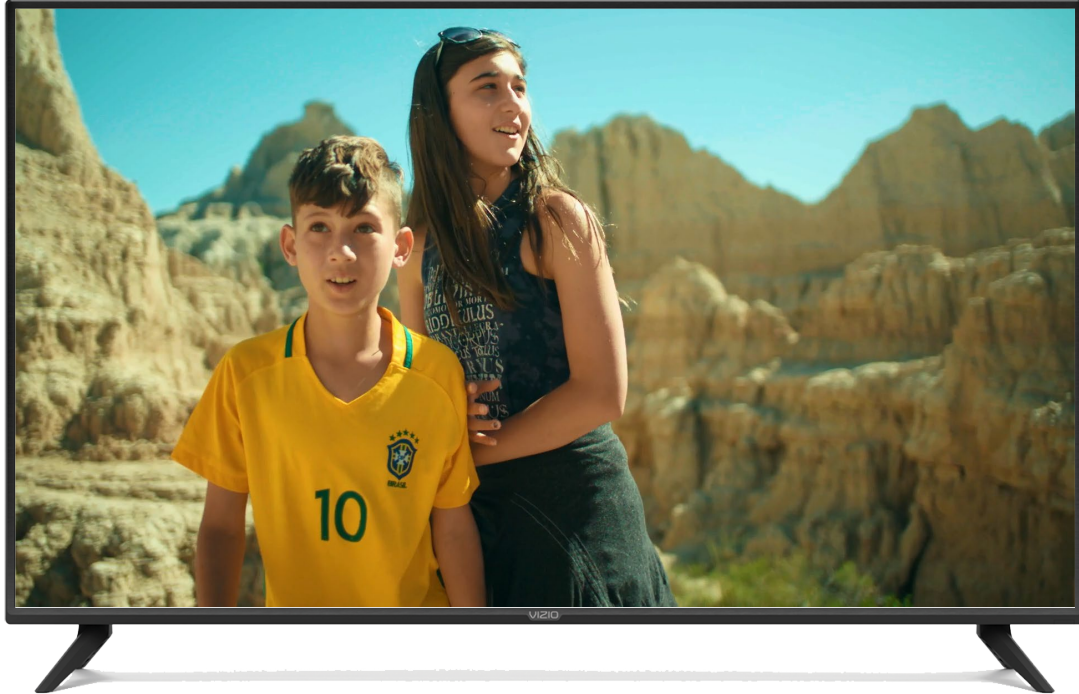
49%

Of U.S. Internet users said that TV was the medium where they were most likely to see a relevant ad — just 12% said the same about streaming video.

South Dakota



Source: (3/20/2019) Adobe, "Summit Ad Report: Adobe Digital Insights 2019"



60%

U.S. Internet users who said tv or broadcast video ads influenced them in making a purchase.

South Dakota



Source: (3/20/2019) Adobe, "Summit Ad Report: Adobe Digital Insights 2019"



TRAVEL SHOW



FEB. 9

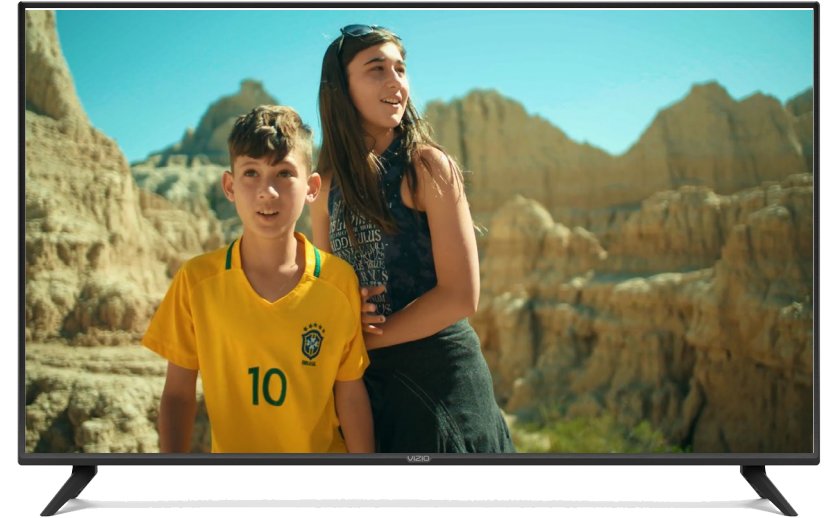
FEB. 11



DIGITAL VIDEO

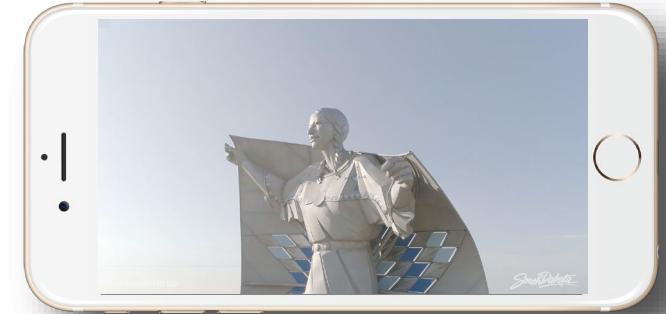
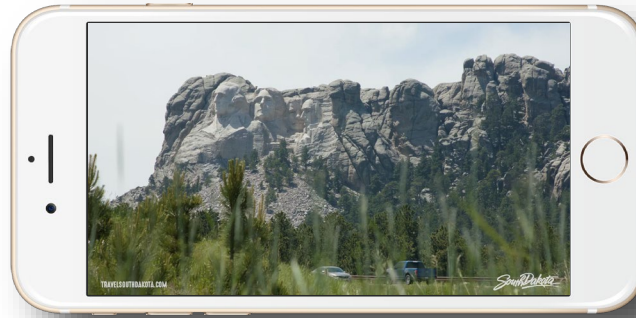


FEB. 17

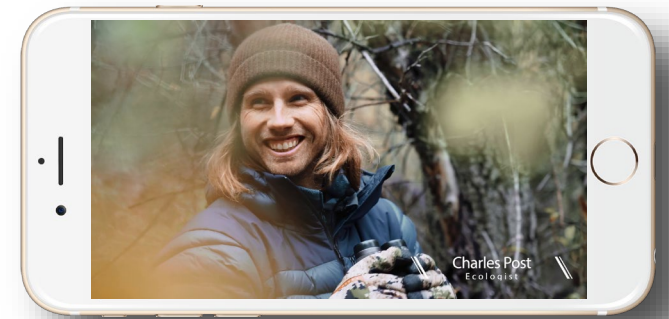
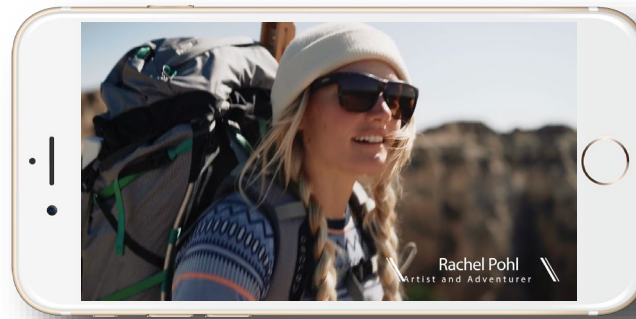


TV

2020 VIDEOS



2020 VIDEOS





ROAD TRIPS ARE GROWING IN POPULARITY NOW – WAIT TILL 2020

It's about convenience, cost and discovery. Travelers want to make stops along the way, want the ability to pack everything they need, maybe save a few bucks and lastly, to discover someplace exciting and new.

Source: MMGY Global “Portrait of American Travelers 2019-2020”



South Dakota



TRAVELSOUTHDAKOTA.COM

FEB. 17



FEB. 17



Parents Magazine Stickerbook

(1/10/2019) Hi! I came here to say that your ad that I saw in Simple Life (sic) is absolutely BEAUTIFUL. I was so stunned I took a picture and sent it to friends. Whoever designed it- great job!!

Vicky Y.

South Dakota



TRAVELSOUTHDAKOTA.COM

FEB. 17



FEB. 17



Parents Magazine Stickerbook



140

***Number of travel sites
Americans view on average in
the 45 days prior to booking.***



Source: (Oct. 2018) Expedia Travel Group, "Travelers Path to Purchase"

\$35,370,232

Economic Impact of TravelSouthDakota.com



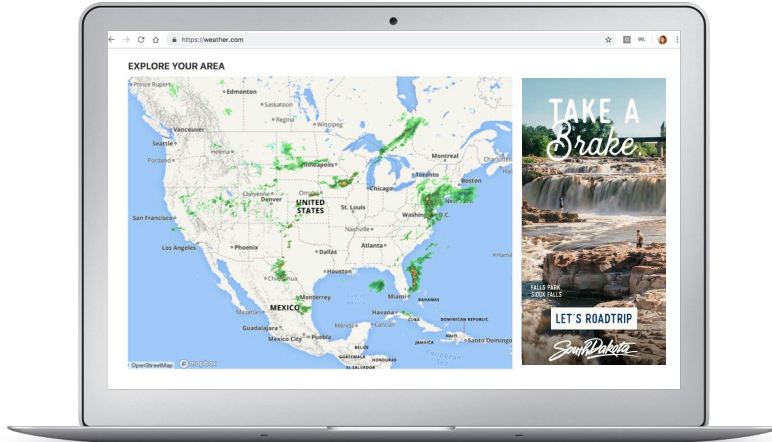
CLAIM AND MAKE THE MOST OF YOUR ONLINE PRESENCE

Don't overlook the basics, the business-building fundamentals. Make sure you've claimed or set up your business on Google, Bing, Facebook Local, TripAdvisor, TravelSouthDakota.com, your region's site and your local chamber's site.

Invest in great photos and update on an annual basis — especially events.

Encourage positive reviews from your customers with signage.





DIGITAL BANNERS



Radio



FEB. 20

MAR. 1



MAR. 16

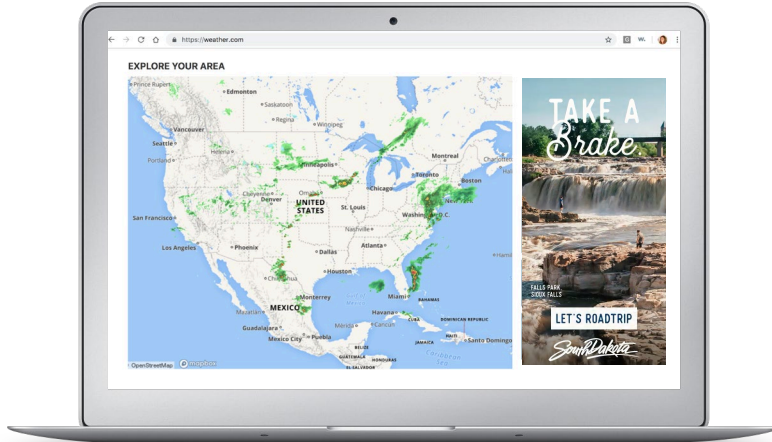




RADIO — THE GOLDEN OLDIE

1:13 *Daily media usage by U.S. audience*

91.5 *Percent of U.S. audience reach*



DIGITAL BANNERS



Radio



FEB. 20

MAR. 1



MAR. 16





COMMUNITY CO OP

APR. 16



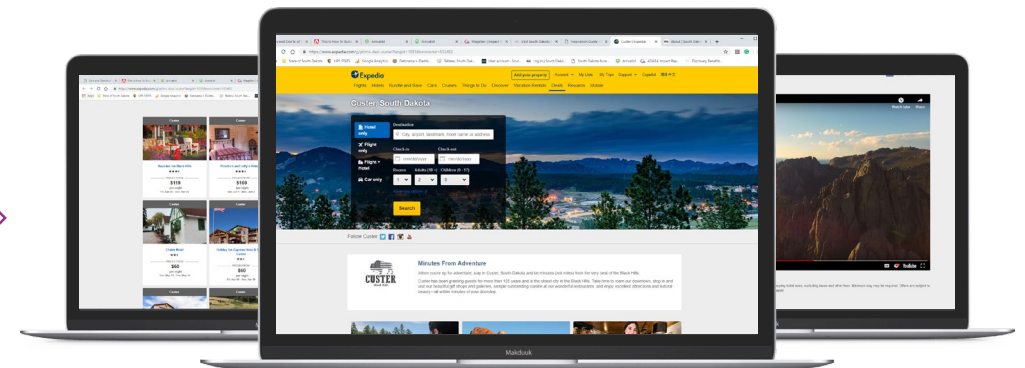
APR. 16



APR. 16



TRAVELSOUTHDAKOTA.COM



EXPEDIA.COM

WE'RE STRONGER TOGETHER

People want a worry-free vacation and knowing that they can easily find a cluster of unique attractions, entertainment, lodging, dining, and transportation is instrumental in committing to one destination over another.

Partner up — be it with local businesses, your chamber/CVB, region & SDT.

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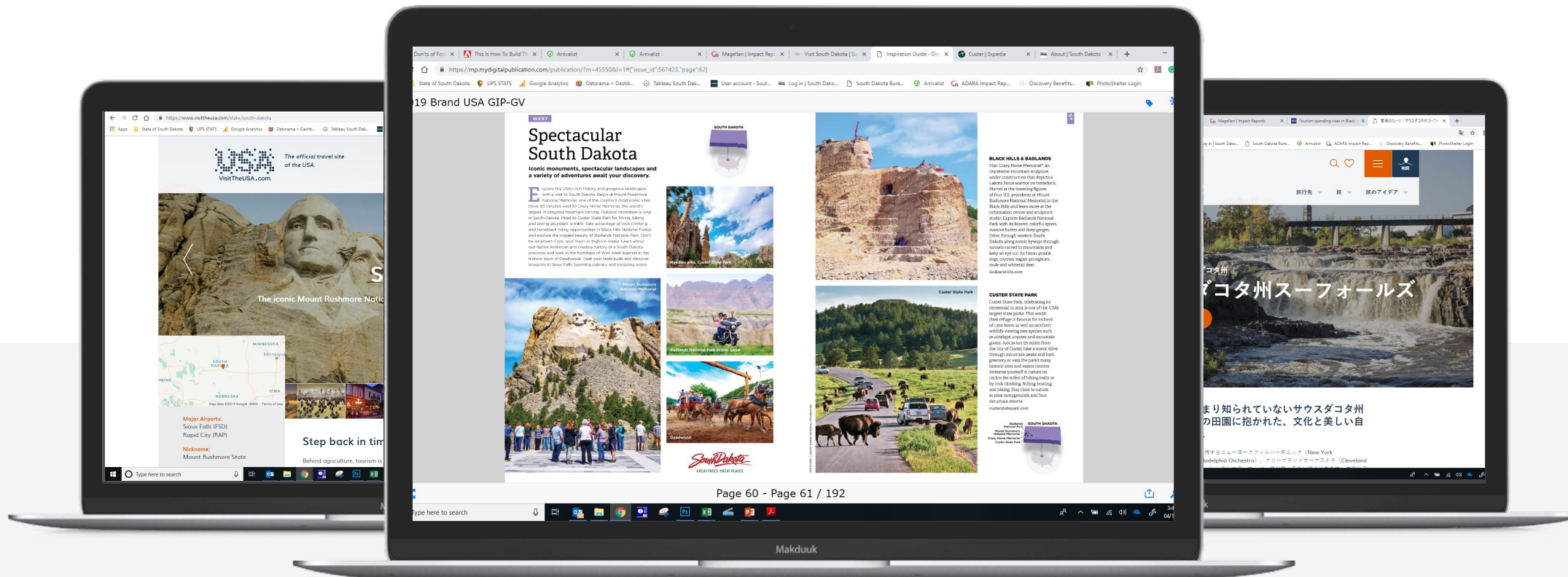
VisitTheUSA.com

BRAND USA

DESTINATION MARKETING ORGANIZATION
FOR THE UNITED STATES

Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

South Dakota



BRAND USA MARKETING CO-OPS
Global Inspiration Program // VISITTHEUSA.COM // Multi-Channel Co-ops





NEW CO-OP MARKETING PROGRAMS

COMMUNITY CO-OP PROGRAM + A LA CARTE

Stakeholder surveys and industry feedback have asked for expanded opportunities and our program is shaped to hopefully provide options not previously offered or for all budgets.

Visit SDVisit.com/cooperative-marketing-overview for program booklets.

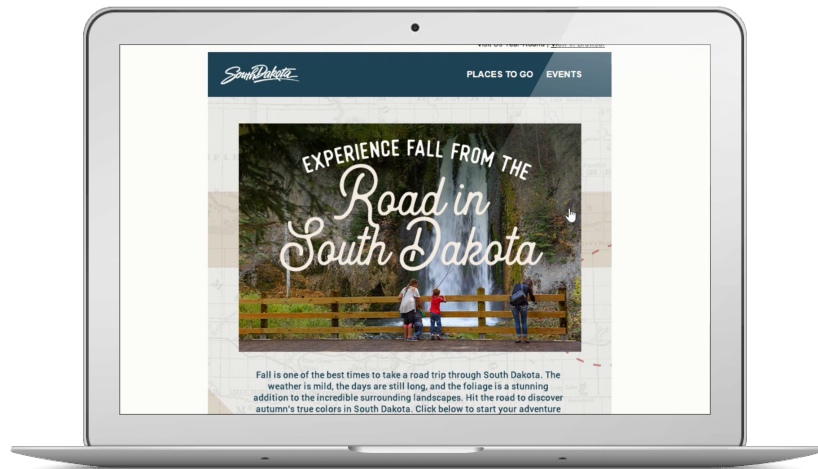
South Dakota



A LA CARTE PROGRAM

COMMUNITY CO-OP PARTNERS





SD TRAVELSMART EMAILS

**YEAR-
ROUND**



**YEAR-
ROUND**

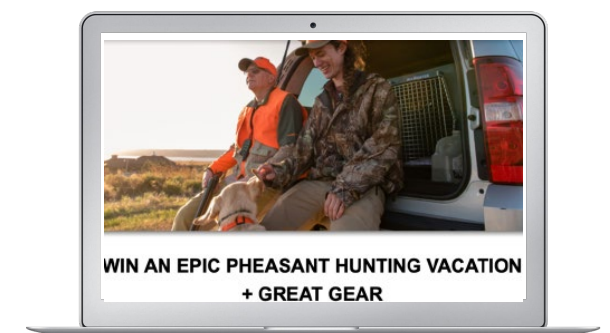
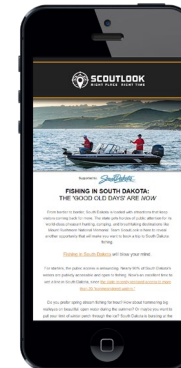
**JULY
VISIT**



FOLLOW SODAK SOCIAL

POTENTIAL VISITOR OMNI-CHANNEL EXPERIENCE

Chicago Outdoorsman



(12/20/2019) – Don't have plans to travel to South Dakota yet, but listening to The Meateater Podcast and they brought up the free vacation guides. Have had friends previously travel for pheasant hunting and hopefully I can make it up there sooner than later.

*Erik K.
Indiana*

South Dakota



QUESTIONS?

South Dakota



THANK YOU!

MIKE.GUSSIAAS@TRAVELSOUTHDAKOTA.COM

South Dakota