



COVID-19 UPDATE WEBINAR

South Dakota



WHAT WE'LL COVER

- SBA and new relief programs
- Research on visitor sentiment and travelers' thought processes from Destination Analysts
- Up-to-date statistics from Smith Travel Research
- Marketing and public relations updates
- Q&A
- National Travel and Tourism Week
- Governor Noem's "Getting Back To Normal Plan"

South Dakota



OPENING REMARKS

- Unprecedented time in history
- Tough times
- When to open
- Protocols for opening safely
- Governor Noem's "Back To Normal Plan"

SPECIAL GUESTS



Erin Francis-Cummings
President & CEO
DESTINATION ANALYSTS



Jaime Wood
District Director
U.S. SMALL BUSINESS ADMINISTRATION



Kelsey Waite
Business Development Executive
DESTINATIONS - STR



U.S. Small Business
Administration

NEW FEDERAL RELIEF PROGRAMS

Jaime Wood. U.S. Small Business Administration

SIoux FALLS OFFICE

**2329 North Career Avenue
Suite 105
Sioux Falls, SD 57107
Phone: 605-330-4243
jaime.wood@sba.gov**

RAPID CITY OFFICE

**Federal Building and U.S. Courthouse
515 Ninth Street, Room B10
Rapid City, SD
Phone: 605-341-5962
www.sba.gov/sd**

SPECIAL GUESTS



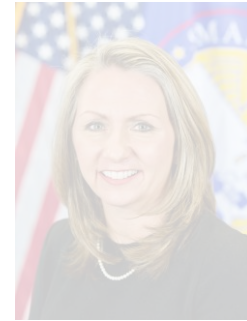
Kelsey Waite

Business Development Executive
DESTINATIONS - STR



Erin Francis-Cummings

President & CEO
DESTINATION ANALYSTS



Jaime Wood

District Director
U.S. SMALL BUSINESS ADMINISTRATION



Coronavirus Travel Sentiment Index

Presentation of Findings—Week of April 20th

Destination  Analysts



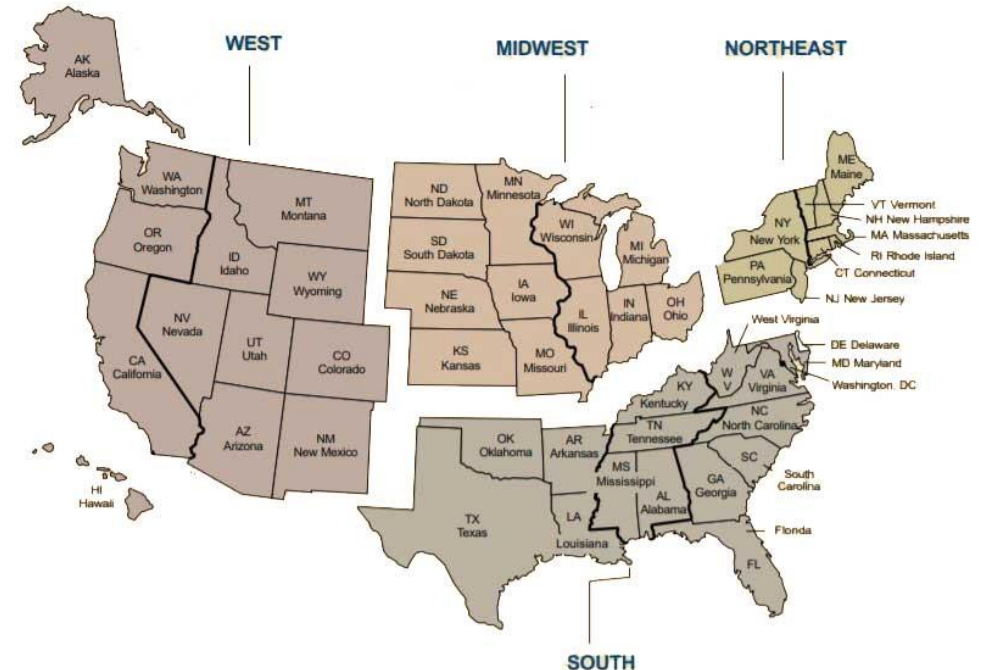
IMPORTANT

The data and findings presented here are from our **independent research**, which is unique in that it is not sponsored, conducted or influenced by any advertising or marketing agency. This means that you can trust that it is not serving any agenda other than to provide you **reliable information** upon which to base decisions for your organization's or tourism community's future.

Project Overview & Methodology

- **Weekly tracking survey of a representative sample of adult American travelers in each of four U.S. regions**
- **Designed to track traveler sentiment and generate insights into when tourism businesses can expect demand to return and from whom**
- **Week 7 data (fielded April 24th-26th) will be presented today**
- **1,208 fully completed surveys collected each wave**
- **Confidence interval of +/- 2.8%**
- **Data is weighted to reflect the actual population of each region**

Map of U.S. Showing Survey Regions



NATIONAL & WORLD NEWS

APRIL 24, 2020 | 7:40 PM

Georgia businesses start to reopen as Trump distances himself from state's governor

By Brakton Booker/NDP

INDEPENDENT

NEWS POLITICS VOICES SPORT CULTURE **INDY/LIFE** INDYBEST VIDEO DAILY EDITION

'Social distancing will be with us through the summer': White House health expert warns Americans to prepare for many months of restrictions

'Social distancing will be with us through the summer to really ensure that we protect one another,' Dr Deborah Birx said

Griffin Connolly Washington | 1 day ago |

The Philadelphia Inquirer

NEWS SPORTS BUSINESS OPINION POLITICS ENTERTAINMENT LIFE FOOD HEALTH REAL ESTATE OBITUARIES JOBS

Coronavirus testing is key to reopening society. Here's why U.S. capacity is still inadequate.

by Marie McCullough, Updated: April 26, 2020- 5:04 AM



SUBSCRIBE NOW LOGIN

← Tweet

 Sara Nelson 
@FlyingWithSara

ENOUGH! This was TODAY on a four hour flight. This is not okay. Masks must be mandated by DOT/HHS in airports and on airplanes. Essential travel only, with proper PPE. [#COVID19](#)
[#Sto](#)


HOT TAKE THOUGHT EXPERIMENT SELF EXPLANATORY WHY IS THIS HAPPENING? MAVERICKS WITH AN MELBER

Dr. Ryan Marino Trump's inject disinfectant coronavirus tips don't match up with the science

As an emergency physician and medical toxicologist, believe me when I say there is no need to test this hypothesis.

Despite warnings, conspiracy theorists push bleach, UV rays as COVID-19 cures

APRIL 24, 2020 / 04:26



By using this site, you agree to our Privacy Policy and our Terms of Use

FOX NEWS

CONSPIRACY NEWS TO WATCH Published 3 days ago

Mission to collect iPads for hospital patients in isolation goes national

By Rob Dittus | Fox News



Mission to collect iPads for hospital patients in isolation goes national

Stringent isolation rules leaving families from seeing their loved ones due to the coronavirus pandemic often leave patients in nearly-complete isolation.

BBC Sign in News Sport Reel Worklife Travel Future

NEWS

Home Video World US & Canada UK Business Tech Science Stories Entertainment

UK England N. Ireland Scotland Wales Politics

Coronavirus: Preparing for a Ramadan under lockdown

© 23 April 2020

Eid al-Fitr



For Dr Kiran Rahim this year's Ramadan will be like no other as she spends hours behind a hot mask on an intensive care ward treating people suffering from Covid-19.

AP

The howling: Americans let it out from depths of pandemic

By DAVID ZALUBOWSKI and JAMES ANDERSON



DENVER (AP) — It starts with a few people letting loose with some tentative yelps. Then neighbors emerge from their homes and join, forming a rolling chorus of howls and screams that pierces the twilight to end another day's monotonous forced isolation.

Tweet your reply

What do we most want?

Happiness

Money

Friendship

Love

Escape

Safety



A romantic couple is shown in a close-up, profile view, embracing each other. The man, with a beard, is on the left, and the woman with long blonde hair is on the right. They are both holding glasses of red wine. The background is a soft, out-of-focus sunset with warm orange and yellow light filtering through trees. A semi-transparent white rectangular box is centered over the image, containing text.

QUESTION:

***Tell us about your lifestyle priorities
in the next six months.***

However you personally define each, use the scale provided to indicate how you will prioritize these in the next six months.

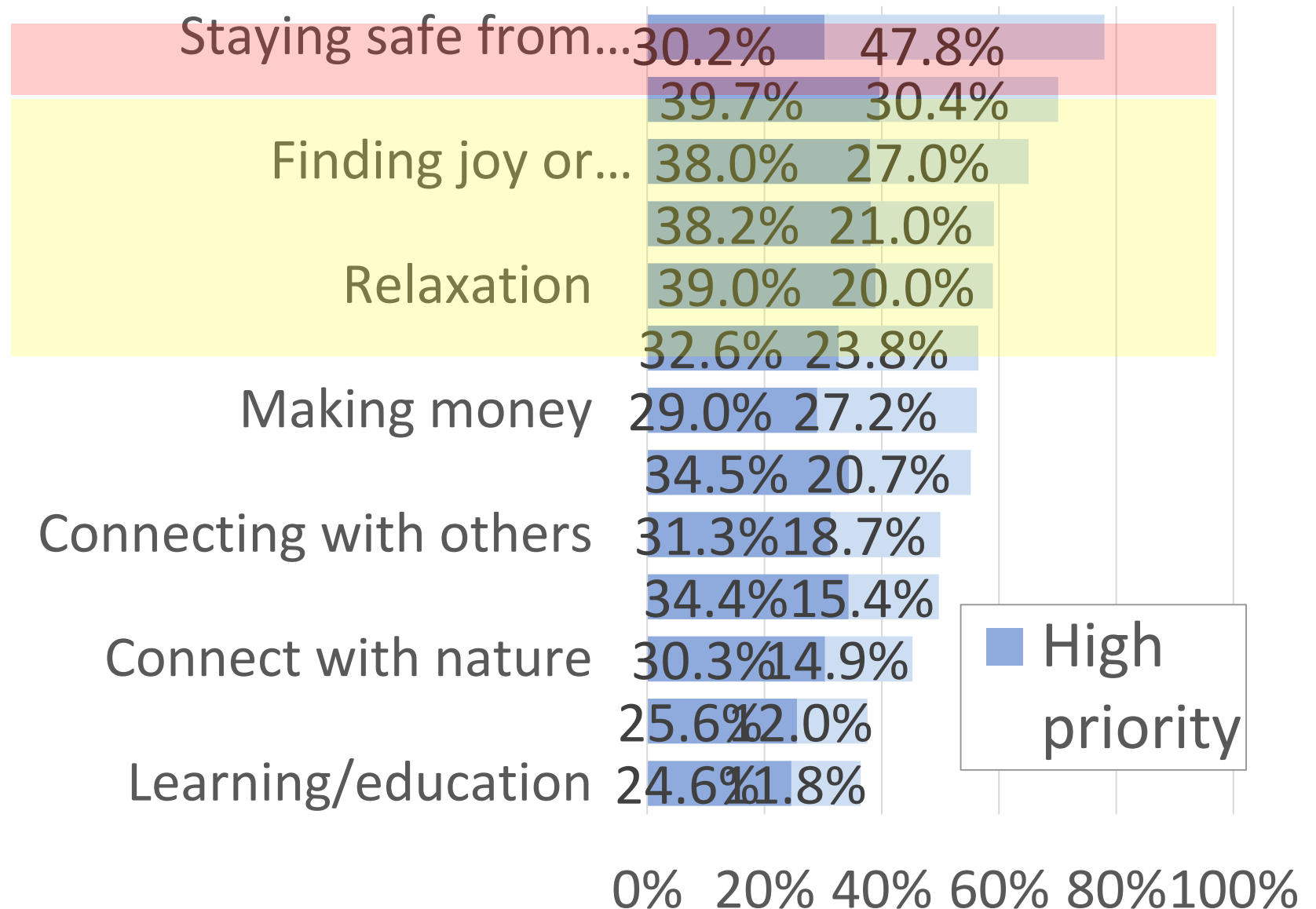
- Essential priority
- High priority
- Medium priority
- Low priority
- Not a priority

Traveler Priorities

Question: Tell us about your lifestyle priorities in the next six months.

However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.]

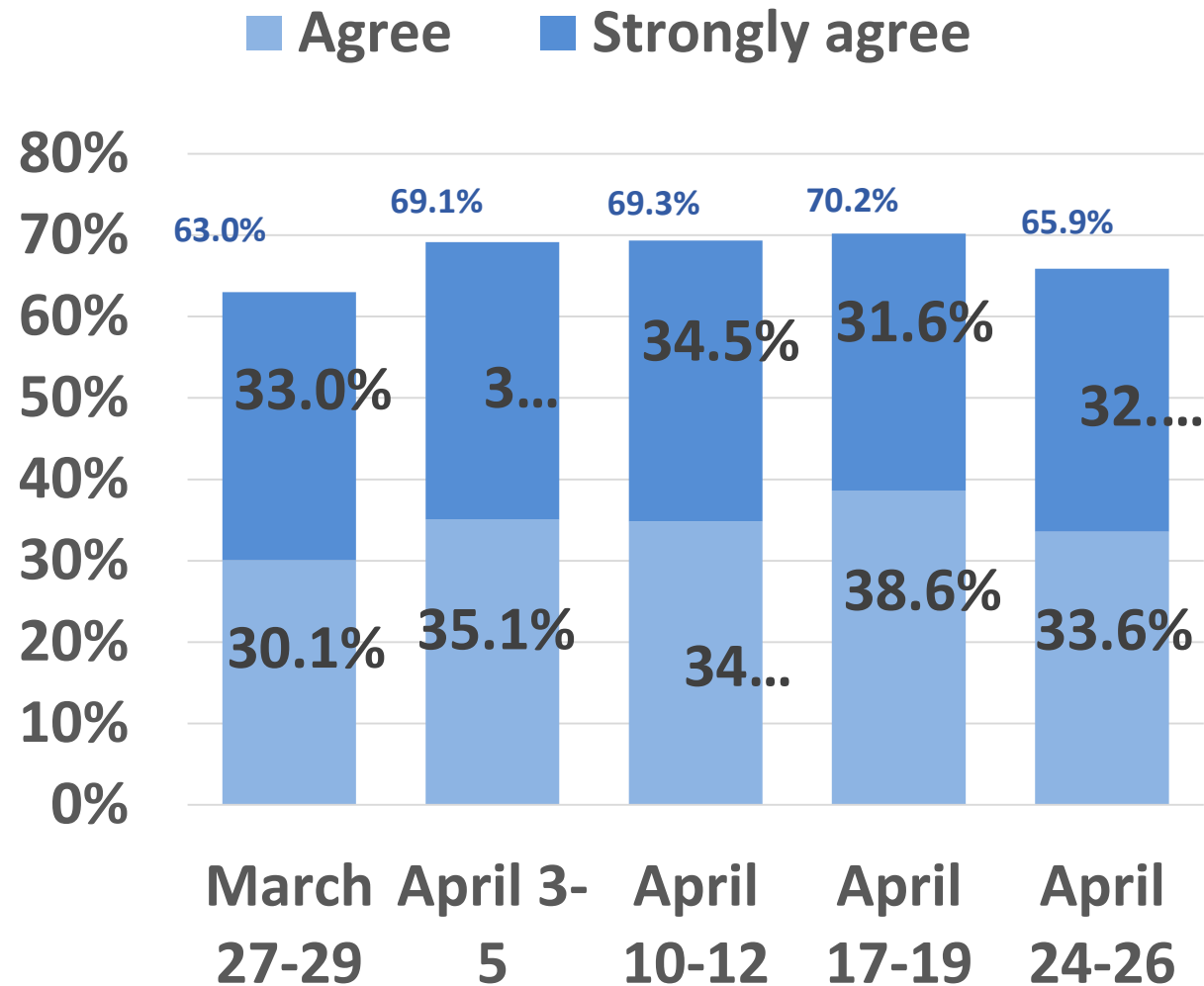
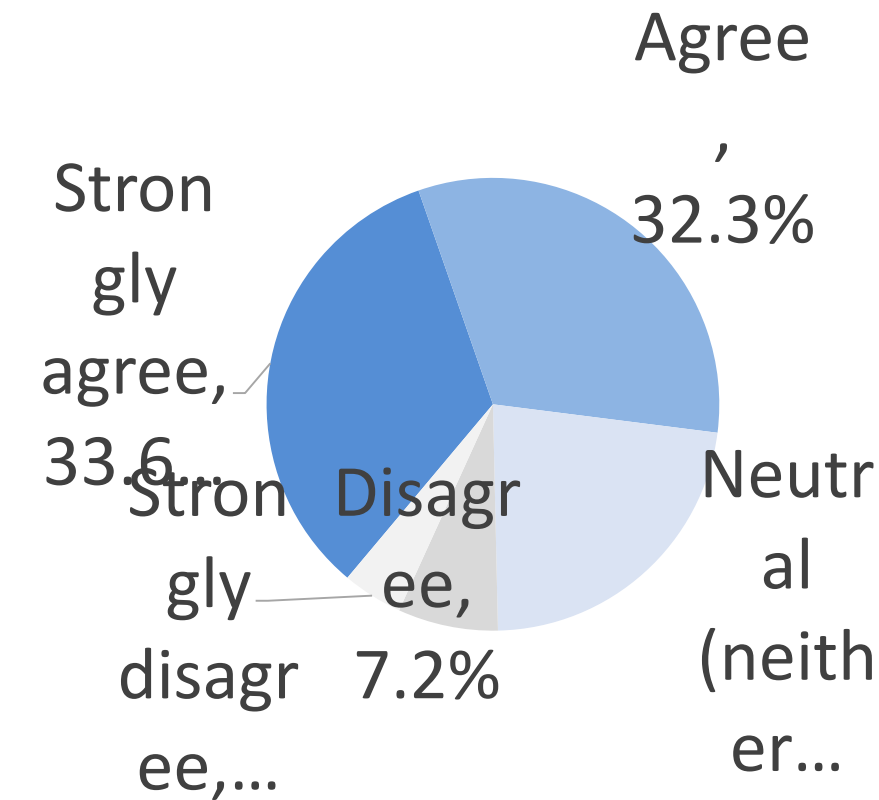
(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)



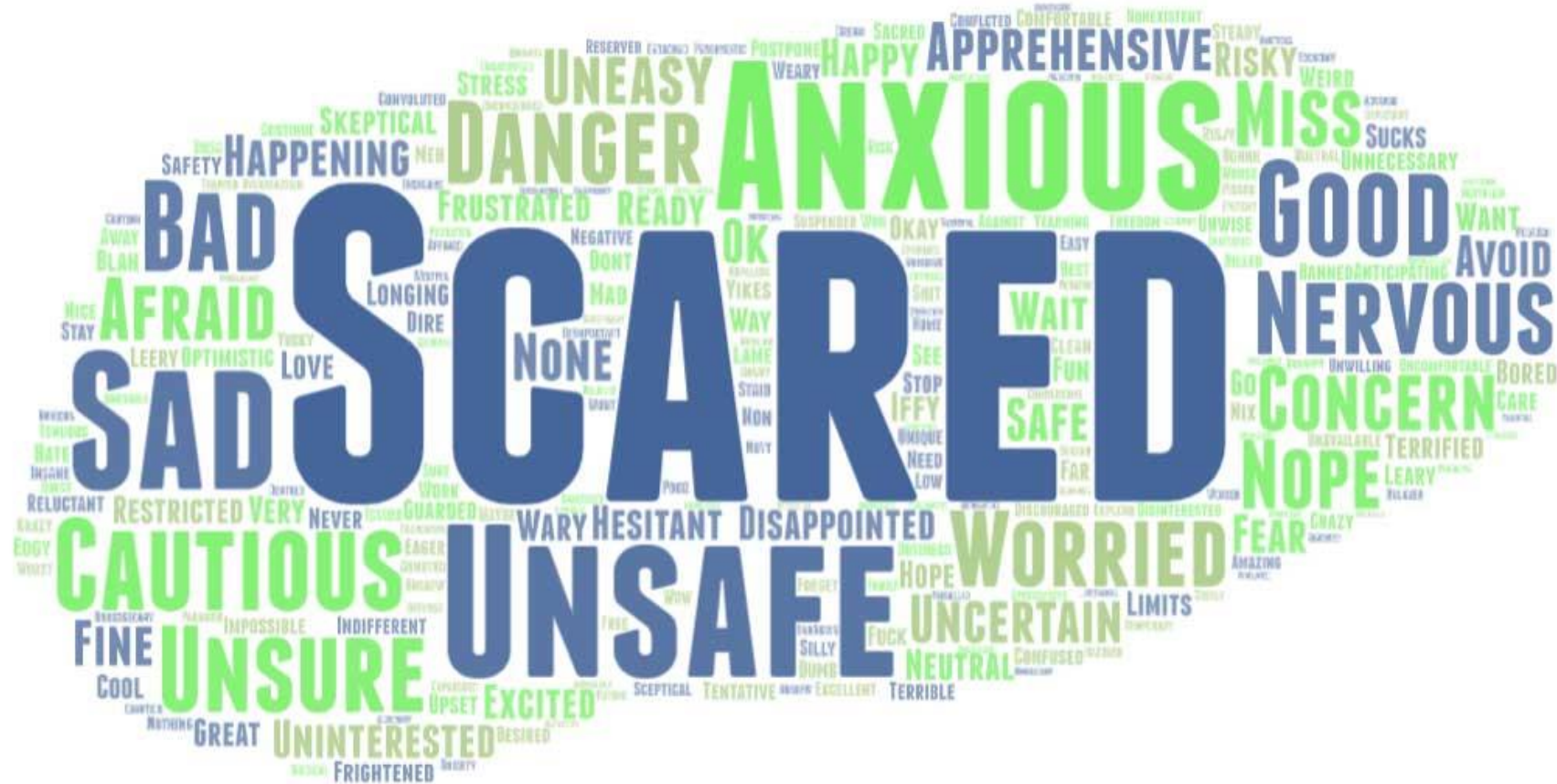
Excitement to Get Back to Travel

How much do you agree with the following statement?

Question: I miss traveling. I can't wait to get out and travel again.

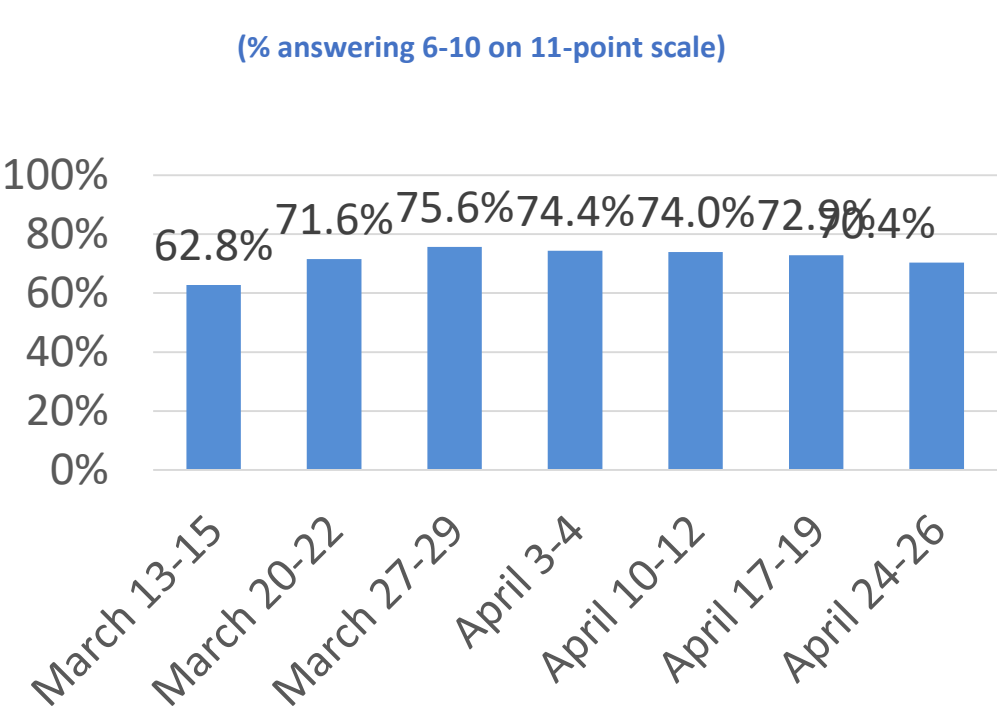


Question: What ONE WORD best describes how you feel about travel right now?



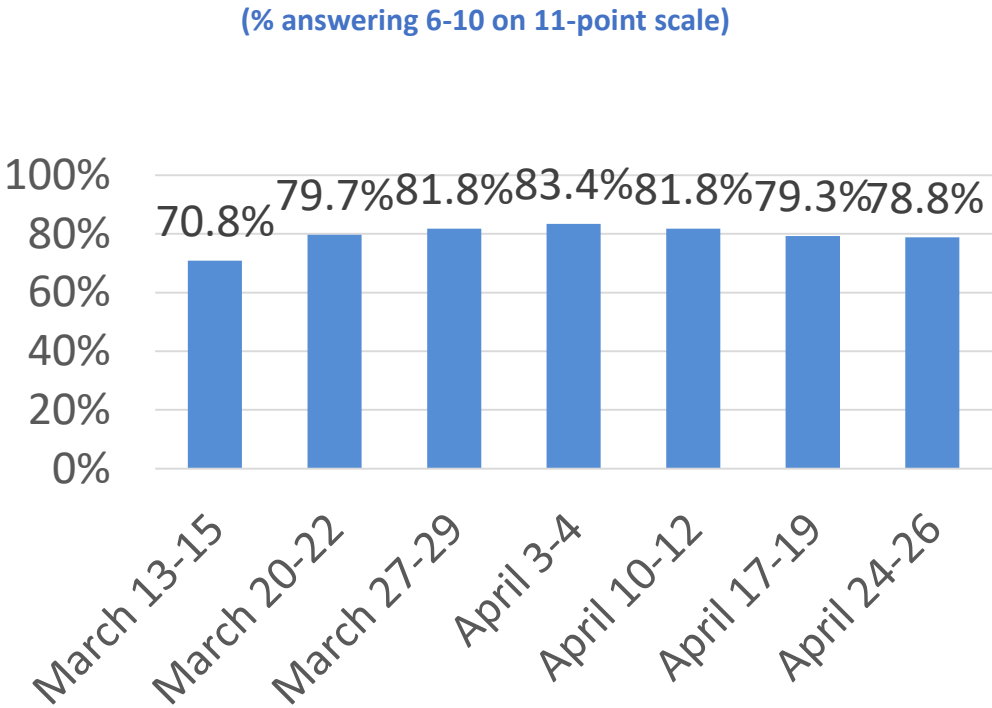
Summary: Safety Concern Metrics

Concern About Contracting Virus (Personally)



Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

Concern About Loved Ones Contracting Virus

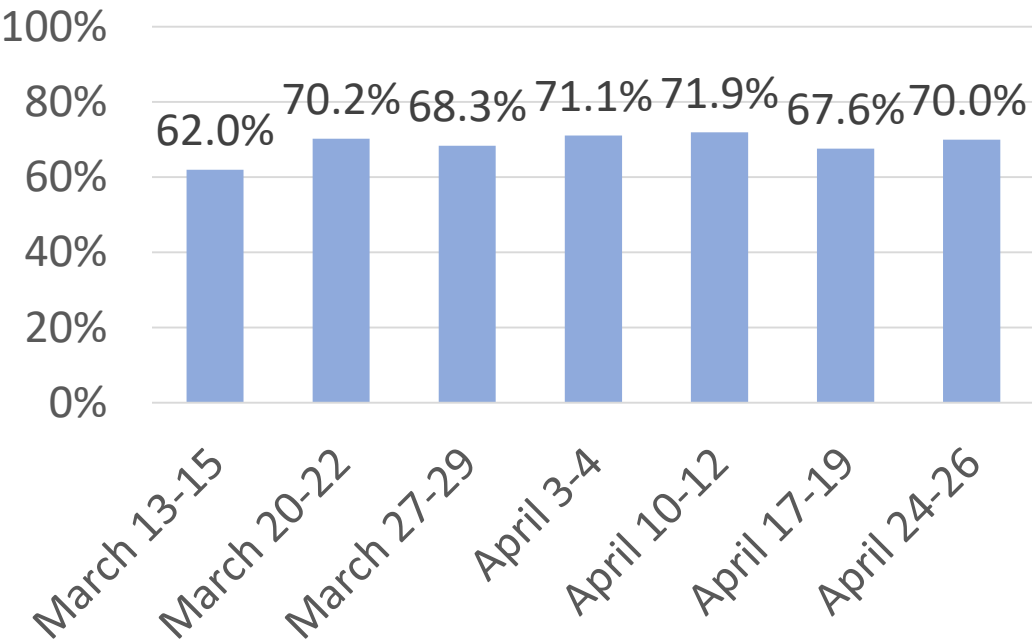


Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below)

Summary: Economic Concern Metrics

Personal Finances

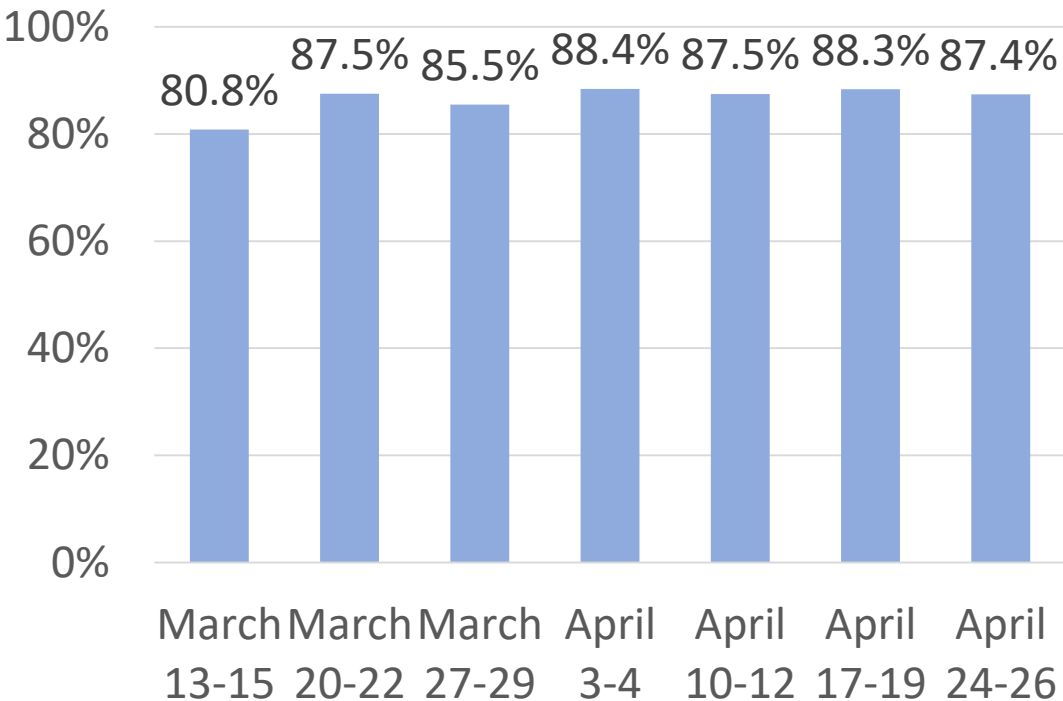
(% answering 10-6 on 11-point scale)



Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your **PERSONAL FINANCES**? (Please answer using the scale below)

National Economy

(% answering 10-6 on 11-point scale)



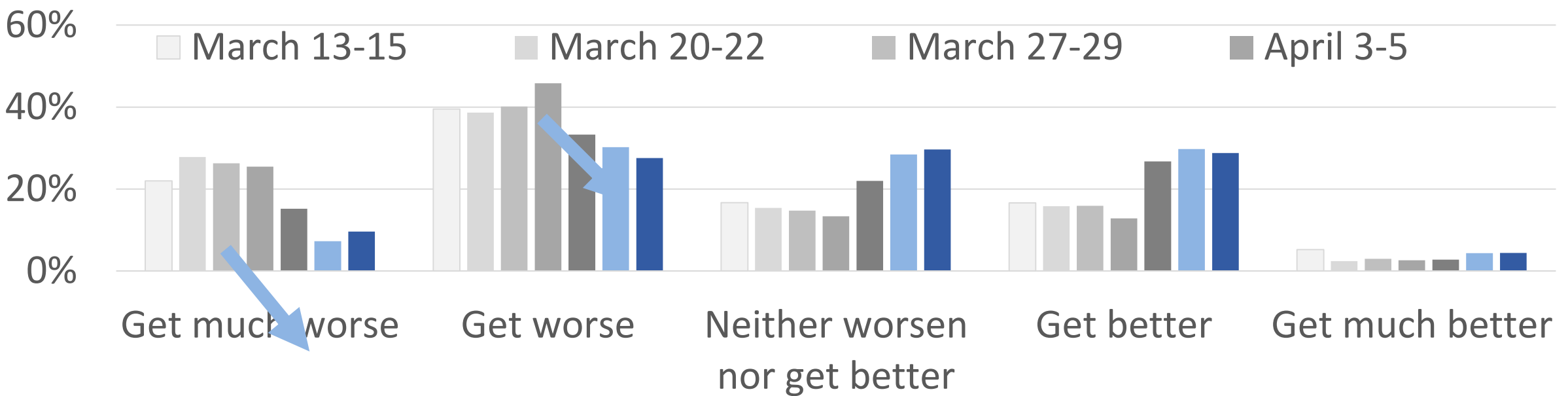
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the **NATIONAL ECONOMY**?

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)

Expectations for the Coronavirus Outbreak

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)

In the next month the coronavirus situation will _____

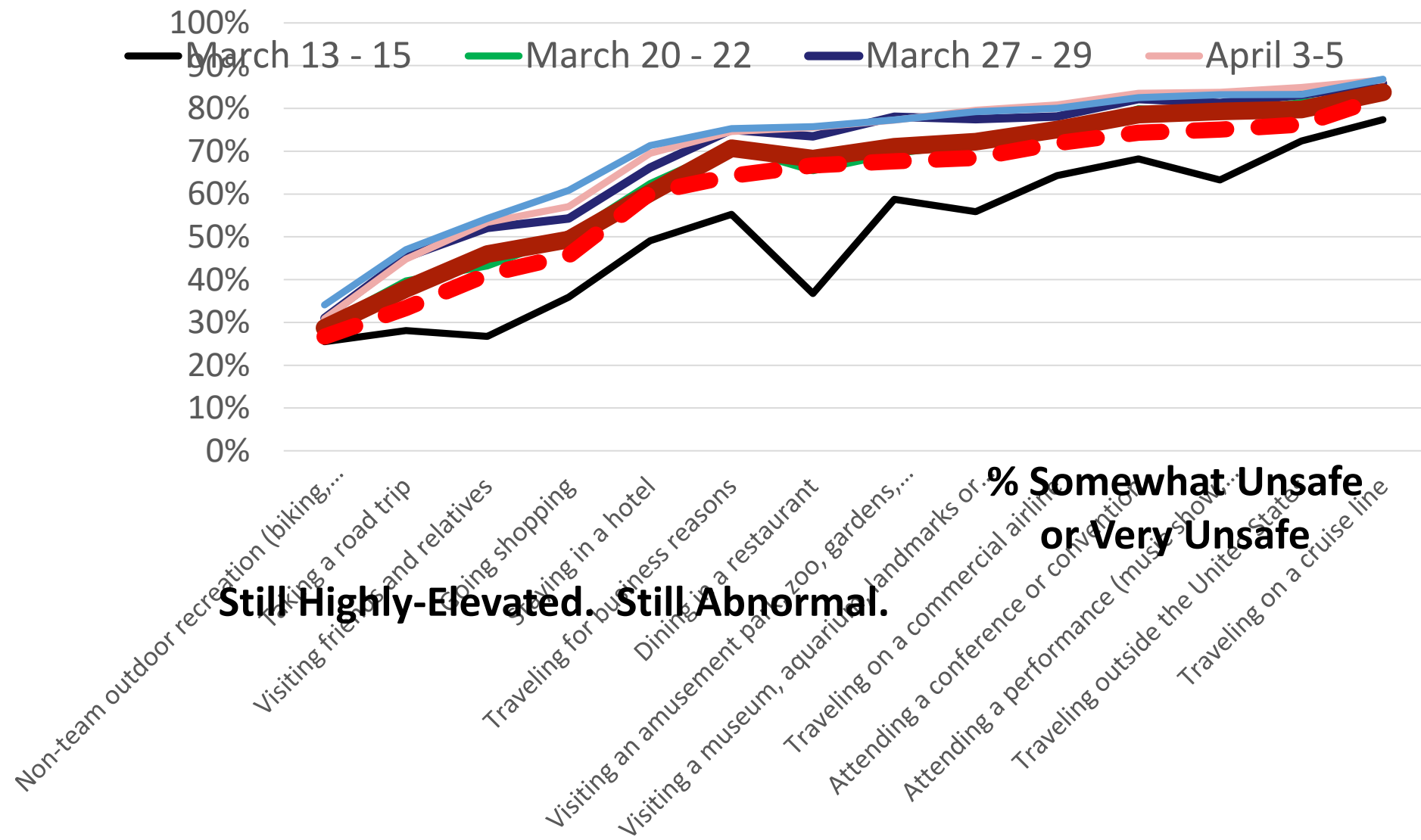


(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)

Perceived Safety of Travel Activities (Waves 1-7 Comparison)

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)



In Summary

Personal safety is our top emotional priority at the moment

Travel is set to fulfill secondary needs when travelers are ready

Our concerns for:

- Safety (Personal/friends/family)
- Economics
- Travel activity safety

Still highly-elevated. Still abnormal.

The improvement of safety perceptions of travel activities may suggest a degree of normalization or adjustment



A man wearing a black face mask and a grey long-sleeved shirt with a blue and white striped apron is handing a white shopping bag to a customer. The customer, a woman with her hair in a ponytail and wearing a light blue shirt and a green face mask, is seen from the back. They are in a shop with shelves of products in the background.

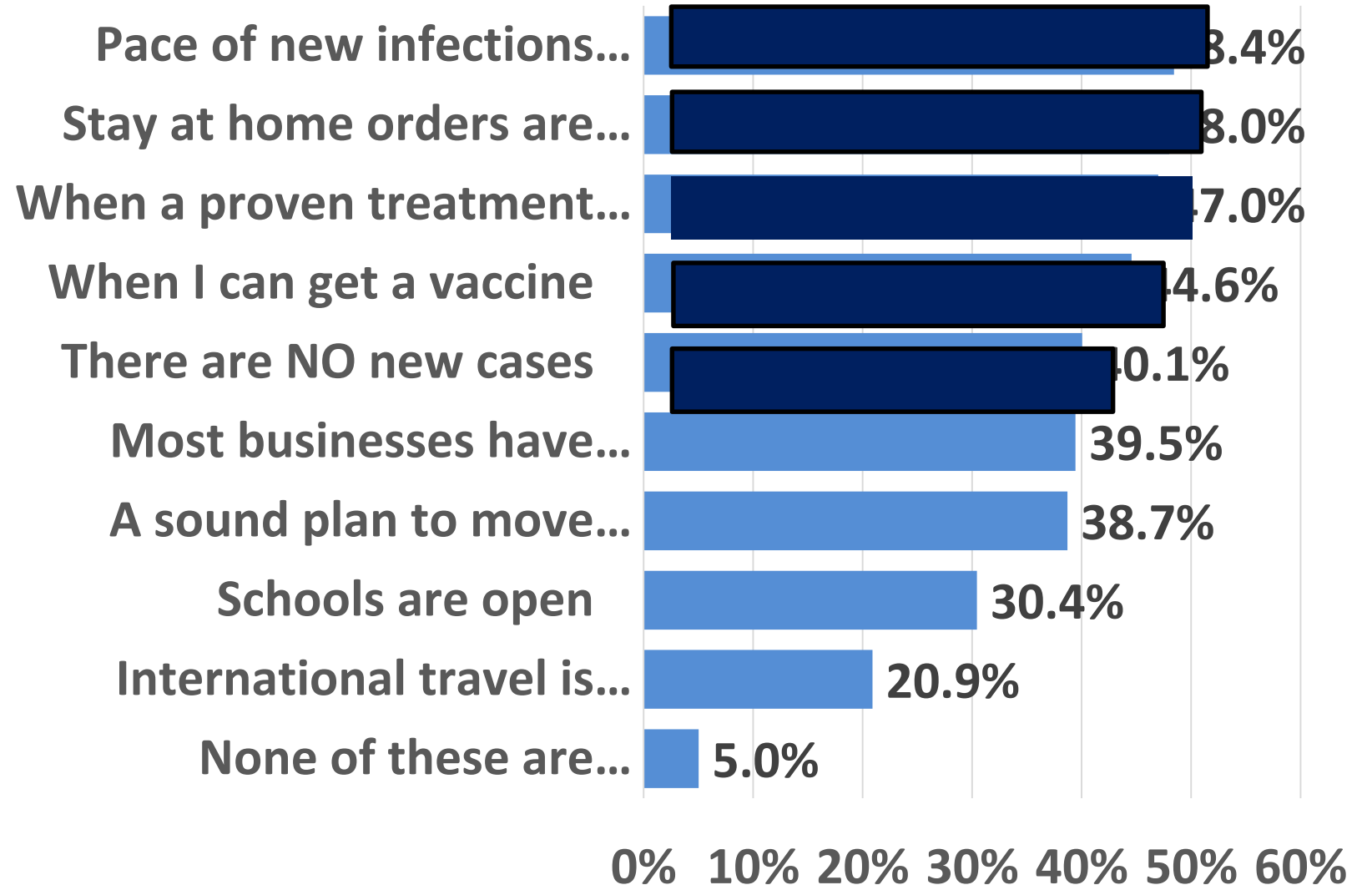
Reopening Business

What Travelers Need to Feel Normal Again

Question: Which of the following will you **NEED TO FEEL COMFORTABLE** going back to your normal (or near-normal) lifestyle? (Select those you feel you will need)

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7

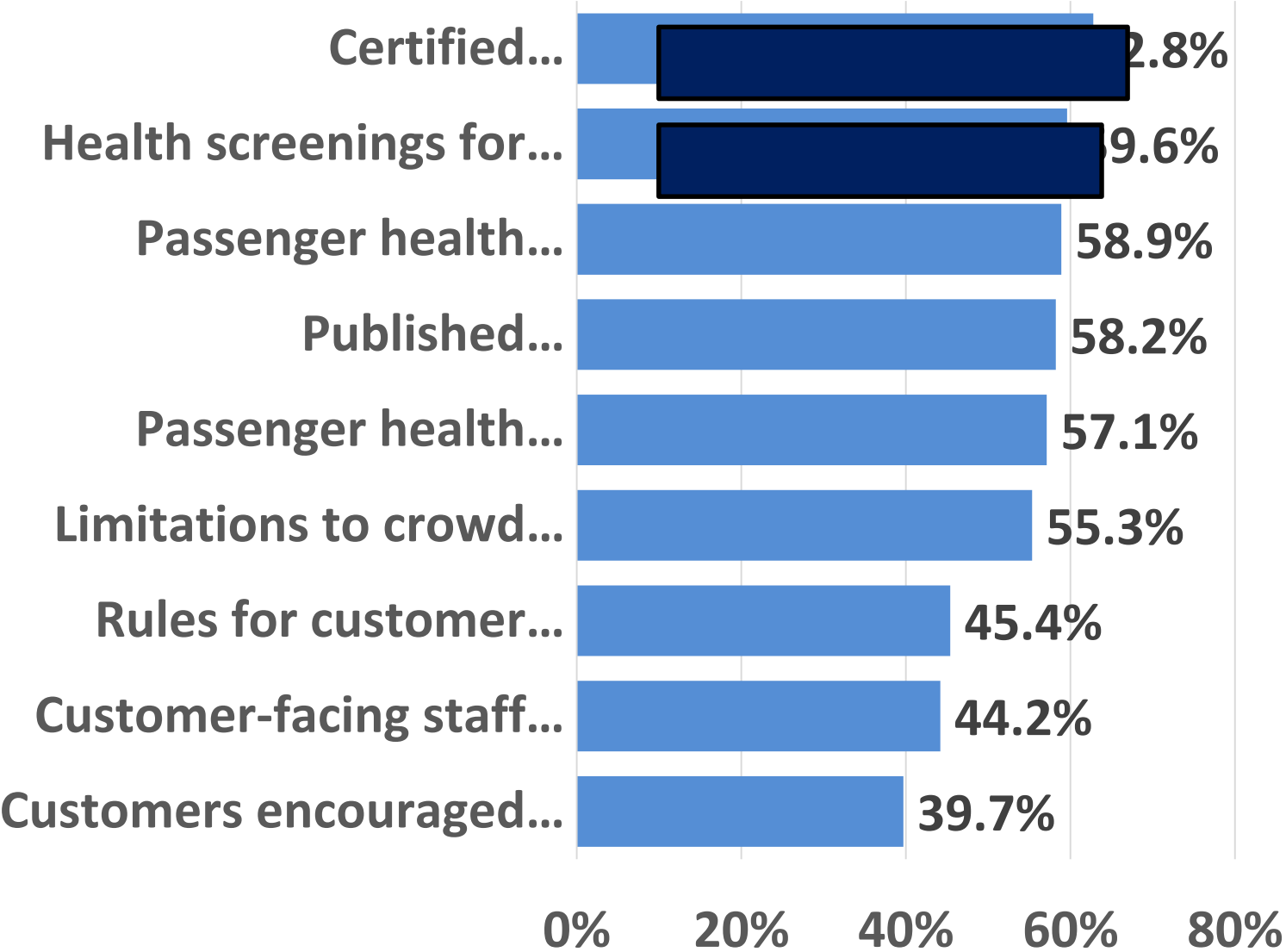


Desired Common Business Practices

Question: Moving forward, which of these would you want to see as common business practices? (Select all that apply)

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7





Which of these would you want to see as common business practices?

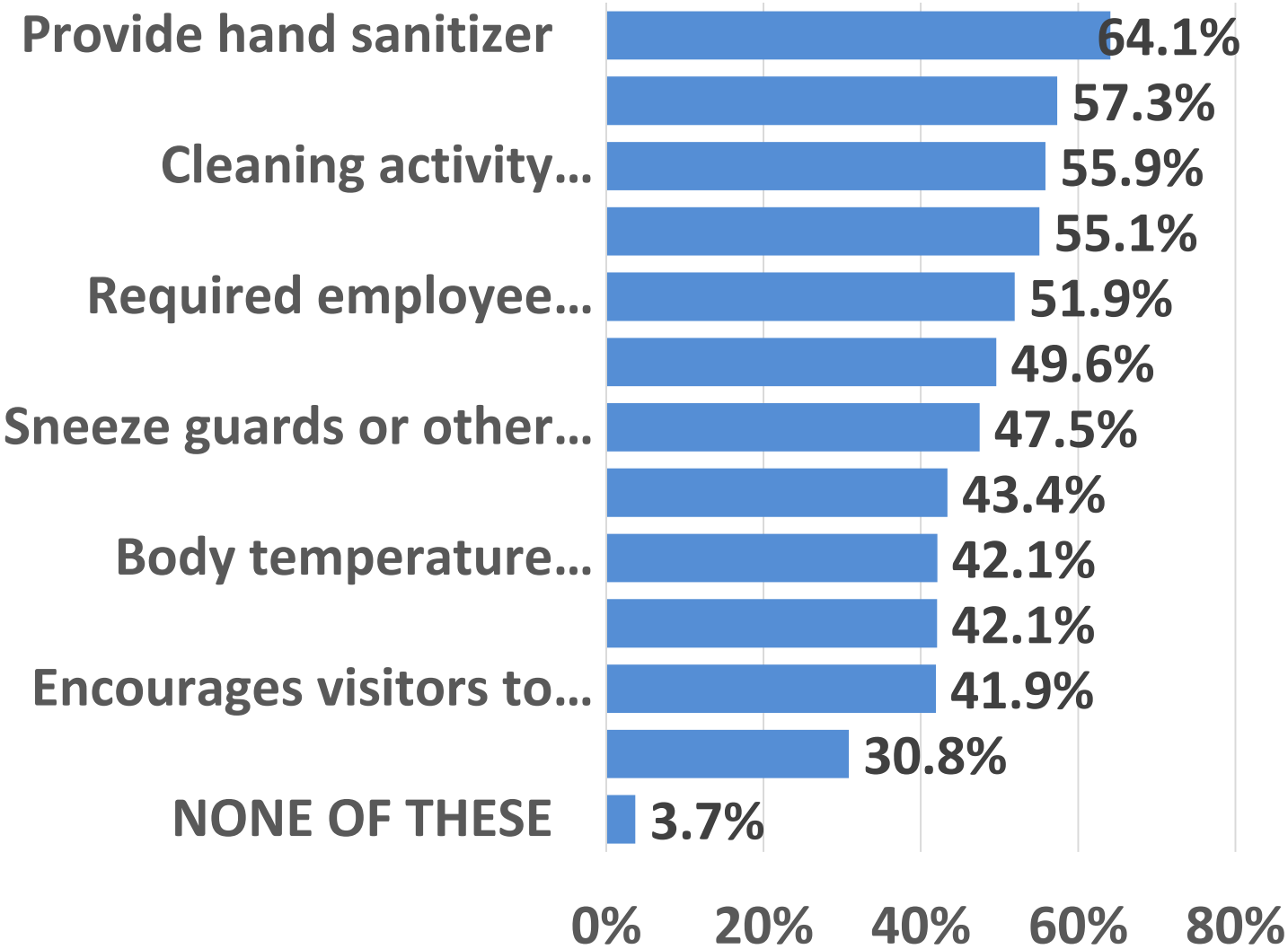
	Millennials/GenZ	Baby Boomers
Certified cleaning/disinfecting protocols	60.7%	66.7%
Health screenings for employees dealing with the public	52.1%	68.6%
Passenger health screenings (at airports)	47.1%	69.3%
Published cleaning/disinfecting protocols	47.7%	65.5%
Passenger health screenings (on cruises)	41.8%	70.2%
Limitations to crowd sizes/visitor capacity	44.5%	65.4%
Rules for customer physical interactions	36.8%	52.9%
Customer-facing staff required to wear PPE (masks, gloves etc.)	37.3%	51.4%
Customers encouraged to wear PPE (masks, gloves etc.)	30.4%	49.7%

Desired Practices in Commercial Public Places

Question: When thinking about visiting COMMERCIAL PUBLIC LOCATIONS (theme parks, concert or sports venues, shopping malls, etc.), what operational practices will you want to see used? (Select all that apply)

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7

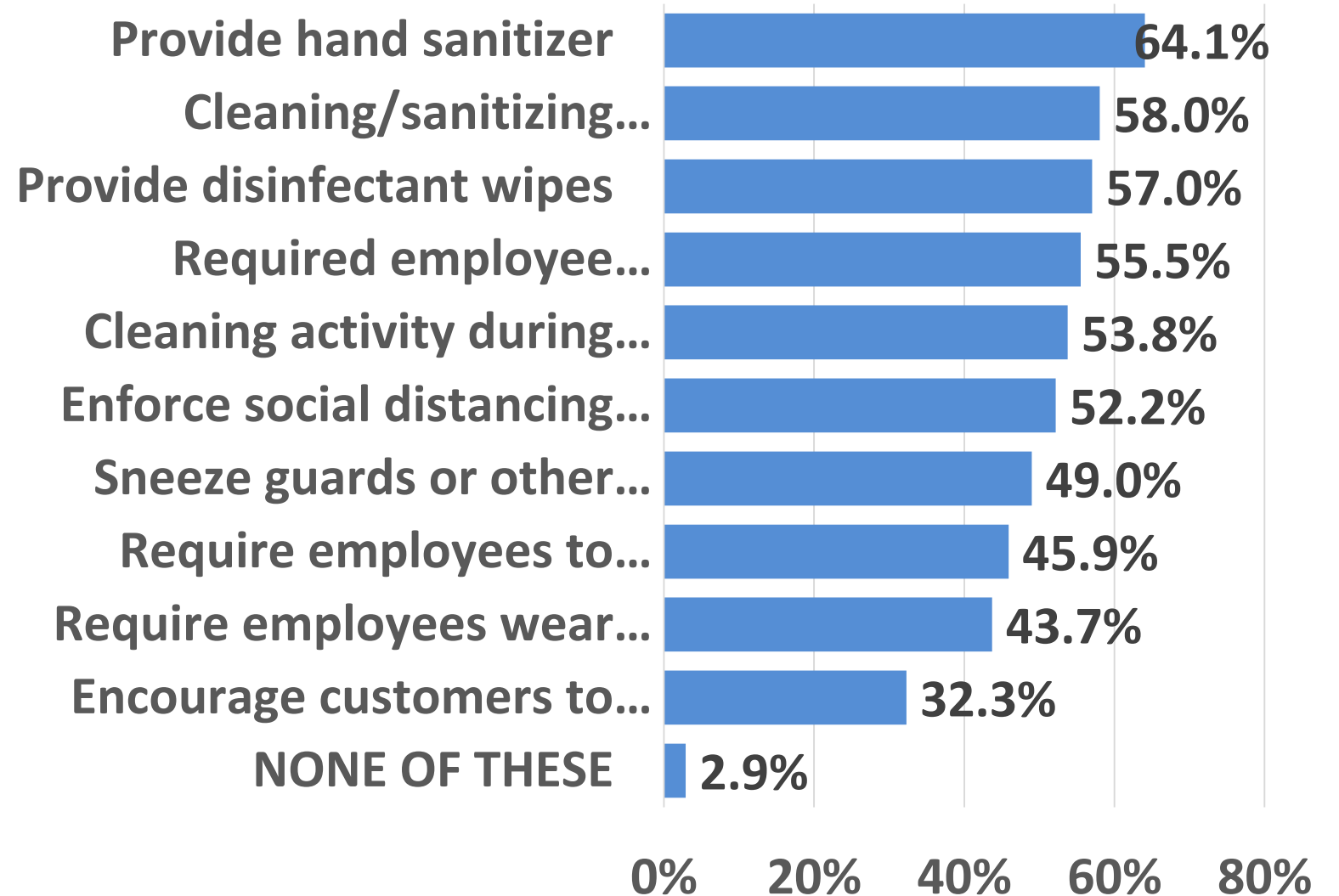


Desired Practices in Restaurants

Question: When thinking about dining in RESTAURANTS what operational practices will you want to see used? (Select all that apply)

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7



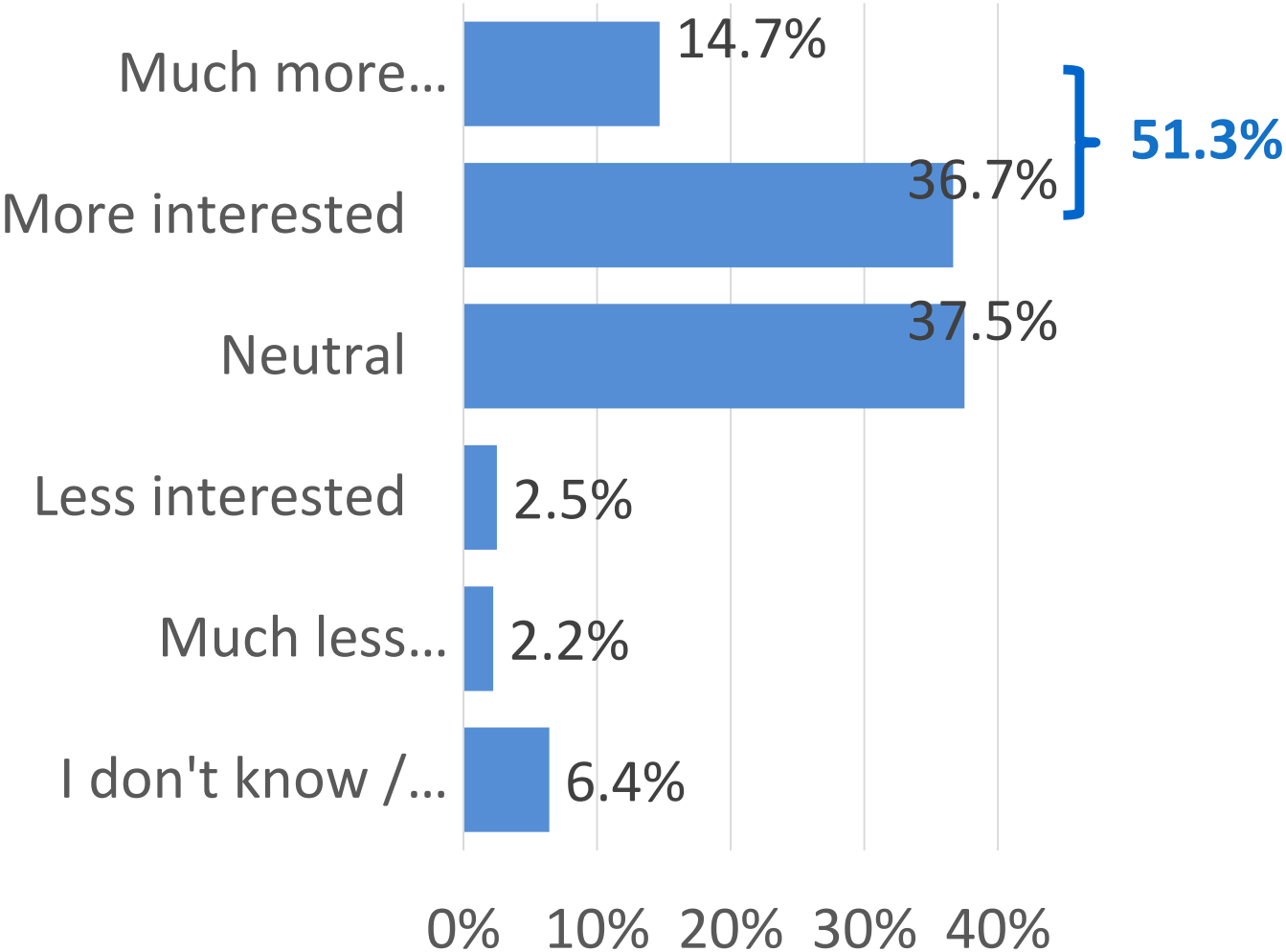
Official Coronavirus Health & Safety Certification

Question: All else equal, if a business such as a hotel, attraction or restaurant was issued an official "Coronavirus Health and Safety Certification", how would that affect your interest in visiting?

I would be _____

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7



In Summary

Travelers will likely expect significant changes to business operating practices in coming months.

Beyond easy fixes like making hand sanitizers and wipes available, they'll likely want more:

- **Clear sanitary guidelines**
- **Social distancing protocols**
- **Health screenings for front-line employees**
- **PPE for front-line employees**

Question: How feasible will all this be for businesses already struggling with lost revenues?

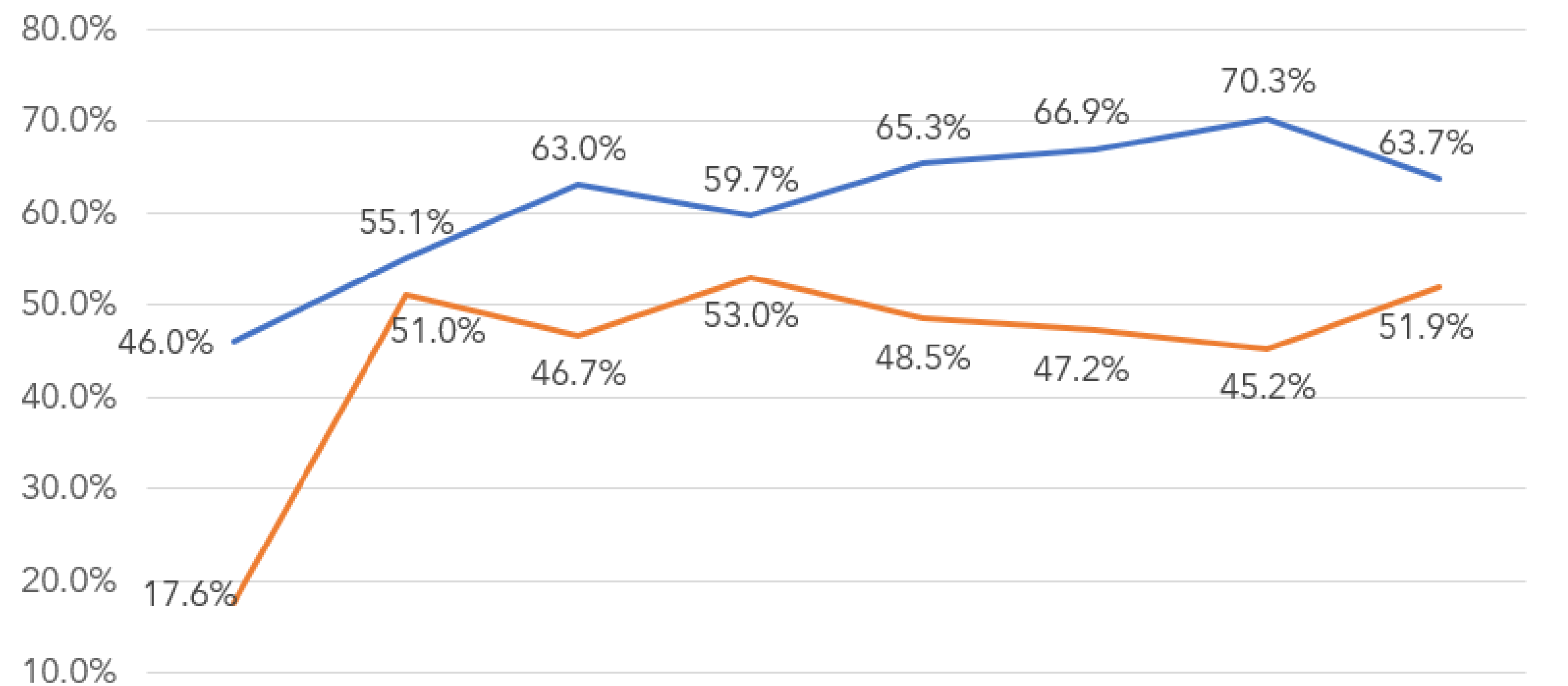


Feelings and Expectations for Travel



How American Travel Was Affected by the Coronavirus

Cancelled a trip Postponed a trip

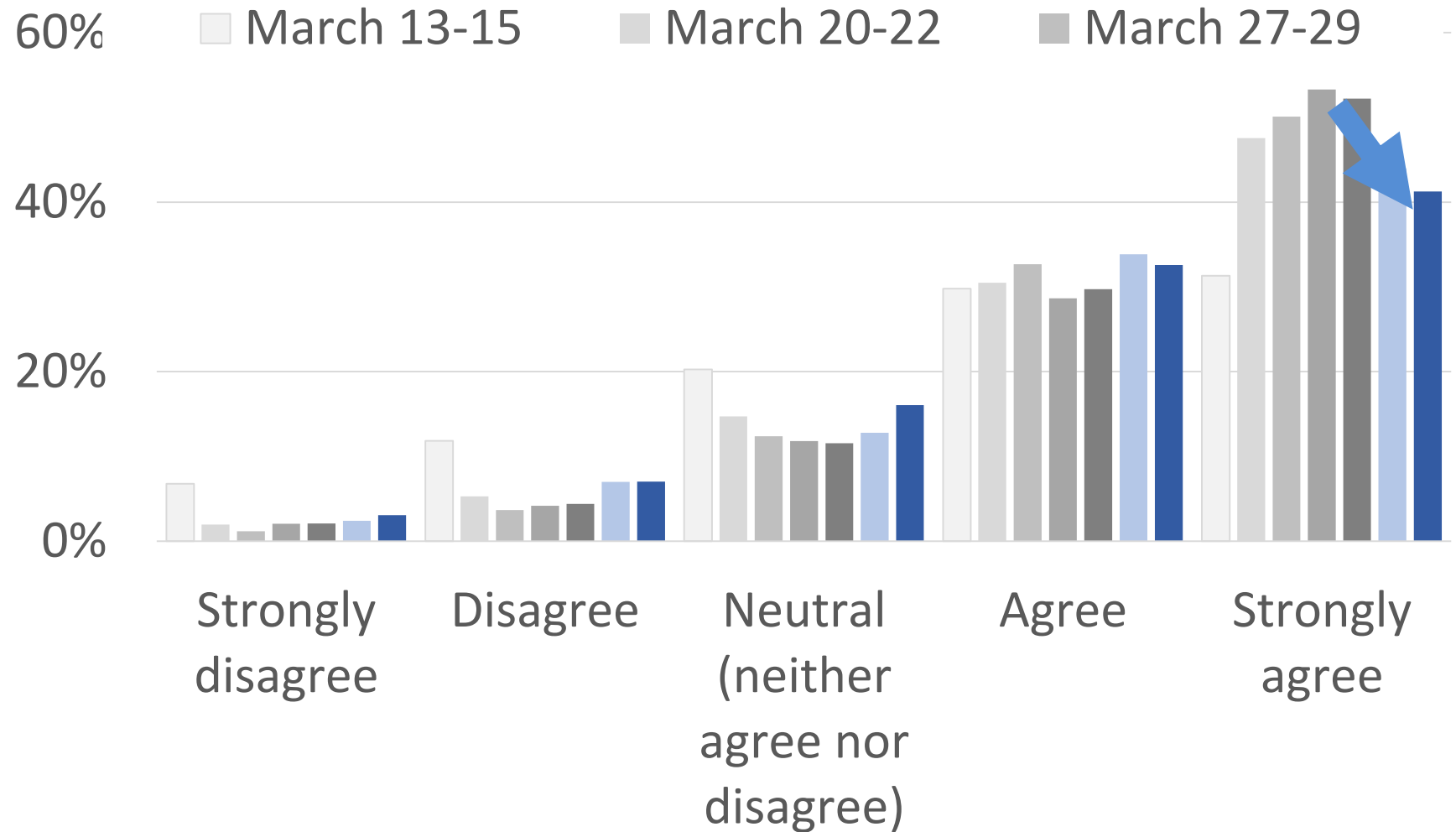


Avoiding Travel Until the Crisis Blows Over

How much do you agree with the following statement?

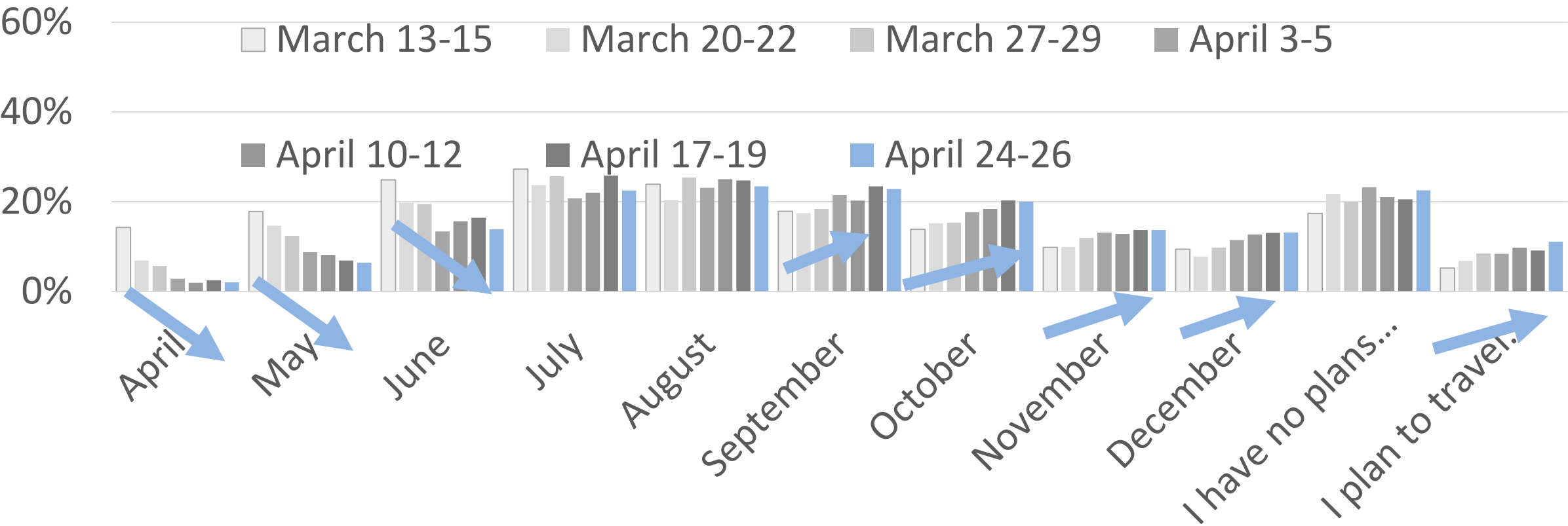
Statement: I'm planning to avoid all travel until the coronavirus situation blows over.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)



Upcoming Travel Plans

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



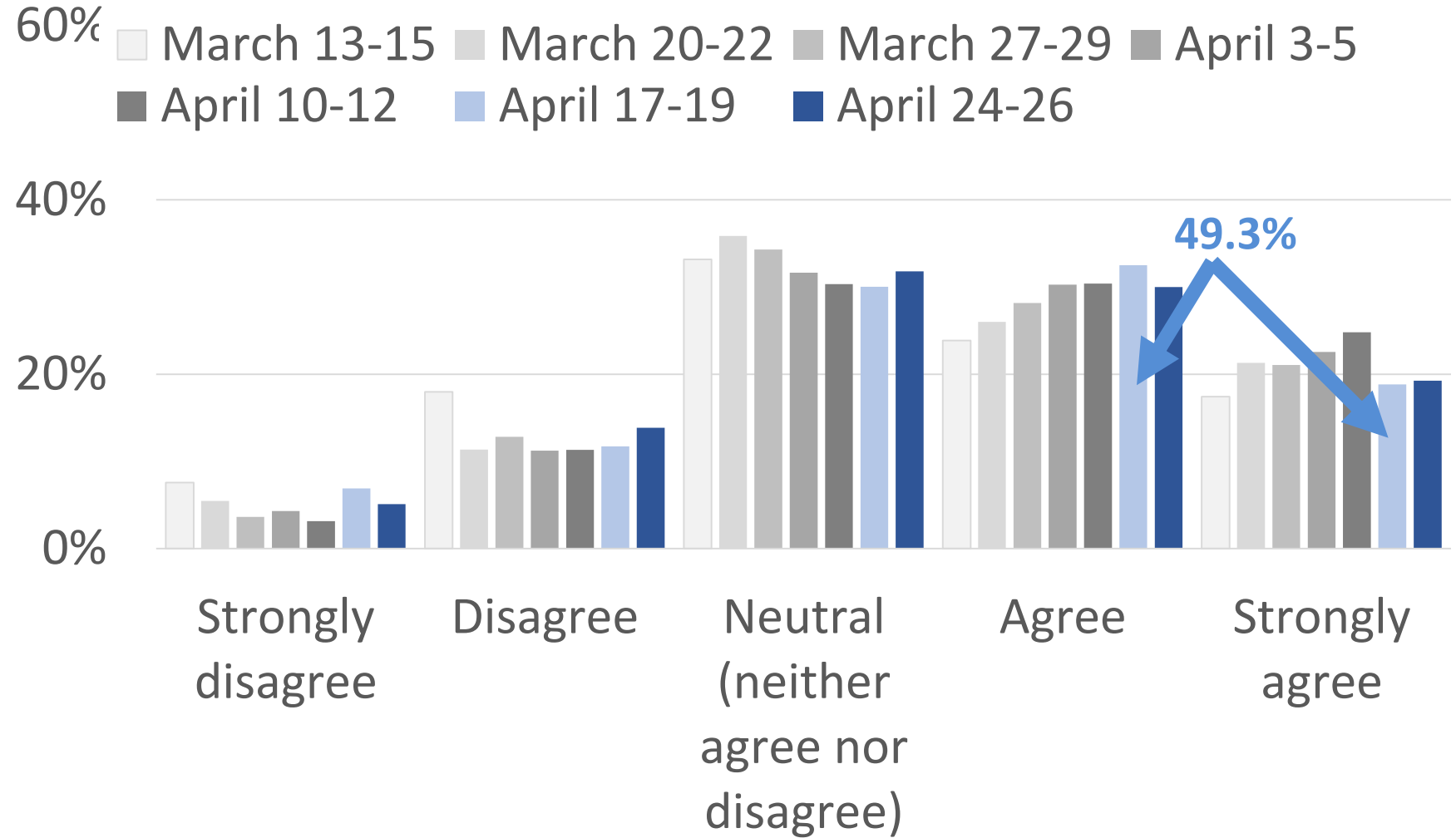
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, April 3-5, 10-12, 17-19 and 24-26, 2020)

Staycations as a Replacement for Vacations

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)

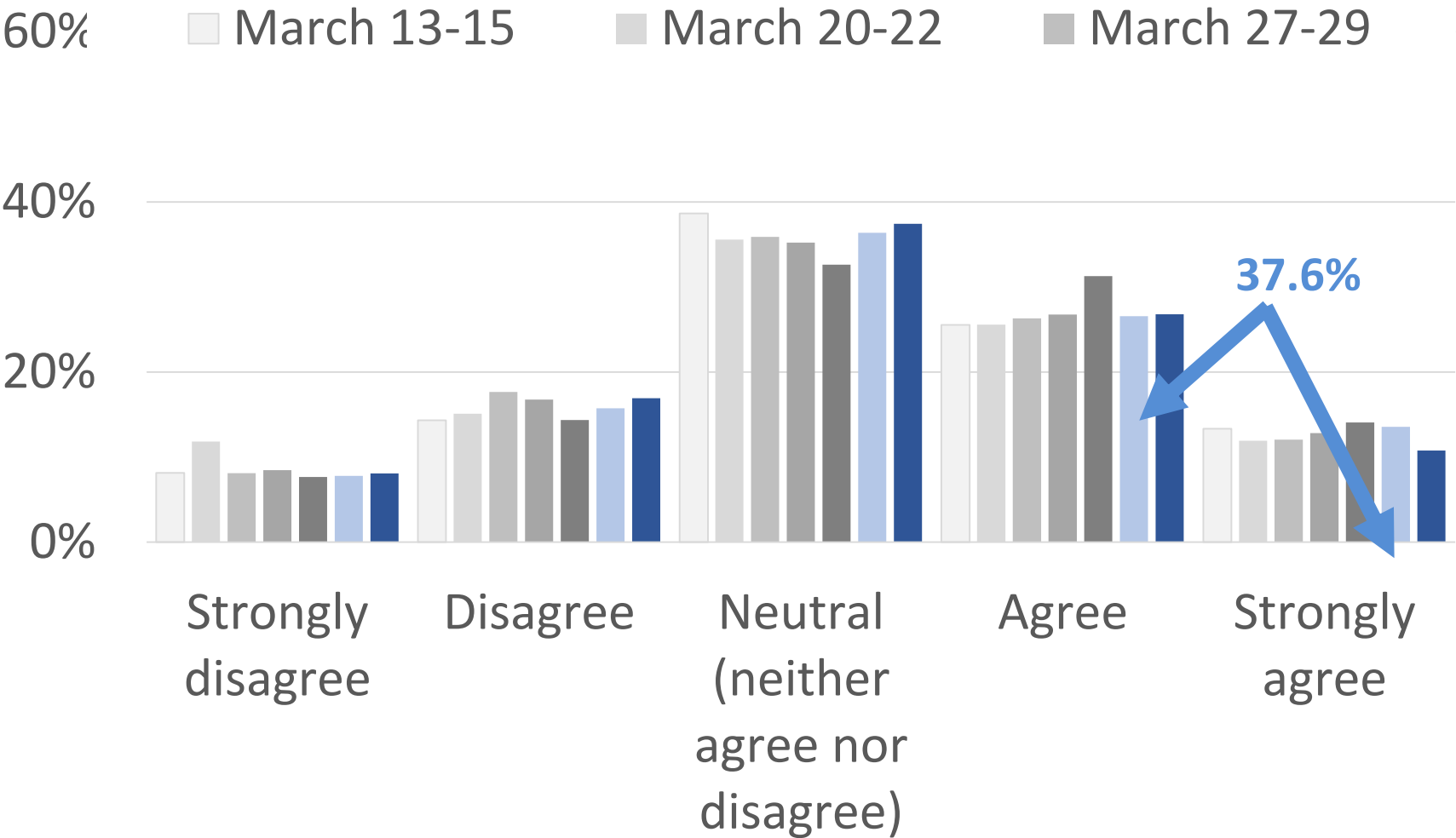


Replacing Air Travel With Road Trips

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)

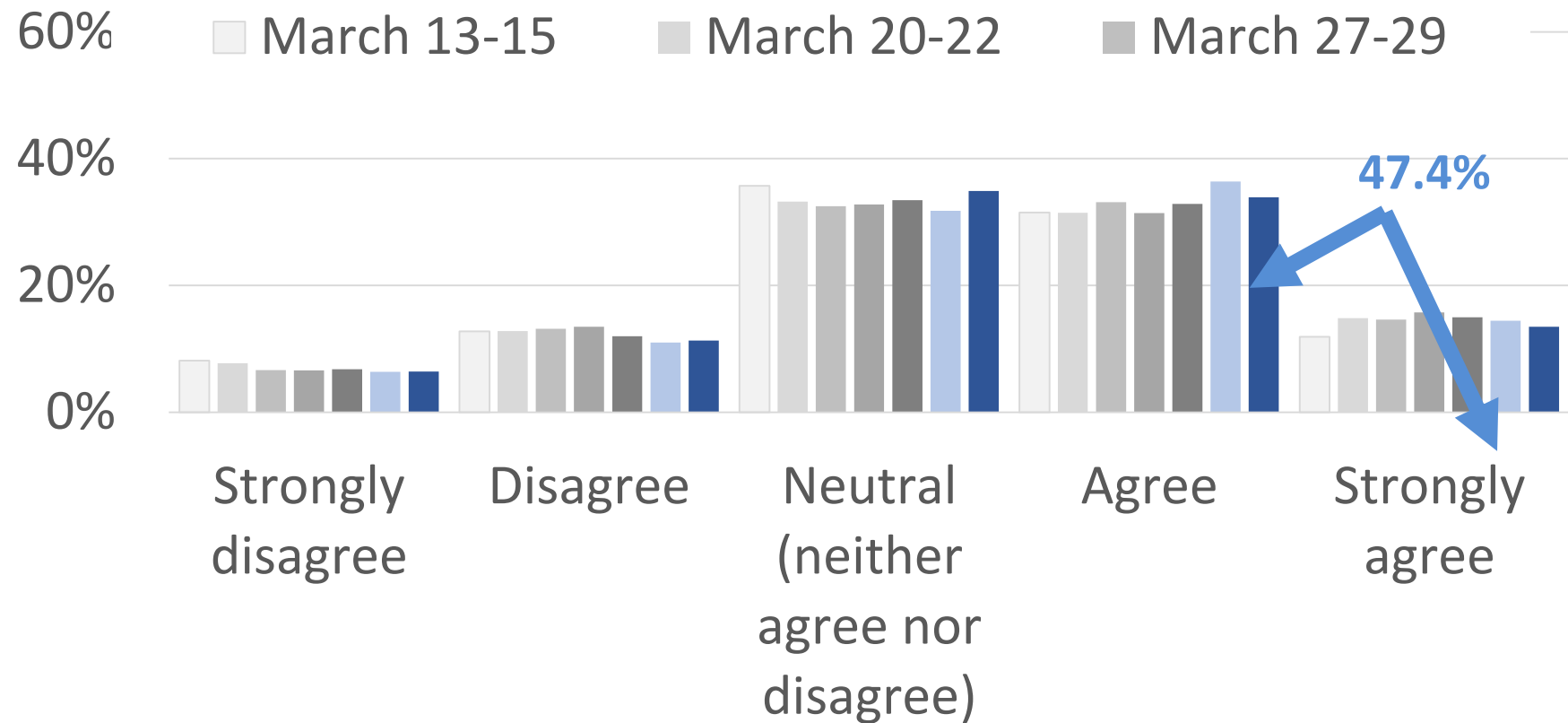


Replacing Long-Haul Travel with Regional Trips

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more regional trips (near my home) and avoid long-haul travel (further from home).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)



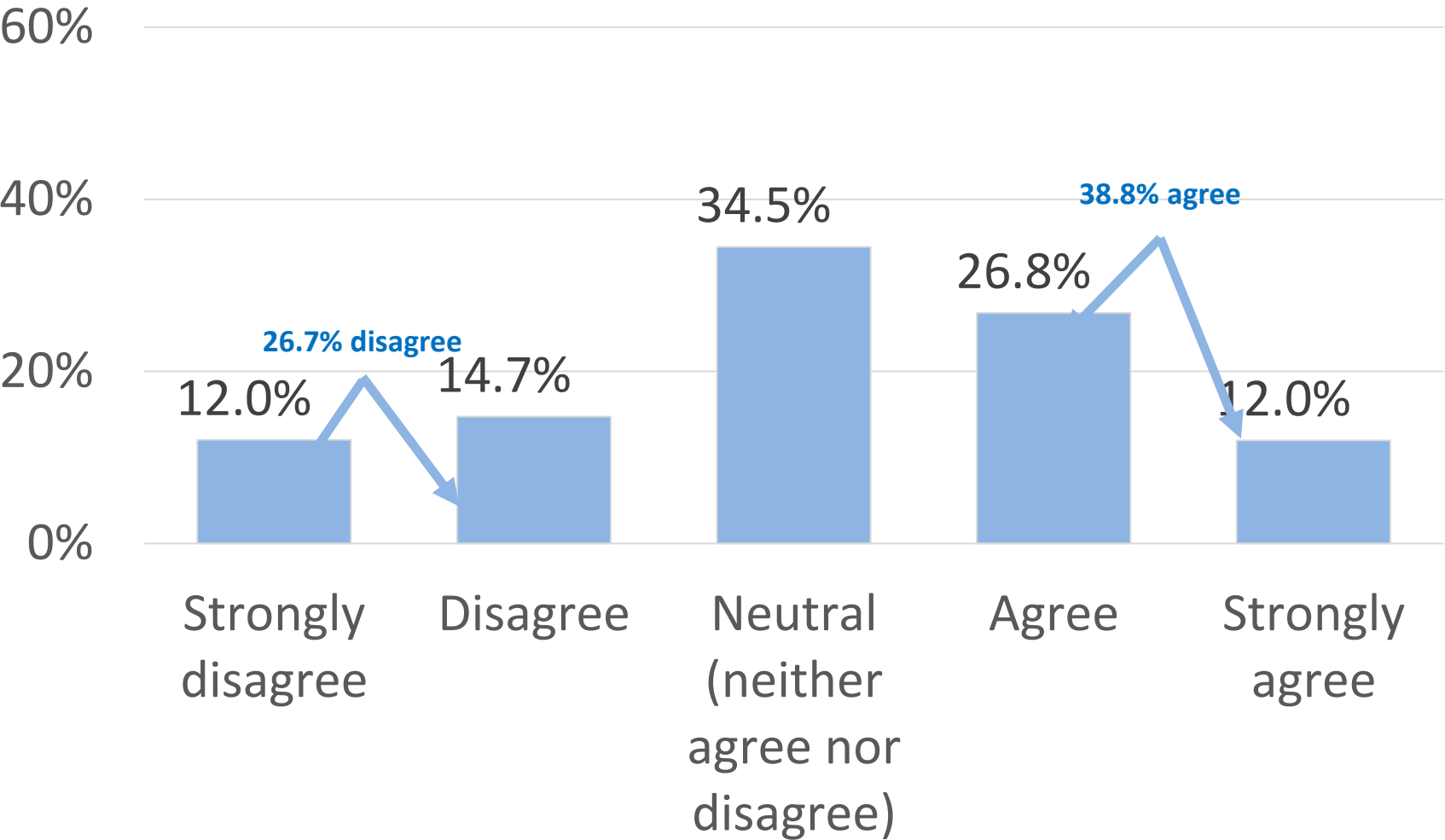
Camping and RV-ing Considered More Attractive

How much do you agree with the following statement?

Statement: The coronavirus pandemic makes the idea of camping and RV-ing more attractive.

(Base: Wave 7. All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7

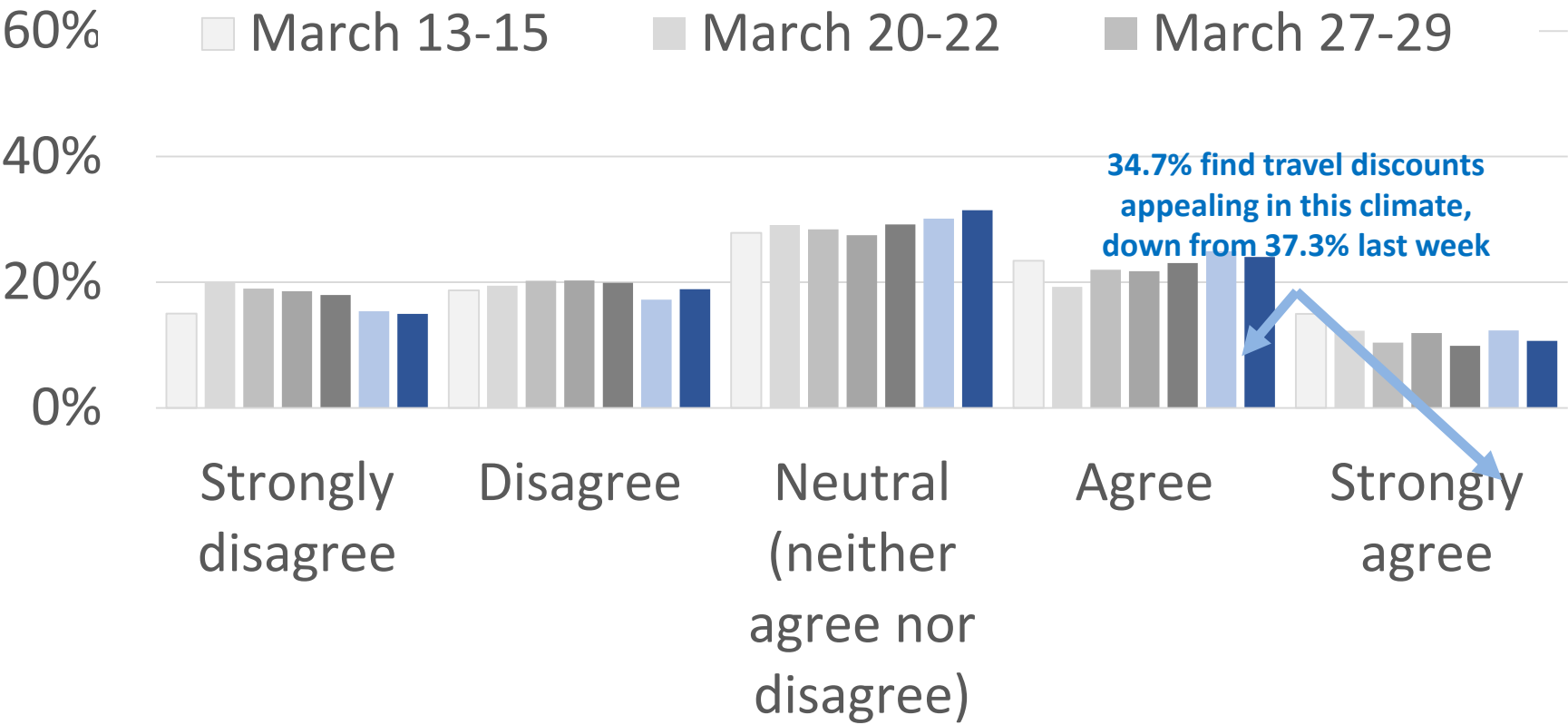


Discounts and Price Cuts

How much do you agree with the following statement?

Statement: The coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1208 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)

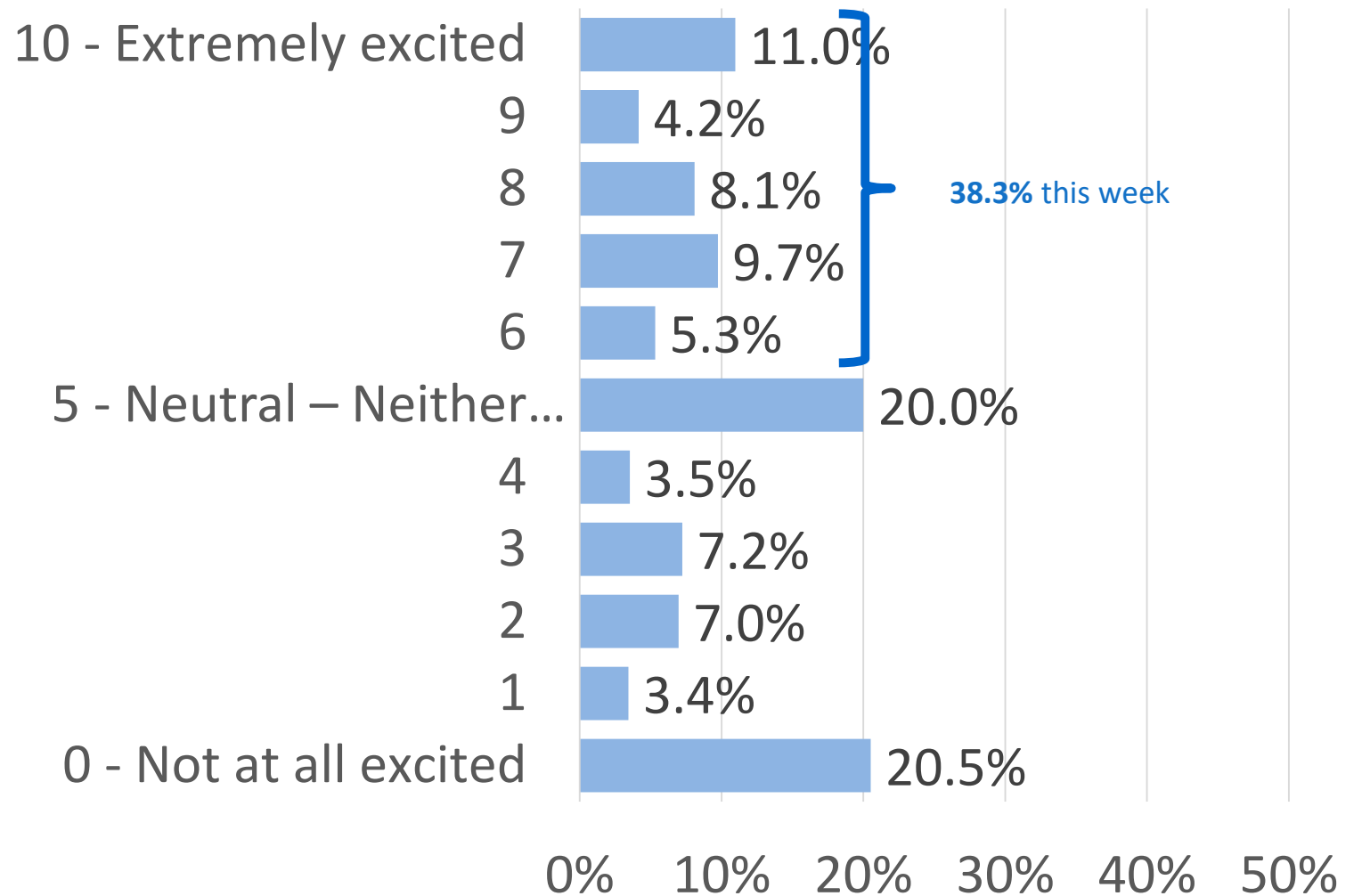


Excitement to Travel Now

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

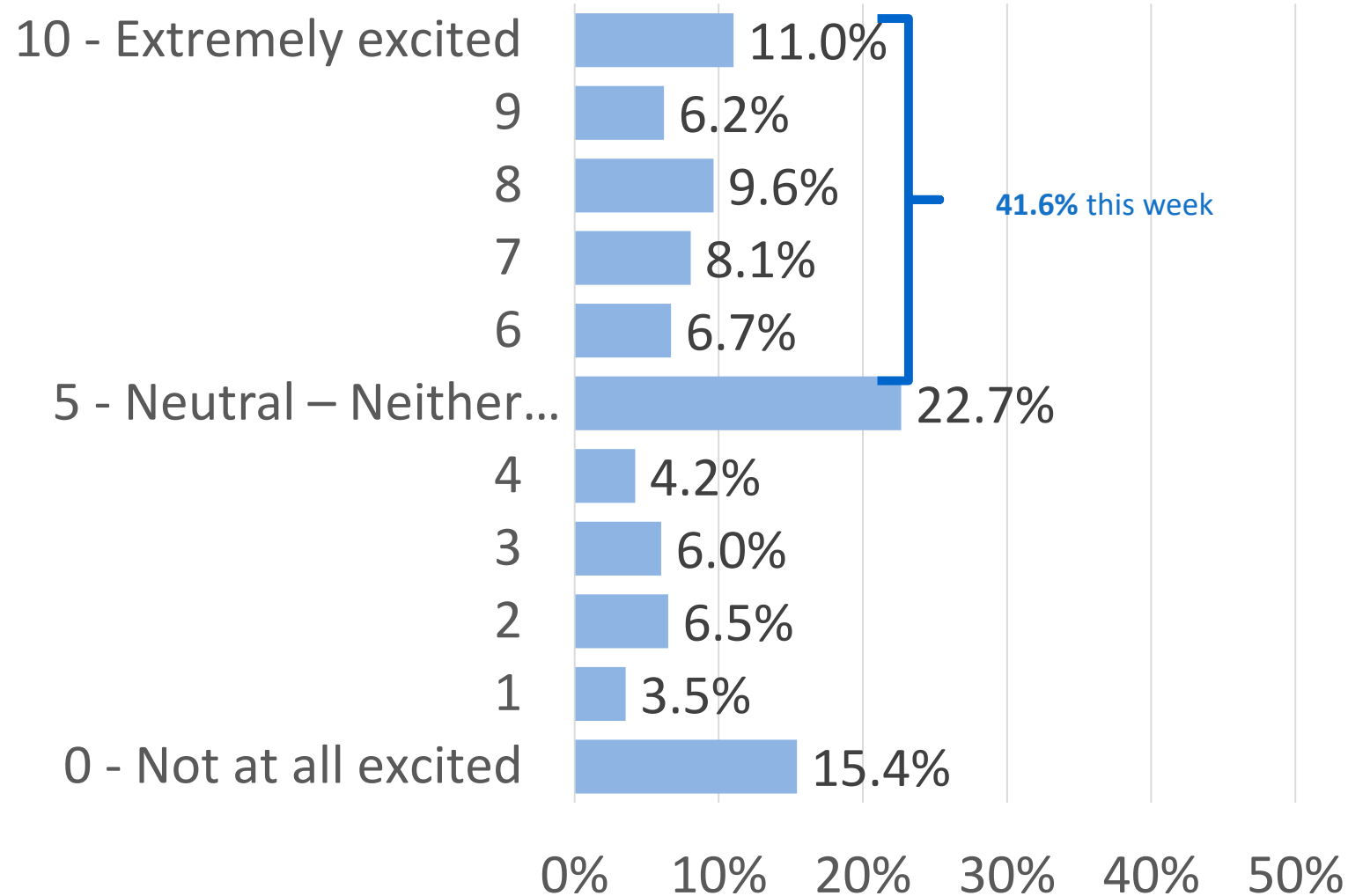
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, April 3-5, 10-12 and 17-19 and 24-26, 2020)



Openness to Travel Information

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238 and 1,208 completed surveys. Data collected March 13-15, 20-22, April 3-5, 10-12 and 17-19 and 24-26, 2020)





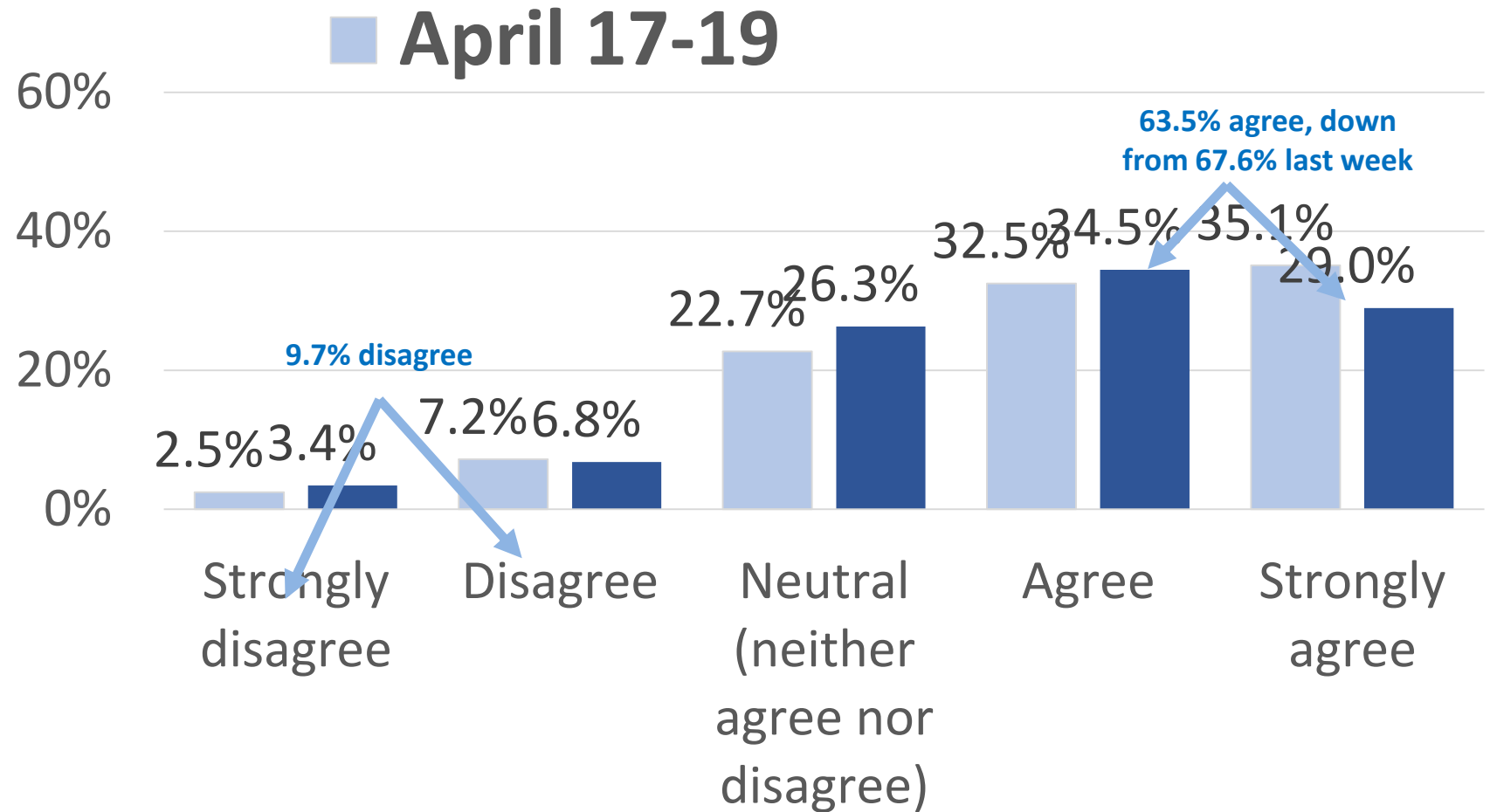
Travelers in Community are Unwanted

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.

(Base: All respondents, 1,238 and 1,208 completed surveys. Data collected April 17-19 and 24-26, 2020)

Question Added in Wave 6

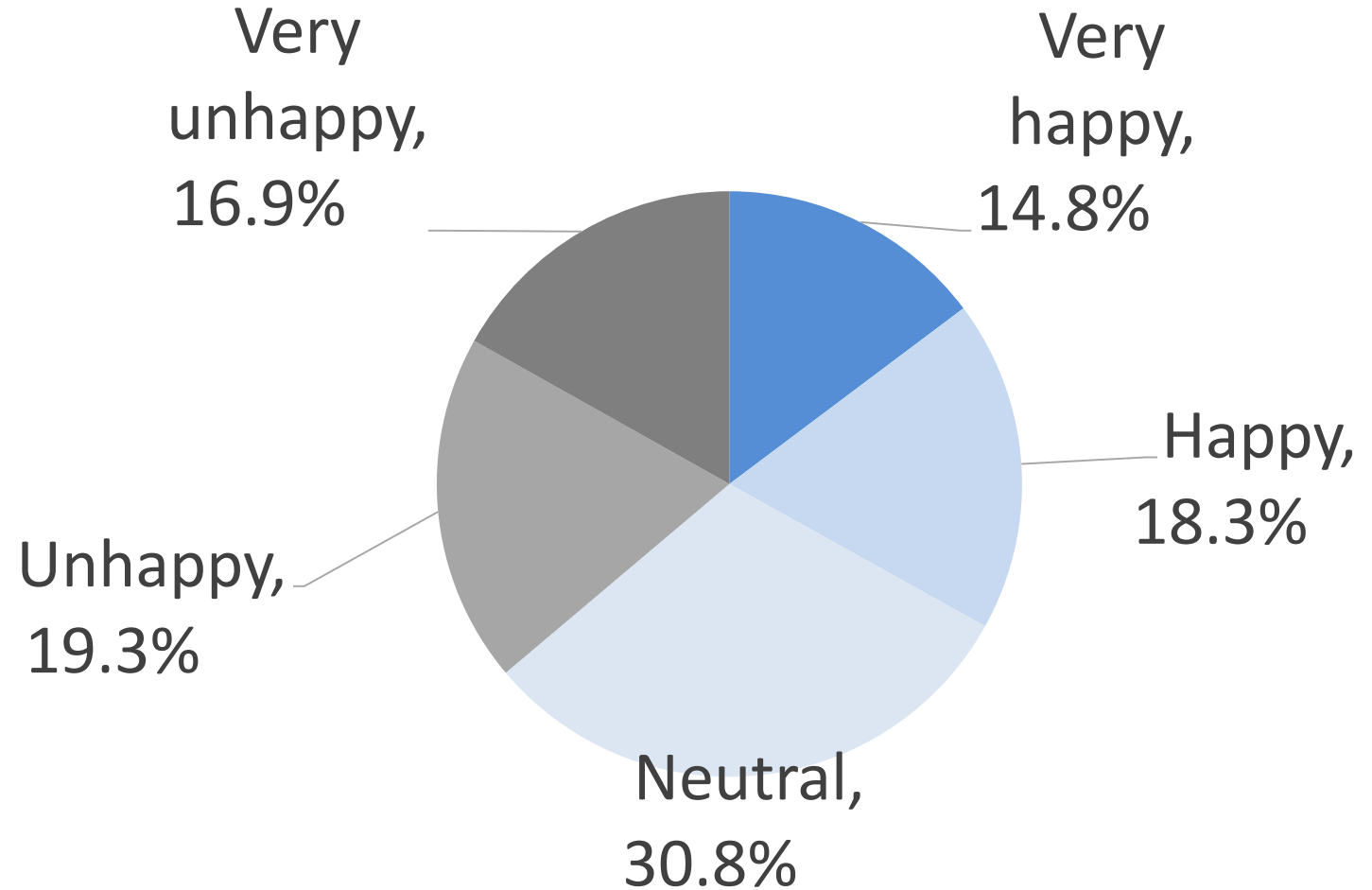


On Seeing Advertisements for Their Home Communities

Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe?

(Base: All respondents, 1,208 completed surveys. Data collected April 24-26, 2020)

Question Added in Wave 7



In Summary

Some effects of the coronavirus on American travel are lessening

The present is still not the time to travel





A hand is holding a rectangular, textured, light pink card with the words "THANK YOU" written in a dark blue, hand-drawn, sans-serif font. The card is held over a rustic, blue-painted wooden table. In the background, a spiral-bound notebook with a black cover and a white cup on a saucer are visible, slightly out of focus.

THANK YOU

SPECIAL GUESTS



Jaime Wood

District Director

U.S. SMALL BUSINESS ADMINISTRATION



Kelsey Waite

Business Development Executive

DESTINATIONS - STR



Erin Francis-Cummings

President & CEO

DESTINATION ANALYSTS





South Dakota Hotel Performance

STR Data

Kelsey Waite | business development executive

Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc. Any reprint, use or republication of all or a part of this presentation without the prior written approval of STR is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. The information in the presentation should not be construed as investment, tax, accounting or legal advice.

Q1 Points At (Bad) Things To Come

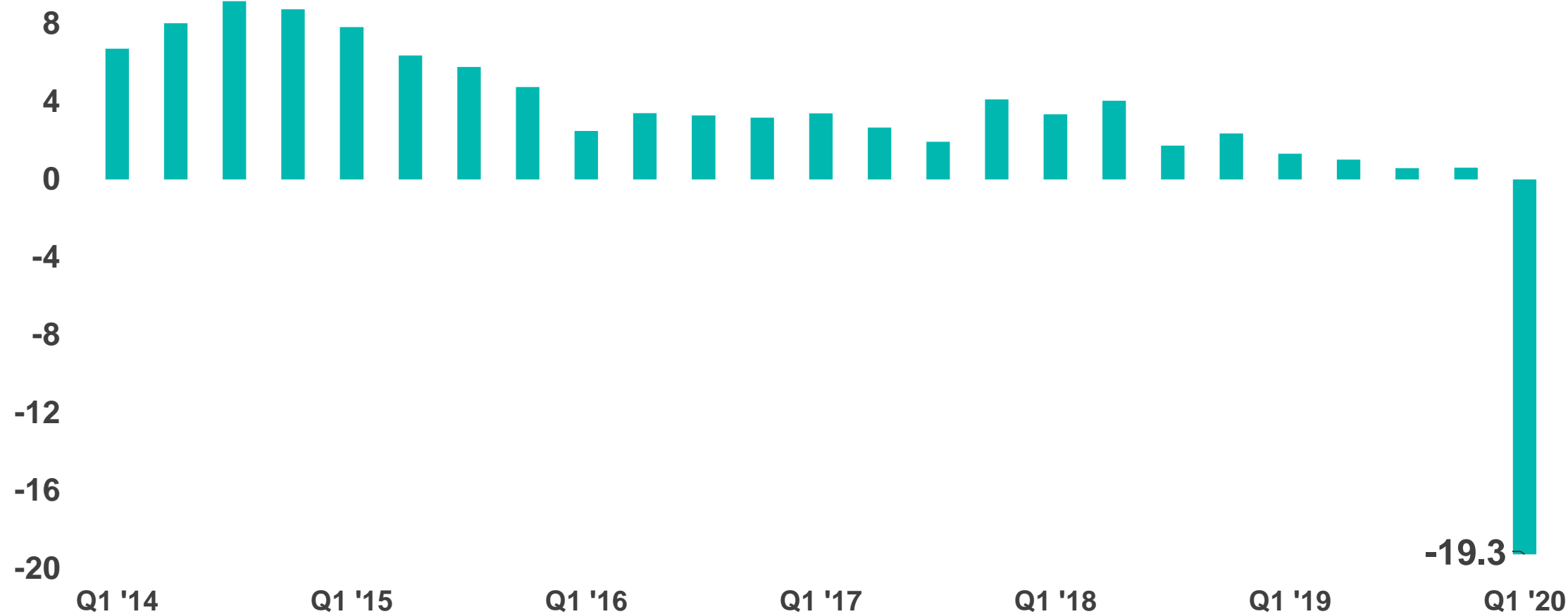
Total US, YTD March 2020



		% Change
Room Supply		2.0
Room Demand		-14.2
Occupancy	58.5	-15.9
ADR	\$128	-4.0
RevPAR	\$75	-19.3
Room Revenue		-17.6

Jarring Quarterly Results

Total U.S., RevPAR % Change, Q1 2014 – Q1 2020

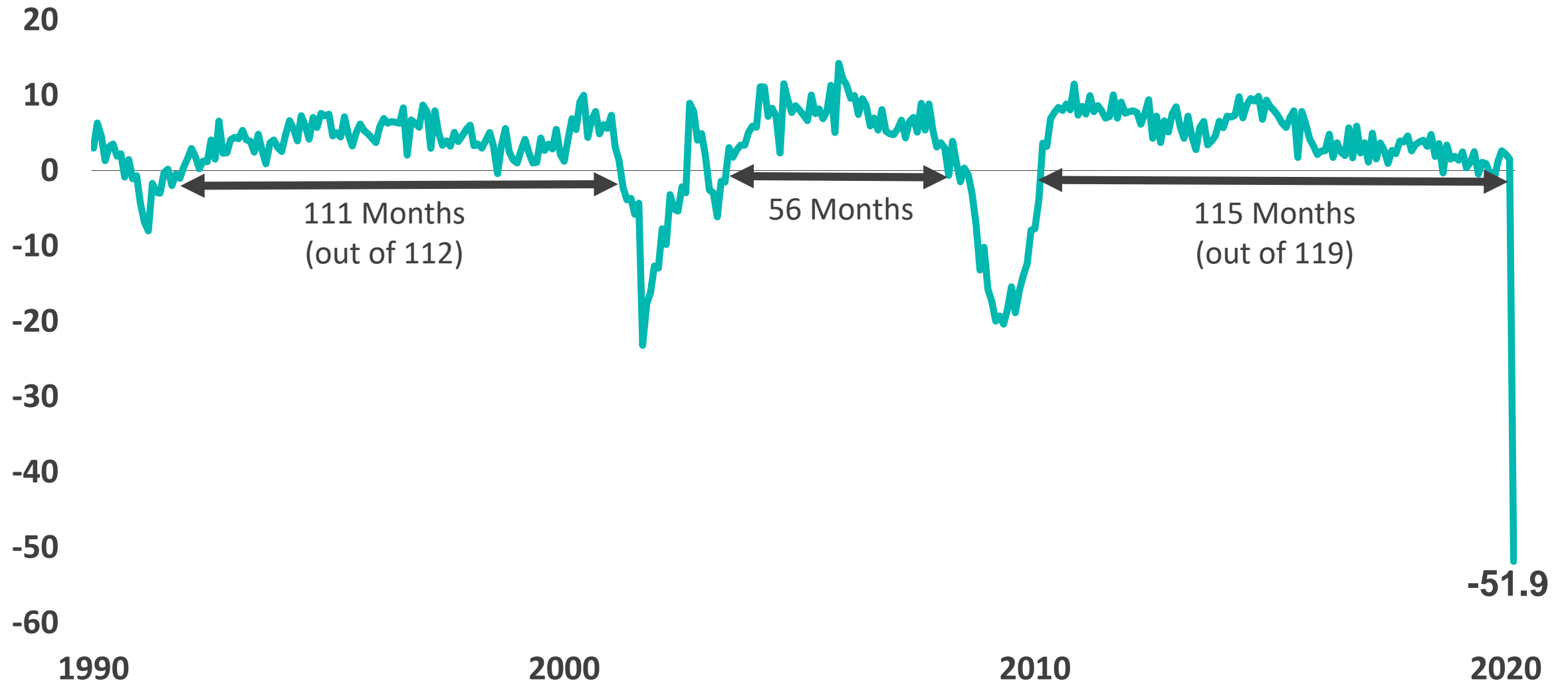


Source: STR. 2020 © CoStar Realty Information, Inc.

RevPAR Growth: This One's Gonna Hurt



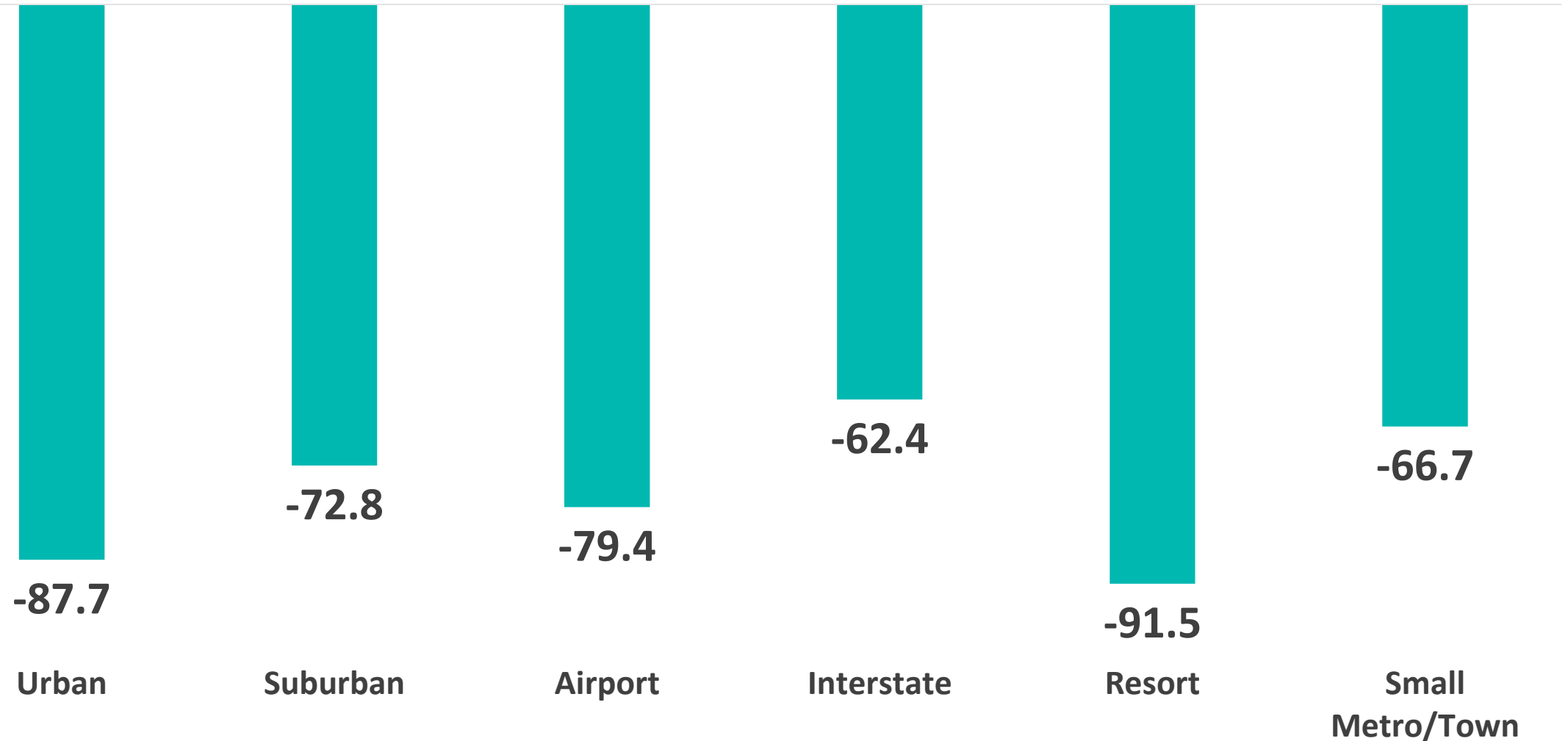
Total U.S. 1/1990 – 03/2020



Source: STR. 2020 © CoStar Realty Information, Inc.

Location Performance: Interstate “Less Bad”

Total U.S., RevPAR % Change, week ending April 18





South Dakota

How is the state performing?

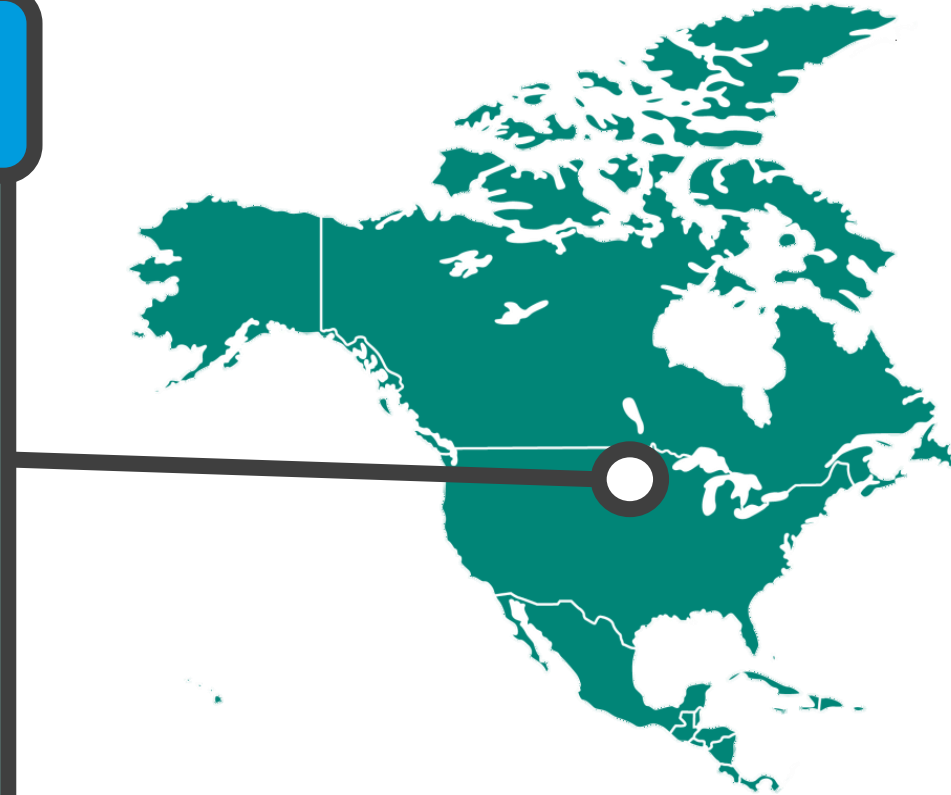
South Dakota Performance Q1 2020



South Dakota

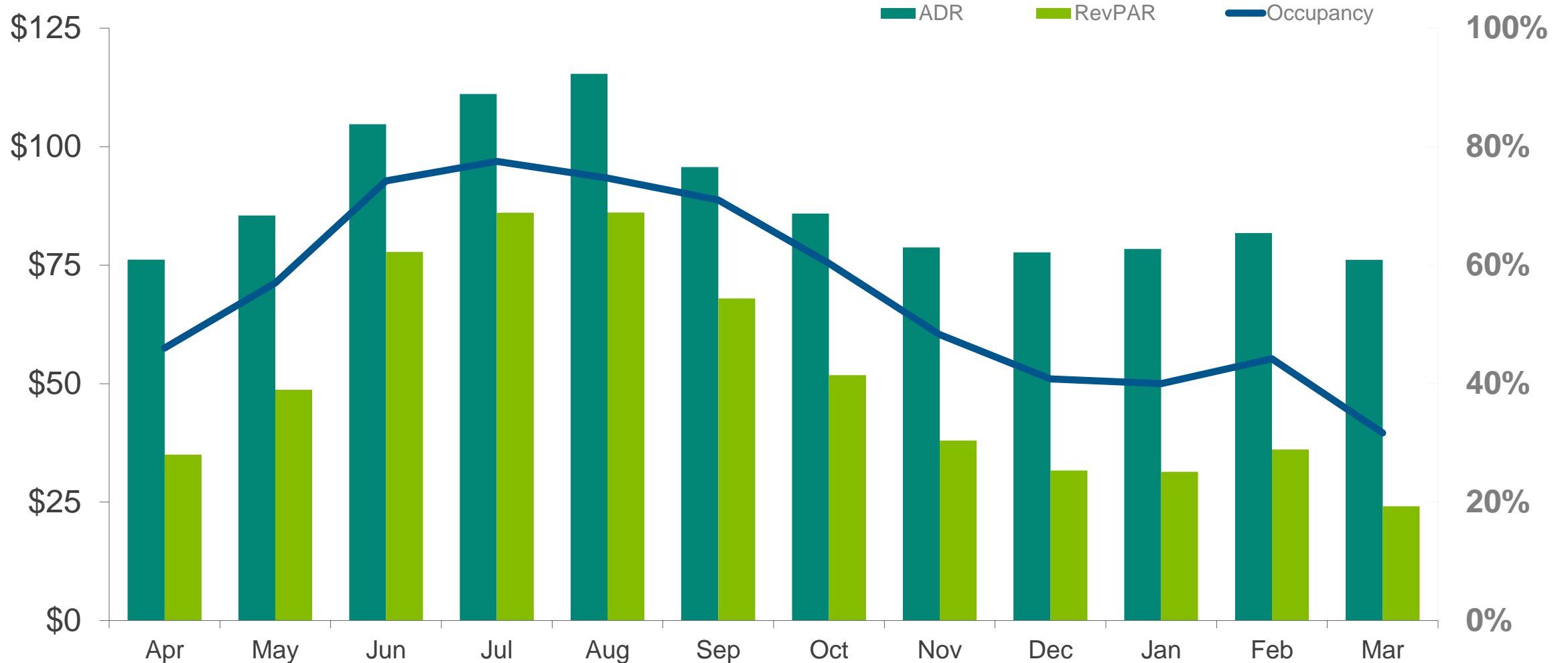
Supply	2.2m	1.7%
Demand	832k	-10.2%
Occupancy	38.4%	-11.7%
ADR	\$79	0%
RevPAR	\$30	-11.7%

YTD March 2020





August is the Strongest Month for all Indicators

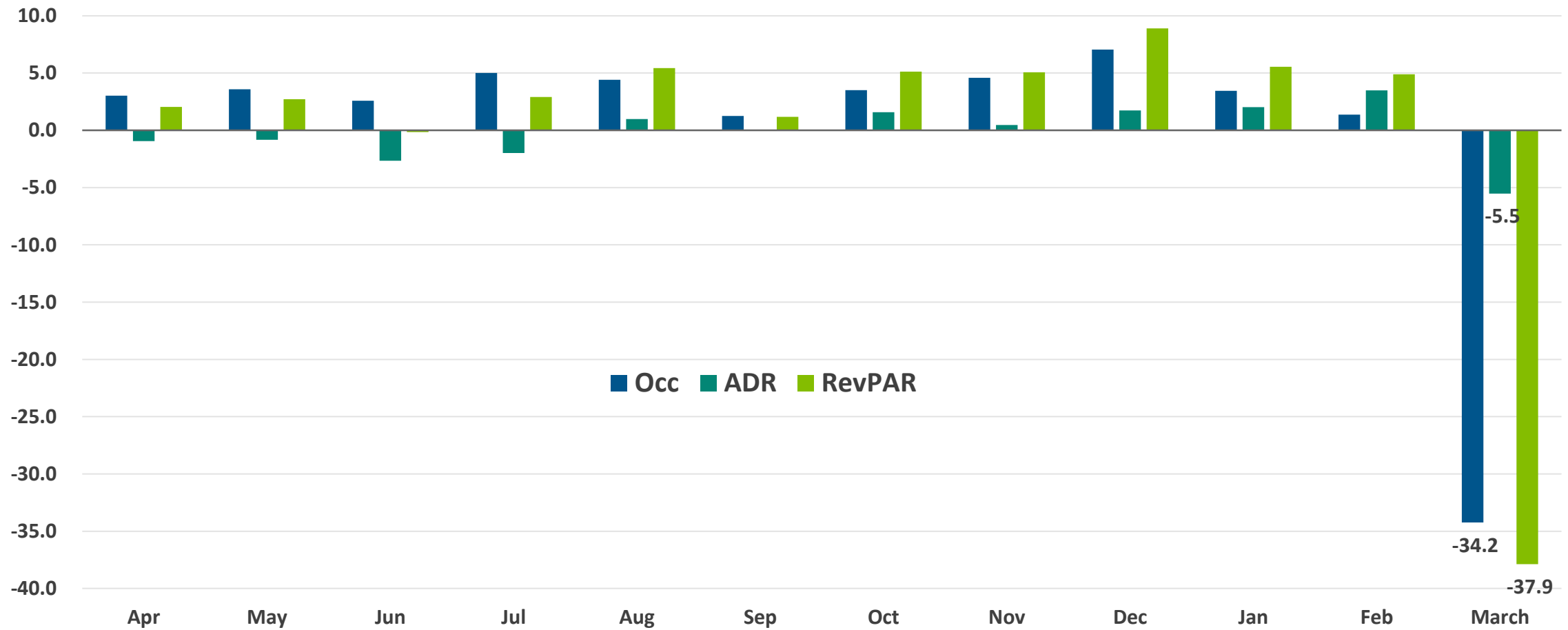


South Dakota April 2019 – March 2020, Occ, ADR, RevPAR by Month

Source: STR
2020 © CoStar Realty Information, Inc.

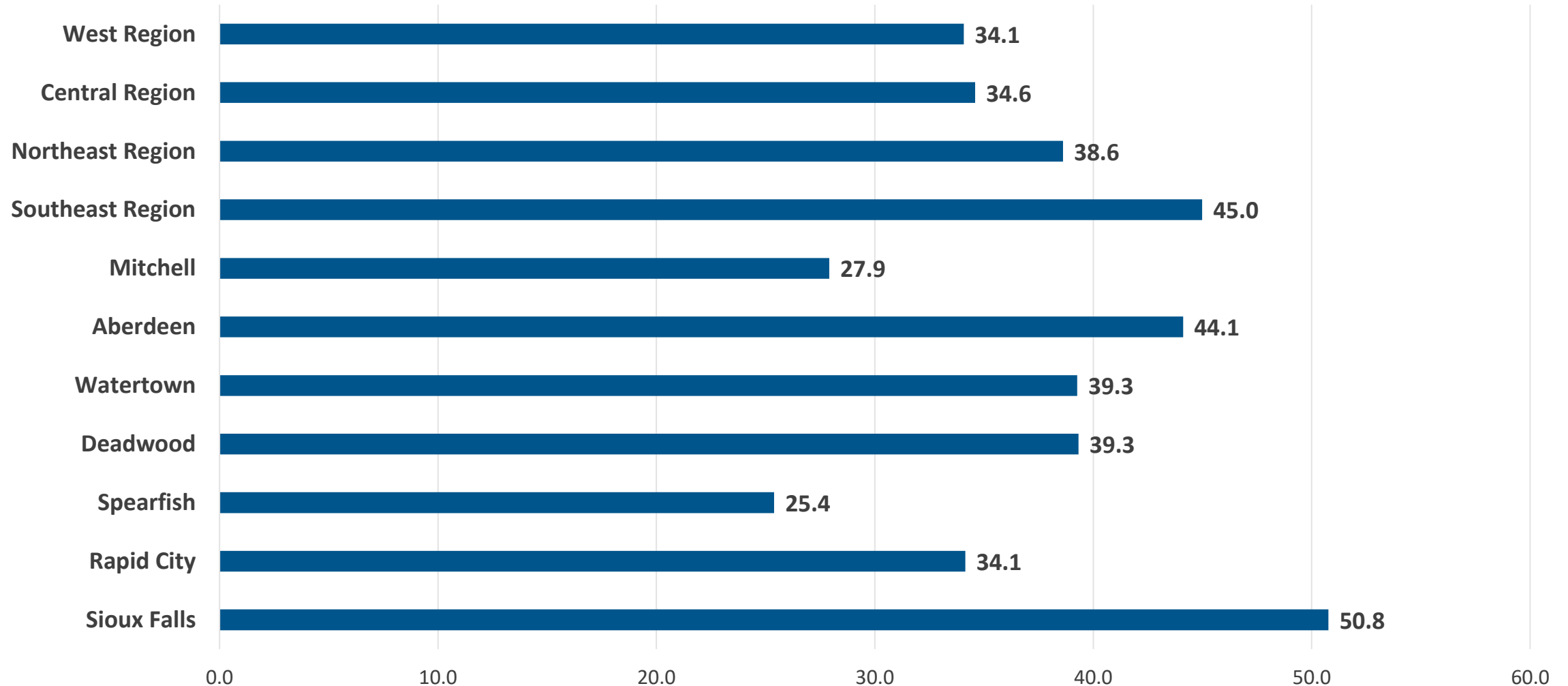


March is when the bottom dropped out completely





YTD Occupancy by Region/City – Sioux Falls has Highest

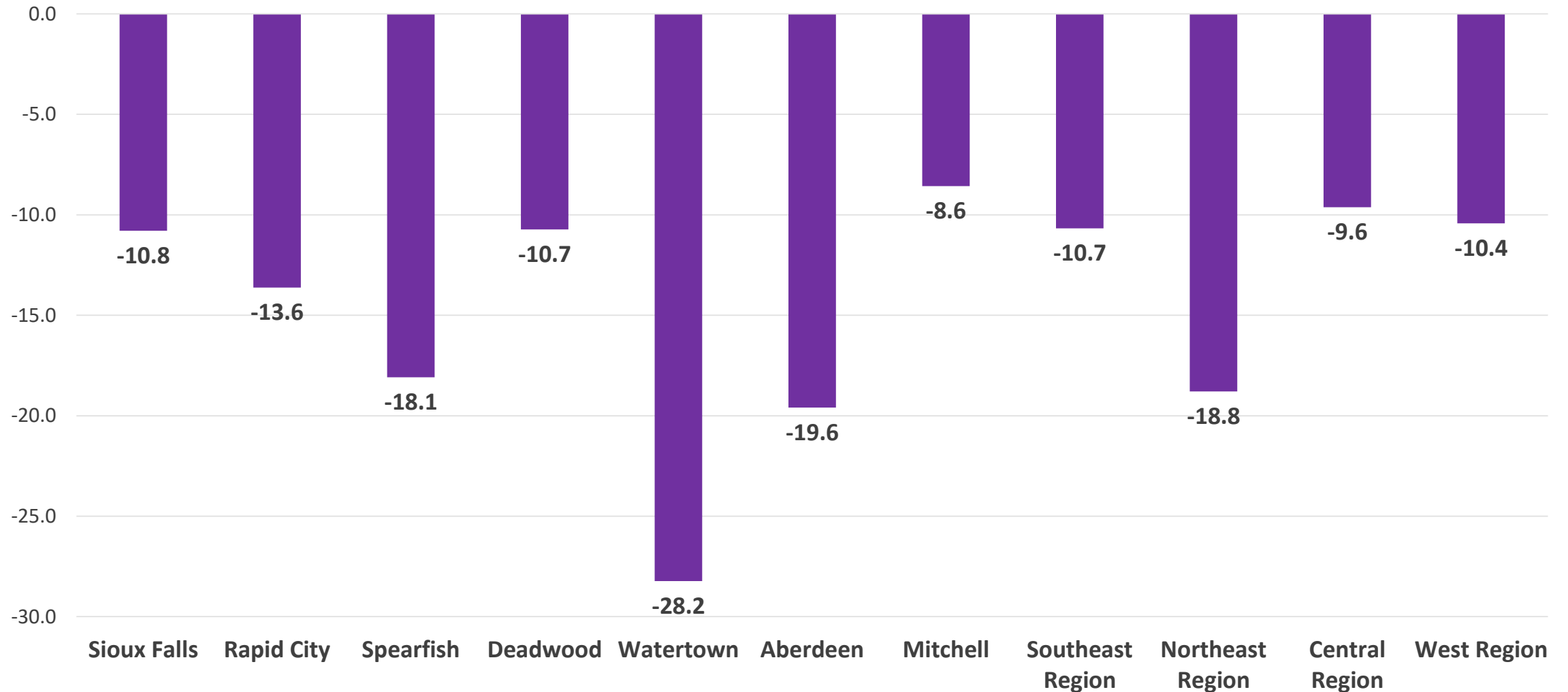


Occupancy YTD March 2020, Cities and custom regions within South Dakota

Source: STR
2020 © CoStar Realty Information, Inc.



YTD Occupancy Change by Region/City

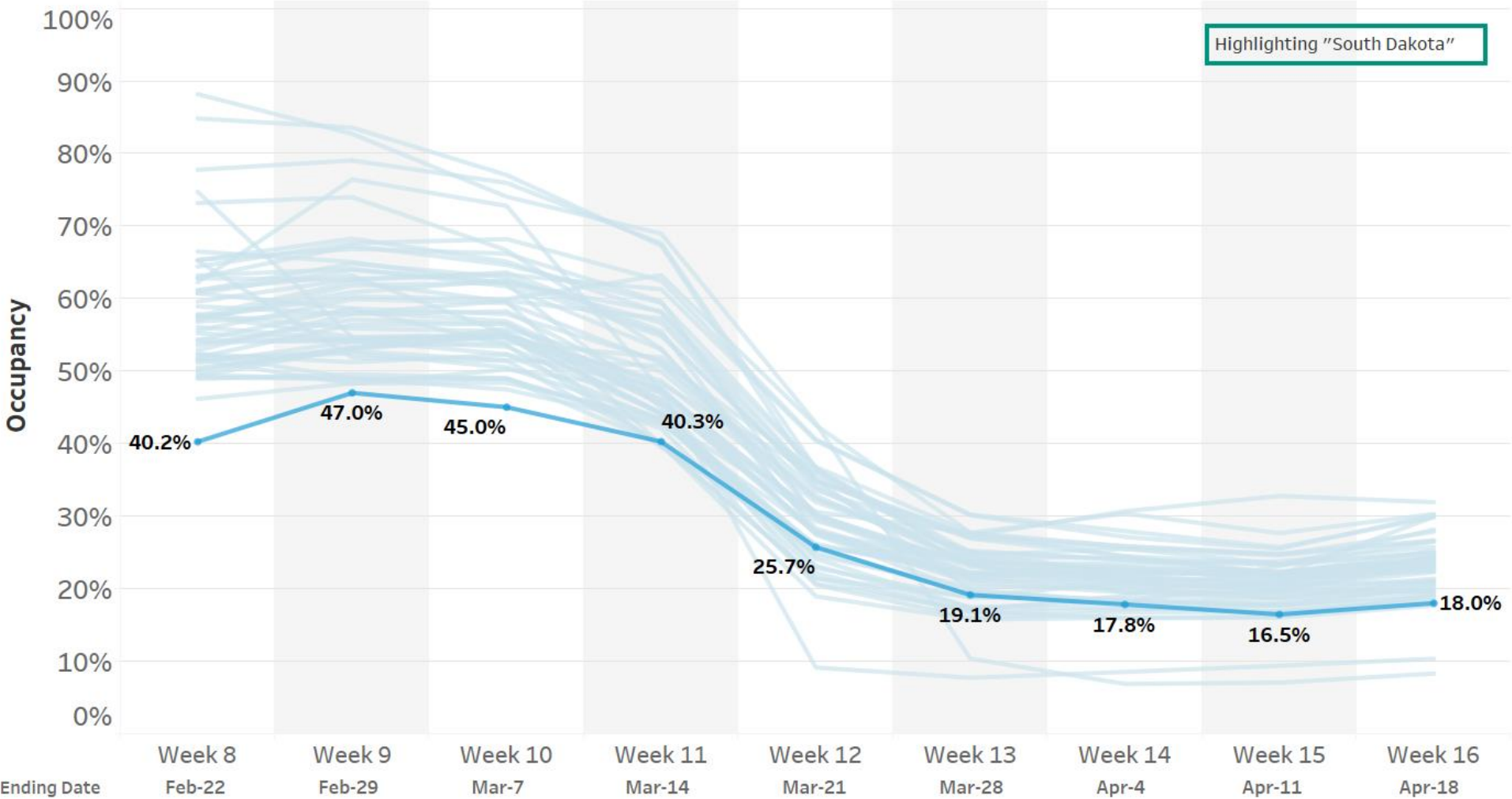


Occupancy YTD % Change March 2020, Cities and custom regions within South Dakota

Source: STR
2020 © CoStar Realty Information, Inc.

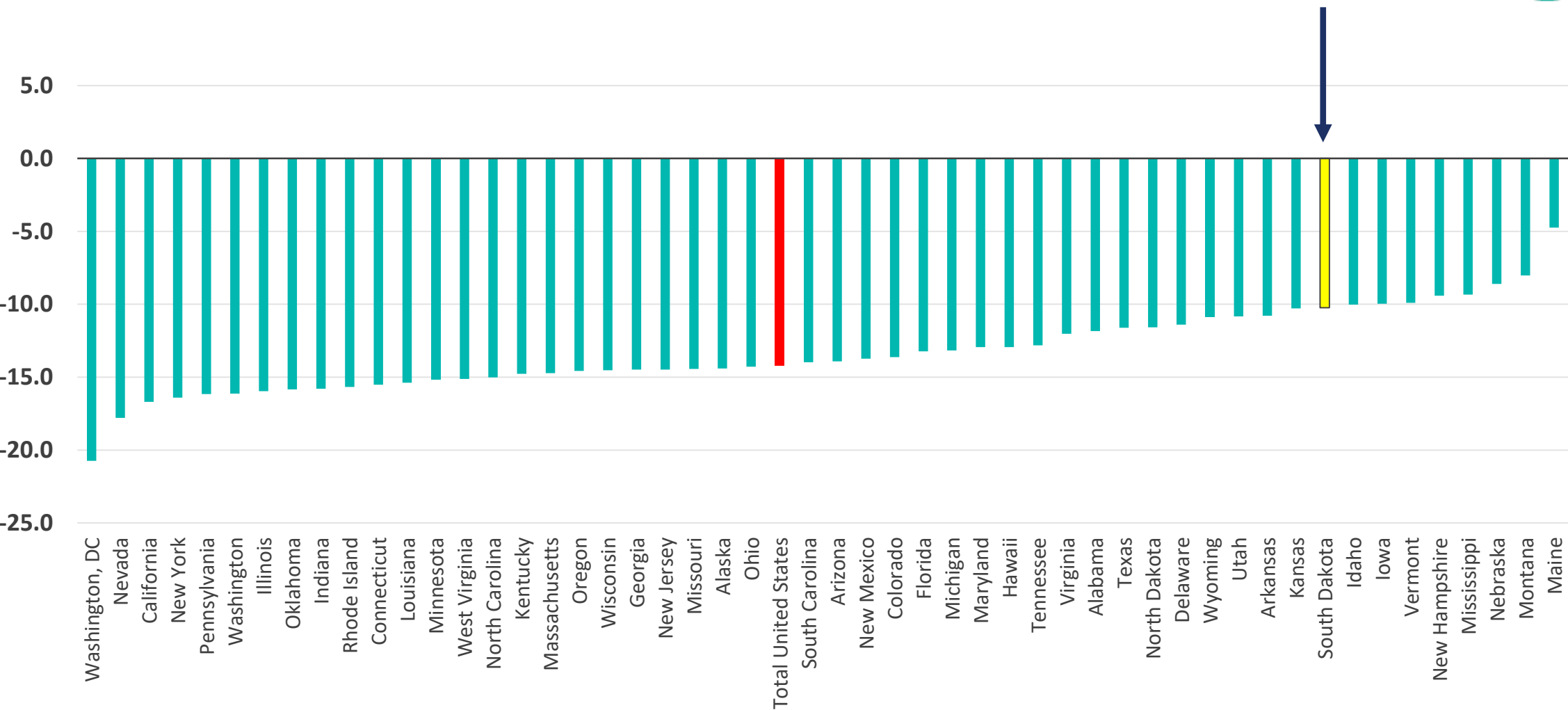
South Dakota was Already Low on Occupancy

2/22 – 4/18 2020 Occupancy – 50 US States





Q1 Rooms Sold Growth over 2019 – SD was not hit as hard

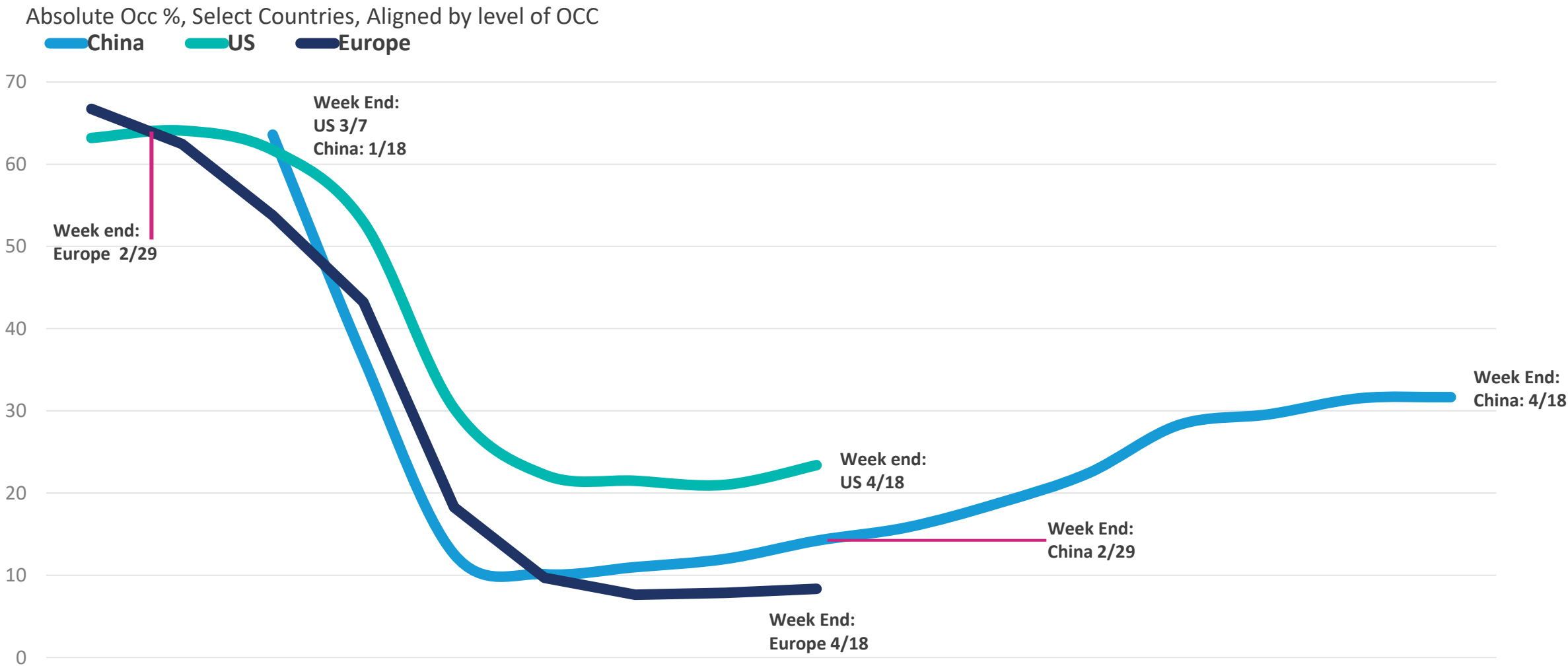


Forecast



China Shows Recovery After National Shutdown

Since U.S. Occ Is Still Much Higher, Recovery Will Take Longer



Forecast as of March 30

Key Performance Indicator Outlook (% Change vs. Prior Year)

U.S. Outlook		
Metric	2020 Forecast	2021 Forecast
Supply	-14.9	+15.6
Demand	-51.2	+81.8
Occupancy	-42.6	+57.3
ADR	-13.9	+3.7
RevPAR	-50.6	+63.1

Forecast as of March 30

Key Performance Indicator Outlook (Absolute Values)

		<i>U.S. Outlook</i>		For Comparison
Year	2019	<i>2020 Forecast</i>	<i>2021 Forecast</i>	2013
Occupancy	66.1%	37.9%	59.7%	62.3%
ADR	\$131	\$113	\$117	\$110
RevPAR	\$87	\$43	\$70	\$68

-20%



COVID-19 RESEARCH

Updated: 4-27-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST



 Travel
Intelligence

 miles
PARTNERSHIP

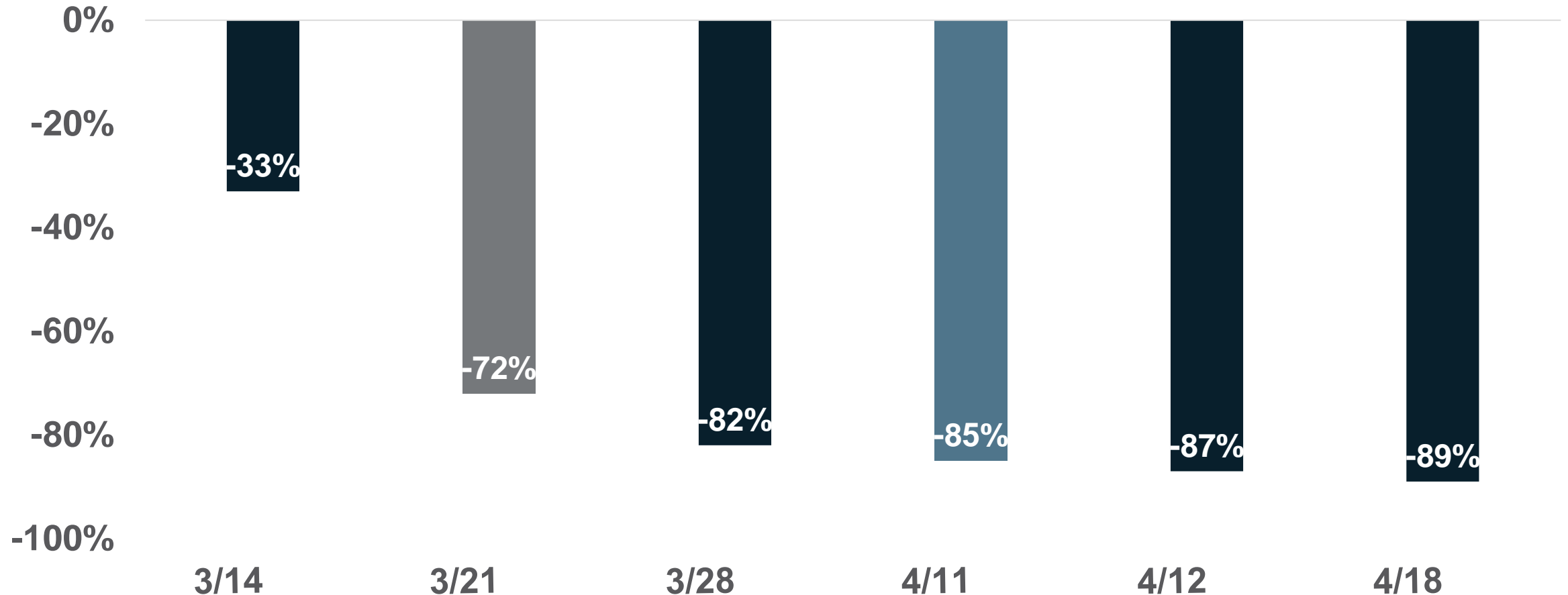
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods
INTERNATIONAL

YEAR-OVER-YEAR % CHANGE

NATIONAL WEEKLY TRAVEL SPENDING



YEAR-OVER-YEAR % CHANGE

REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	3/28	4/4	4/11	4/18
SD	-70%	-75%	-75%	-89%
ND	-68%	-74%	-75%	-81%
IA	-71%	-73%	-76%	-81%
MN	-80%	-87%	-88%	-87%
WY	-67%	-66%	-68%	-85%



Source: Tourism Economics, "WEEKLY CORONAVIRUS
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



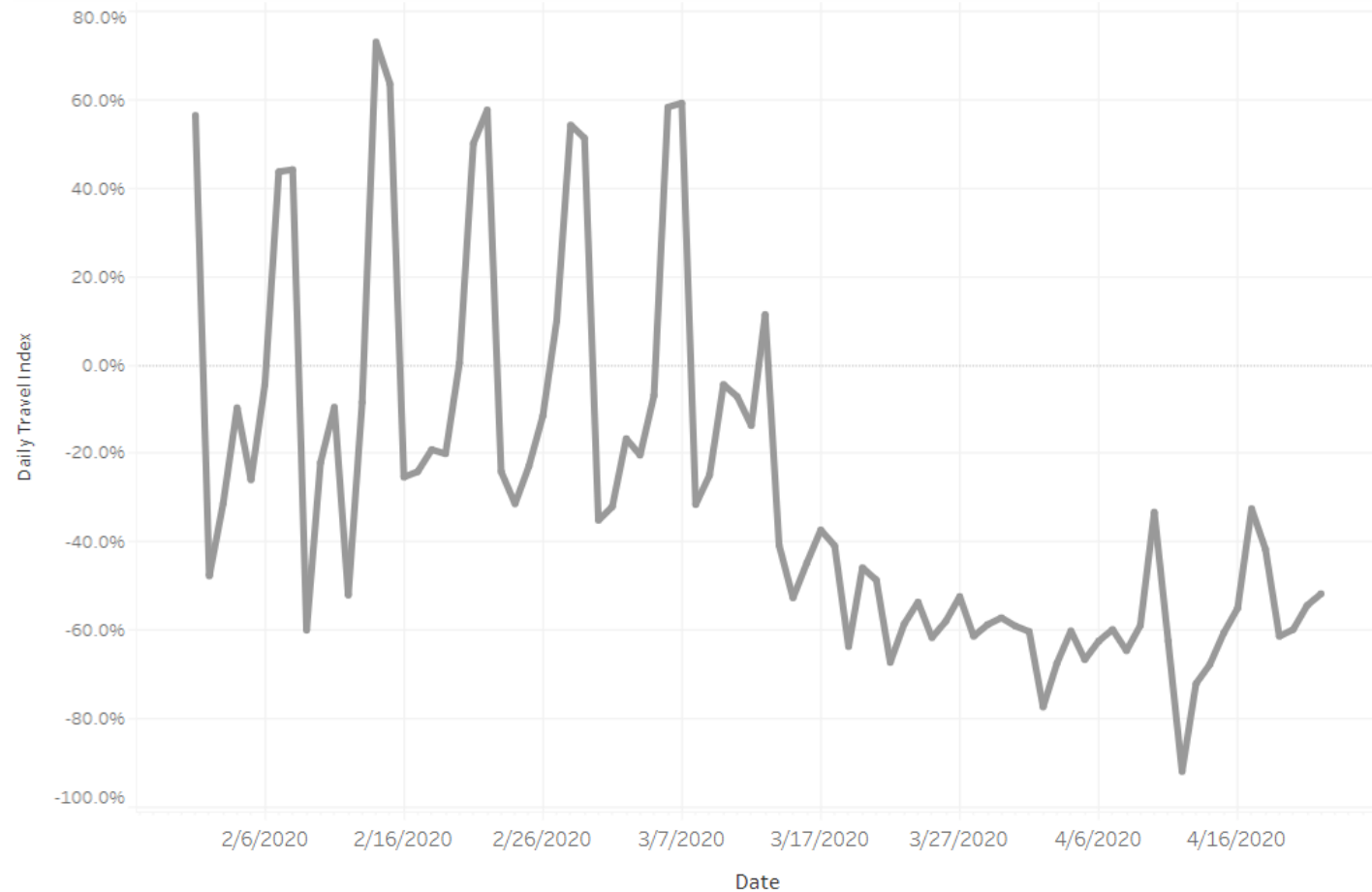
ARRIVALIST DAILY TRAVEL INDEX

ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

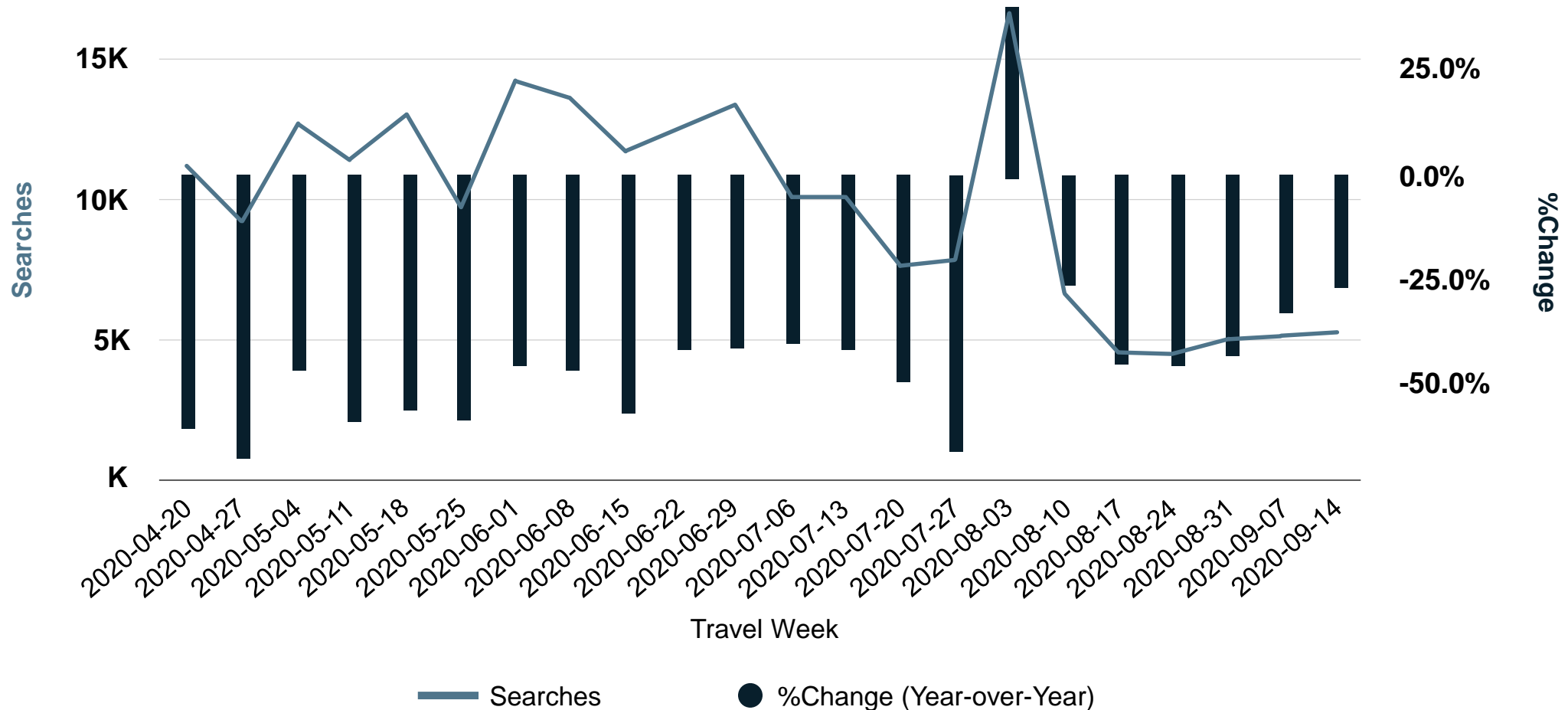
-52%

April 22, 2020, Wednesday



SOUTH DAKOTA 20 WEEK OUTLOOK

SD HOTEL AND FLIGHT SEARCH VOLUME





MARKETING

South Dakota

Great Places ARE WAITING

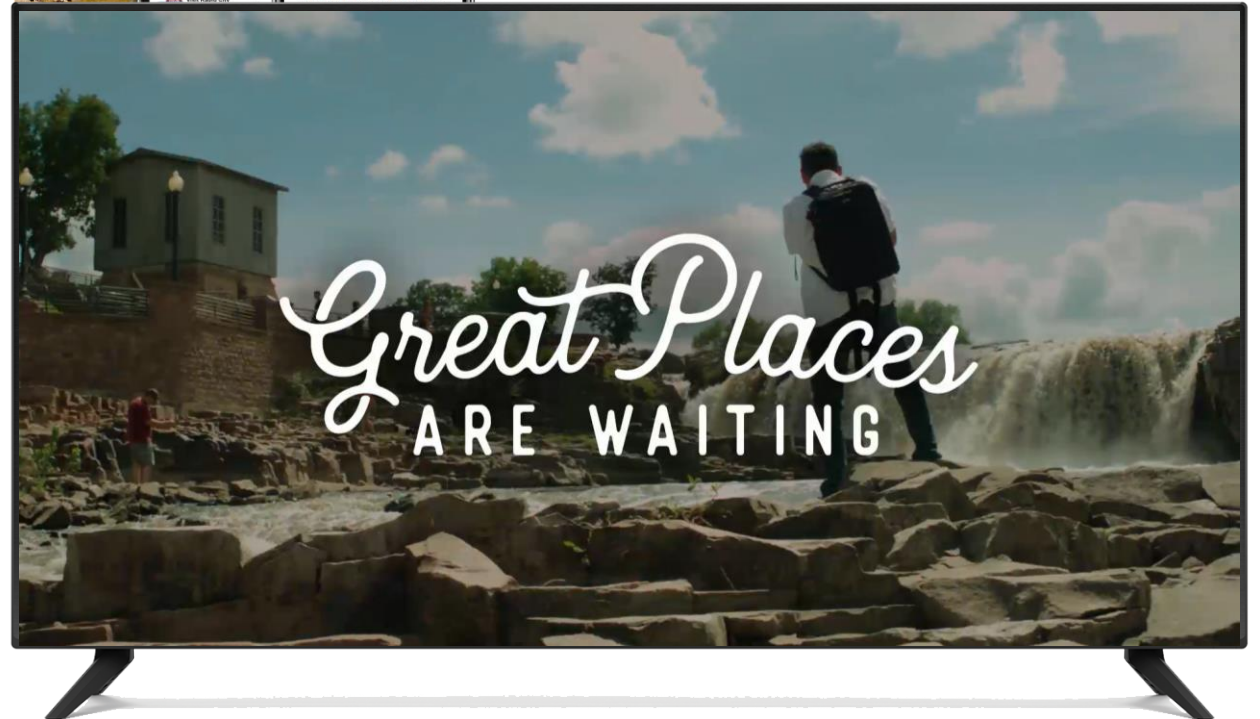
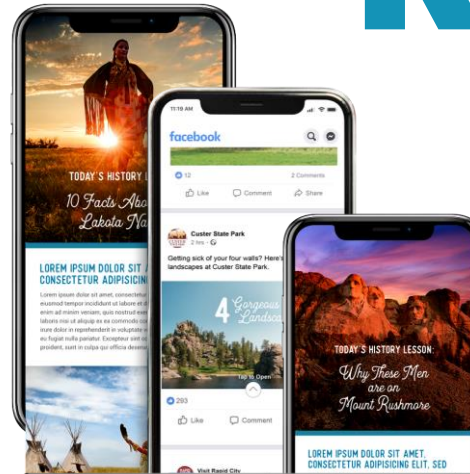
It took 75 million years of erosion to carve the peaks and spires of Badlands National Park. It'll still be here in a few months. Right now, your home is the best place to be. But soon it will be time to explore. When that time comes, travel South Dakota

South Dakota

TravelSouthDakota.com // 1-800-732-5682

REBOUND CAMPAIGN

Industry Video Available at:
https://youtu.be/LKAUiLhqP_I



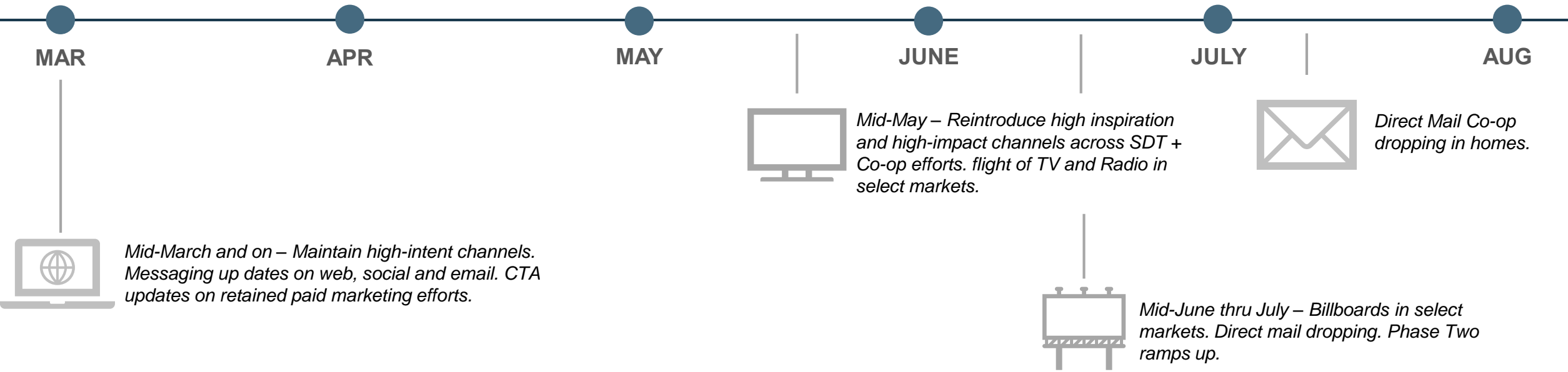
REBOUND CAMPAIGN

Timeline, Tactics and Messaging

PHASE ONE:
“Great Places **Will Be** Waiting”

PHASE TWO:
“Great Places **Are** Waiting”

**Come Visit “Great Places
Great Faces”**



AUDIENCE & MARKETS

- **Emphasis on Searchers and Wanderers**
- **Secondary emphasis on Families**
- **Adjust target demographics**
- **Target markets will shift focus to drive markets**





REBOUND CAMPAIGN

New :60 TV Spot – YouTube.com/SouthDakotaTourism

A person wearing a backpack and a cap is seen from behind, standing on a rocky mountain ridge and looking out over a vast, rugged mountain landscape under a cloudy sky. The entire image has a blue color overlay.

PR AND SOCIAL MEDIA

South Dakota

BABY BISON COVERAGE

MATADOR

UVM: 1,078,585

FODOR'S

UVM: 934,090

FROMMER'S

UVM: 331,112

FORBES

PENDING COVERAGE

Fodor'sTravel

Search cities, hotels...

DESTINATIONS

HOTELS

NEWS

CRUISES

FORUMS

TRIP IDEAS

SUBSCRIBE

LOGIN

#NotBadNews: Here's to Your Absolute Favorite Thing



Kaelin Dodge | April 22, 2020

South Dakota

605 DAY



- Celebrating 605 Day on June 5 (6/05)
- Sharing SoDak memories, photos, stories, etc. on social media
- Celebration ideas:
 - Host a community Zoom get-together
 - Download 605 Day Zoom backgrounds
 - 605 Day greeting card – mail an encouraging note to your favorite businesses

NTTW 2020



- May 3rd – 9th
- Press Release & Media Advisory
- Media Interviews
- Social Media Efforts

South Dakota



QUESTION AND ANSWER

MESSAGING

Q.

What is South Dakota's
unified message to travelers?



WHEN TO OPEN

Q.

Are we taking too big of a risk by opening early?

Q.

We want to get our local economy open but want to be smart about it. How do we accomplish this?

HOW TO OPEN

Q.

Is there a standard protocol for how to open responsibly?

Q.

What are affordable marketing solutions we can take advantage of right now?

SAVE THE DATE



NATIONAL **TRAVEL & TOURISM** WEEK

MAY 3-9, 2020

SPIRIT OF TRAVEL

- Lighting of iconic South Dakota Monuments
- Social media

South Dakota

605
STRONG

The **Road** to
Recovery

South Dakota's *Back to Normal* Plan

- ▶ [SDVisit.com/Governor-Noem-Announces-Back-Normal-Plan](https://sdvisit.com/Governor-Noem-Announces-Back-Normal-Plan)
- ▶ Due diligence and personal responsibility

South Dakota

HEALTH, CLEANING, AND SANITIZING RESOURCES FOR SOUTH DAKOTA TOURISM BUSINESSES

FOR GUIDES AND CHECKLISTS BY ORGANIZATIONS LIKE:

World Health Organization

Center For Disease Control

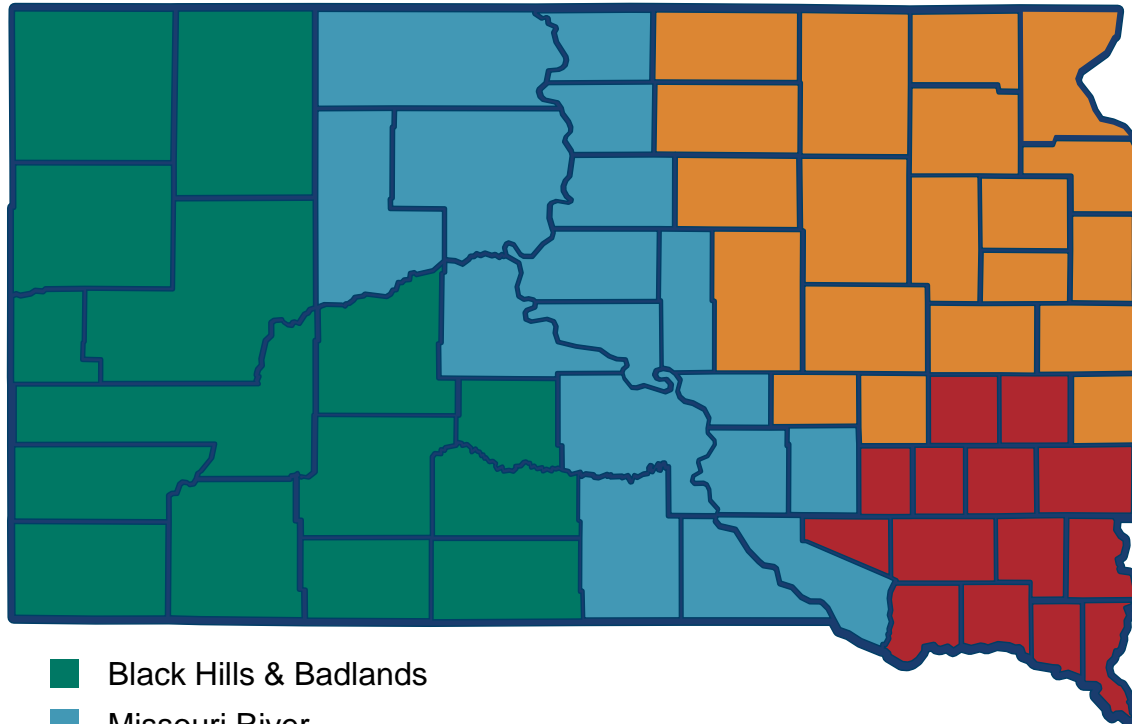
South Dakota
Department of Health

American Hotel &
Lodging Association

Go to:
SDVISIT.COM
search:
**CLEANING
RESOURCES**



REGIONAL ASSOCIATIONS



- Black Hills & Badlands
- Missouri River
- Glacial Lakes & Prairies
- Southeast

Visit with your Regional Association

**We have supplied them with all updates
and the list of resources**



CLOSING THOUGHTS

- Past pandemics have demonstrated there will be pent-up travel demand
- Road trips will be popular
- Keep in close contact with us



South Dakota

SOUTH DAKOTA DEPARTMENT OF TOURISM