



RESEARCH, MARKETING, AND INDUSTRY COVID-19 UPDATE

South Dakota



WHAT WE'LL COVER

- **Opening Comments**
- **Consumer Sentiment Research Update**
- **Marketing Update**
- **Media and Public Relations Update**
- **Closing Comments**



OPENING REMARKS

- **Things are really tough**
- **Unprecedented time in history**
- **No blueprint or playbook for how best to handle**
- **Devastating impacts on the travel and tourism sector**
- **Keeping close tabs on aid and relief, consumer sentiment, and marketing**
- **Resources on [SDVisit.com](https://sdvisit.com)**



North American COVID-19 Barometer

APRIL 6, 2020 WAVE III

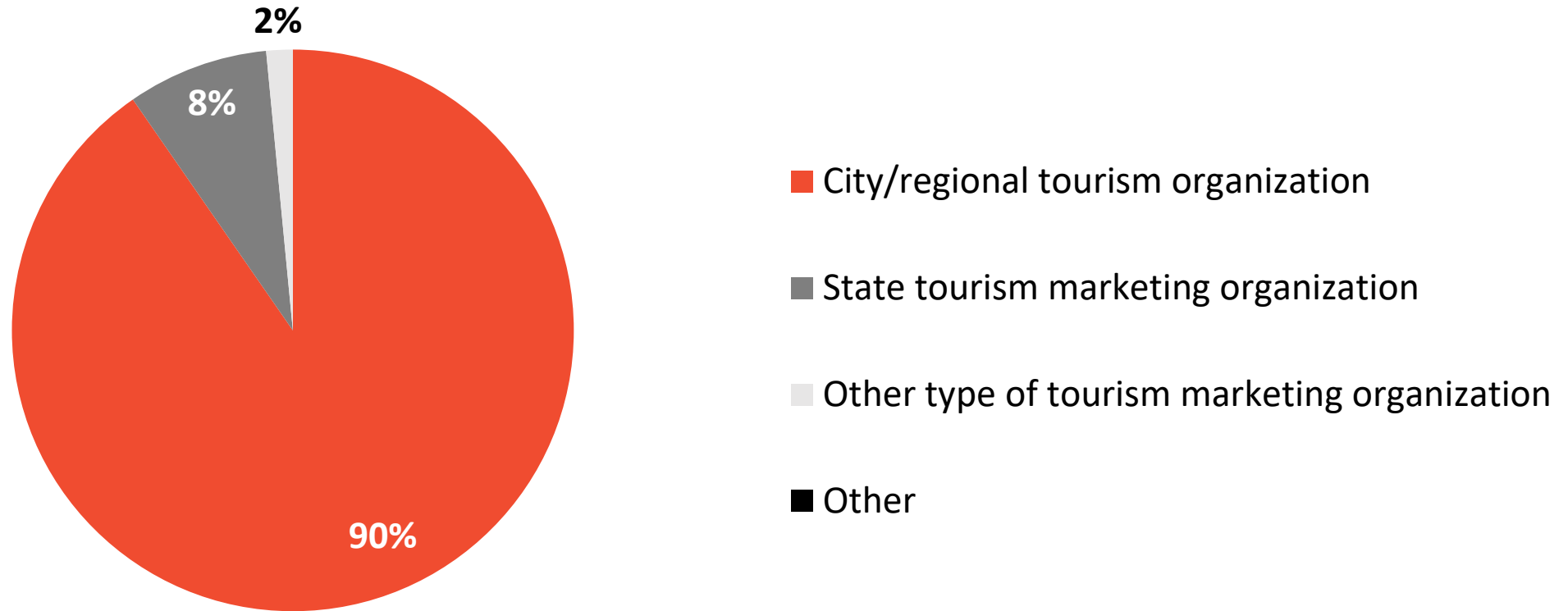
MMGY Travel Intelligence and Destinations International COVID-19 Update

MMGY Travel Intelligence and Destinations International Foundation have partnered on an ongoing survey to monitor the impact of the coronavirus on destination organizations.

The online survey, designed and analyzed by MMGY Travel Intelligence, is conducted biweekly among the Destinations International members.

DMO Organization Type

N=197

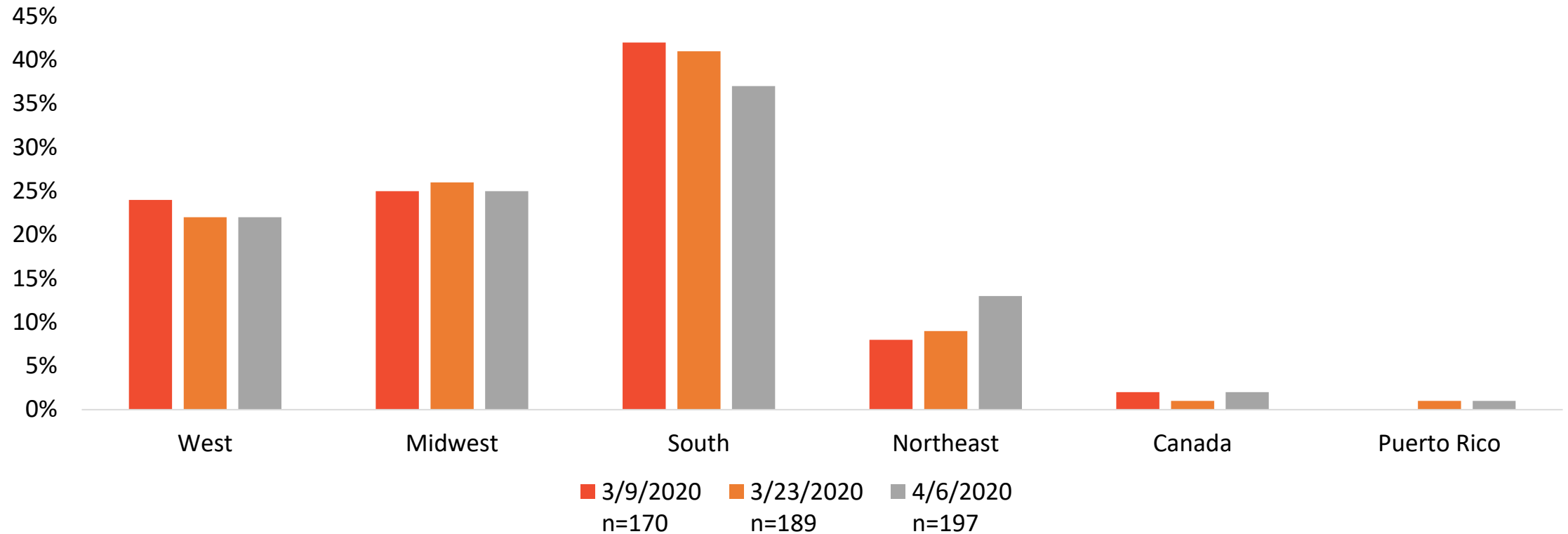


DMO Organization Population Representation

N=189



DMO Organization Location





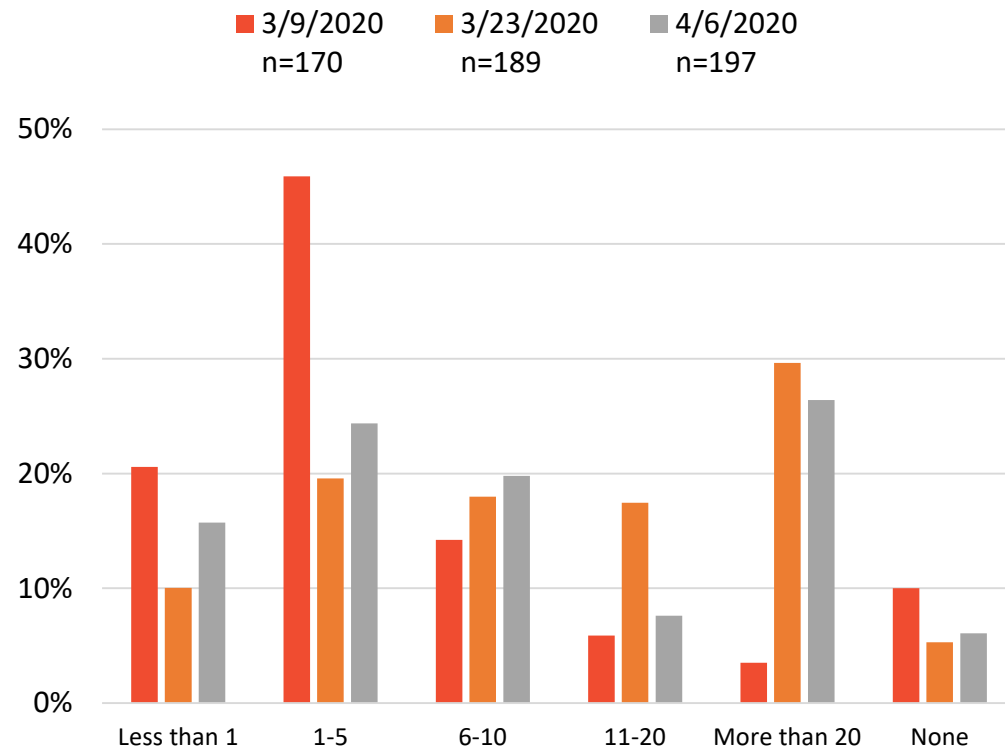
/ Key Findings

This is the third of a multiwave study on the impact of the coronavirus outbreak on North American destination organizations. It was in the field from March 30–April 6, 2020.

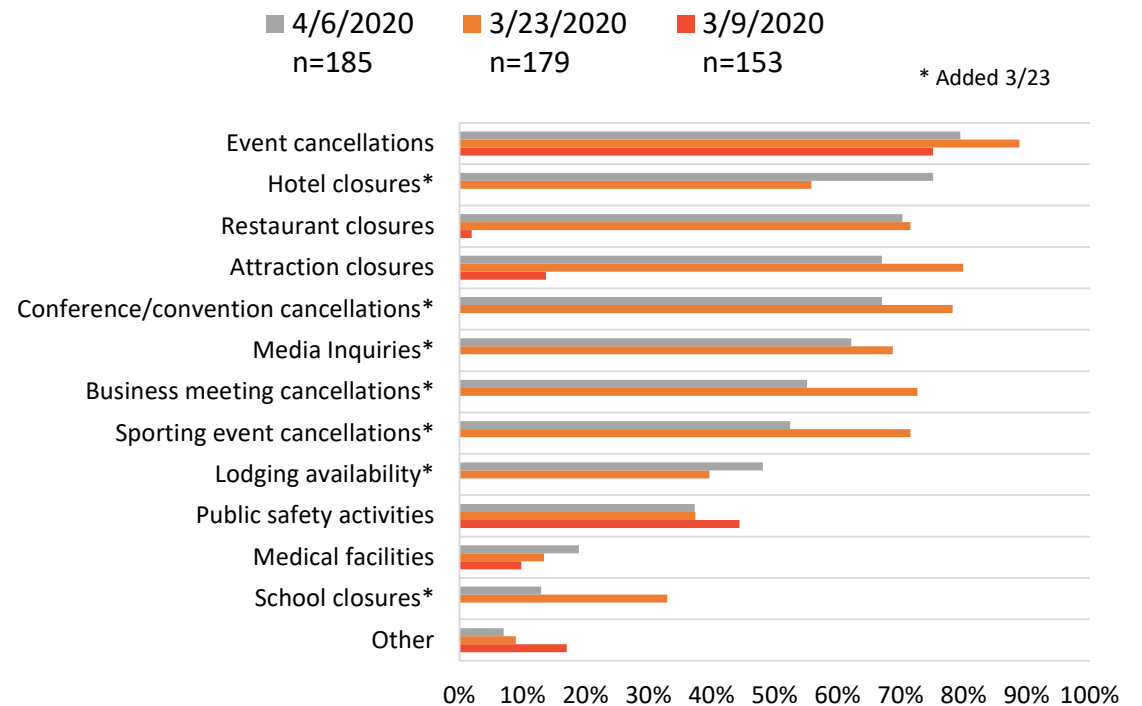
1. While almost 30% of organizations surveyed are still receiving more than 20 COVID-19-related inquiries daily, Wave III represents the first time we've observed a decline in the percentage of organizations receiving this level of inquiries – an indication that awareness is more consistent and visitors are likely starting to assume destination businesses are closed in the near-term.

Coronavirus-Related Inquiries

Number of Inquiries



Type of Inquiries



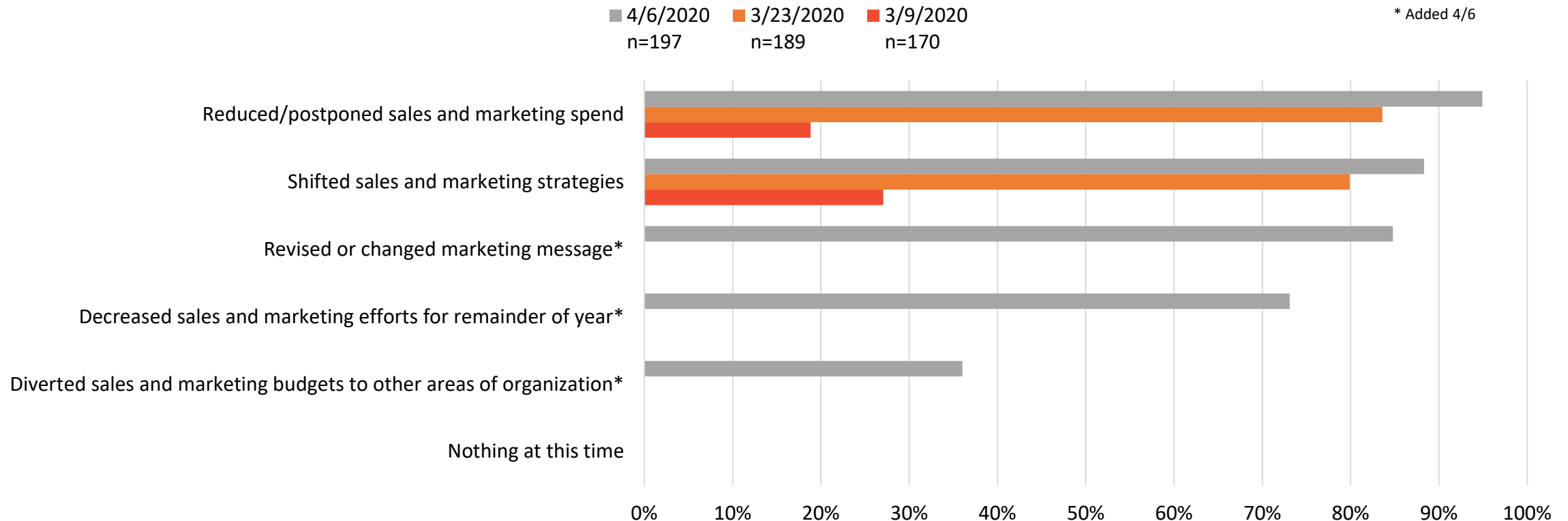


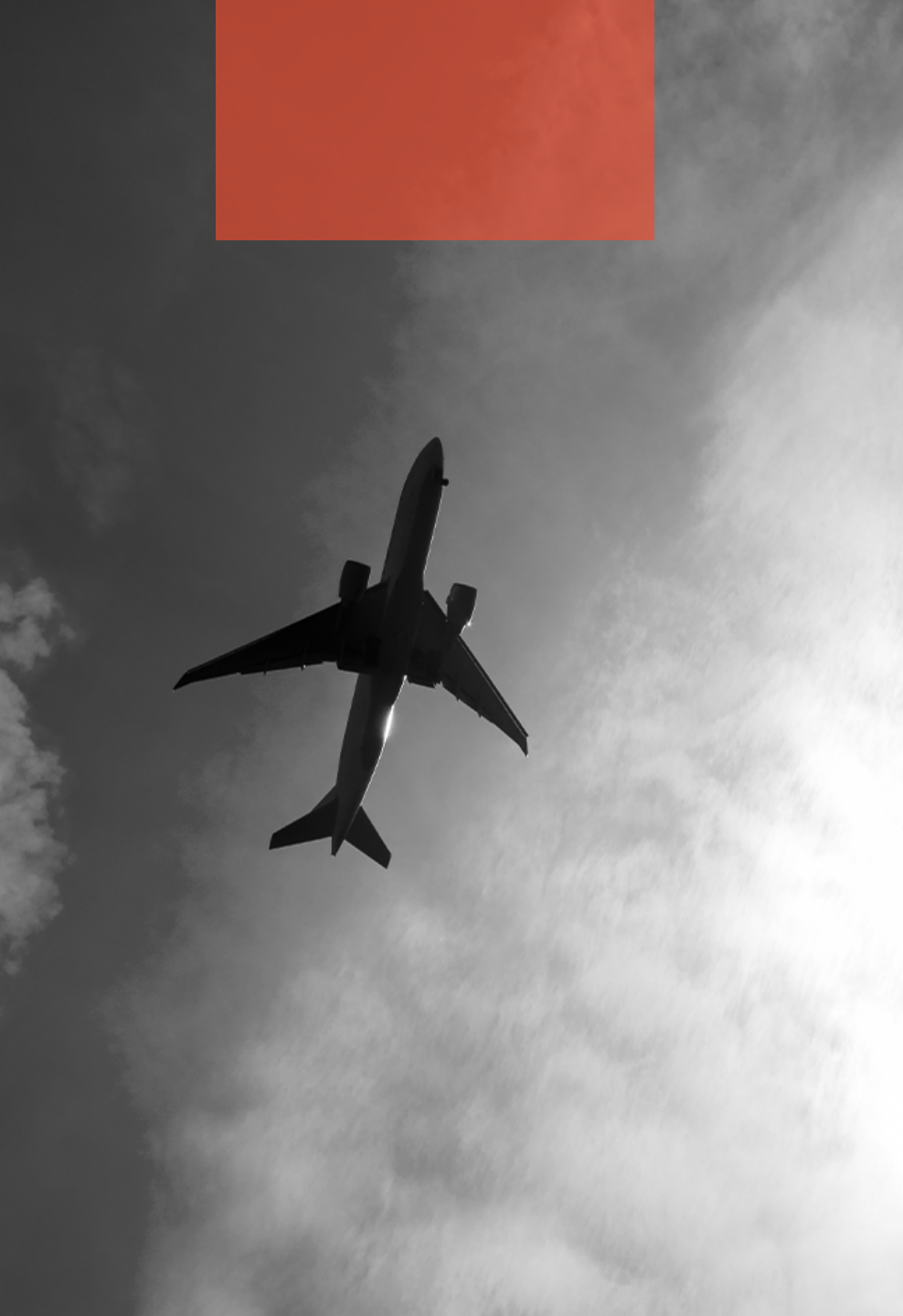
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2. 95% of organizations have now either reduced or postponed planned marketing expenditures related to COVID-19 (up from 84% two weeks ago). And, more than 8 out of 10 have shifted sales and marketing strategies or revised or altered their marketing message.

Alterations to Normal Organization Business



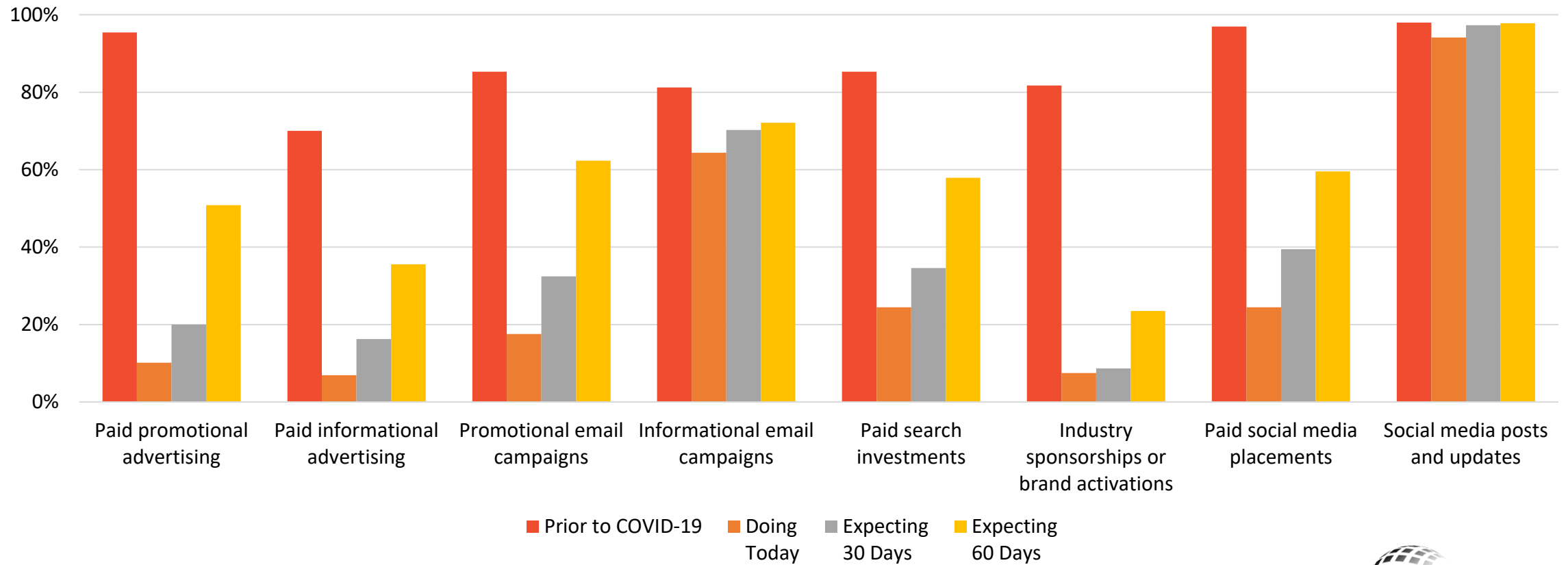


/ Key Findings

3. Destination organizations have remained connected with prospective travelers during this pandemic principally through social media and informational emails. Paid promotional advertising has experienced the sharpest drop, with only 10% of responding organizations indicating that they continue to invest similarly in this marketing channel today. 50 percent of organizations expect to return to paid promotional advertising within the next 60 days. Industry sponsorships and brand activations may be impacted the most over the next 2 months.

Marketing Engagement Activities and Expectations*

* Added 4/6





U.S. TRAVEL

ASSOCIATION®

Travel Intentions Pulse Survey (TIPS): Impact of COVID-19

KEY FINDINGS – March 27, 2020

Research and analysis
conducted by:

**MM
GY** Travel
Intelligence

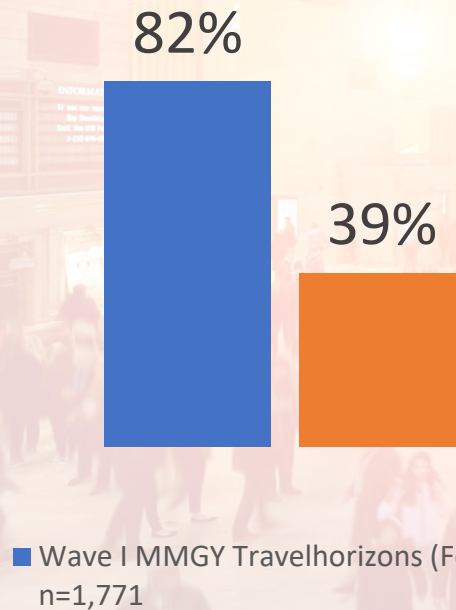
TIPS: IMPACT OF COVID-19

The U.S. Travel Association has engaged MMGY to conduct an ongoing survey to monitor the impact of COVID-19 on U.S. travelers. The online survey designed and analyzed by MMGY Travel Intelligence is conducted bi-weekly among 1,200 U.S. residents who have taken an overnight trip for either business or leisure in the past 12 months. The maximum error at the 95% level of confidence for a sample of 1,200 is +/- 2.83%.

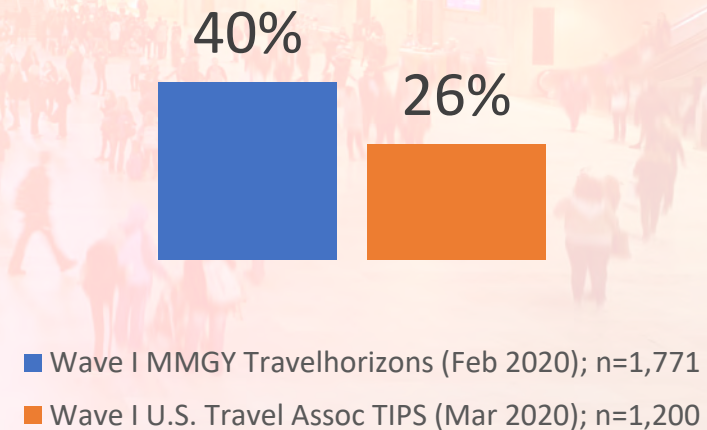
The Likelihood of Taking a Domestic Business Trip in the Next 6 Months Has Declined Materially In Past Month*

% of travelers who say they are likely to travel domestically for leisure in next 6 months

Take a Domestic Leisure Trip
(% Top 2 Box; 5-point Scale)



Take a Domestic Business Trip
(% Top 2 Box; 5-point Scale)

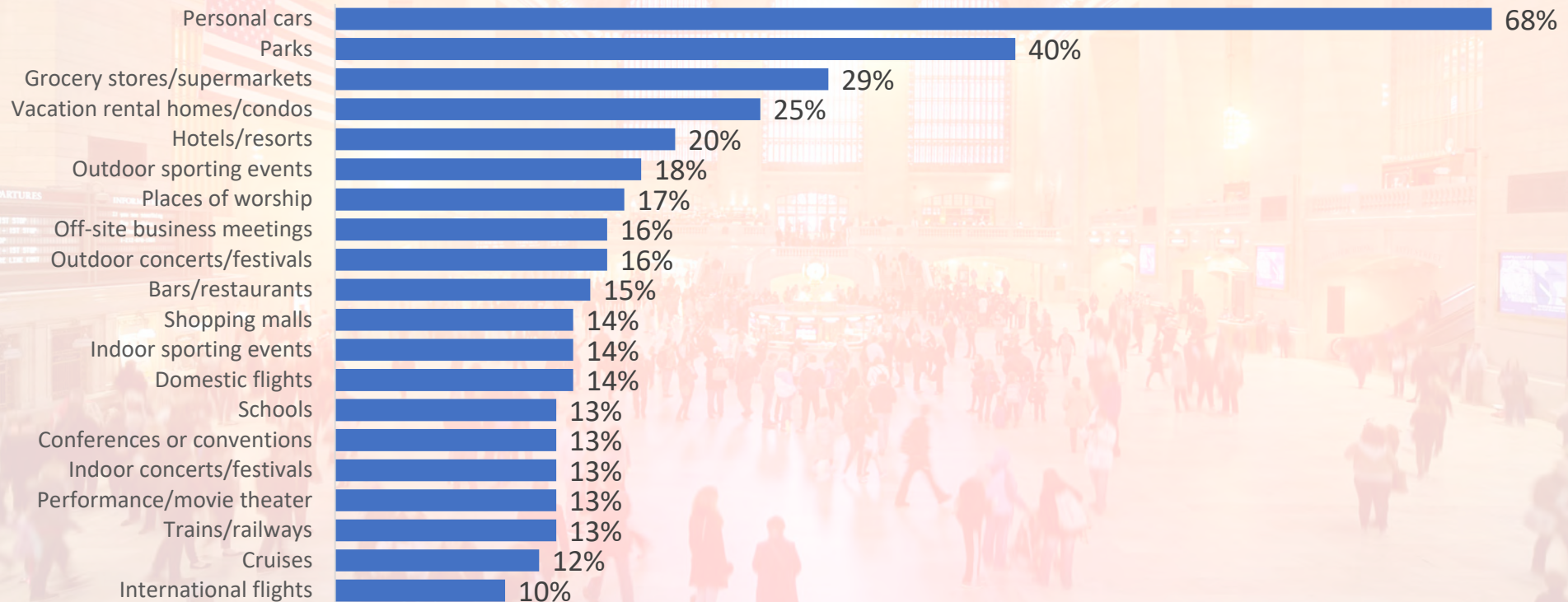


Perceived Safety of....

% of travelers who say they feel safe in each of the listed locations or activities

% Top 2 Box; 5-point Scale

N=1,200

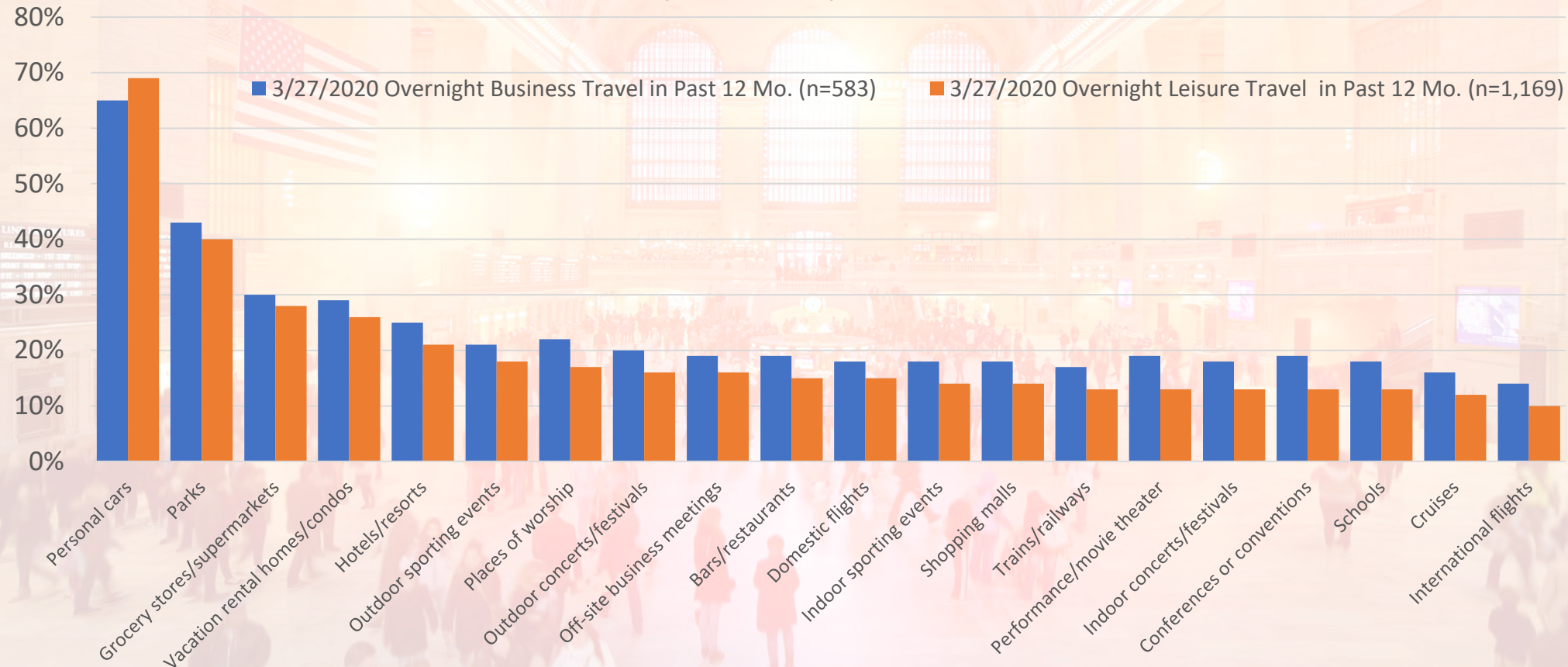


■ 3/27/2020 (benchmark survey)

Business Travelers Generally Feel Safer Traveling Than Leisure Travelers

% of travelers who say they feel safe in each of the listed locations or activities

% Top 2 Box; 5-point Scale



Source: MMGY Travel Intelligence

Slowdown in Spread of COVID-19 will have the Most Impact on Travel Decisions During Next 6 Months

% of travelers who cite each factor as having an impact on their decision to travel in the upcoming 6 months

Impact on Taking a Leisure Trip

(% Top 2 Box among those who took leisure trip in past 12 months; n=1,111)



■ 3/27/2020

Impact on Taking a Business Trip

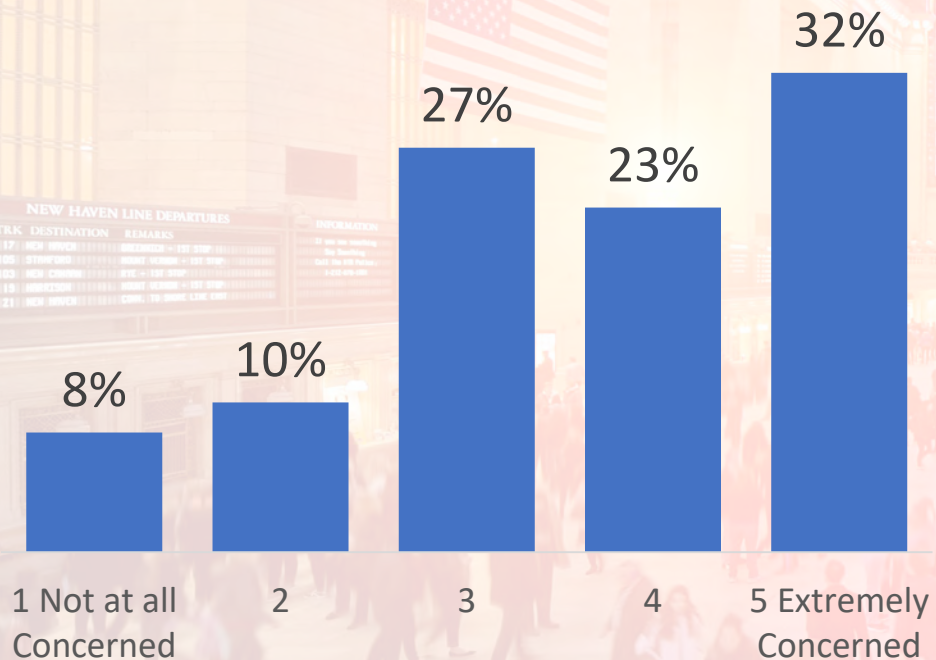
(% Top 2 Box among those who took a business trip in past 12 months; n=567)



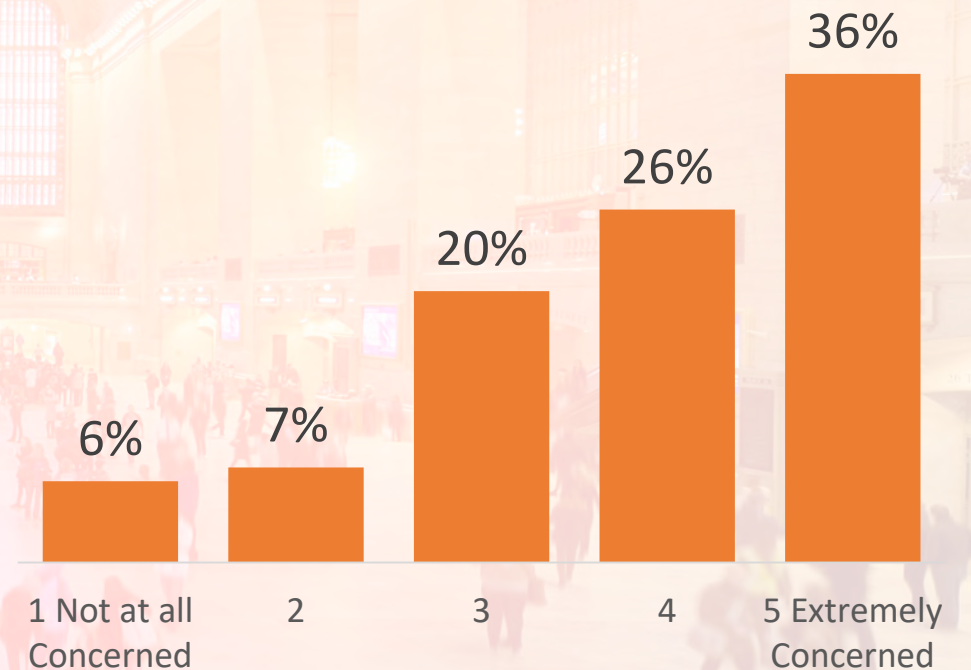
■ 3/27/2020

Travelers Are Just As Concerned About Family Members Contracting COVID-19 As They Are About Getting It Themselves

For Myself

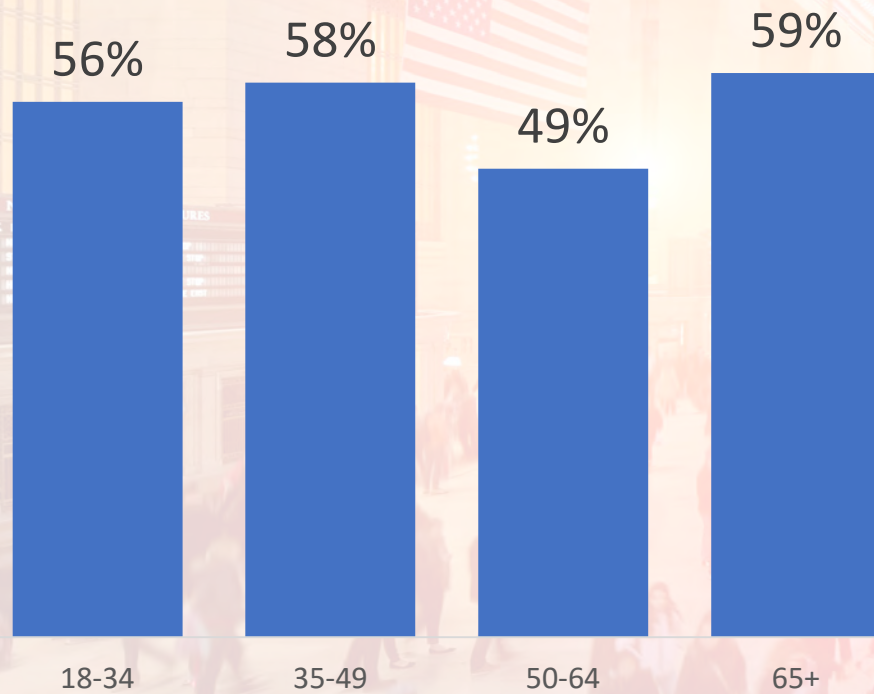


For Others in My Household



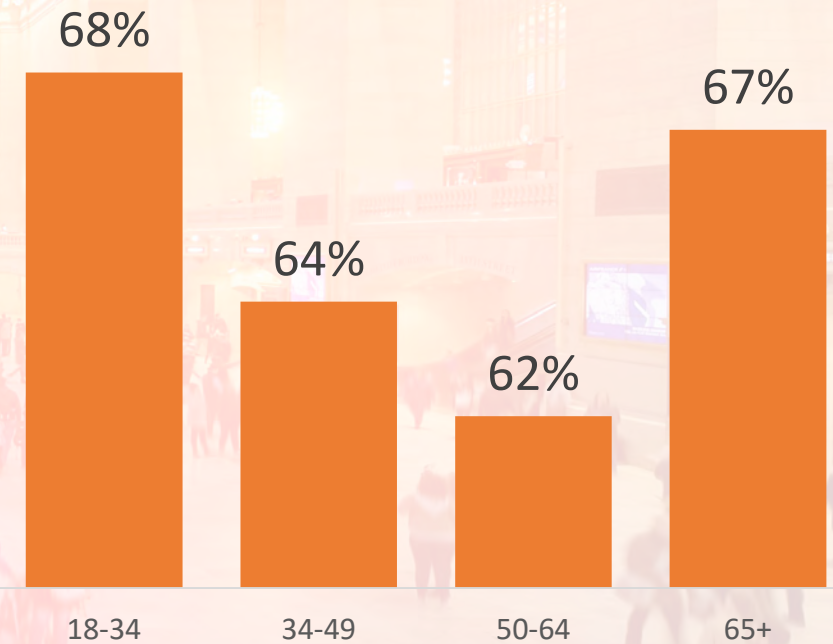
Younger Travelers Are More Likely to Worry More About Others, But They Are Also Concerned About Their Own Health

For Myself
by Respondent Age (% Top 2 Box)



■ 3/27/2020

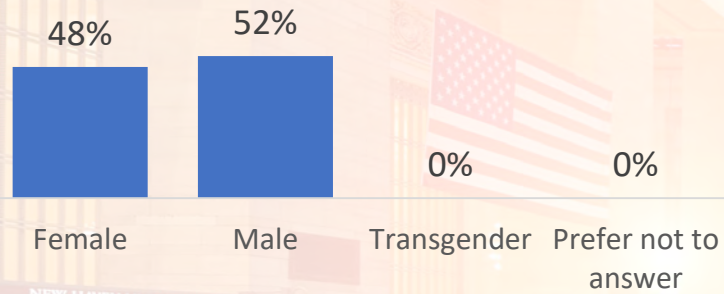
For Others in My Household
by Respondent Age (% Top 2 Box)



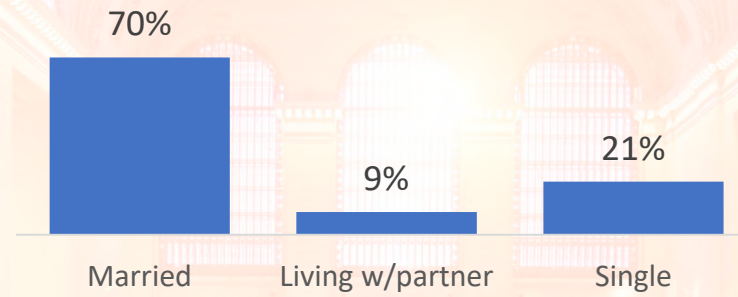
■ 3/27/2020

Respondent Demographics

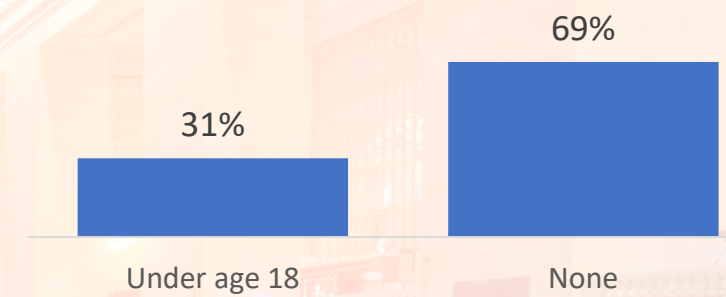
Gender



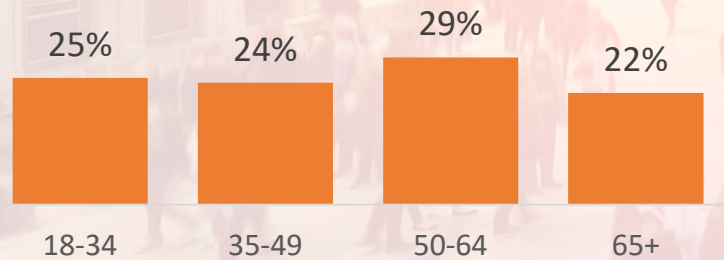
Marital Status



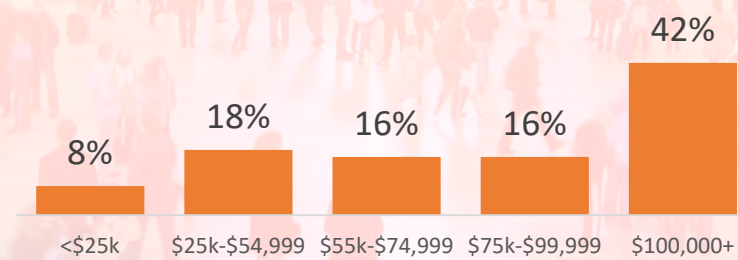
Children in Household



Age



Household Income



Employment Status



For more
information contact:

Chris Davidson

EVP, Insights & Strategy

MMGY Travel Intelligence

cdavidson@mmgyintel.com

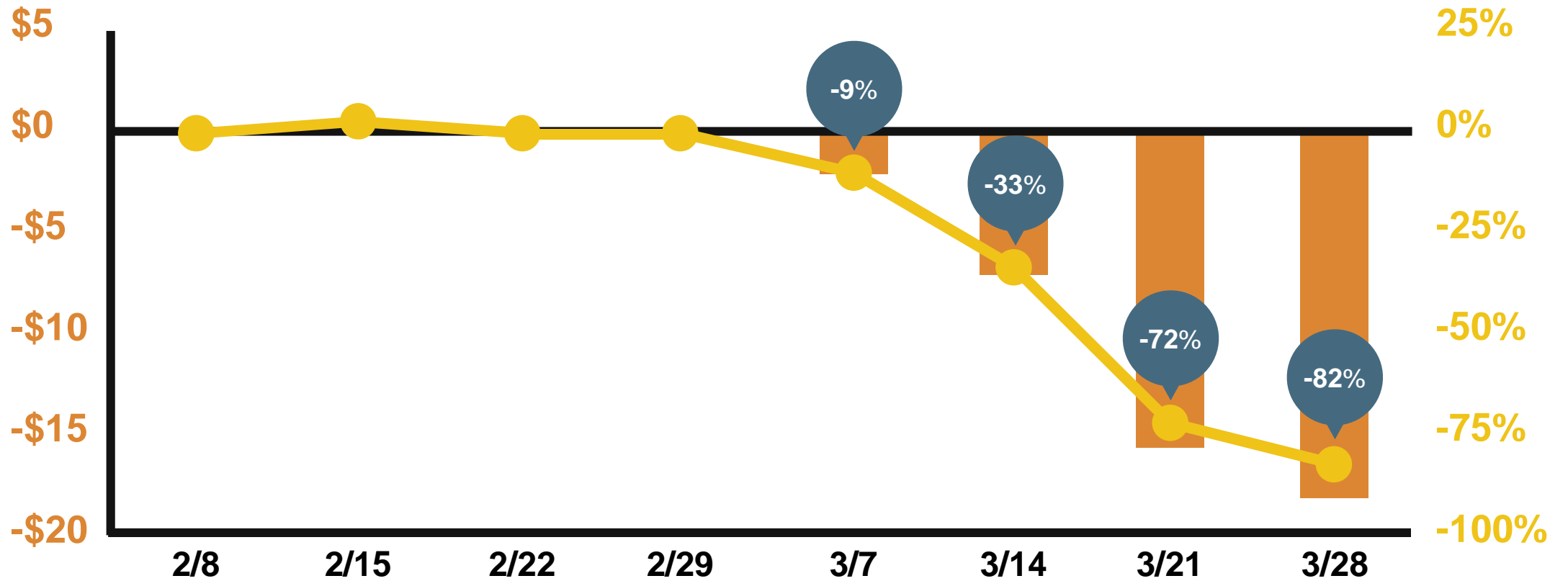
CONSUMER RESEARCH

The background of the image is a photograph of the Spirit Mound statue in South Dakota. The statue is a large, stylized figure of a Native American woman, possibly a warrior or a person of significance, holding a large shield. She is standing on a grassy field. In the foreground, there is a large, dark tree on the left side. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The overall mood is serene and majestic.

South Dakota

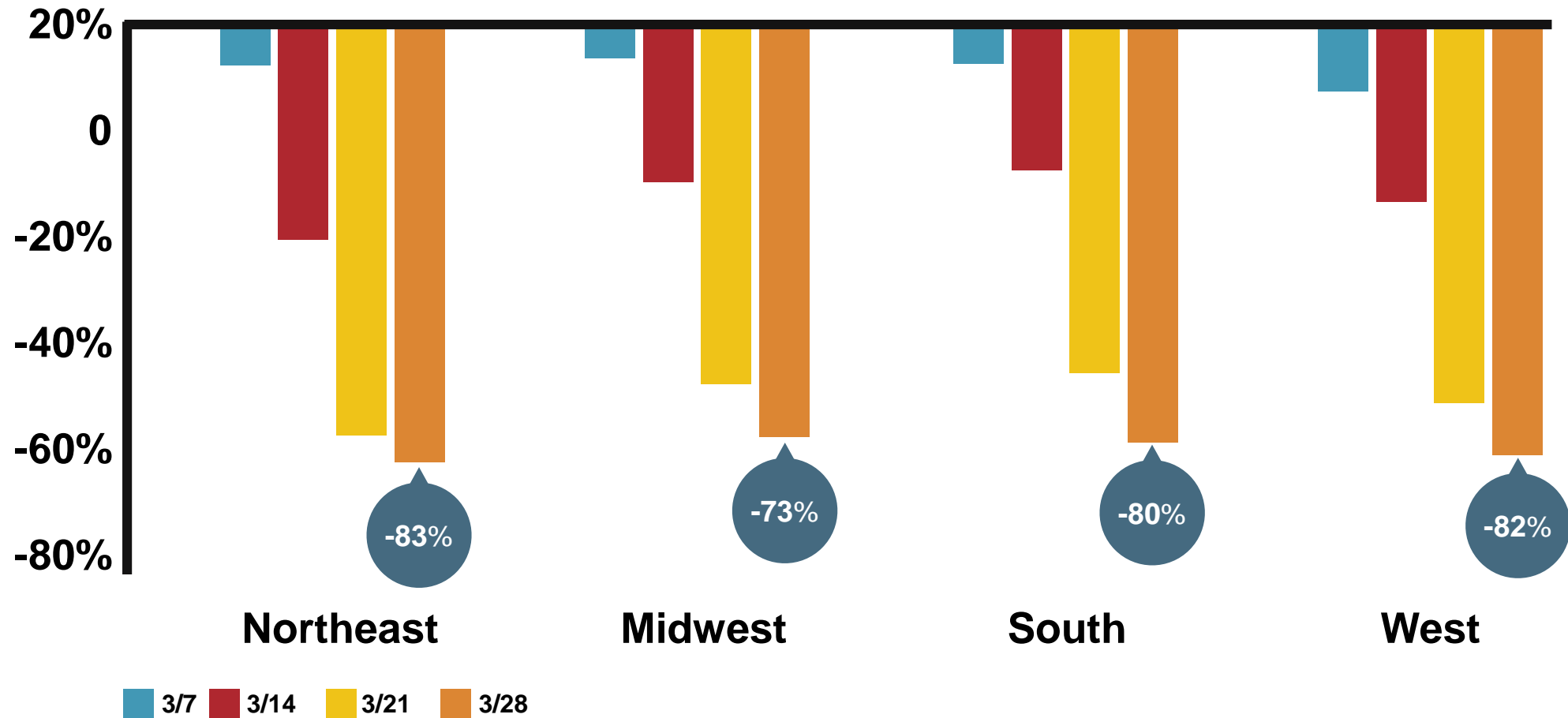
YEAR-OVER-YEAR % CHANGE

NATIONAL WEEKLY TRAVEL SPENDING (\$ BILLIONS)



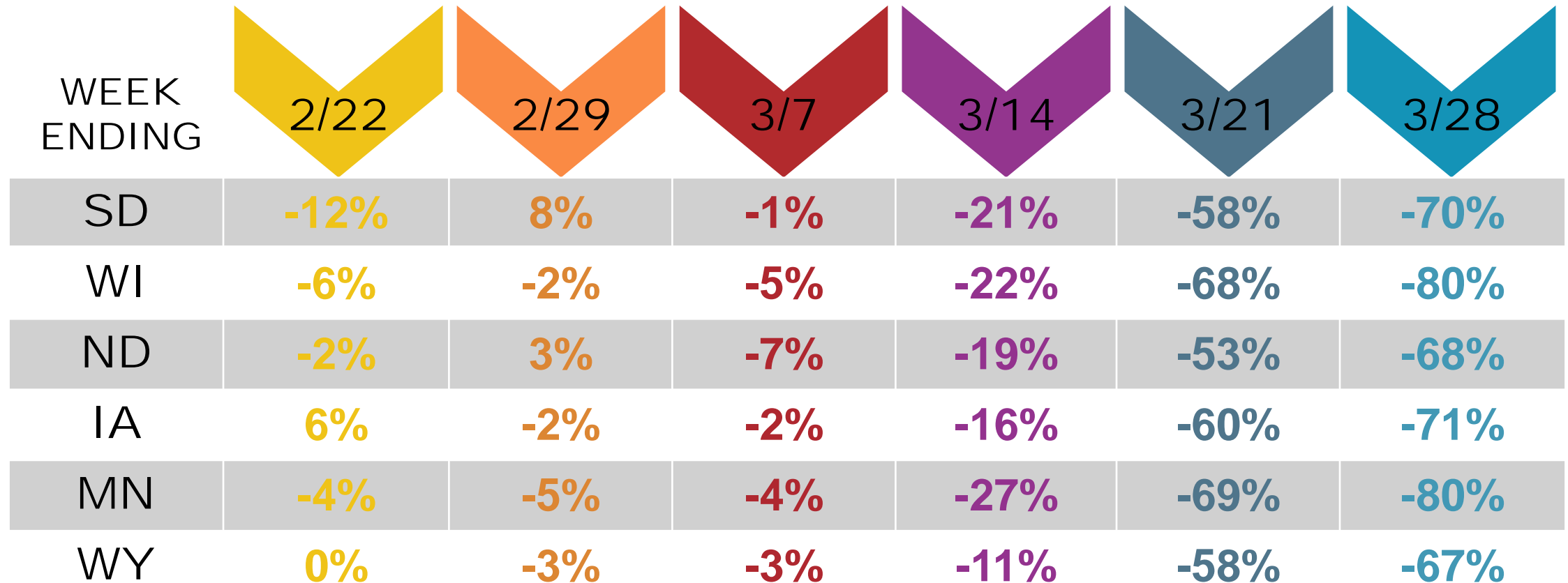
YEAR-OVER-YEAR % CHANGE

NATIONAL WEEKLY TRAVEL SPENDING



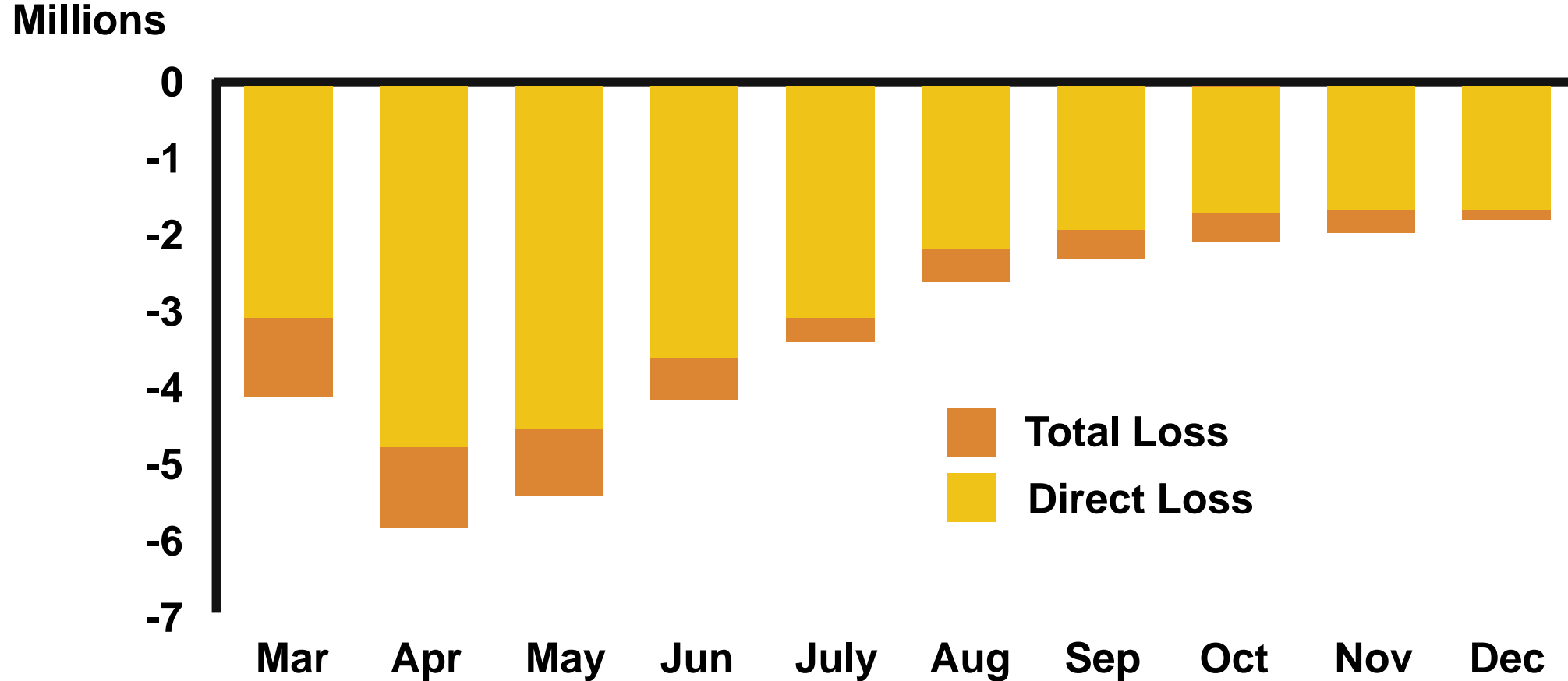
YEAR-OVER-YEAR % CHANGE

REGIONAL WEEKLY TRAVEL SPENDING



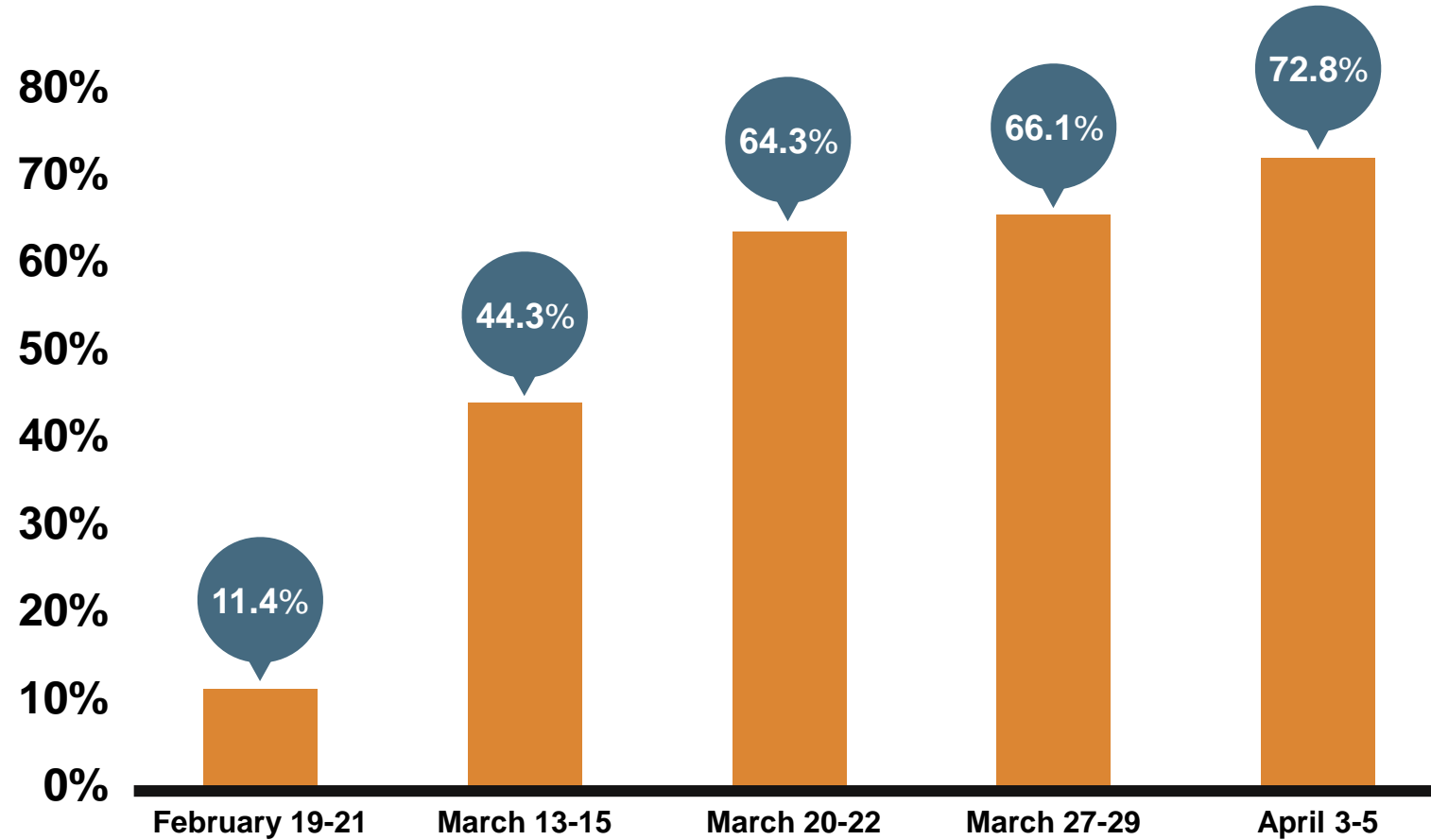
TOURISM INDUSTRY JOB LOSSES

NATIONAL



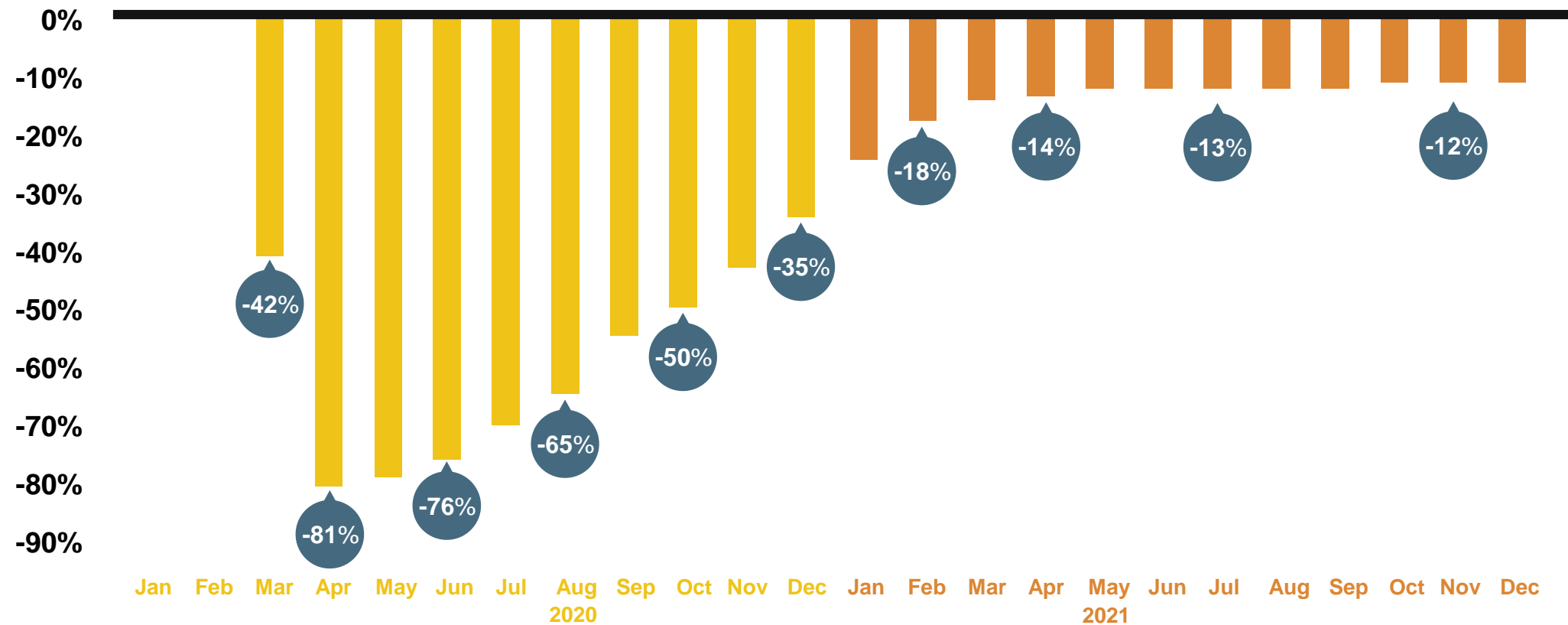
TRIPS AFFECTED BY CORONAVIRUS

U.S. TRAVELERS - NATIONAL



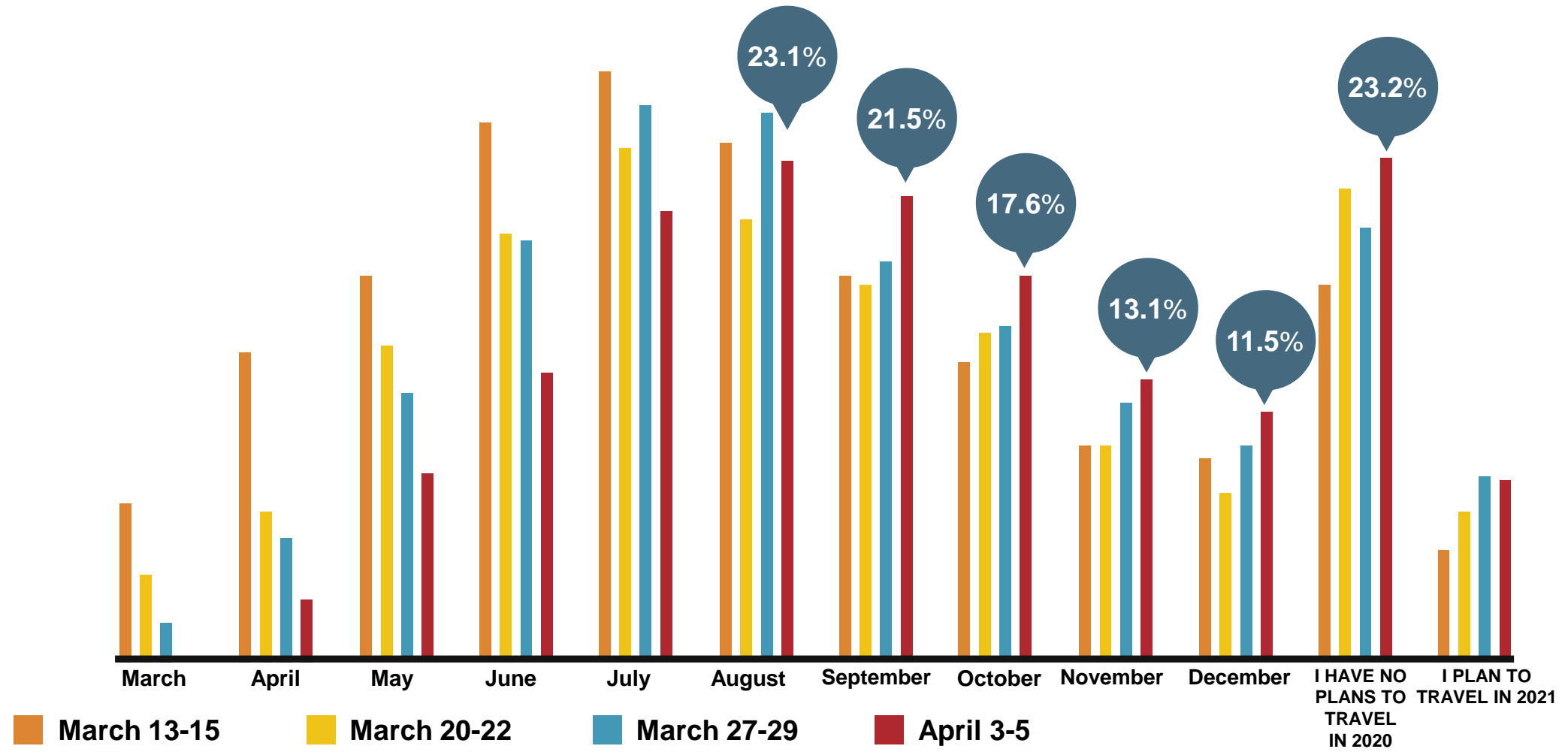
STR/TOURISM ECONOMICS HOTEL DEMAND FORECAST

NATIONAL



MONTH OF CURRENT PLANS TO TRAVEL

NATIONAL



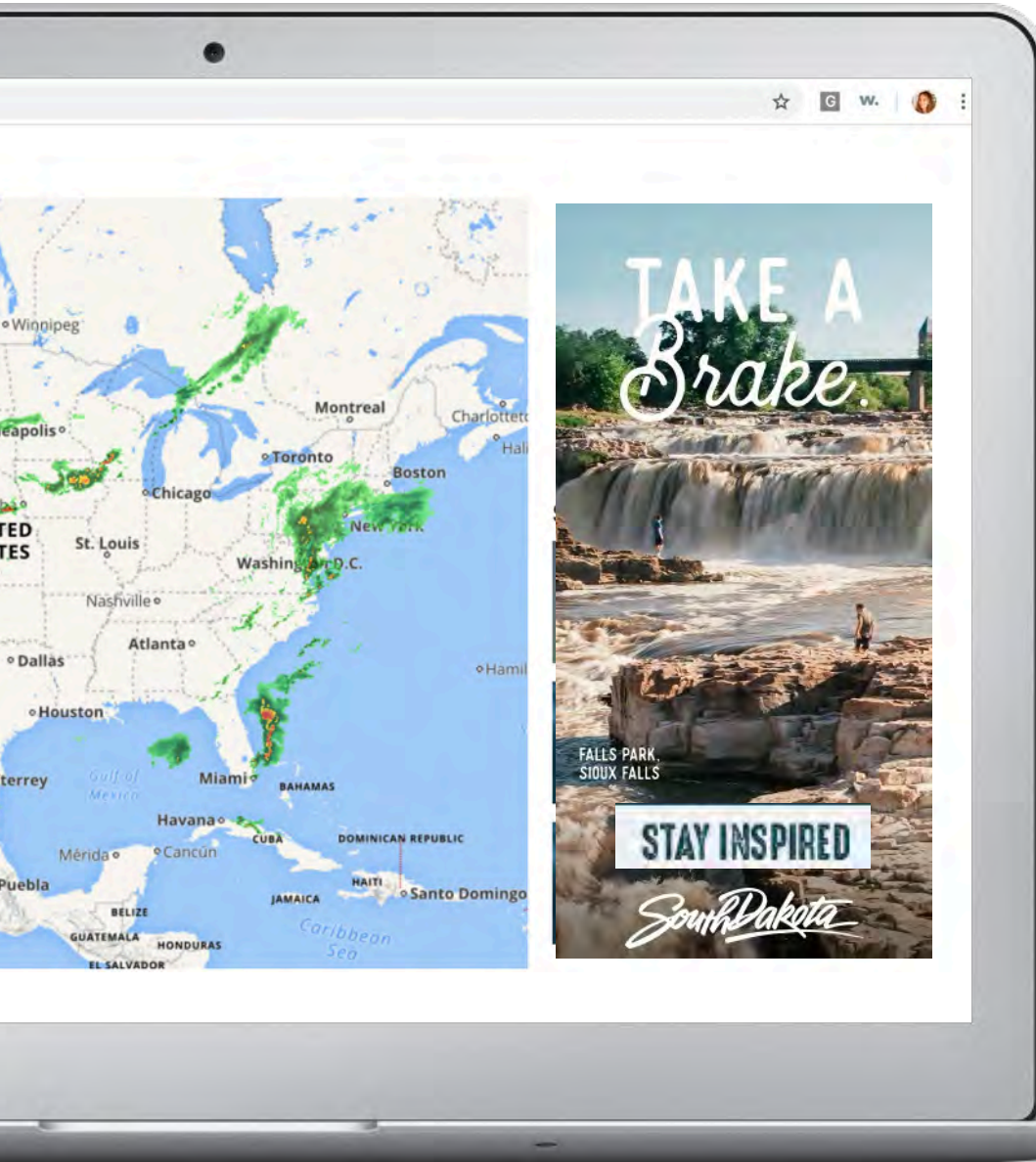
MARKETING EFFORTS

South Dakota

A woman with short blonde hair is shown in profile, wearing a light blue surgical face mask. She is looking off to the right. The background is a blurred American flag. The text "WHAT WE'RE DOING & WHY" is overlaid in white, bold, sans-serif capital letters.

WHAT WE'RE DOING & WHY

South Dakota



WHAT WE KEPT GOING

- **Always-on, Intent-based Efforts** (Expedia, TripAdvisor, ADARA + SOJERN Travel Network Targeted Displays)
 - **Paid Search**
 - **Social**
 - **eMail**
 - **Magazines** (already shipped in early Feb.)
- * Adjusted calls to action on all to planning related from actionable and immediate that was running.
- ** Negatively-targeted COVID-19 related keywords



31%

2019 South Dakota
Arrivals attributed to
2018 marketing efforts.

WHAT WE PAUSED

Prospecting and High Inspiration Efforts

- TV + Advanced TV (2nd flight)
- Prospecting Digital Display + Video
- Direct Mail + Direct Mail Co-op
- Out-of-Home
- Radio + Streaming Audio + Podcast (2nd flight)
- High-Impact Digital (mobile rich media + video)
- Dedicated email

South Dakota



73%

FY2020 budget paused for
shifting or reallocating to
rebound efforts

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 if the best place to be. But soon it will be time to explore. When that time comes, travel South Dakota

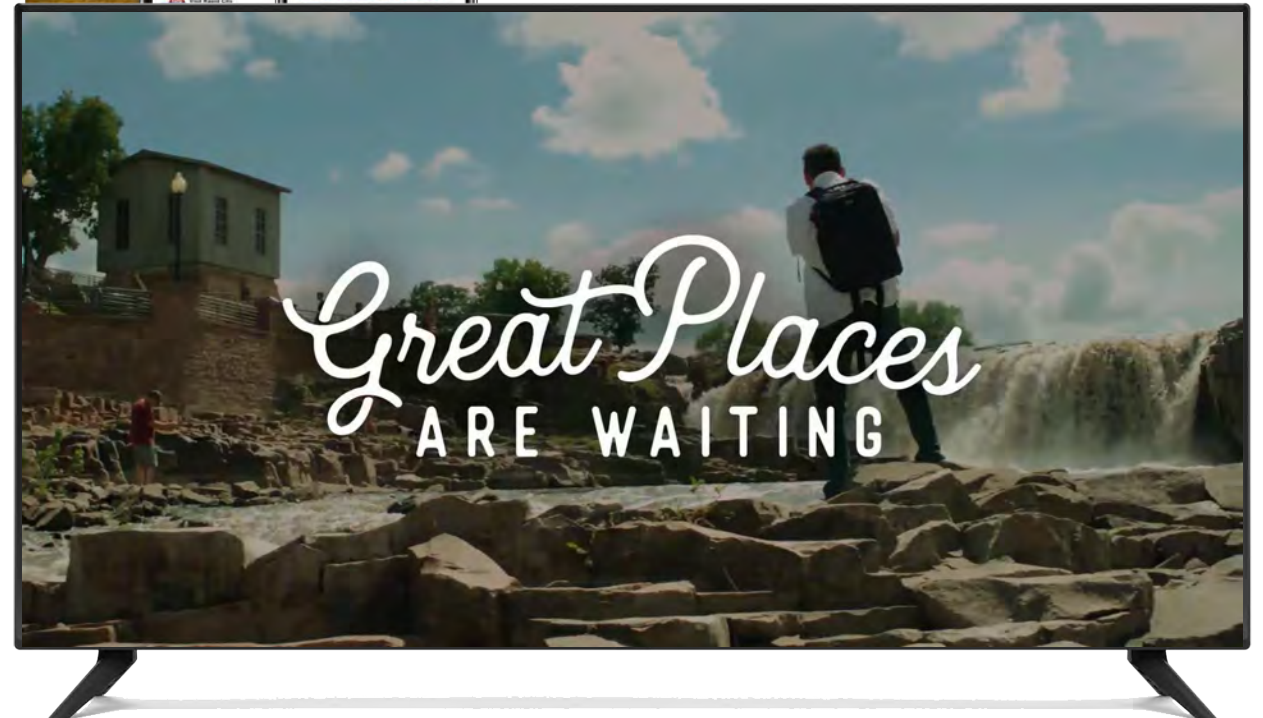
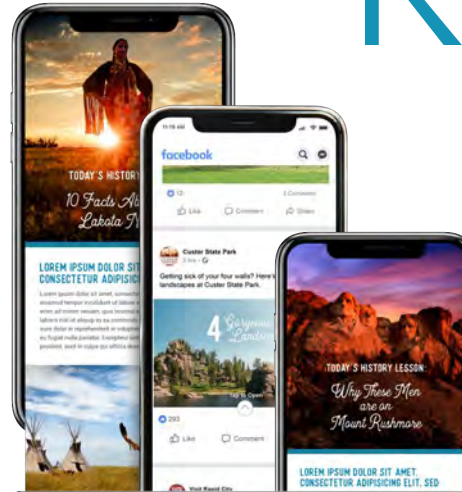
South Dakota

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

REBOUND CAMPAIGN

Industry Video Available at:

<https://l-s.sharefile.com/d-s4f2da7f6538447b8>





MEDIA & PUBLIC RELATIONS

South Dakota



SOCIAL MEDIA

South Dakota



SOCIAL OBJECTIVE

Adapt to a rapidly changing environment and execute specific strategies to promote travel to South Dakota once the pandemic's effects begin to subside.

We will be honest and we will be empathetic. We will inspire consumers to explore virtually and travel later.

South Dakota

SOCIAL MESSAGING STRATEGY

Long-Lead Focused, Book Now, and Finally Travel Later

CURRENT



READY



SET



GO

- Create an escape.
- Launch **SOUTH DAKOTA STATE OF MIND** campaign.
- Stay relevant and top of mind without encouraging travel.
- Be empathetic and honest.

- Be part of the getaway and travel solution.
- Enter the travel & booking conversation.
- This is where we begin to test adding CTAs into messaging.

- Elevate messaging to encourage people to begin getting out and exploring.
- Adjust to add more calls to action in messaging.

- When it's time to start to travel again, we'll inspire them with what they have been missing.
- We'll add in specific conversion messaging and campaigns that feel back to our normal tone.

SOUTH DAKOTA STATE OF MIND

Content Strategy

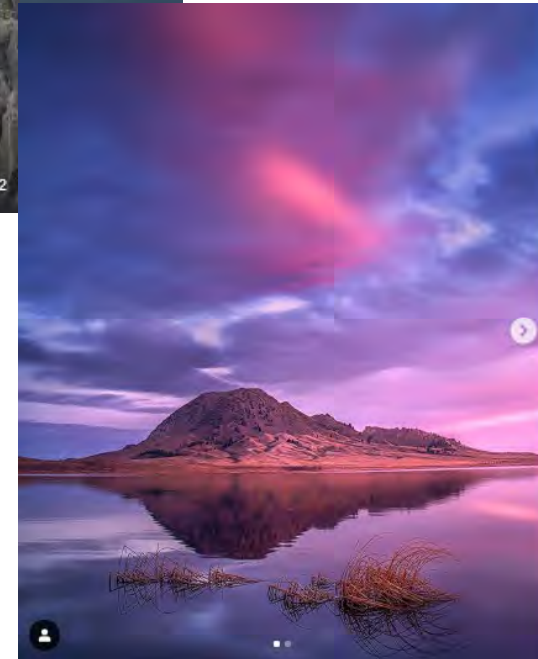
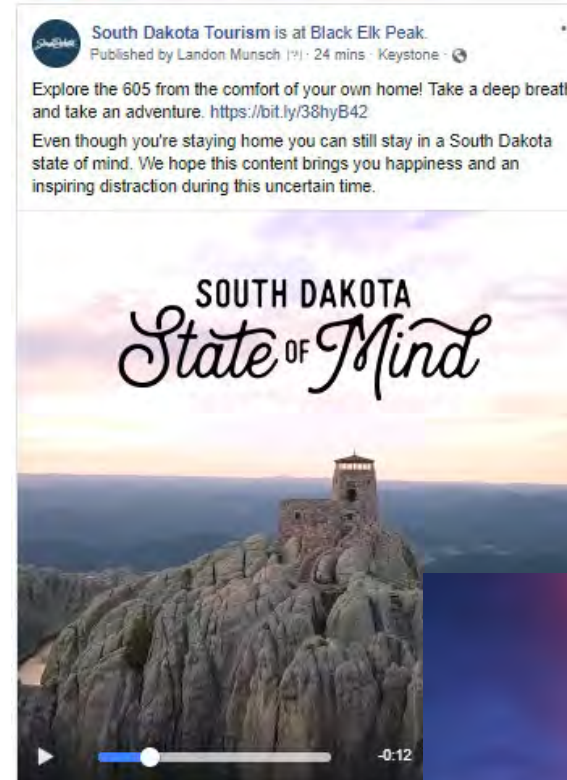
Change messaging to inspiration and removing actionable language and CTAs.

Instagram Takeovers

- **Photographers from all over the state**

Emphasize South Dakota partners and their virtual content and experiences

Kids resources, activity guides, virtual tours, etc.





PUBLIC RELATIONS

South Dakota



PR STRATEGY IN WAIT STAGE

Plan During "In Wait" (Current) Stage

- **Canceled Immediate Press Trips:** Revising plans for social influencers and media professionals.
- **Drive Engagement:** Drive engagement with virtual activities, encourage exploring from home while consumers can't travel.
- **Create Aspirational Content:** Create content that allows for virtual experiences.
- **Continue Thoughtful Dialogue:** Stay in touch with our media contacts through thoughtful dialogue.
- **Ideas We're Using:** Sunrise yoga in the Badlands, continue as planned with baby bison coverage, cooking workshops, and children's activity guides.

South Dakota



PR STRATEGY RECOVERY STAGE

Plan for Recovery Stage

- **Perception:** Mold and utilize the perception of South Dakota as a safe destination.
- **Affordability:** Emphasize South Dakota's affordability.
- **Road Trips:** Pitch road trip content to media once curve has flattened and develop itineraries.
- **Virtual Press Experiences:** When appropriate, discuss remote and virtual meetings and interviews to promote South Dakota. Virtual press trip of sorts.
- **Reschedule Visits:** Revisit press trips & influencers for fall if possible.

South Dakota

RECENT PR INQUIRIES

Examples for Recent Inquiries

- **CONDE NAST:** Working on a story for “What It’s Like To Be a ____ Right Now.” Journalist is looking to interview people in different industries and how they have been impacted by COVID-19 and their hopes for the future.
- **LIQUOR.COM:** Writing story about what bartenders are doing to channeling creativity during isolation.
- **UNDETERMINED OUTLET:** Journalist working on story highlighting companies that have shown acts of kindness during COVID-19.
- **THRILLIST:** Story on bars offering online cocktail tutorials and similar virtual offerings



South Dakota

WAYS TO ENGAGE

South Dakota

RESOURCES FROM THE DEPARTMENT OF TOURISM

MILE MARKER NEWSLETTER

SDVisit.com/Industry-Enewsletter-Sign

BUSINESS/EVENT POSTPONEMENTS OR CANCELLATIONS

**SDVisit.com/Covid-19
TravelSouthDakota.com/Closures**

BUSINESS AID AND RELIEF RESOURCES

SDVisit.com/Covid-19/Funding-Resources

TOURISM INDUSTRY WEBINAR SERIES

SDVisit.com/Training-Hospitality/Webinar-Series

CONTACT US

KIRK HULSTEIN

Kirk.Hulstein@TravelSouthDakota.Com





CLOSING THOUGHTS

- **Keep in close contact with us**
- **We will need the help of South Dakotans and our media**
- **Travel and tourism will help stimulate economic recovery**
- **Encouraging emails from visitors**
- **We Will Get Through This Together**



South Dakota