

A scenic view of the Badlands in South Dakota, featuring layered rock formations and two people sitting on a cliff edge. The text "Great Places ARE WAITING" is overlaid in the center.

Great Places  
ARE WAITING

*South Dakota*  
DEPARTMENT OF TOURISM

# PHASE • 1 •

## GREAT PLACES WILL BE WAITING

As people shelter in place and practice social distancing, our message is empathetic to their situation, encouraging them to be safe and letting them know great places like South Dakota can wait. Looking ahead with hope to the day when we're free to explore again, we can provide an escape, provide inspiration and relevant information. The focus of messaging is on long-term trip planning.

# PHASE • 2 •

## GREAT PLACES ARE WAITING

Stay-at-home orders lift, businesses start to re-open, and people are making sense of daily life with COVID-19. We see consumer sentiment showing optimism about future travel. We encourage those looking forward to begin planning for when they're ready. Continued focus is on long-term trip planning.

# PHASE • 3 •

## GREAT FACES GREAT PLACES

Businesses are open across the country and people continue adjusting to our "new normal." They are visiting family and friends, moving somewhat cautiously and responsibly. Trips start locally and gradually expand to regional or beyond. Pent up demand exists for exploration – especially outdoors and by car. A shift in focus of messaging to include the short-term.



### CALL TO ACTION

CTAs like "Get Inspired" are lofty and inspirational, with no hard push or anything of immediacy.



### CRITERIA & TIMING

Stay-at-home orders in place for many parts of the country, CDC health, hygiene and social distancing protocols in place.



### ACTIVE EFFORTS

Only targeting audiences showing high-intent and actively seeking travel information and inspiration for future trips. Placements include highly-targeted digital, email, social, and direct-response like Vacation Guide requests.



### MARKETS

National targeting through digital marketing, with an emphasis on drive vs. fly markets.



### CALL TO ACTION

CTAs like "At Your Own Speed" or "Ready When You Are" remain inspirational while also transitioning to more action-focused.



### CRITERIA & TIMING

Stay-at-home orders easing or lifted altogether, states, communities and businesses re-opening with safety and hygiene protocols fully in place, consumer sentiment about future travel showing optimism, with increases in travel search and bookings.



### ACTIVE EFFORTS

Fold in more inspirational and addressable media with proper messaging into ongoing placements. New efforts include more targeted digital and video, addressable TV, expanded email, paid social, and out-of-home.



### MARKETS

Along with nationally targeted digital marketing efforts for high-intent based channels, add efforts focused on adjusted drive markets, targeting 500 miles or less from South Dakota.



### CALL TO ACTION

CTAs that are actionable and immediate, like "Let's Roadtrip" or "Book Now," mark their return.



### CRITERIA & TIMING

Businesses are open with people adjusting to the "new normal" of safe and hygienic travel. Consumers are open to travel in the short-term or are rescheduling trips for the future. Search and bookings have returned to a more normal pattern.



### ACTIVE EFFORTS

Full media mix efforts have returned. Marketing message and tactics are adjusted due to shortened peak season and to capture those rescheduling trips for the fall. Efforts include print, TV, digital, social, email, out-of-home, and direct-response.



### MARKETS

Along with nationally targeted digital marketing efforts for high-intent based channels, add efforts focused on adjusted drive markets, targeting 500 miles or less from South Dakota.