



GO
Great
PLACES

South Dakota
DEPARTMENT OF TOURISM

PHASE • 1 •

GREAT PLACES ARE WAITING

Stay-at-home orders lift, businesses start to re-open, and people are making sense of navigating daily life with new protocols and practices. 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 • 2 •

GO 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. Pent up demand exists for exploration – especially outdoors and by car.

PHASE • 3 •

GREAT FACES GREAT PLACES

With herd immunity near or reached due to vaccinations and safety protocols, "dreaming" turns to "doing" for nearly everyone across the country. Travel, business and sporting events begin to return to join the healthy amount of ongoing leisure travel. People feel comfortable with all modes of travel and a full slate of indoor activities.



MESSAGING

Message remains inspirational, while also transitional to more action-focused with headlines like "When You're Ready to Travel" and CTAs ranging from "See More" to "Let's Road Trip."



CRITERIA & TIMING

Vaccinations have begun rolling out to priority groups, travel restrictions are 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

Majority of efforts focus on drive market, with some exceptions based on select tactics or targeting. These efforts include targeted nation-wide and key markets like Chicago and Dallas.



CALL TO ACTION

Message shifts to more actionable and immediate, to include short-term planning. CTAs like "Let's Roadtrip" or "Book Now" return.



CRITERIA & TIMING

Businesses are open with people adjusting to the "new normal" of safe and hygienic travel. Vaccinations become available to anyone over the age of 16. 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 across all available channels. 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, primary efforts focused on adjusted drive markets, targeting 500 miles or less from South Dakota outside of key markets like Chicago or Dallas. Secondary emphasis on markets 500-750 miles from South Dakota, plus direct-flight markets.



MESSAGE

The Great Faces Great Places tagline returns, and emphasis remains on messaging that moves people, either in the short or long-term. CTAs keep focused on the immediate and see little change from Phase 2.



CRITERIA & TIMING

With people comfortable with travel again, searches and bookings settle into a more consistent pattern. Pent-up demand is likely to influence pre-booking activity for select stays like premium rooms, homes and campsites.



ACTIVE EFFORTS

Full multi-channel media mix targets all phases of the consumer buying cycle. Tactics include all mediums, like audio, digital, direct and email, out-of-home, print, social, TV and video.



MARKETS

Continued focus on regional drive and direct flight markets, plus select national placements. International efforts resume in full.