



International Markets 101

South Dakota



INTERNATIONAL TARGET MARKETS

South Dakota



THE GREAT AMERICAN WEST

IDAHO • MONTANA • WYOMING
NORTH DAKOTA • SOUTH DAKOTA

Great American West

- South Dakota
- Wyoming
- North Dakota
- Montana
- Idaho

South Dakota



South Dakota

United Kingdom (UK) & Ireland

Mature Market

- Number one overseas Market
- 5-6 Weeks paid Vacation
- Fly Drive
- Adventure



France

Established Market

- **Minimum of 5 weeks vacation**
- **11 National Holidays**
- **Experiential Travel**
- **Local events and activities**



Benelux

Netherlands, Belgium, Luxemburg

Mature Market

- **Almost a month of Vacation Time**
- **Sight seeing, Shopping, National Parks, Small Towns, Countryside, Historic Locations**
- **Belgian Travelers are number one in average holiday expenditure**



Germany, Austria, Switzerland

Mature Markets

- 28-32 paid days of Vacation
- 10-14 Public Holidays
- Authentic Destinations
- Unspoiled Nature



Italy

Established Market

- 32 Days of Paid Vacation
- 12 Public Holidays
- Slow Paced
- Sight seeing, shopping, national parks, small towns, countryside, historic locations, local culture



Australia & New Zealand

Growth Market

- 4-6 Weeks Paid Vacation
- Average 18 day stay in the U.S.
- History, Nature, Native American Culture
- Slower & Immersive FIT



Nordic

Norway, Denmark, Sweden,
Iceland, Finland

Growth Market

- 5-6 Weeks Vacation
- Road Trips, Authentic America, Nature, Iconic Sites, Unique Experiences
- Relaxation



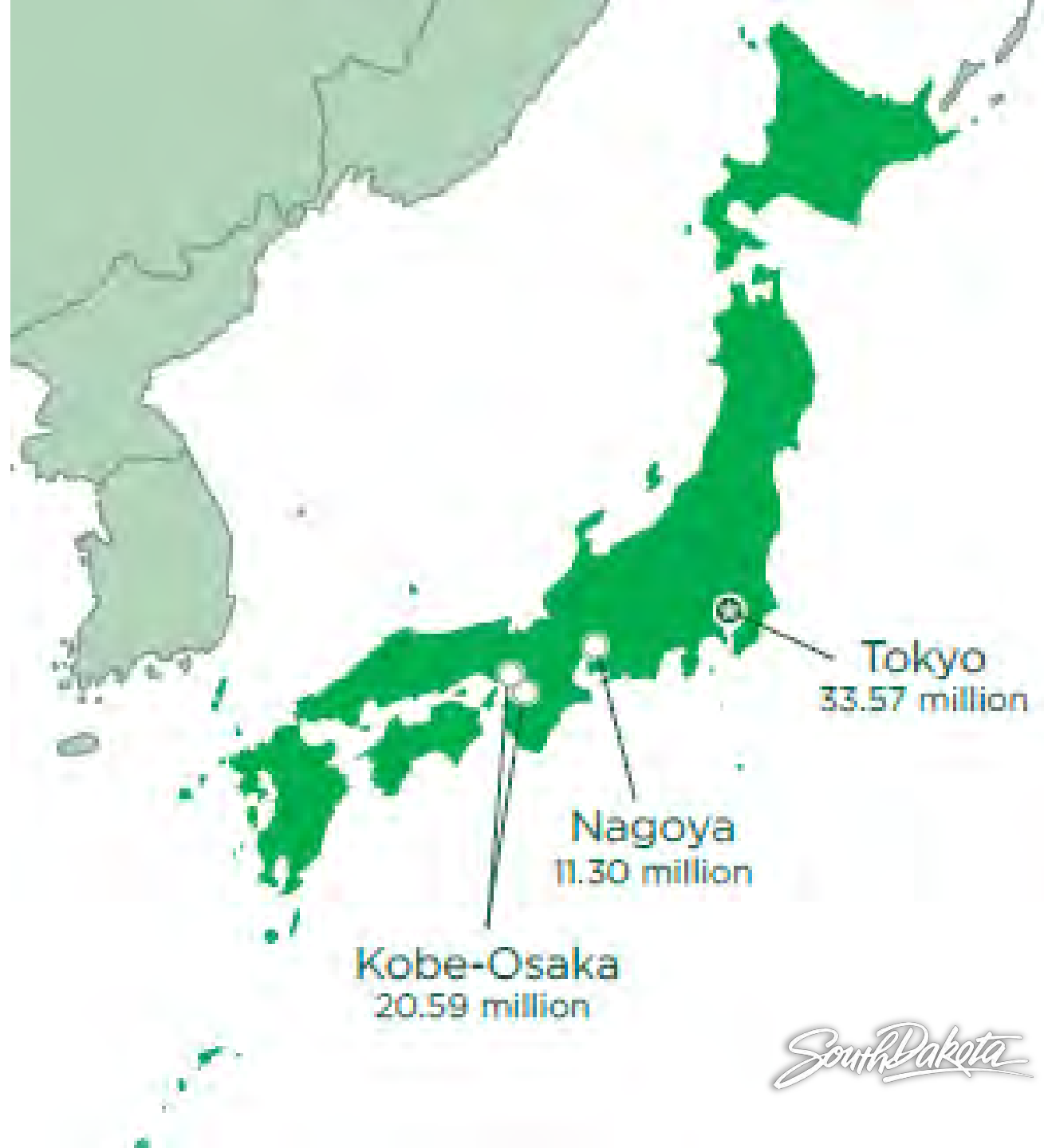
Canada

- **Number One International Market to U.S.**
- **10 Vacation Days**
- **9 National Holidays**
- **Book directly online**



Japan

- 20 Days Vacation
- 18 National Holidays
- 6 Days Average Stay in U.S.
- Group Travel & FIT



China

- **Largest Population**
- **7 National Holidays**
- **2 Week Long Celebrations**
 - **Chinese New Year**
 - **National Week**
- **Group Travel & FIT**
- **Detail Information**





CONTACT US

**SOUTH DAKOTA
DEPARTMENT OF TOURISM**

711 East Wells Avenue, Pierre,
South Dakota, USA 57501
605-773-3301

GLOBAL TRAVEL & TRADE TEAM

Alexa Dorn, Global Travel & Trade Representative //
Alexa.Dorn@TravelSouthDakota.com

Cole Irwin, Global Travel & Trade Director //
Cole.Irwin@TravelSouthDakota.com

Calley Worth, Global Travel & Trade Representative //
Calley.Worth@TravelSouthDakota.com

TourSDakota.com
TravelsouthDakota.com
MediaSD.com



South Dakota
GREAT FACES. GREAT PLACES.