



SPRING UPDATE WEBINAR

April 20 & 21, 2021

South Dakota

DEPARTMENT OF TOURISM TEAMS

- **Industry Outreach, Development, & Research**
- **Global Travel & Trade**
- **Global Media & Public Relations**
- **Global Marketing & Brand Strategy**

CHAT ROOMS

Global Media and Public Relations Team (including social media): Katlyn Svendsen, Stephanie Palmer, Ciara Rounds. Zoom link for both days:

<https://zoom.us/j/94365286916>

Global Marketing and Brand Strategy Team (including community co-op discussion): Mike Gussiaas and Ashley Worth. Zoom link for both days:

<https://zoom.us/j/95536760371>

Global Travel and Trade Team: Cole Irwin, Alexa Dorn, Calley Worth. Zoom link for both days: <https://zoom.us/j/93179640167>

Industry Outreach, Development and Research Team: Kirk Hulstein, Jacey Ellsworth, Calvin Bloemendaal, Bailey Carlsen. Zoom link for both days:

<https://zoom.us/j/91557183623>

Leadership Team: Secretary Jim Hagen and Deputy Secretary Wanda Goodman. Zoom link for both days: <https://zoom.us/j/93693097997>



POWER of TRAVEL



>NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 2-8, 2021

South Dakota

STATE OF TRAVEL

KIRK HULSTEIN

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

 UberMedia

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 miles
PARTNERSHIP

 H2R
MARKET RESEARCH

 Travel
Intelligence

 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods
INTERNATIONAL

THROUGHOUT THE SUMMER
MONTHS SOUTH DAKOTA
RANKED

THIRD-BEST

IN THE COUNTRY FOR
DOMESTIC BOOKINGS

AVERAGE HOTEL OCCUPANCY
IN SOUTH DAKOTA IN 2020

46.3%

SURPASSING THE NATIONAL
AVERAGE OF 44.7%

ROOM NIGHTS BOOKED ON
AIRBNB OR HOMEAWAY IN
SOUTH DAKOTA IN 2020

883,000

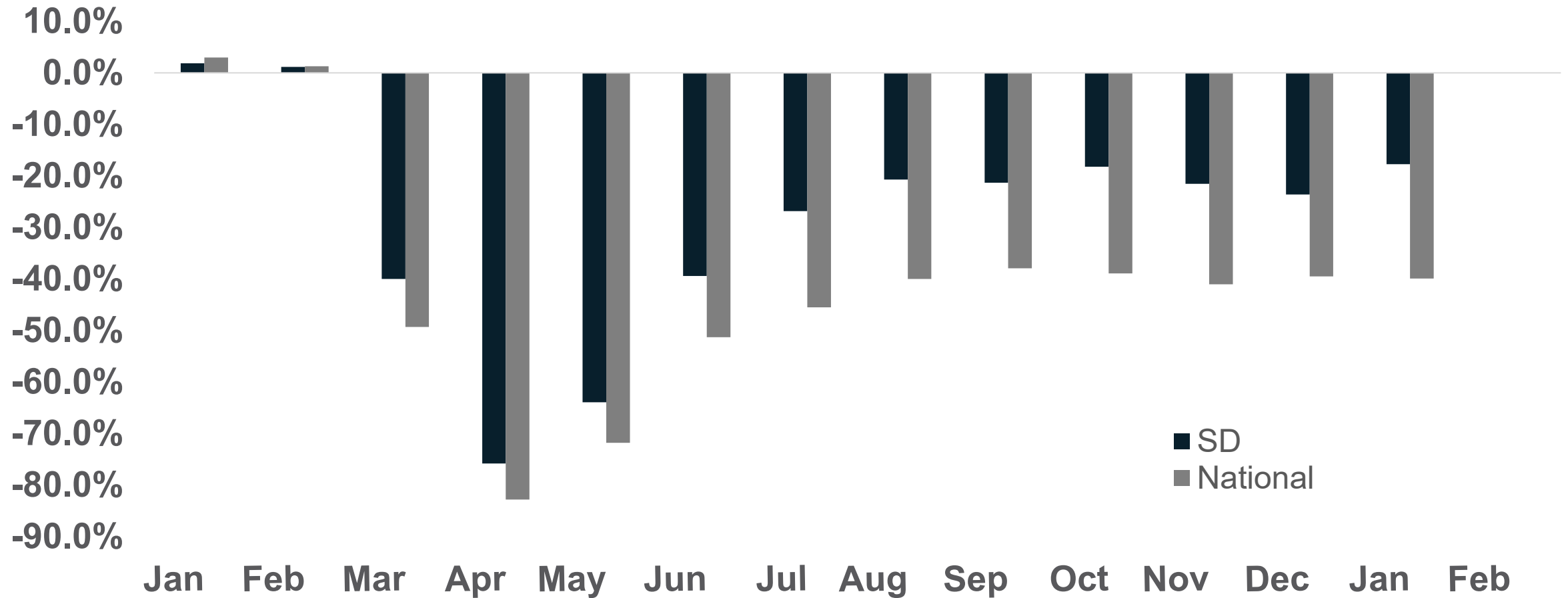
A 22.3% INCREASE OVER
THE PREVIOUS YEAR



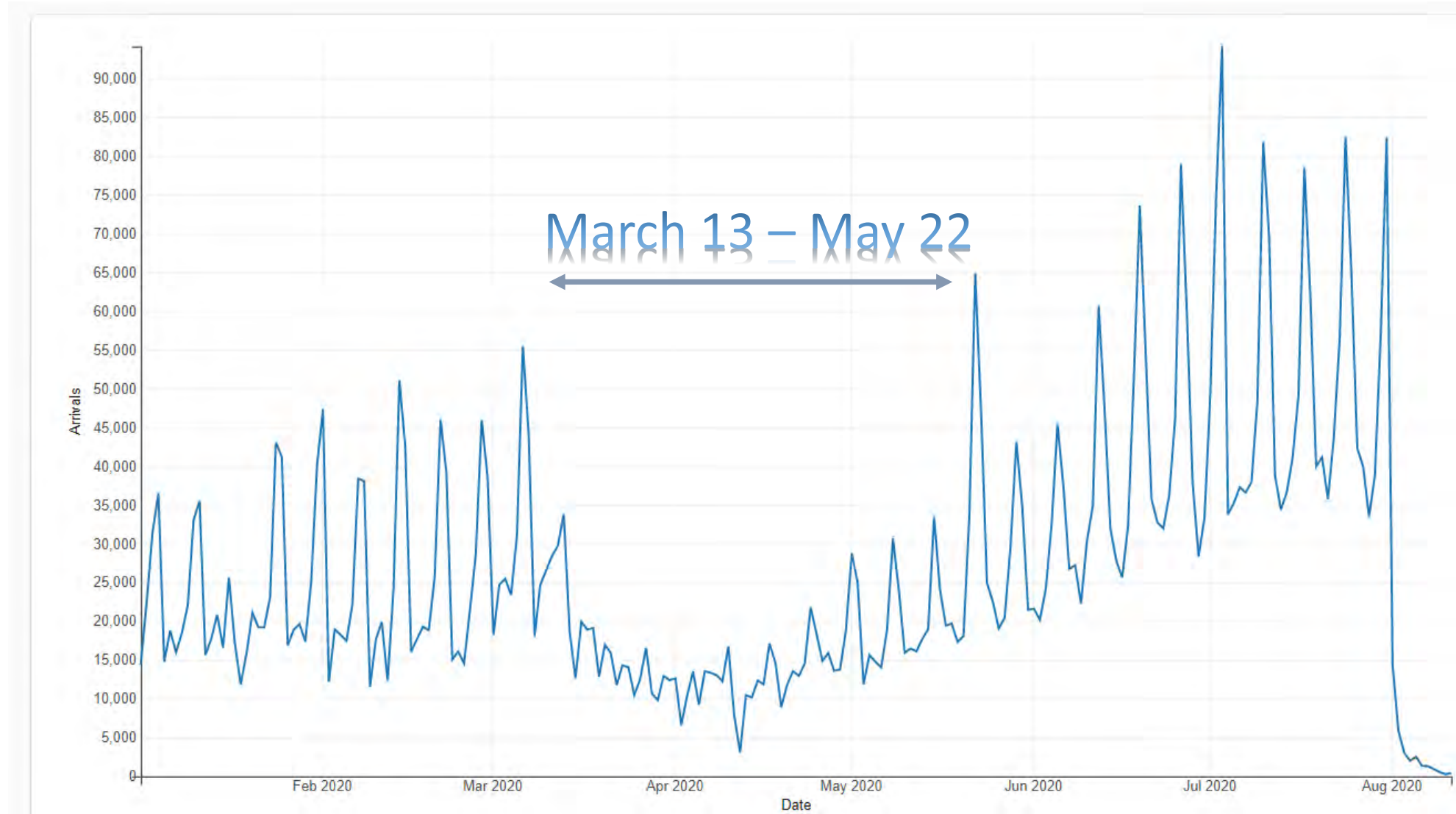
South Dakota

YEAR-OVER-YEAR % CHANGE

TRAVEL SPENDING



DAILY ARRIVALS TO SOUTH DAKOTA



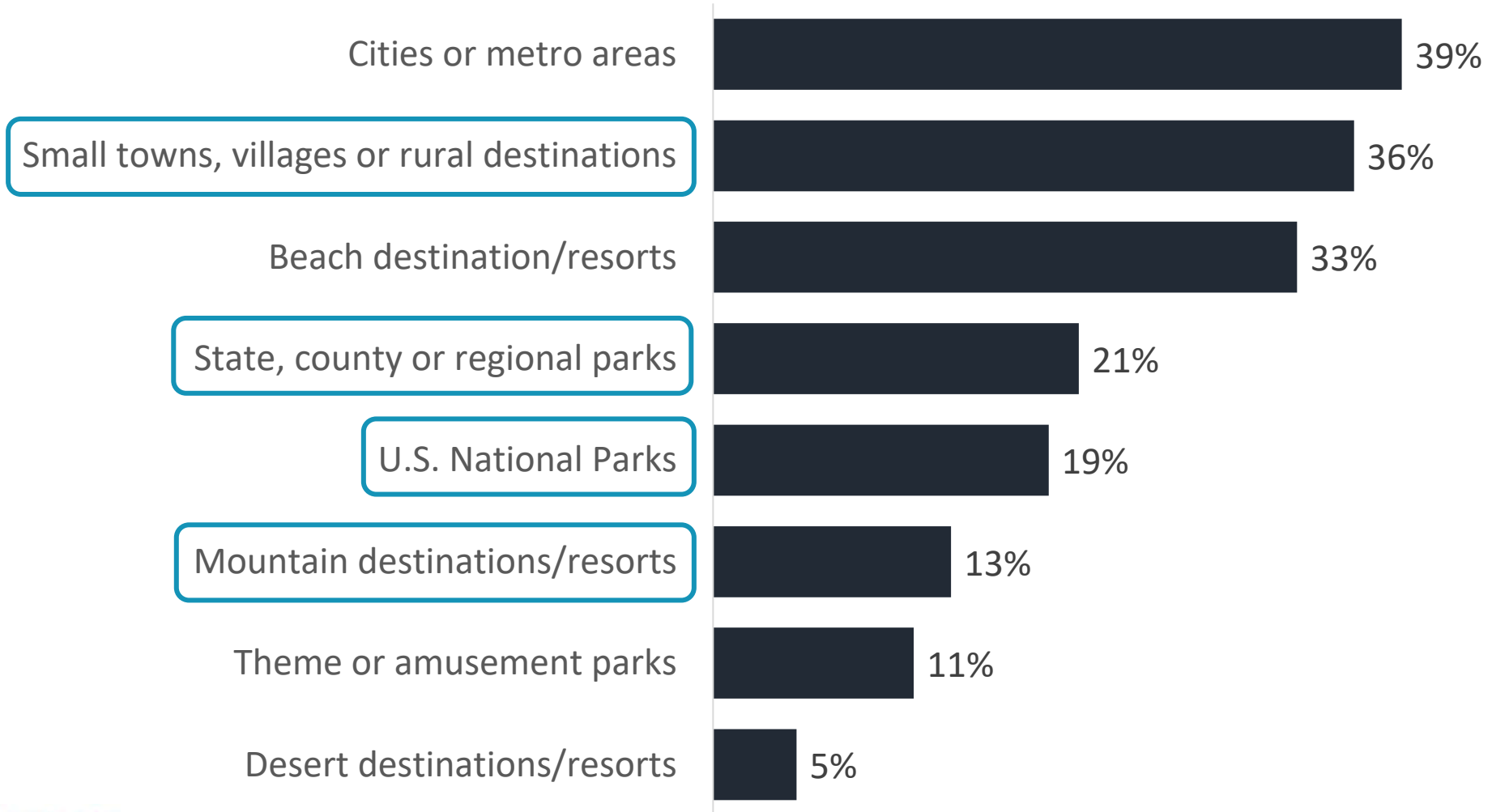
EXPECTATIONS FOR CORONAVIRUS

IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US

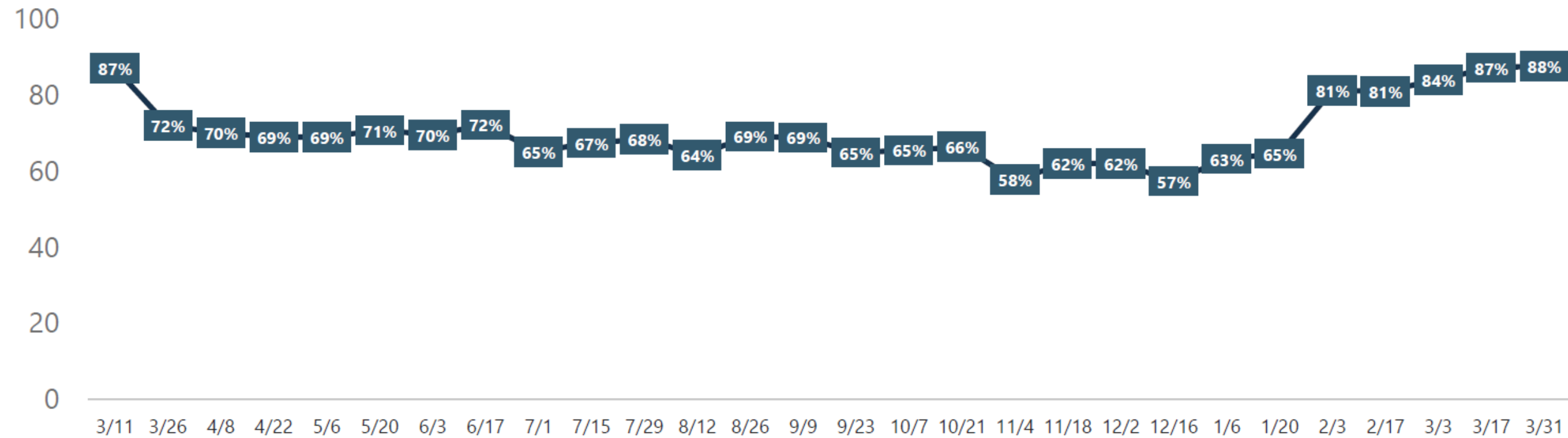


DESTINATION TYPES

AMERICANS WHO PLAN TO VISIT IN THE NEXT THREE MONTHS



TRAVELERS WITH PLANS FOR NEXT SIX MONTHS

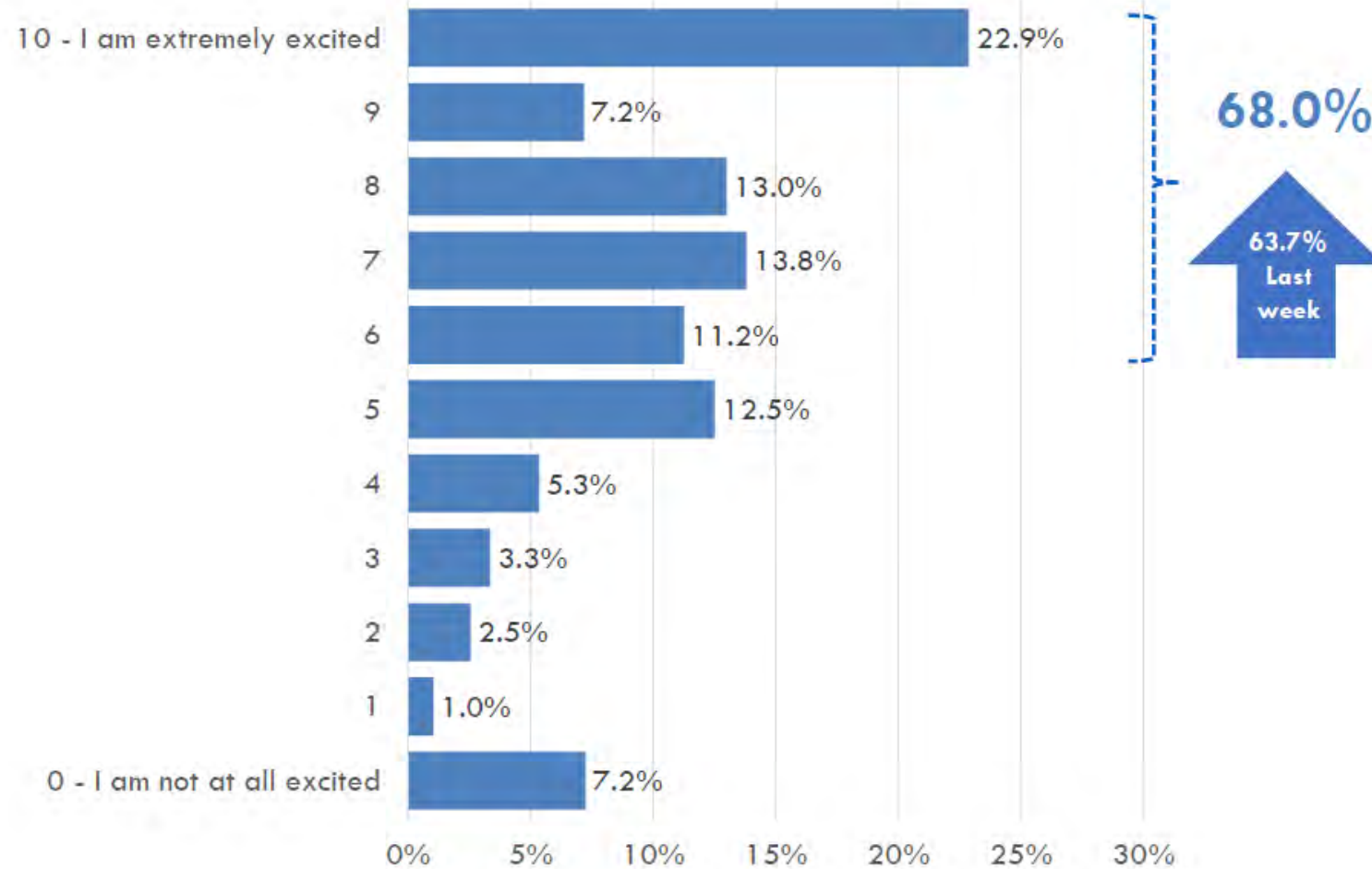




More travelers consider themselves to be ready to travel than at any time during the pandemic. Positive sentiment towards travel reached new pandemic-era peaks.

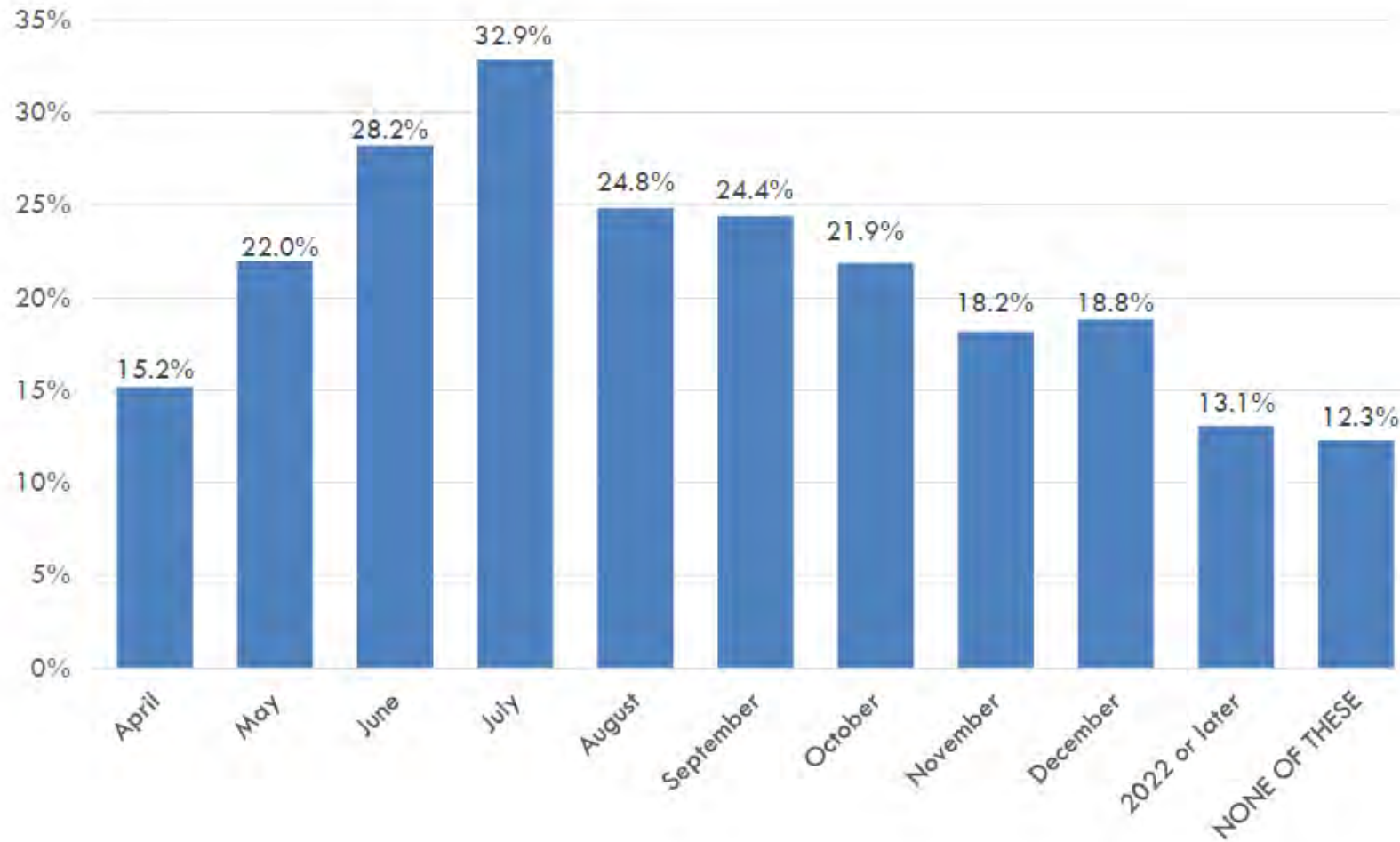
EXCITEMENT FOR TRAVEL IN 2021

WHICH BEST DESCRIBES HOW EXCITED YOU ARE ABOUT TRAVEL IN 2021?



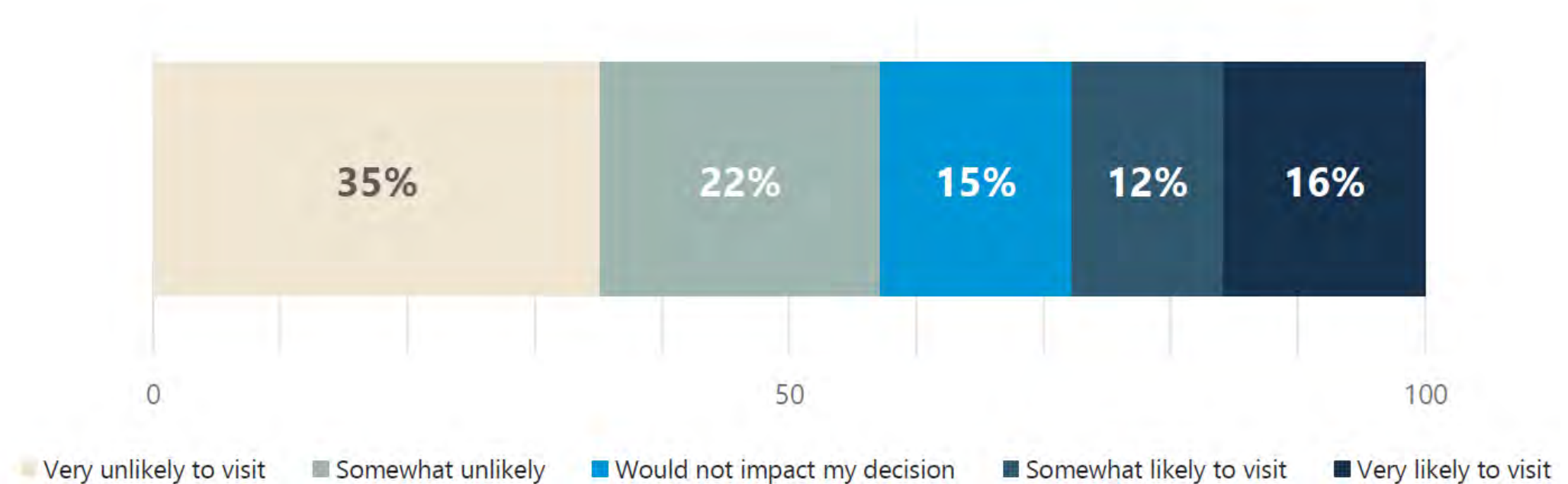
EXPECTATIONS FOR CORONAVIRUS

IN WHICH MONTHS DO YOU CURRENTLY PLAN TO TAKE A LEISURE TRIP?



HEALTH PROTOCOLS

HOW LIKELY ARE YOU TO VISIT A BUSINESS OR TOURISM ATTRACTION THAT DOES NOT HAVE HEALTH PROTOCOLS IN PLACE?



“Almost half of American travelers report that clear health and safety protocols, and especially masks and distancing requirements, are still very important to them when choosing their destination. Thus...DO NOT roll back your protocols too quickly...nor should your stakeholders stop promoting the extra steps you are taking to keep your visitors/communities as safe as possible.”

Longwoods International

ROAD AHEAD | NATIONWIDE

- The business/convention/trade show segments were hit the hardest with a decline of 77%
- Recovery opinions vary – from end of this year to four years
- Leisure travel predicted to recover first followed by business travel, conventions/meetings, indoor sports and entertainment and international





SIGNS OF OPTIMISM

- Confidence in safe travel is up
- Pent up demand is high
- Americans planning trip and open to inspiration
- TravelSouthDakota.com web sessions way up
- South Dakota is top of mind nationally

South Dakota



ROAD TO RECOVERY

\$1.4T

**CASH SAVED BY U.S.
HOUSEHOLDS ***

A rustic food arrangement featuring salami, prosciutto, and bread on a stone surface. The background is a blurred image of a white bowl containing bread. The foreground shows a dark, textured surface with several slices of salami, a rolled-up piece of prosciutto, and a small red tomato. The word "AGRITOURISM" is overlaid in white, bold, sans-serif capital letters.

AGRITOURISM

South Dakota

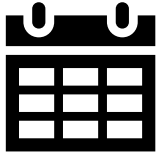
AGRITOURISM WORK GROUP



AGRITOURISM SD PROGRAM



AGRITOURISM SD



May 2021–May 2023



Workshops
Webinars
Travel Study Trips
Networking



\$1,250



South Dakota

PROGRAM TIMELINE

2021

MAY

Intro to Resources/Photography

JULY
[NORTH DAKOTA TRIP]

Branding

Black Leg Ranch
Case Study

OCTOBER

Risk Protection

Stensland Family Farm
Case Study

2022

FEBRUARY

Financial

JUNE
[NEBRASKA TRIP]

Hospitality

Calamus Outfitters
Case Study

OCTOBER

Marketing

Circle View Guest Ranch
Case Study

2023

JANUARY

Local Foods
Case Study

Local Foods (TBD)
Case Study

MAY

See class needs to determine focus of this meeting

South Dakota



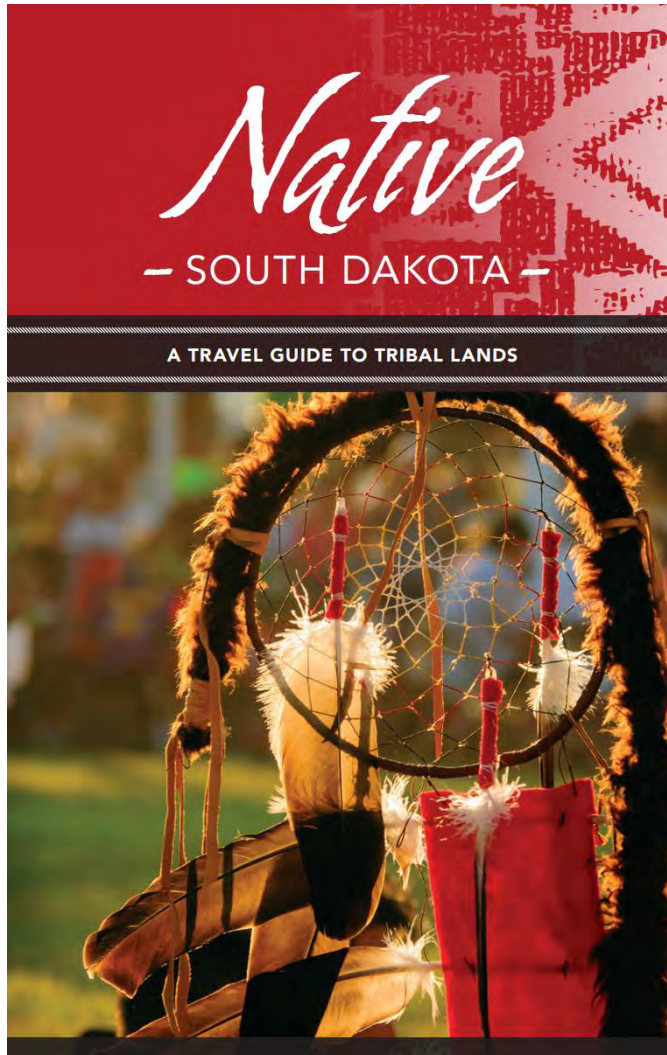
AGRITOURISM LIABILITY WORKGROUP

South Dakota

A Native American dancer, likely from the Black Hills area, is captured in a dynamic pose within a forest. The dancer wears a vibrant red dress adorned with yellow and black patterns, and a headdress featuring a large feather. They are holding long, colorful fringed sticks (red and yellow) that extend upwards. The background consists of tall evergreen trees and a clear blue sky. The overall image has a slightly dark, moody tone.

TRIBAL TOURISM

South Dakota



SDNTA | TRIBES REVIEW

APRIL 19th – MAY 17th

South Dakota

INDUSTRY WEBINARS



JUNE – MARCH 2022
occurring every two months



WELCOME CENTERS

South Dakota

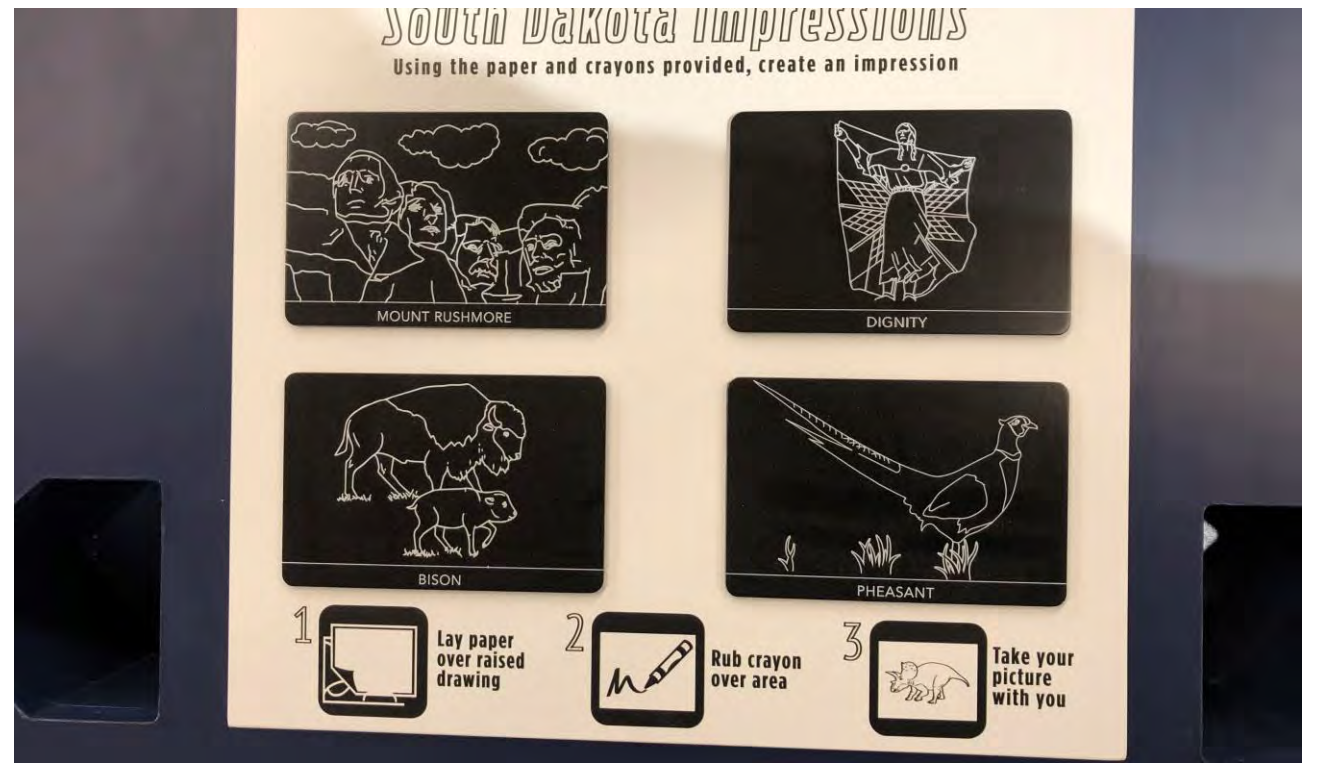


WELCOME CENTER EXHIBITS

- Travel Desk with State Map Inlays and Video Monitors
- Great 8 Information Panels
- Regional Information Panels
- U.S. Map Panel
- State Map Table
- Mount Rushmore Central Icon and Color Rubbing Stations
- Graphic Panels and Banners

South Dakota







GREAT PLACES THAT PUT



NEXT STEPS

- Continue improvements to the Publication Program.
- Develop Digital Advertising Program and Welcome Center Takeover Program for 2022.
- Improve Welcome Center webpages on SDvisit and TravelSouthDakota.
- For Information about the Welcome Center Programs, contact Nate Johnson at Nate.Johnson@TravelSouthDakota.com

South Dakota

A person in a blue shirt is climbing a steep rock face, with another person visible lower down. The background is a dense forest of evergreen trees.

OUTDOOR ADVENTURE

South Dakota

GLOBAL TRAVEL AND TRADE

COLE IRWIN

South Dakota



OUTREACH

TRAVEL TRADE

- **Email Communications**
- **Post Show Follow-up**
- **Daily Information Request**
- **Website Updates**
- **Virtual Trainings**
 - Girl About/ Charitable Travel
 - AAA Regional Groups (100+ participants each)
 - Northeast
 - Mid Atlantic

SOUTH DAKOTA SUPPLIERS

- **Weekly Outreach**
- **Content Creation**
- **Post Show Leads**
 - GDPR
- **Personal and Recorded Trainings**
 - sdvisit.com/travel-trade-resources

South Dakota

TRADESHOWS

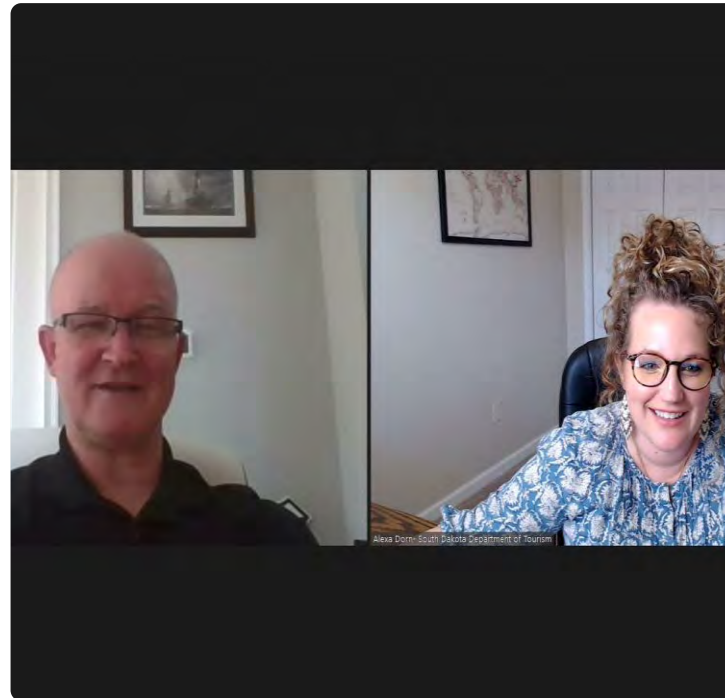
JANUARY- APRIL



GAW VIRTUAL MISSION

January 4-29

Continued our outreach with 16 tour operators from our key international markets.



GO WEST SUMMIT

March 1-5

44 appointments throughout the week for a total of 22 hrs. of zoom meetings.



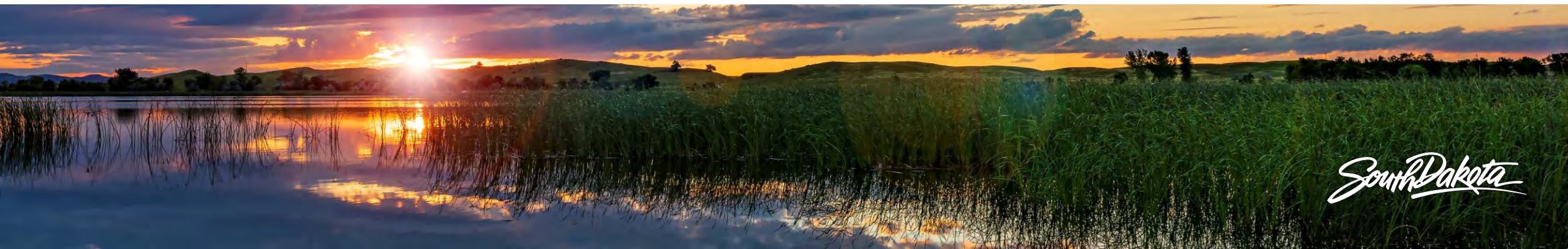
GLOBAL MARKETPLACE

March 15-19

28 prescheduled zoom meetings with international travel trade companies from Europe and Canada.

TRADESHOW | TAKEAWAYS

- Appreciation for SD Tourism for staying active in communications.
- FIT Travel will bounce back faster than group tours. Pent-up demand and vouchers will bring in first wave.
- Multi-state road trip itineraries that include state and national parks, scenic outdoors and iconic destinations outside of large cities.
- Photo and video assets for websites and social media updates
- Unique lodging recommendations
- Airlift and rental car/rv information
- Fall and winter product
- 2022 anniversaries/events



Over 50% of our clients took vouchers for their cancelled trips in 2020. What is great about that is people will be rebooking for the future with those vouchers. The US will be one of the major areas to go back into, especially the Great American West obviously because you have the iconic destinations and the wide-open spaces you can social distance perfectly! Overall, I think it will be a great area for people to visit.

Timo Kohlenberg, America Unlimited

“Wanted to thank you for staying connected with us and the other travel industry in Germany this past year. There have been several larger destinations that have gone totally dark, and your continual engagement has not gone unnoticed by us!”

Ulrike Grube, American Journal

TRADESHOWS

UPCOMING FOR 2021



BRAND USA FOCUS ON APRIL - MAY

Canada, Germany, UK and Mexico.



ABA MARKETPLACE JUNE 19-22

The United States largest motorcoach tradeshow goes virtual.



IPW LAS VEGAS SEPTEMBER 18-22

In addition to being the largest international tradeshow in the US, this year U.S. Travel is partnering with Connect Travel to add a domestic element to the show.

GREAT AMERICAN WEST ACTIVITIES

CO-OPS/ SOCIAL

America As You Like It
Bon Voyage
Kuoni
Platinum Travel
North America Travel Services
Ruck Zuck
Argus Reisen
America Unlimited
Euram
Salaun Holidays
Alidays
UTAT Viaggi
NAAR
PressTour
Gastaldi Holidays

EDUCATION/ OUTREACH

GAW Virtual Mission
VUSA Virtual Roadshow (UK)
VUSA France (Lyon, Nice and Lille)
VUSA Germany TA Webinar
WOMOFAIR (RV Fair)
Virtual FVW Counter Days (B2B Event)
VUSA Showcase Italy
Webinar with ADV and ItaliaTravelWorld.it

MISC.

McDonalds Germany
FTI Radio Show and Webinar
American Journal
Wanderlust Media Partnership

2020 RMI TRIP REPORT

SOUTH DAKOTA

REPORTING

- Database Enhancements
- Trip Report

41.6 M
VISITOR SPEND

128:1
ROI

13%
OVERNIGHTS
OFFERED

South Dakota

INTERNATIONAL ROUNDUP SUPPLIER SEMINAR

- **Virtual**

Wednesday May 12, 9 a.m. –12 p.m.
(Mountain) internationalroundup.com/2021-supplier-seminar/

- **Agenda**

- 9- 9:20 a.m. - Introduction
- 9:20- 9:30 a.m. - State Message
- 9:30- 9:55 a.m. - Market Updates
- 10- 10:45 a.m. - Tour Operator Panel
- 10:45- 10:50 a.m. - Brand USA Update
- 11- 11:45 a.m.- Receptive Operator Workshop
- 11:45- 11:55 a.m. - IRU 2022 Update
- 11:55- noon- Follow-up and Closing



FREE INTERNATIONAL ROUNDUP SUPPLIER SEMINAR

MAY 12, 2021



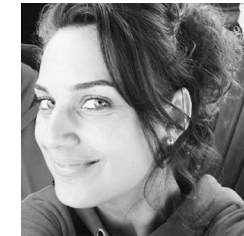
Dirk Buttner (DE)- Argus Reisen



Carolyn Stead (UK)- Trailfinders



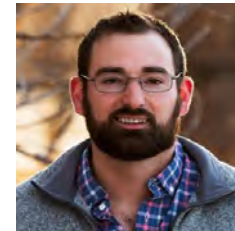
Arianna Pradella (IT)- Utat Viagg



Virginie Gines (FR)- Sensations du Monde



Jose Kraan (NL)- USTravel



Chris Piley- Rocky Mountain Holiday Tours



Lena Ross- America 4 You



TBA



Tim Johnson- Rushmore Destinations



Cole Irwin- SD Tourism

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A narrow alleyway in a city, likely in South Dakota, with graffiti-covered walls and a mural of a woman on the left. The scene is dimly lit, suggesting dusk or dawn. The alleyway leads into the distance, with power lines visible overhead. The overall mood is artistic and urban.

GLOBAL MEDIA AND PUBLIC RELATIONS

KATLYN SVENDSEN

South Dakota



OUTREACH EFFORTS

- Midwest Travel Journalist Association
- IPW
- Virtual Media Meetings
- Proactive & Reactive Daily Outreach
- Previous Hosted Journalist Relations



MEDIA HOSTINGS

- Baby Animals
- Outdoor Adventure
- Fishing
- Buffalo Roundup
- Hunting
- Special Interest

COVERAGE HIGHLIGHTS

- **"The Ultimate Guide to Badlands National Park Camping"** - Travel+Leisure (UVM: 2,005,222)
- **"Five Incredible Stargazing Destinations Across The United States"** - Forbes (UVM: 33,734,080)
- **"Go Snowshowing at One of These Spectacular Spots Around the Country"** - Martha Stewart Living (UVM: 2,709,599)
- **"Coolest Towns in America to Visit"** - Matador (UVM: 793,756)
- **"Cities on the Side"** - AAA World Magazine (UVM: 2,650,000)

Forbes

Jan 26, 2021, 09:01am EST | 2,368 views

Five Incredible Stargazing Destinations Across The United States



Jared Ranahan Contributor

Travel

Every destination has a story, no matter how small.



EXPLORE

martha stewart

MARTHASTEWART.COM | LIFE | TRAVEL

Go Snowshoeing at One of These Spectacular Spots Around the Country

Turn hiking into a winter activity and immerse yourself in dreamy snow-capped settings.

By Erica Sloan February 02, 2021



EPIC TRAILS

South Dakota

TELLING OUR STORY LOCALLY

South Dakota

South Dakota



A person wearing a black cap and a teal backpack is seen from behind, standing on a rocky mountain ridge. They are looking out over a vast landscape of jagged rock formations and dense evergreen forests under a blue sky with scattered clouds. The person's right arm is extended, resting on the rock. The text "SOCIAL MEDIA" is overlaid in white, sans-serif capital letters across the center of the image.

SOCIAL MEDIA

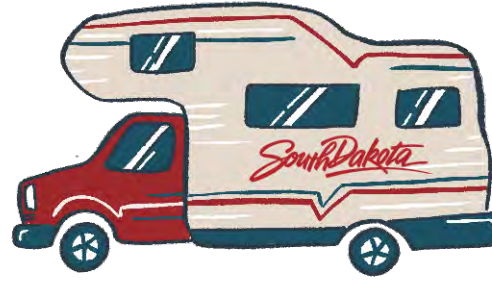
South Dakota



2020 TOTALS

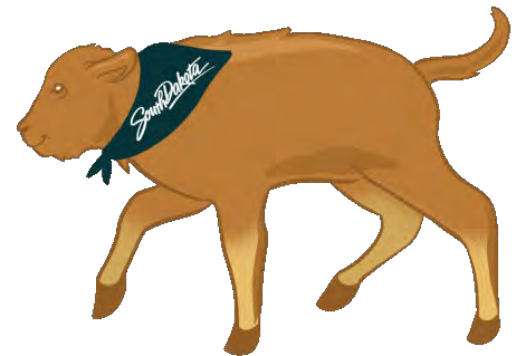
From January 1 – December 15, 2020

- Impressions: 85,387,062 (96% increase)
- Engagements: 4,274,670 (86% increase)
- Web Sessions: 385,977 (470% increase)



SEASONAL GIFS

- GIF and sticker views at 32.6 Million (as of April 7)
- Turkey driving through Badlands is top performer with 31.2M views
- Baby Bison GIFs



South Dakota

BABY BISON DAY



PEAK SOCIAL CAMPAIGN





605 DAY

- Social Media Scavenger Hunt
- Reel 605
- Industry Toolkit



#HIFROMSD

South Dakota

GLOBAL MARKETING & BRAND STRATEGY UPDATE

MIKE GUSSIAAS

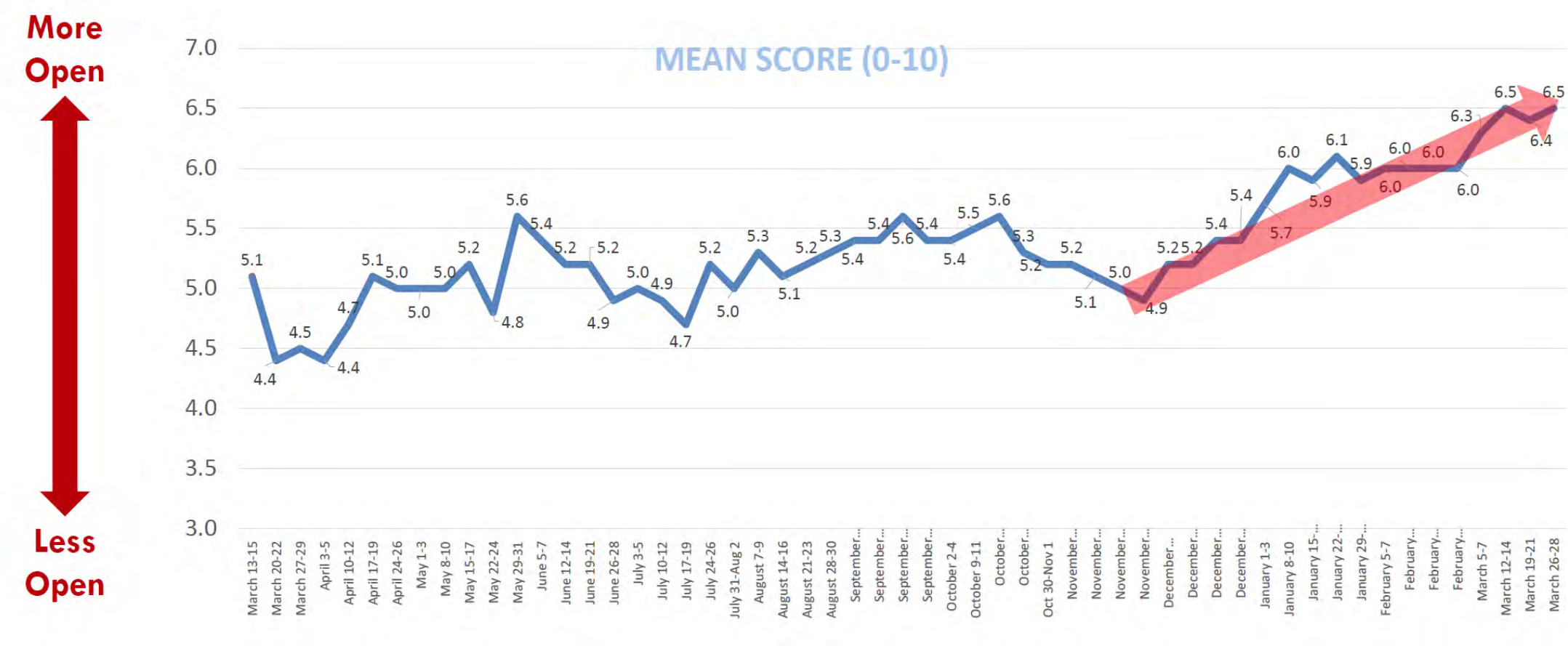
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2021 PEAK EFFORTS

South Dakota

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



EXPECTATIONS FOR CORONAVIRUS

IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US



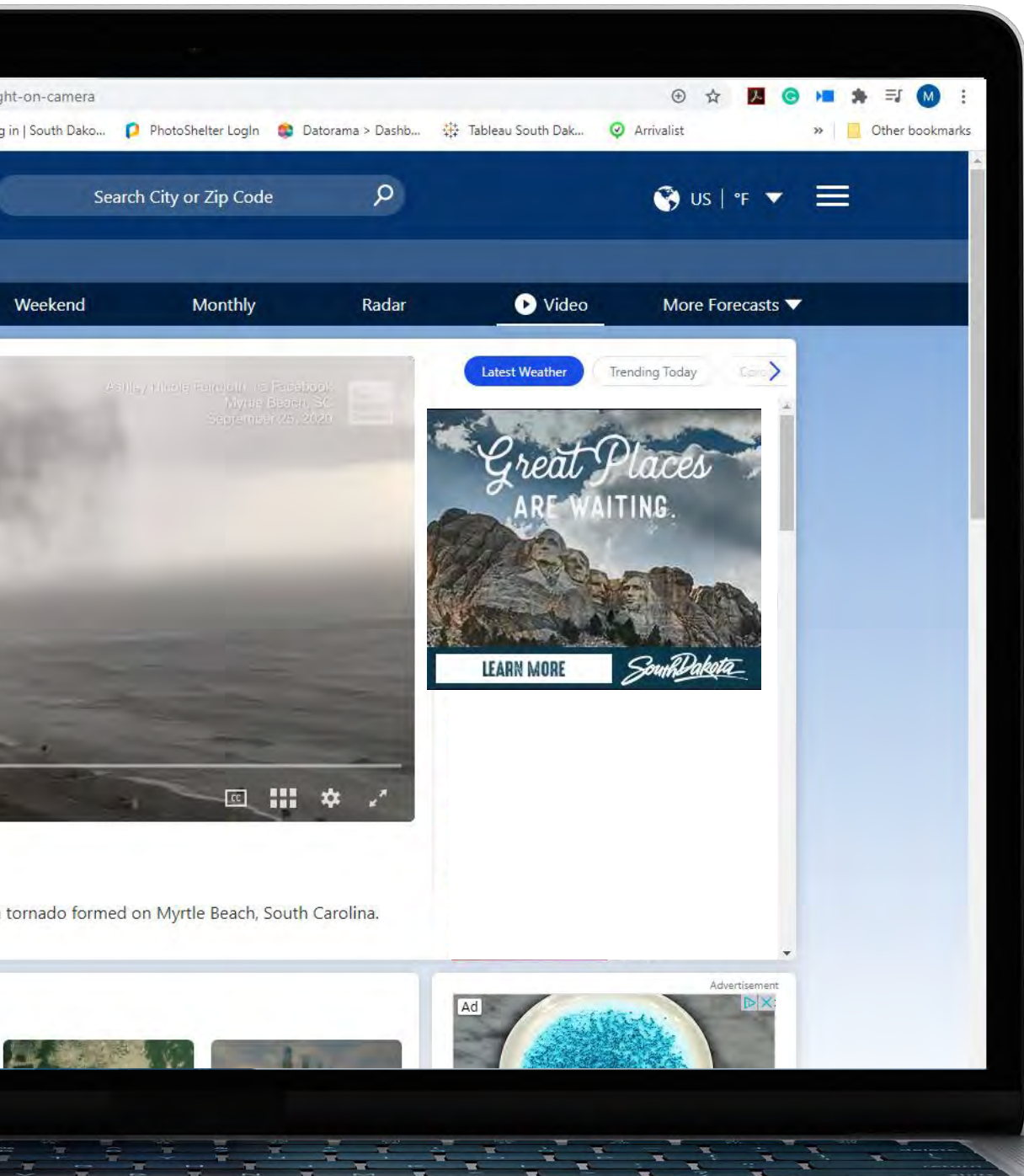


GIFsBOOM
.net

GO *Great* PLACES



South Dakota



2021 PEAK MESSAGE

PHASE ONE

“GREAT PLACES ARE WAITING”

South Dakota

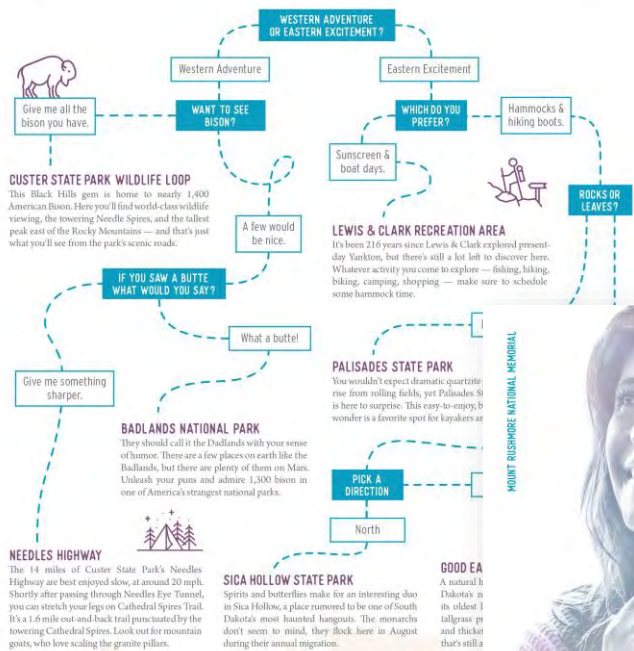
NEW YEAR New Roads

We can all agree 2020 looks better in the rearview. And as we turn the page on a year of uncertainty, one thing is for sure: we could use a vacation. A chance to get away. Safe adventure is closer than you think. Head out on the road and find it.



South Dakota is prioritizing safe travel.
Learn more at TravelSouthDakota.com/COVID

TAKE IT OUTSIDE ON YOUR NEXT VACATION WITH Great Places in the Great Outdoors



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

Wide Open FOR WANDERING

If there's one thing we could use more of, it's stress relief in naturally great places. Start your adventure today with quick guides to these epic destinations. See how South Dakota is prioritizing safe travel at TravelSouthDakota.com/COVID.

MOUNT RUSHMORE NATIONAL MEMORIAL
It's not just for looking at. Hike under the faces, explore the museum and stick around for the evening lighting ceremony at America's "Shrine of Democracy."

BADLANDS NATIONAL PARK
There are few places on earth like Badlands National Park, but there are plenty on Mars. Marvel at the red rock mazes in one of America's strangest national parks.

CUSTER STATE PARK
Live a little wilder in one of the Dismal's top 30 state parks. America's few things to see in this pine needle paradise include a bison herd, Needles Highway and 1,400 free-roaming bison.

CRAZY HORSE MEMORIAL
Down the road from Mount Rushmore is another colossal monument. Crazy Horse Memorial. This tribute to a legendary Lakota is the crown jewel of South Dakota's Native American heritage.

HISTORIC DEADWOOD
Little has changed since 1876 in the West's most infamous boomtown. Below in the footsteps of outlaws like Wild Bill Hickok is your frontier legend.

MISSOURI RIVER
Between walleye fishing in Pierre and camping in Yankton, North America's longest river is a favorite recreation destination for all types of outdoor adventures.

PALISADES STATE PARK
You wouldn't expect dramatic quartzite pillars to rise from fields, yet Palisades State Park is here to surprise. This easy enjoy, bifurcated wonder is a favorite spot for kayakers and

WIND CAVE NATIONAL PARK
Even though cave tours are closed for now, there's still plenty to explore aboveground. Mark the Prairie Vista Loop and keep eyes peeled for bison, antelope and — if you're lucky — elk!



TravelSouthDakota.com // 800-732-5682

2021 PEAK MESSAGE PHASE ONE

"GREAT PLACES ARE WAITING"

SOMETHING TO Look Forward to

Adventure isn't canceled; at least not in South Dakota. Our wide open spaces are the natural choice for responsible, safe summer travels. If you're ready to get back to exploring — and back to experiencing — we're ready for you.



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





2021 PEAK MESSAGE

PHASE ONE

“GREAT PLACES ARE WAITING”

2021 PEAK MESSAGE

PHASE TWO

“GO GREAT PLACES”



SouthDakota

Great FACES
GREAT Places

2021 PEAK MESSAGE
PHASE THREE

**“GREAT FACES
GREAT PLACES”**

South Dakota

2021 COMMUNITY CO-OP PARTNERS



2021 PEAK SPEND

\$8.51M*

****includes: \$4.59M Traditional, \$2.19M Digital + OOH
and \$1.73M Community Co-op (\$835k SDT)***

2021 PEAK IMPRESSIONS

469.81M*

****includes: 158.9M Traditional, 133.76M Digital + OOH
and 177.15M Community Co-op***



FAMILIES



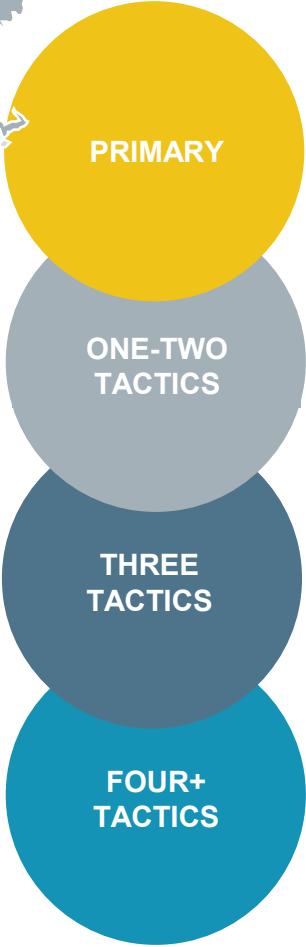
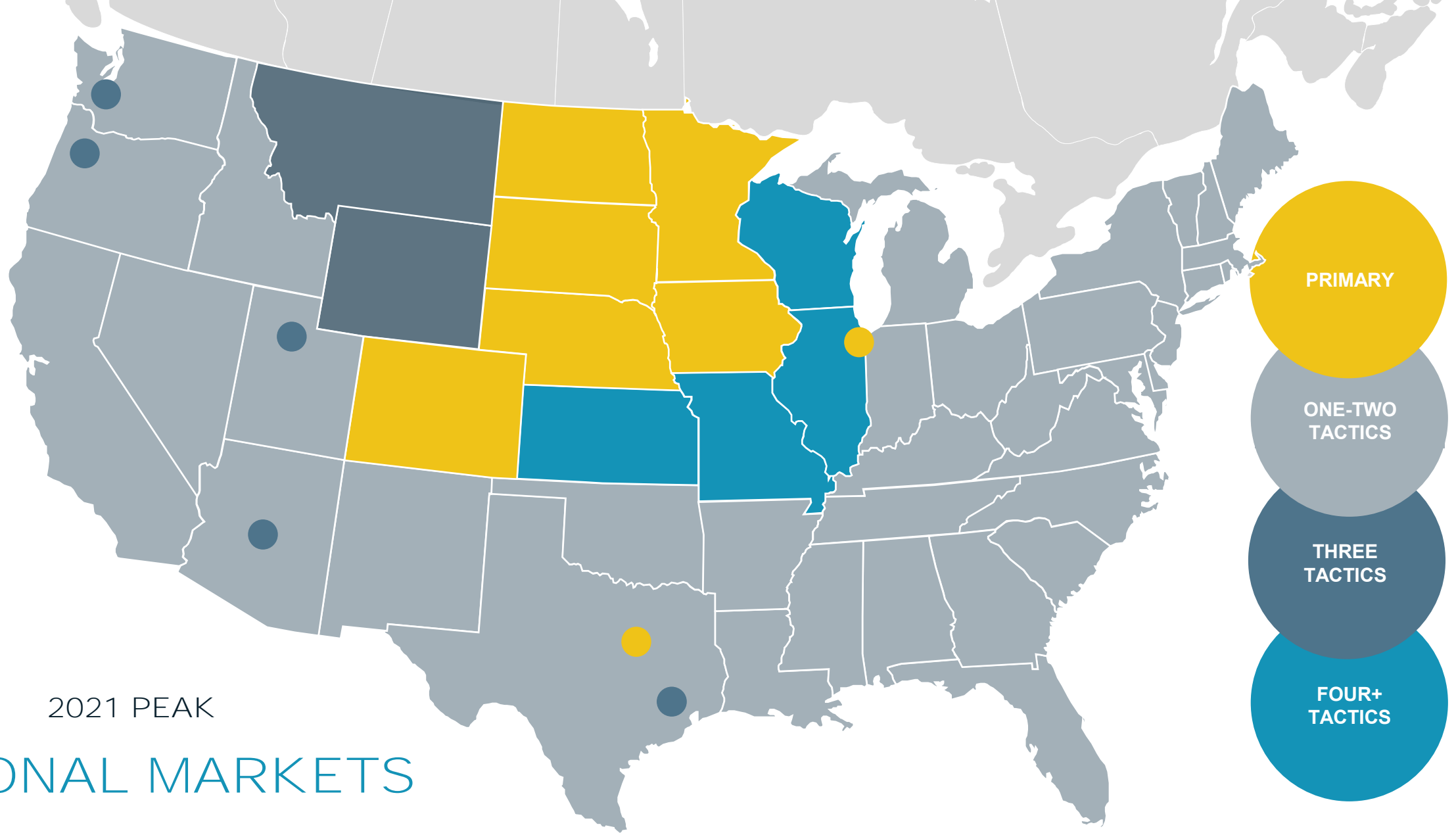
WANDERERS



SEARCHERS



ROAD TRIPPERS



2021 PEAK
NATIONAL MARKETS
ALL CHANNELS



2021 PEAK

PRESIDENT'S DAY

BLITZ

TOTAL IMPRESSIONS

26,677,973

TOTAL ENGAGEMENTS

2,854,021

TOTAL ROI TO DATE

\$8:1

South Dakota

**Here,
every day is
PRESIDENTS'
DAY.**

THIS SUMMER,

SEE THE REAL

**MOUNT RUSHMORE
NATIONAL MEMORIAL.**

THERE'S ONLY ONE STATE WHERE YOU CAN SEE THE GREAT FACES OF MOUNT RUSHMORE IN PERSON. START PLANNING A ROAD TRIP TO SOUTH DAKOTA'S OPEN SPACES, SCENIC DRIVES AND, OF COURSE, NATIONAL MONUMENTS.

sights

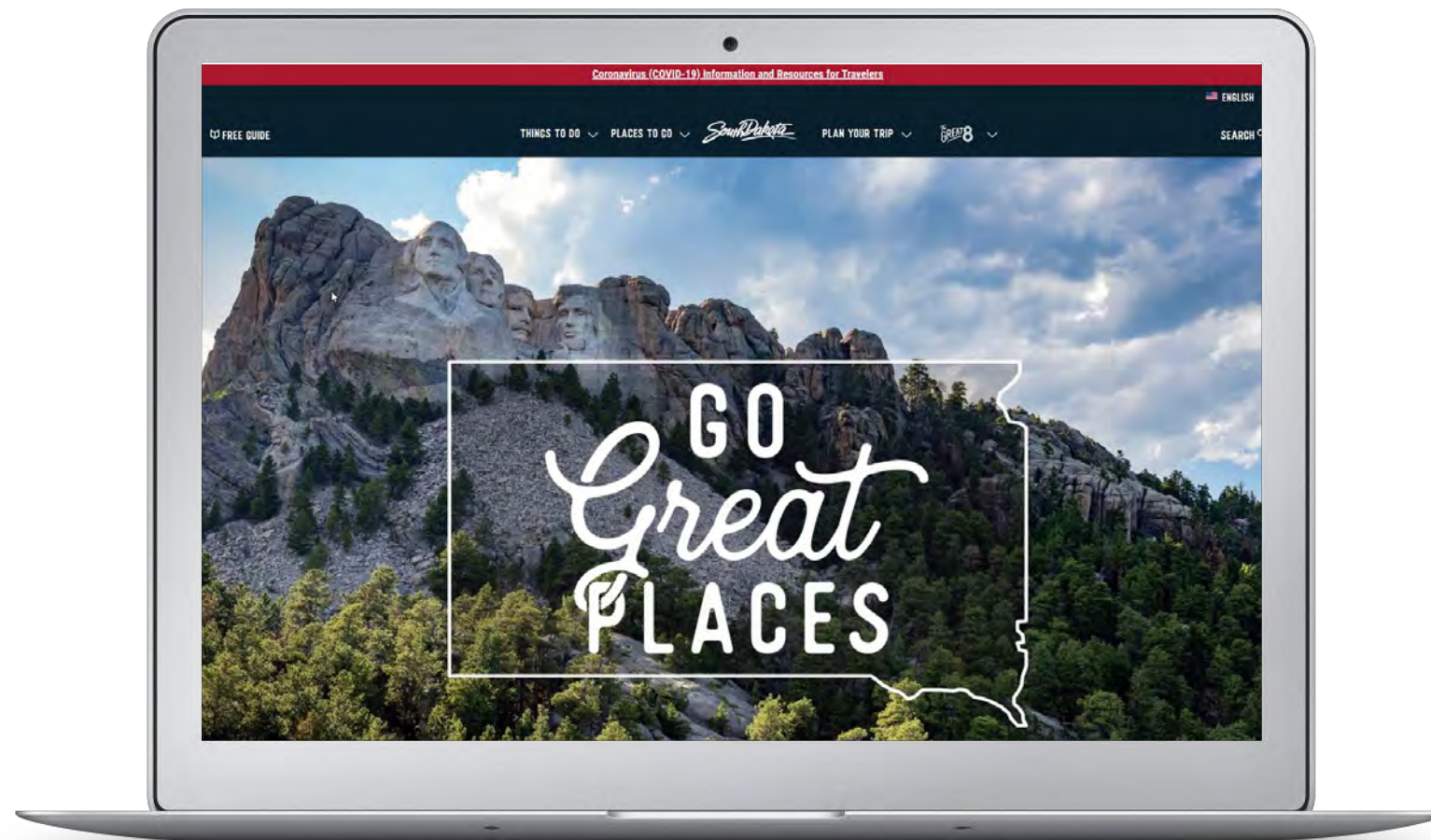
plan

enews

deal

WEBSITE TRAFFIC
JAN. 1 – MAR. 31

+55%



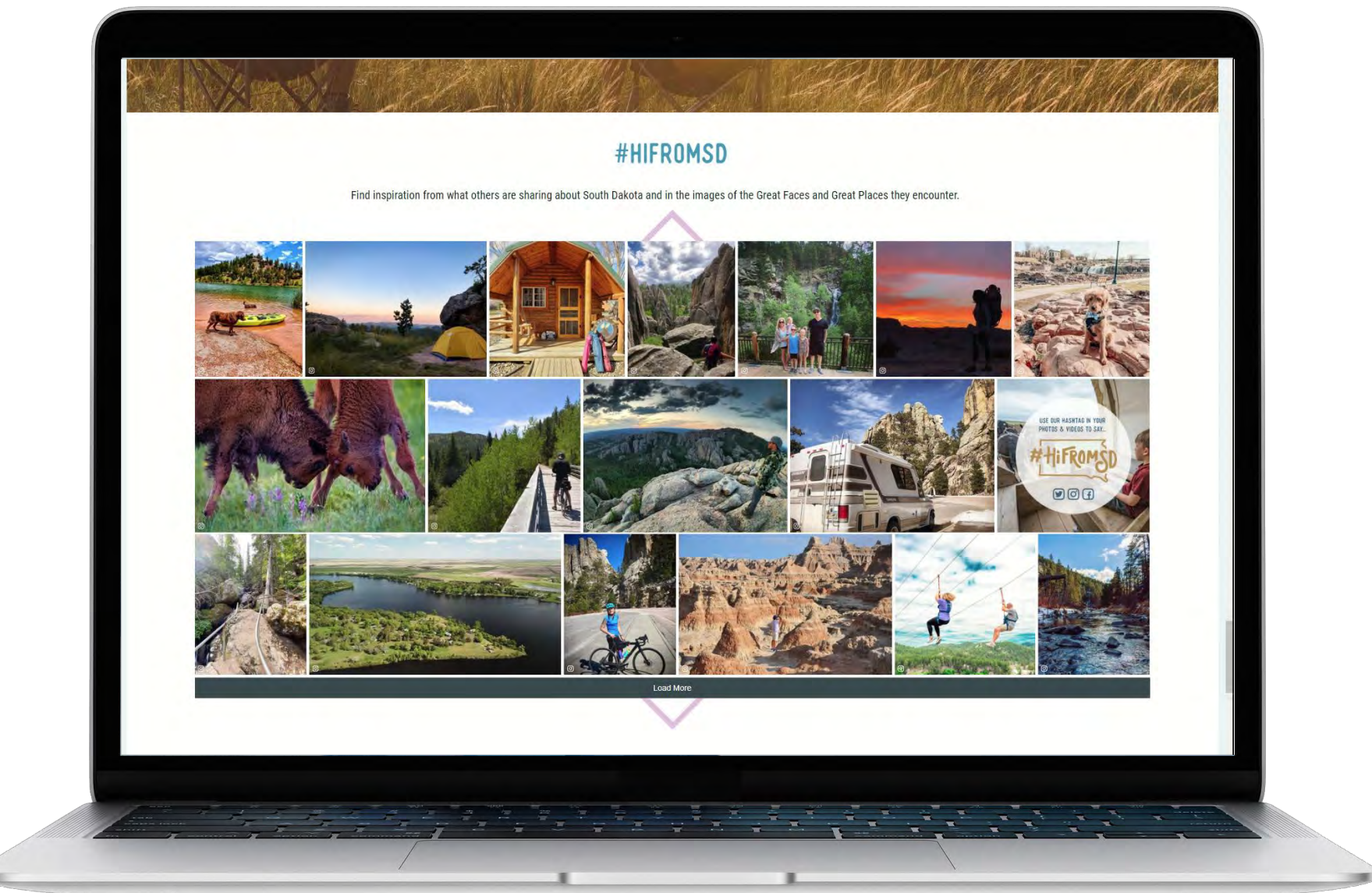
South Dakota



GOAL COMPLETIONS
JAN. 1 – MAR. 31

+32%

South Dakota



CROWDRIFF
UGC GALLERIES
ENGAGEMENT

8:57

AVERAGE VISIT DURATION
FOR THOSE ENGAGING
WITH A GALLERY
(V. 2:01 FOR THOSE THAT DIDN'T)

South Dakota

ANNUAL REPORT

WANDA GOODMAN

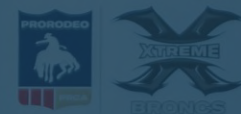


STRATEGIC PLAN

WANDA GOODMAN



FINALS
RAPID CITY, SD



FINALS
RAPID CITY, SD



South Dakota

FINALS
RAPID CITY, SD



NATIONAL TRAVEL & TOURISM WEEK

WANDA GOODMAN



POWER of TRAVEL



>NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 2-8, 2021

South Dakota

NTTW

MAY 2-8, 2021

- **Press Conferences**

Monday, May 3

- Mount Rushmore National Memorial (9:30 a.m. Mountain)
- Falls Overlook Café at Falls Park (3 p.m. Central)

- **Additional Events**

Tuesday, May 4

- Rapid City Travel Rally Day Breakfast
- Western Literature Swap in Rapid City

Wednesday, May 5

- Experience Sioux Falls Breakfast
- Watertown CVB Luncheon

Thursday, May 6

- Eastern Literature Swap in Sioux Falls
- Spearfish Annual NTTW Celebration



NTTW

MAY 2-8, 2021

Attractions lighting up red:

- World's Only Corn Palace
- Arc of Dreams
- Falls Park
- South Dakota Children's Museum: Mama T-Rex and Max
- Crazy Horse Memorial





SPRING HOSPITALITY TRAINING

WITH LARRY STUART

- **Custer** - Monday, May 3, 8:30-10:30 a.m.
(Mountain) - Crazy Horse Memorial
- **Deadwood** - Monday, May 3, 2-4 p.m.
(Mountain) - The Lodge at Deadwood Gaming Resort
- **Rapid City** - Tuesday, May 4, 8:30-10:30 a.m.
(Mountain) - Rushmore Plaza Civic Center
- **Chamberlain** - Tuesday, May 4, 2:30-4:30 p.m.
(Central) - AmericInn
- **Watertown** - Wednesday, May 5, 12-2 p.m.
(Central) - Goss Opera House
- **Sioux Falls** - Thursday, May 6, 10 a.m.- 12 p.m.
(Central) - Best Western PLUS Ramkota Hotel

South Dakota

CHAT ROOMS

Global Media and Public Relations Team (including social media): Katlyn Svendsen, Stephanie Palmer, Ciara Rounds. Zoom link for both days:

<https://zoom.us/j/94365286916>

Global Marketing and Brand Strategy Team (including community co-op discussion): Mike Gussiaas and Ashley Worth. Zoom link for both days:

<https://zoom.us/j/95536760371>

Global Travel and Trade Team: Cole Irwin, Alexa Dorn, Calley Worth. Zoom link for both days: <https://zoom.us/j/93179640167>

Industry Outreach, Development and Research Team: Kirk Hulstein, Jacey Ellsworth, Calvin Bloemendaal, Bailey Carlsen. Zoom link for both days:

<https://zoom.us/j/91557183623>

Leadership Team: Secretary Jim Hagen and Deputy Secretary Wanda Goodman. Zoom link for both days: <https://zoom.us/j/93693097997>





THANK YOU!

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