



# SOUTH DAKOTA

## DEPARTMENT OF TOURISM

2020 ANNUAL REPORT

 @TIFFPENGUIN



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## Dear Friends,

It's hard to find the right words to describe 2020, but no matter which ones you might use, the fact remains that during this unprecedented time in our history, we banded together as one tourism family. We worked hard, prayed, cried, hoped and came through the crisis united and stronger than ever. Through all the challenges and the darkest days, we persevered. We continued to inspire travelers and encouraged them to keep dreaming about travel. When the time was right for them to visit us, we welcomed them with the South Dakota hospitality that only our industry can provide.

In this annual report you'll find the results of our collective hard work. Despite a national tourism industry that was down more than 40% in visitation and visitor spending, South Dakota was an anomaly, consistently ranking as one of the top states for travel throughout the year. That is a credit to all of you. I hope as you read about our work, you are proud of what we were able to accomplish together.

Now, as we navigate our way through 2021, let's stay focused on the future. Our goal in the coming years will be to keep our visitors safe and healthy while they enjoy our incredible Great Faces and Great Places. If there is one thing the past year has taught us, it's that we can get through anything if we stick together. Thank you for being there for us, and thank you for supporting our work and our industry.

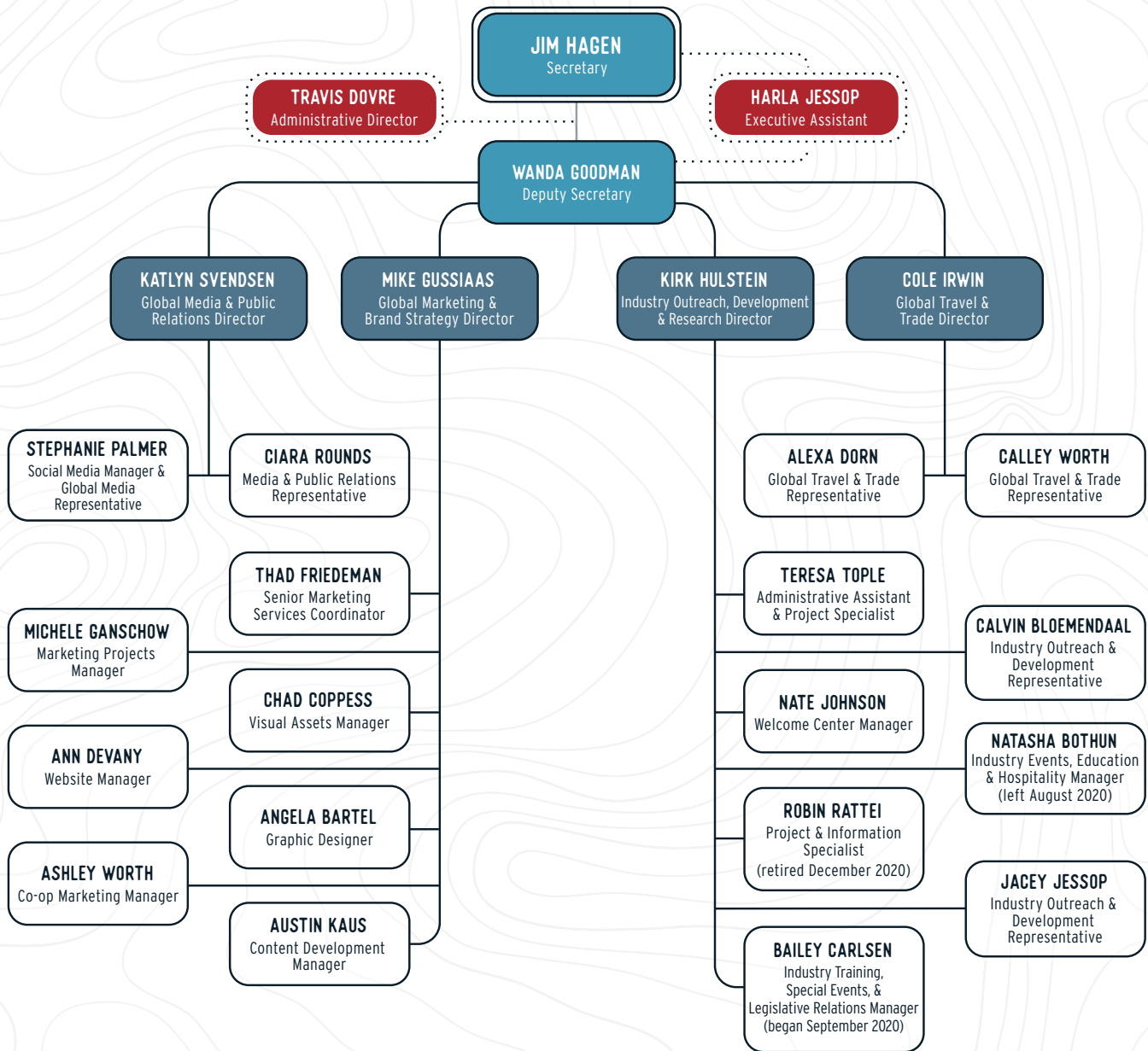
All my best,



**James D. Hagen**  
Secretary, Department of Tourism



# SOUTH DAKOTA DEPARTMENT OF TOURISM



## 2020 Governor's Tourism Advisory Board

**Kristi Wagner, Whitewood // Chair**

Caleb Arceneaux, Rapid City  
Tom Biegler, Sioux Falls  
John Brockelsby, Rapid City

**Carmen Schramm, Yankton // Vice Chair**

Ted Hustead, Wall  
Ann Lesch, DeSmet  
Julie Ranum, Watertown

Val Rausch, Big Stone City  
Frank Smith, Gettysburg  
Ivan Sorbel, Kyle



# STRATEGIC DIRECTION

## VISION

With world-renowned monuments, breathtaking landscapes, rich culture & heritage and warm hospitality, South Dakota inspires a heightened sense of freedom and optimism, making it one of America's most desired and meaningful vacation destinations.

## CULTURE

We are proud South Dakotans who share a passion for our state, its people and our beautiful places. Our team strives for excellence in creative marketing, innovative thinking and attentive service to our industry. We take pride in our can-do attitude and aspire to be a leader among state tourism offices nationwide.

## MISSION

We work to maximize tourism's impact on South Dakota's economy by increasing domestic and international travel to our state.

## VALUES

- Collaborative Culture
- Passionate Enthusiasm
- Can-do Attitude
- Inclusive Communication
- Safe Place to Cultivate Ideas

## AREAS OF FOCUS

- Maximize South Dakota's visitor economy
- Enhance and expand sustainable industry success
- Maintain and expand South Dakota's brand presence
- Advance the development of the destination
- Ensure operational excellence





## WORKING TOGETHER

From the national level to individual Destination Marketing Organizations (DMOs) and tourism businesses within South Dakota, everyone in the tourism industry plays a distinct and specific role.

### The Department of Tourism's Role

- Actively work to bring visitors inside South Dakota's borders and promote travel within our state
- Act as a conduit of information and resources from the national level to industry partners

## AVAILABLE OPPORTUNITIES

- Research
- Participation in state-hosted familiarization tours for trade professionals and journalists
- Welcome Center marketing programs
- Photo and video assets
- Co-op marketing programs
- Annual Governor's Conference on Tourism
- Business and event listings on [TravelSouthDakota.com](http://TravelSouthDakota.com)
- Hospitality programs and training
- Informational and educational webinar series
- Department team members available to speak at programs, meetings and conferences
- Industry website ([SDVisit.com](http://SDVisit.com)) provides latest news and updates, research, marketing programs and industry events calendar

## ON YOUR BEHALF

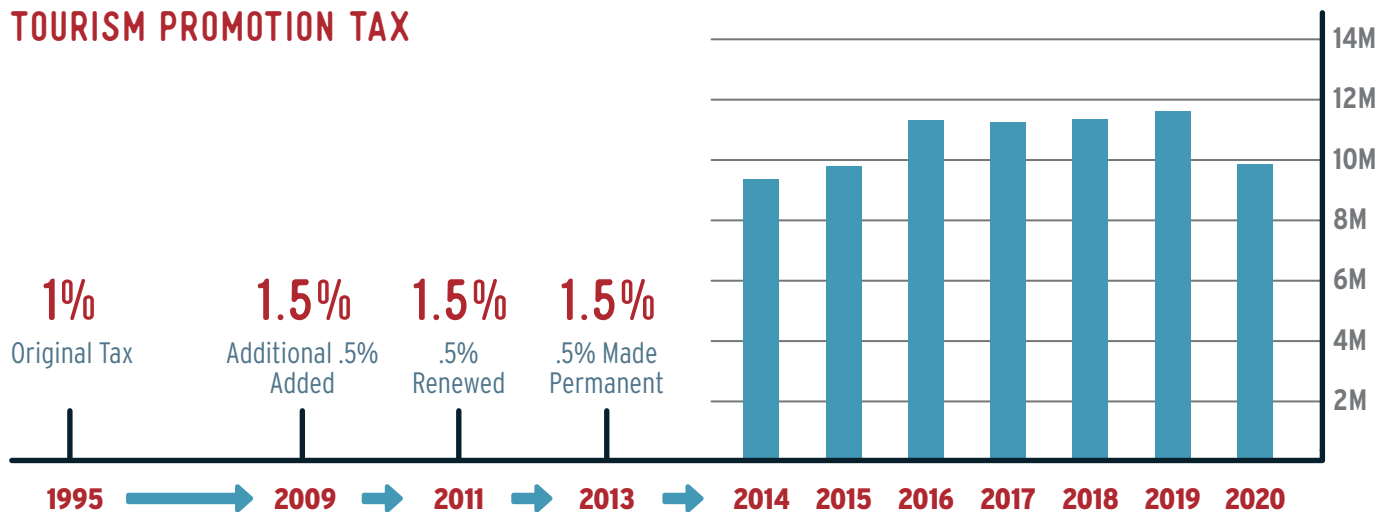
Promote South Dakota as a premier travel destination through the following mediums:

- South Dakota Vacation Guide
- 1-800-S-DAKOTA
- Familiarization tours for trade professionals and domestic & international journalists
- [TravelSouthDakota.com](http://TravelSouthDakota.com)
- Global marketing
- Social media
- Press releases
- Domestic and international consumer and trade shows
- Consumer activations and promotions
- Public relations
- E-newsletters
- Domestic and international media blitzes
- Retain memberships in industry and trade organizations such as the U.S. Travel Association, National Council of State Tourism Directors, Brand USA and others
- Partnership in the Great American West consortium
- Promotion through five official state Welcome Centers
- Actively advocate for the tourism industry
- Itineraries & sales sheets posted on [TravelSouthDakota.com](http://TravelSouthDakota.com) for the travel trade



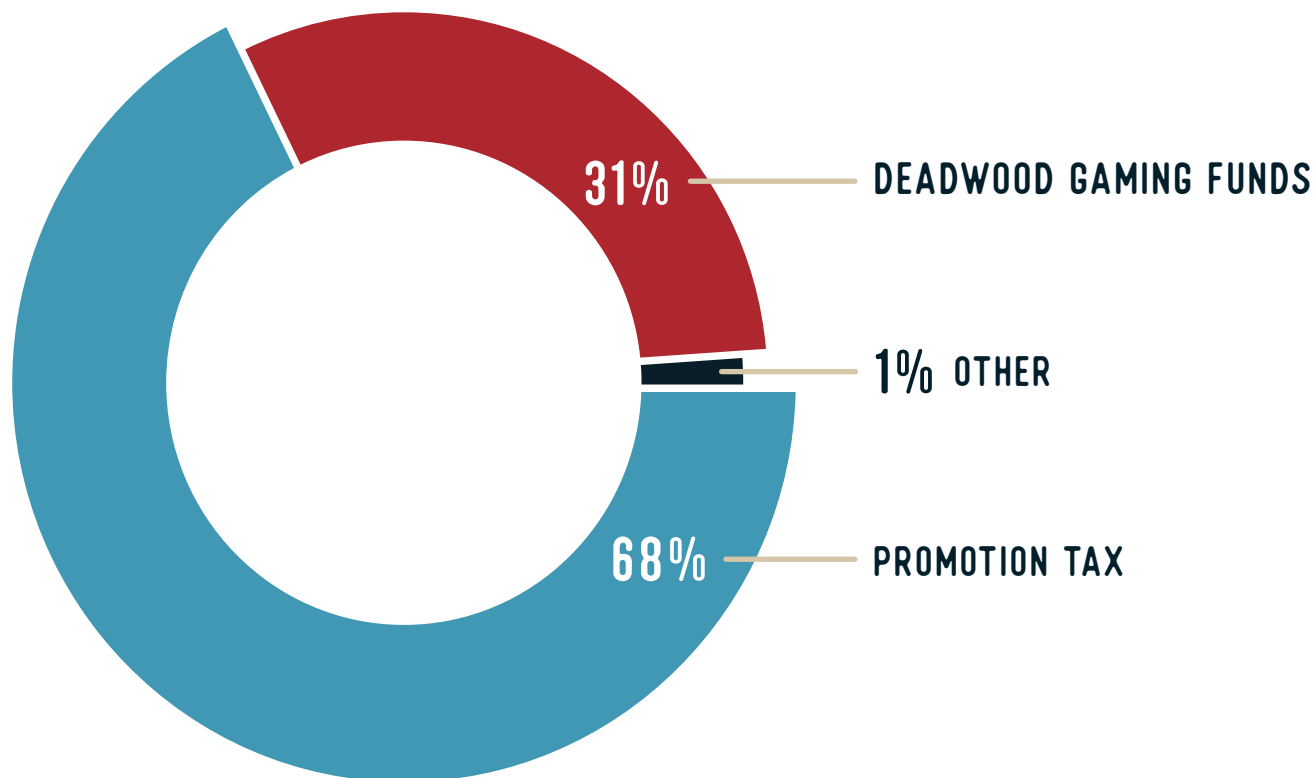
# FUNDING

## TOURISM PROMOTION TAX



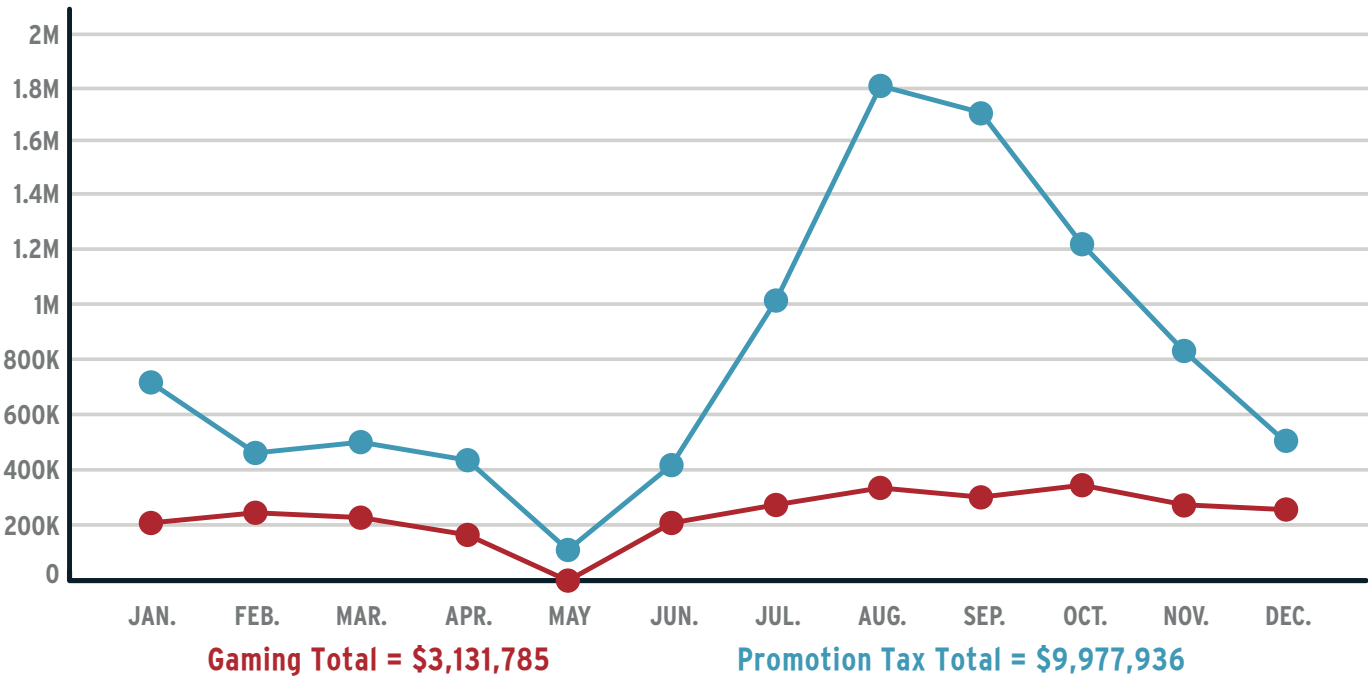
## FY20 ANNUAL BUDGET

The Department of Tourism is funded primarily through a 1.5% promotion tax and a percentage of Deadwood gaming funds.





## 2020 REVENUE CHART



## ONE-TIME CARES ACT FUNDING

During a special session held in October 2020, the South Dakota Legislature appropriated – and Governor Noem approved – \$20 million to the Department of Tourism. The first \$15 million was to be used by the department to promote tourism in South Dakota, and the remaining \$5 million was to be granted to Destination Marketing Organizations (DMOs) across South Dakota for the purpose of promoting their communities.





# TRAVEL INDICATORS

TAXABLE SALES	2019	2020	% CHANGE
BBB	\$2.488 BILLION	\$2.255 BILLION	↓ 9.8%
LODGING	\$608 MILLION	\$498 MILLION	↓ 19.9%
TOURISM	\$906 MILLION	\$761 MILLION	↓ 17.4%



**45.3%**

**AVERAGE HOTEL OCCUPANCY**  
surpassing the national  
average of **44%**

↓ **11.7%**

**4.1 MILLION**

**HOTEL ROOM  
NIGHTS BOOKED**

↓ **23.7%**

**943,000**

**NUMBER OF ROOM NIGHTS**  
booked on Airbnb or  
HomeAway

↑ **19.8%**

**8.2 MILLION**

**STATE PARK VISITORS**

↑ **29%**

**483,000**

**AIRPORT ARRIVALS**  
at Sioux Falls and Rapid  
City Regional Airports

↓ **48%**





## 2020 ECONOMIC IMPACT

**24.3%**  
FOOD + DRINK

**14.5%**  
RECREATION

**\$3.4  
BILLION**  
VISITOR SPENDING

↓ **18%**

**18%**  
LODGING

**22.3%**  
RETAIL

**19.2%**  
TRANSPORTATION

**12.6 MILLION**

**VISITORS TO SOUTH DAKOTA**

Nationally, visitation was down as much as 42%

↓ **13%**

**49,500**

**JOBS SUSTAINED**

by the tourism industry.  
This represents 1 out of 12 jobs  
in South Dakota

**\$276 MILLION**

**TAX DOLLARS GENERATED**  
by travel and tourism activity

↓ **8.7%**

**\$2.75 BILLION**

**TOTAL GDP CONTRIBUTED**  
This is 4.7% of the state's economy

↓ **5.6%**

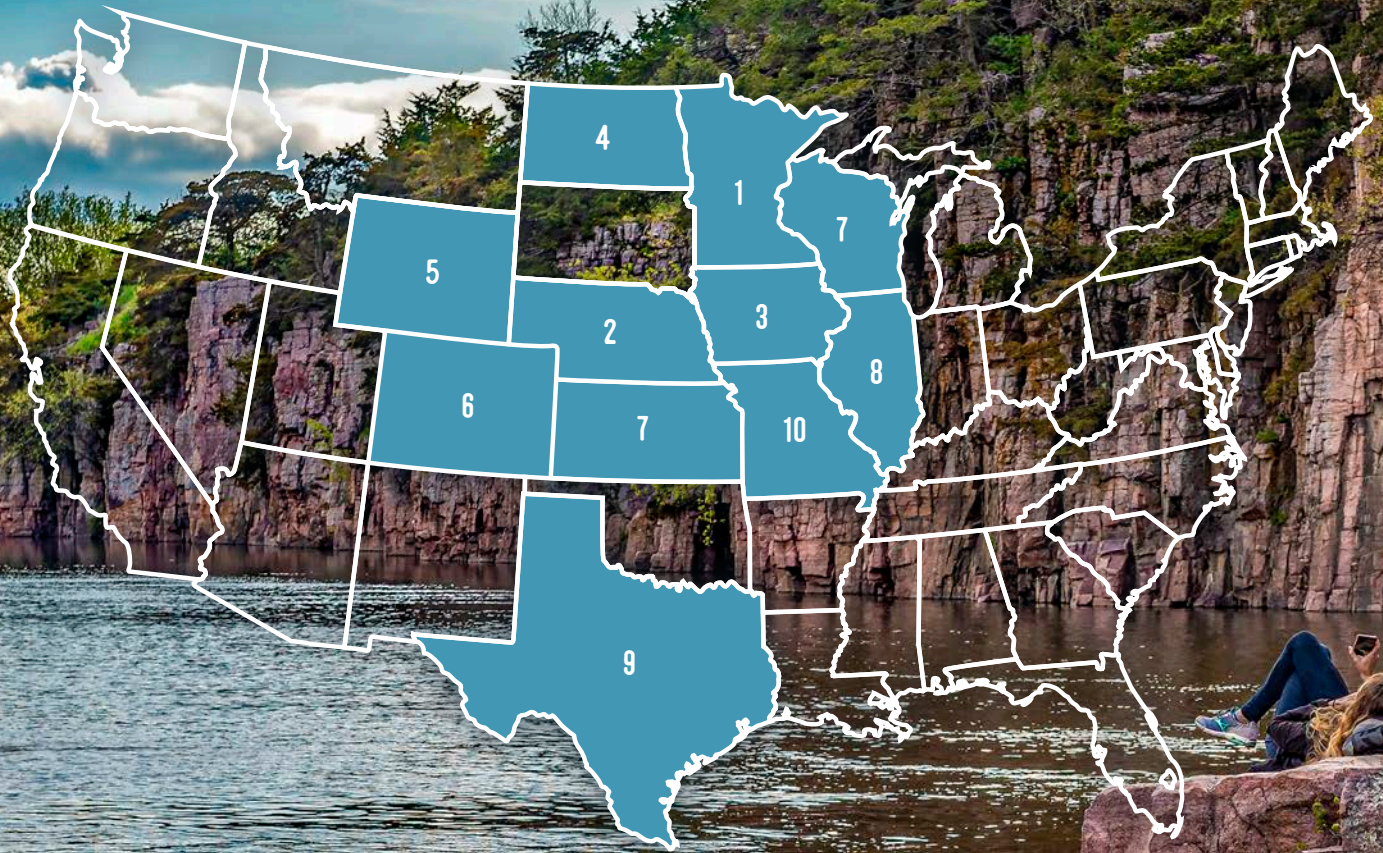
**\$780**

**TAX DOLLARS SAVED**  
by each South Dakota household  
because of the tourism industry

FUNDING



## TOP ARRIVAL STATES



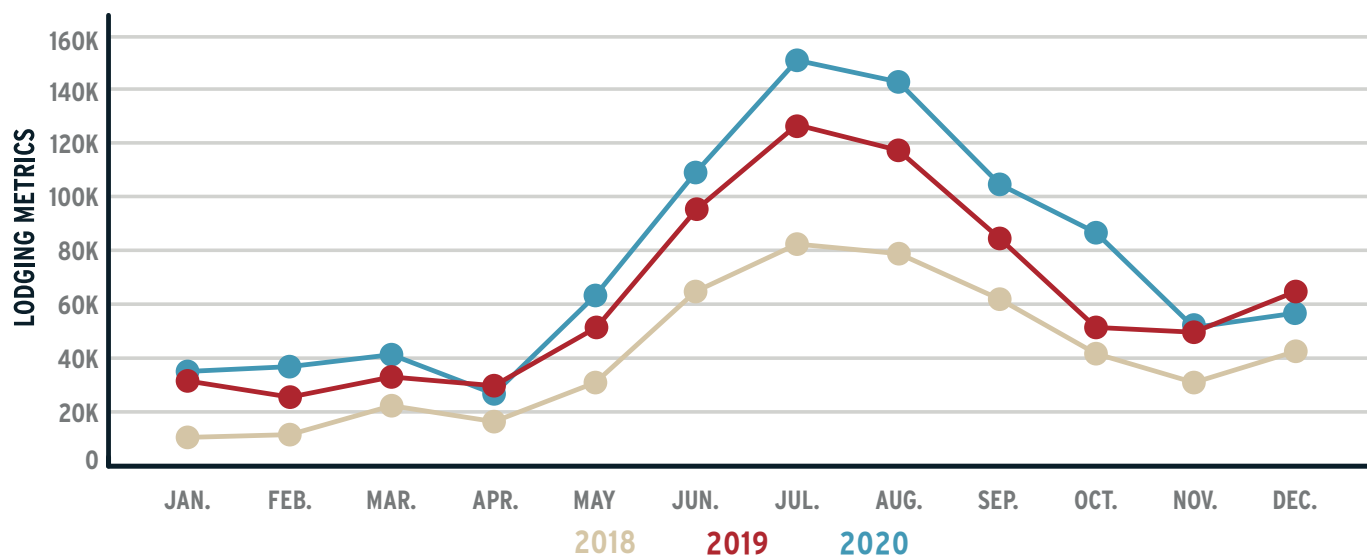
## ARRIVALIST

Tracking mobile devices through the Arrivalist platform allows the Department of Tourism to monitor a visitor's time in market, distance traveled and media exposures. Arrivalist uses a proprietary and statistically compelling panel methodology with data from more than 130 million monthly active consumers who mirror the general adult population, and then applies analysis and technology to produce broad and relevant insights regarding consumers' visitation behaviors. For instance, the department can monitor and correlate a decrease in movement and visitation to specific events such as the pandemic impact of March 13 - May 22. Likewise, when monitoring Arrivalist in 2019, we could substantiate the trends along with major weather events such as the blizzards in the spring, fall and winter that closed major portions of the state's interstate highway system.



## AIRDNA

As short-term rental properties and shared accommodations began to grow in popularity for leisure travelers, the department needed to find a way to monitor the trends specific to this market segment. As a result, in 2018 the department contracted with AirDNA to measure ADR, occupancy, demand and supply for rental properties. As seen in the chart below, the demand for short-term rentals dipped in April of 2020, but quickly rebounded as many travelers viewed this as a safer alternative to more traditional lodging options.



**51%**  
OCCUPANCY  
↑ 12%

**\$105**  
ADR  
↑ 13%

**\$53**  
REV PAR  
↑ 20%

**942,694**  
ROOM NIGHTS  
↑ 20%

**1,846,029**  
SUPPLY  
↑ 7%

**\$99,136,318**  
REVENUE  
↑ 35%





# YEAR-END MARKETING HIGHLIGHTS

**12,731,455**  
EMAILS DEPLOYED

## ANNUAL GOALS:

18% open rate

3% click rate

15% click-to-open rate

## AVERAGES OF ALL EMAILS DEPLOYED:

16% open rate

2% click rate

13% click-to-open rate

## AVERAGES OF WELCOME EMAILS:

44% open rate

13% click rate

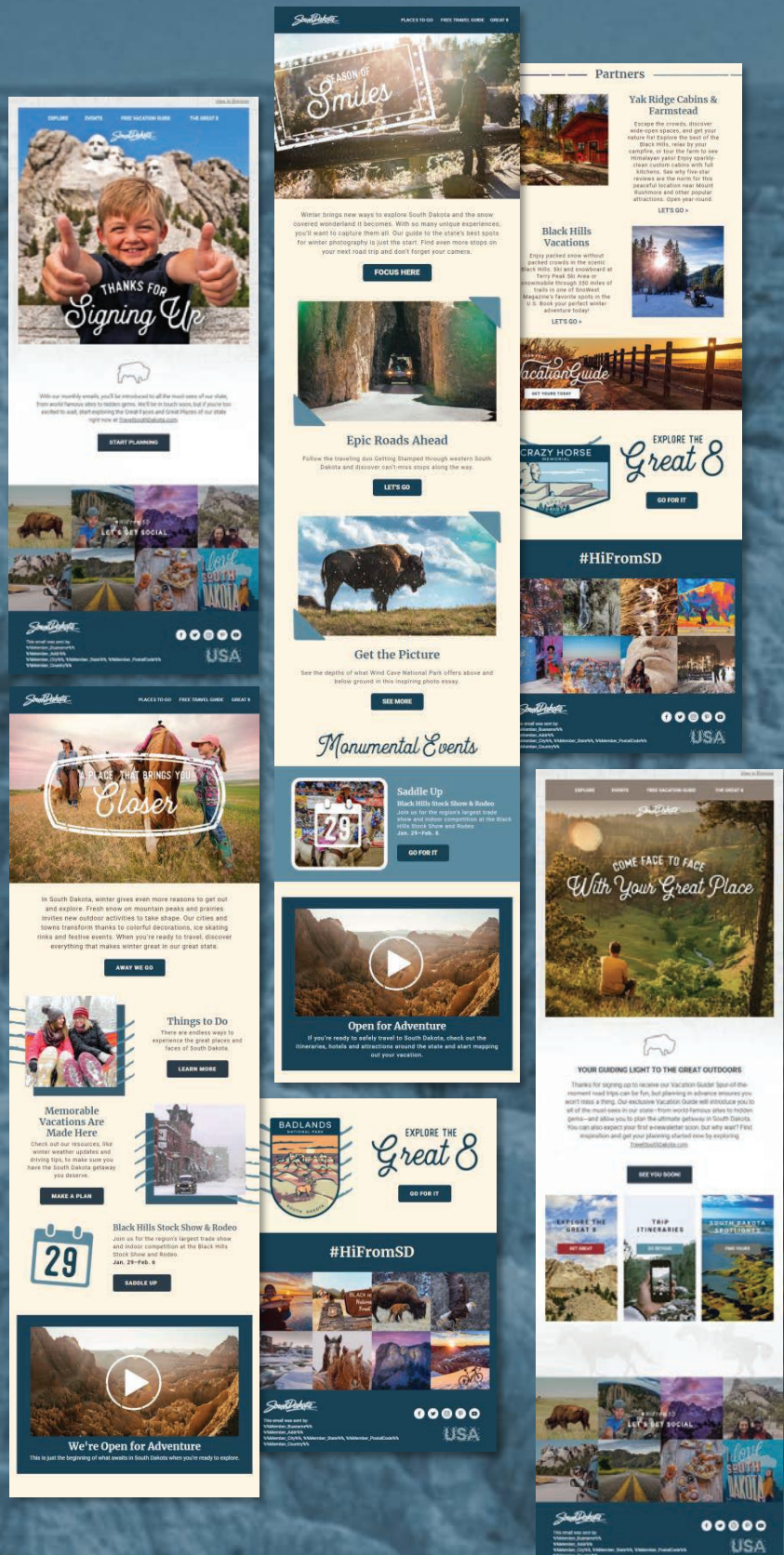
30% click-to-open rate

## AVERAGES OF PARTNER EMAILS:

23% open rate

2% click rate

8% click-to-open rate





## 2020 PAID SEARCH



17,218,957

IMPRESSIONS

700,591

CLICKS

92,433

GOAL COMPLETIONS

↑ 13.5%

GOAL CONVERSION RATE

## 2020 WEB STATS



3,538,844

SESSIONS

↑ 69%



6,350,633

PAGEVIEWS

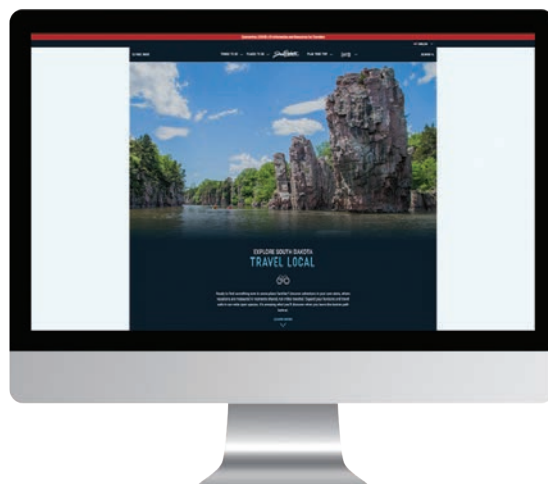
↑ 42%



217,240

GOAL COMPLETIONS

↑ 35%

Travel Local Landing Page // [TravelSouthDakota.com](https://TravelSouthDakota.com)



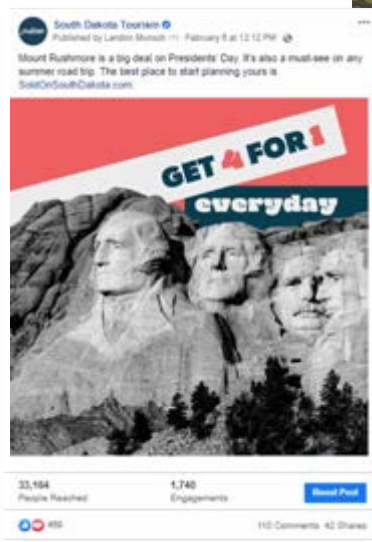
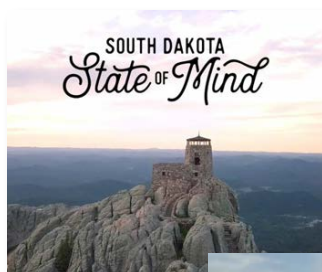
# SOCIAL MEDIA



While the department saw a large increase in paid traffic to **TravelSouthDakota.com** due to the CARES Act funding the department received, organic traffic was up nearly 60% (5% over the site average).

Sessions driven by social media efforts were up 726%, driven largely by CARES Act recovery campaign efforts. Conversions from this traffic segment were up nearly 240%.

All goal completions (TravelSmart e-newsletter signups, Vacation Guide requests, digital VG requests, partner referrals) were up 35%, despite large decreases in March and April as the pandemic developed and shut down the nation.



## 2020 SOCIAL MEDIA HIGHLIGHTS



**67,379,811** Facebook Impressions **↑ 63%**  
**3,632,814** Facebook Engagements **↑ 102%**  
**368,375** Facebook Web Sessions **↑ 474%**



**67,379,811** Twitter Impressions **↑ 23%**  
**3,632,814** Twitter Engagements **↑ 399%**  
**368,375** Twitter Web Sessions **↑ 388%**



**15,338,634** Instagram Impressions **↑ 96%**  
**572,863** Instagram Engagements **↑ 86%**  
**1,919** Instagram Web Sessions **↑ 470%**

# 4,274,670

## TOTAL ENGAGEMENTS

**↑ 86%**

# 385,977

## TOTAL WEB SESSIONS

**↑ 470%**

# 85,387,062

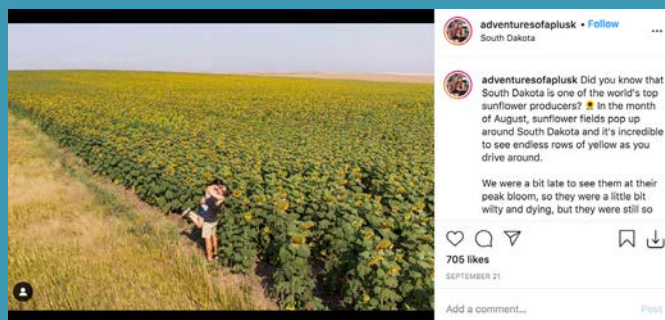
## TOTAL IMPRESSIONS

**↑ 96%**



The significant increase in total impressions, engagements and link-clicks year over year is due to a variety of campaigns and strategies implemented throughout 2020, in addition to the extra CARES Act messaging and spend. Though the year was challenging, the social team inspired future travel to the state and showed followers how to safely explore if and when they felt comfortable.

Additionally, the department worked with three influencers to showcase safe travel throughout the state, resulting in a total of 48 posts, 32,250 engagements and 612,492 impressions. Each influencer created high quality content for the department to utilize in upcoming campaign initiatives.





# PUBLIC RELATIONS



## DOMESTIC

**293** placements (down 70%)

**1.6 billion** impressions (down 61%)

**\$30 million** ad value (down 55%)

In 2020, the department hosted individual press trips for six domestic travel journalists. The journalists covered a variety of activities in South Dakota such as hunting in Aberdeen, sailing on Lewis and Clark Lake, biking the Mickelson Trail and trying plenty of tasty restaurants along the way. These press trips resulted in coverage in key publications such as Matador Network, Travel + Leisure and Fodor's.

**UVM: 2,395,366**  
**RESULTED**  
**FROM**  
**PRESS TRIP**



**UVM: 934,090**  
**RESULTED**  
**FROM**  
**PRESS TRIP**







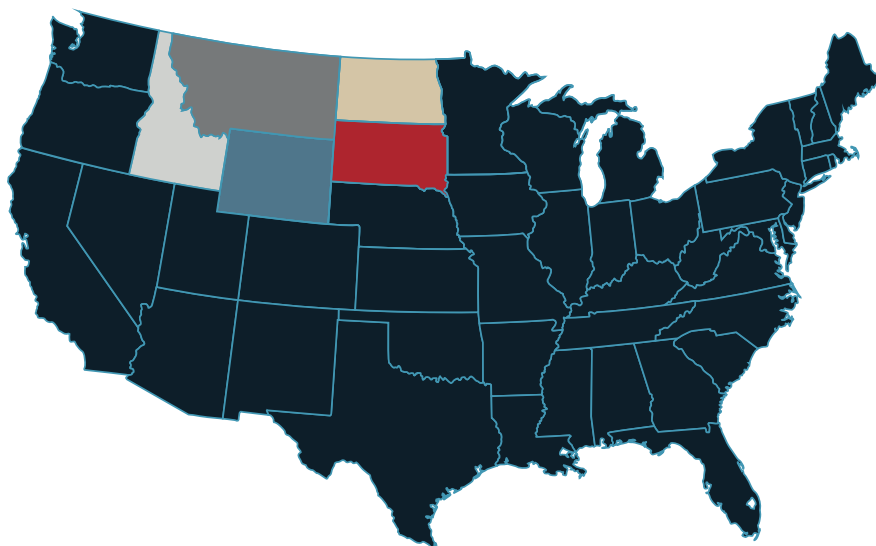


# INTERNATIONAL TRAVEL TRADE

## THE GREAT AMERICAN WEST

The Great American West is the brand for the international travel & trade marketing efforts of the state tourism offices of Idaho, Montana, North Dakota, South Dakota and Wyoming. Collectively, the cooperative contracts with Rocky Mountain International to market the region to travel trade and consumers through advertising and public relations efforts.

\*All numbers are reflective of CY19 and only cover room nights and revenue from visitors who booked through a travel professional. This data does not represent all international travel visitation from these markets.



## BUDGET RECAP



UK	: 16%
GERMANY	: 13%
BENELUX	: 7%
FRANCE	: 13%
ITALY	: 15%
AUSTRALIA	: 8%
NORDICS	: 12%
ALL MARKETS	: 16%

## RETURN ON INVESTMENT

For every \$1 spent with the Great American West cooperative, South Dakota received a \$128 return on investment. That's up from a 69:1 ROI in FY19 (based on a \$325,000 state investment and \$41.6 million estimated visitor spending).

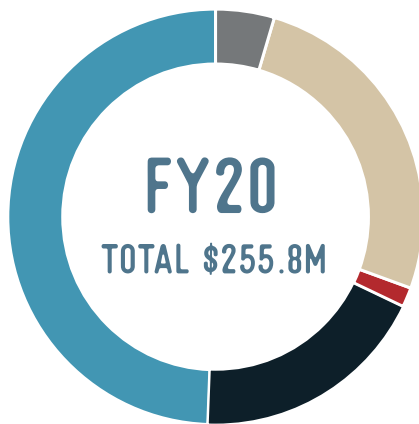
128:1   
86%  
YOY



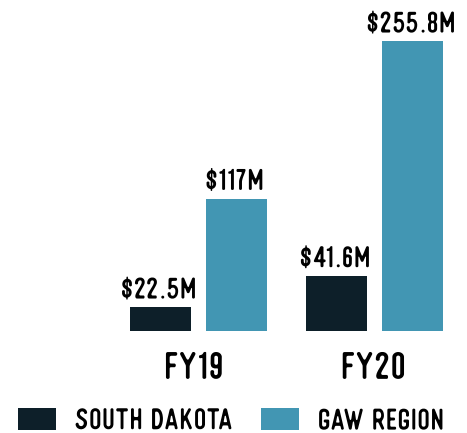
## ESTIMATED VISITOR SPENDING

Travelers who visited South Dakota spent an estimated \$41,642,477 in FY20. Travelers to the Great American West spent an estimated \$255,849,754 in the region.

**\$41.6M**  **85% YOY**



IDAHO: \$10.1M  
MONTANA: \$57.7M  
NORTH DAKOTA: \$2.9M  
SOUTH DAKOTA: \$41.6M  
WYOMING: \$108.9M



## NEW PRODUCT

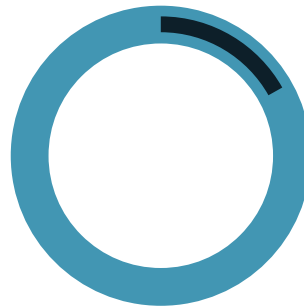
Seven overseas markets added 116 South Dakota itineraries and 248 overnights to their product offering in FY20, as well as 259 new regional itineraries and 1,481 regional overnights.

### ITINERARIES



SOUTH DAKOTA: 116  
GAW: 259

### OVERNIGHTS



SOUTH DAKOTA: 248  
GAW: 1,481

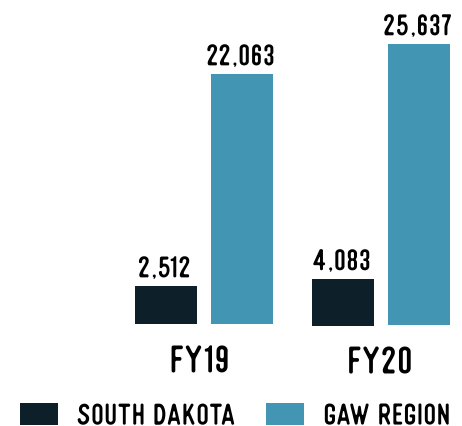
## OVERNIGHTS OFFERED

An additional 470 overnights were offered in South Dakota in FY20 for a total of 4,083. A total of 25,637 overnights were offered in the Great American West region in FY20.

**4,083**  **13% YOY**



SOUTH DAKOTA: 4,083  
GAW: 25,637





# 2020 YEAR IN REVIEW

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## ABA TRAVEL SHOW

The American Bus Association (ABA) serves as a voice for the motorcoach and group tour industry, representing its members in Washington, D.C. and providing education & networking opportunities throughout the year. The premier event of the year is ABA Marketplace, which was held in Omaha, NE, in January of 2020.

### Highlights:

- Represented South Dakota with an expanded booth space of 30 feet
- 19 SD industry partners participated
- Met with 42 domestic tour operators
- Booth was awarded "Best in Show" for large inline booth



## SOUTH DAKOTA NATIVE TOURISM ALLIANCE FORMED

The Department of Tourism began a partnership with the George Washington University International Institute of Tourism Studies program in 2019 to focus on Native Tourism in South Dakota. Initial work included three forums that brought together community members, entrepreneurs and leaders from eight of South Dakota's nine tribal nations, as well as state and federal agencies and non-government organizations.

Over a 12-month period, more than 65 local stakeholders participated in a planning & assessment process facilitated by the George Washington University International Institute of Tourism Studies. The result of this work was the Native American Tourism Development and Management Plan. The plan's purpose is to support the development of a sustainable Native American tourism industry in the state that will inspire more people to visit, stay and spend more money in tribal nations, thereby contributing to the local economies and well-being of Native American communities in South Dakota. To move forward in achieving this goal, the **South Dakota Native Tourism Alliance** was established in 2020.







## GREAT AMERICAN WEST ITALIAN MISSION

JANUARY 25-31, 2020 // BRESCIA, BOLOGNA, SIENA AND ROME, ITALY

The Great American West (GAW) Italian Roadshow traveled by bus across Italy, teaming up with 10 Italian tour operators to host training workshops in four separate cities. The training workshops sought to educate and inspire travel agents across the entire Italian market. During the workshops, each of the five GAW states had a dedicated table and presented 30-minute training sessions to small groups of travel agents and sales managers. Each state was joined by two tour operators who were able to provide personal insights into the region.

	TOUR OPERATOR PARTNERS	TOUR OPERATOR PROMOTERS	TRAVEL AGENTS
<b>Brescia</b>	<b>10</b>	<b>8</b>	<b>31</b>
<b>Bologna</b>	<b>10</b>	<b>4</b>	<b>37</b>
<b>Siena</b>	<b>10</b>	<b>5</b>	<b>24</b>
<b>Rome</b>	<b>10</b>	<b>7</b>	<b>27</b>

In Total: **153** people trained, **64** new products developed

## STATE OF CREATE SOCIAL MEDIA CAMPAIGN

The "State of Create" social media campaign wrapped up in January 2020, when creative podcaster Andy J. Pizza of The Creative Pep Talk visited Sioux Falls. He met with creatives in the city, got a feel for the local arts community and produced a podcast recounting his experiences through interviews with local movers & shakers in the arts world across South Dakota. Andy shared 43 social media posts and stories and one podcast, which accounted for 174,917 potential impressions.



## PHEASANTS FOREVER NATIONAL SPONSORSHIP

The Department of Tourism renewed its partnership with *Pheasants Forever* in 2020 as a Custom National Diamond Sponsor. In addition to enhanced benefits and exposure at the National Pheasant Fest and Quail Classic, the department was showcased and recognized in a variety of mediums throughout the year.

- 5x *Pheasants Forever* magazine advertisements (1.5 million impressions)
- 5x *Quail Forever* magazine advertisements (216,000 impressions)
- *Pheasants Forever* and *Quail Forever* "Dog of the Day" sponsor
- Year-long digital advertising package, including banners and national sponsor recognition on PheasantsForever.org and QuailForever.org
- "Opening Day" short film launched in fall 2020





# FEBRUARY



## SOLD ON SOUTH DAKOTA PRESIDENTS' DAY CAMPAIGN AND ACTIVATION

JANUARY 28-FEBRUARY 17, 2020

To celebrate Presidents' Day as a holiday that only South Dakota can uniquely take advantage of, the department coordinated a special campaign that kicked off on National Plan for Vacation Day and culminated in a pop-up event at Des Moines' Jordan Creek Mall, Feb. 15-17. The campaign and pop-up event encouraged travel to South Dakota with giveaways, a virtual photo booth experience and on-site staff to share all the unique places to visit in the state.

- Vanity URL [SoldOnSouthDakota.com](https://SoldOnSouthDakota.com) drove online traffic. From there, CTAs drove visitors to [TravelSouthDakota.com](https://TravelSouthDakota.com) pages like Mount Rushmore, the Vacation Guide request form and e-news sign-up.
- Digital out-of-home and digital retail e-newsletter promotion through Travel Spike in Des Moines
- Animated banner ads
- Mount Rushmore mascots on-site for photo-ops
- Teased the February 18 activation with mall posters and signage
- eCRM blast inspired by Presidents' Day promos and sent to the department's distribution list
- Radio campaign
- Live radio remotes with KDRB-FM, WHO-AM and KXNO-AM at the Jordan Creek Mall



### Paid media results:

- Total Impressions (including social): **17,665,360**
- Total Engagements (including social): **1,584,154**
- Total Landing Pageviews: **40,359**
- Total Searches Generated: **285,030**
- Total Hotel Revenue Booked: **\$1,919,196**
- Total Room Nights: **16,354**
- Return on Ad Spend: **\$5.60 to \$1**



## PUBLIC RELATIONS EFFORTS

To promote the event, the PR team coordinated two live on-site interviews with local broadcast stations, WHO and KCCI, and sent South Dakota care packages to media at Meredith Corporation.



## SOCIAL MEDIA EFFORTS

To complement the Presidents' Day activation efforts, the social team launched content in January to align with National Plan for Vacation Day, and ran subsequent promotions through the holiday complete with Presidents' Day sale lingo to "sell" people on traveling to South Dakota. This included a targeted Facebook event RSVP to drive awareness and attendance to the activation in Des Moines, and other executions that drove traffic and attendance to the [SoldOnSouthDakota.com](https://SoldOnSouthDakota.com) landing page. A Sold on South Dakota sweepstakes encouraged online and in-person entries at the activation.

- Total Impressions: **647,278**
- Total Engagements: **11,630**
- Total Link Clicks: **1,306**
- Total Sweepstakes Visits: **2,452**
- Total Sweepstakes Entries: **964** (30% coming from in-store activation efforts)



## IN-STORE ACTIVATION

To cap off the Presidents' Day efforts, South Dakota took over an empty storefront with signage and interactive elements as well as giveaways and a sweepstakes. Visitors could interact with a photobooth area featuring Badlands National Park and wildlife, try their luck in a "money booth" style giveaway machine, get some free ice water, stickers & buttons and, of course, talk with tourism staff about all that South Dakota has to offer for travelers.



## CONSUMER TRAVEL SHOWS

The Department of Tourism was able to participate in three travel shows before in-person shows were cancelled.

Chicago – **February 8-9**

Los Angeles – **February 15-16**

Denver – **February 22-23**

## NYC MEDIA MISSION

After a two-year absence, the department scheduled a media mission to New York City to meet new journalists and revisit close contacts. The team conducted 15 deskside appointments with top tier media, including *Forbes*, *Conde Nast Traveler* and *Travel + Leisure*, to promote the latest news from South Dakota.



## PHEASANTS FOREVER'S PHEASANT FEST & QUAIL CLASSIC

The Department of Tourism, along with 21 partners from across the state, took part in **National Pheasant Fest and Quail Classic** held in Minneapolis, MN, Feb. 14-16. As a Custom Diamond Sponsor, the department created a South Dakota Pavilion, attracting attendees to learn more about future hunting opportunities in the state. The Tourism team distributed roughly 400 vacation guides and 200 highway maps throughout the course of the show, which had an estimated attendance of 32,467.



## AGRITOURISM WORKSHOP

**FEBRUARY 20-21**

The Department of Tourism, working together with SDSU Extension and Rural Electric Economic Development, Inc., hosted an agritourism workshop in Pierre aimed at providing resources and information for anyone interested in agritourism. The workshop included sessions on business planning, how to structure a business, agritourism liability, risk management/farm safety, taxes and licensing, pricing, marketing basics, hospitality and other relevant topics.

The workshop was attended by 41 people along with 10+ speakers, agencies and resource providers from across South Dakota.



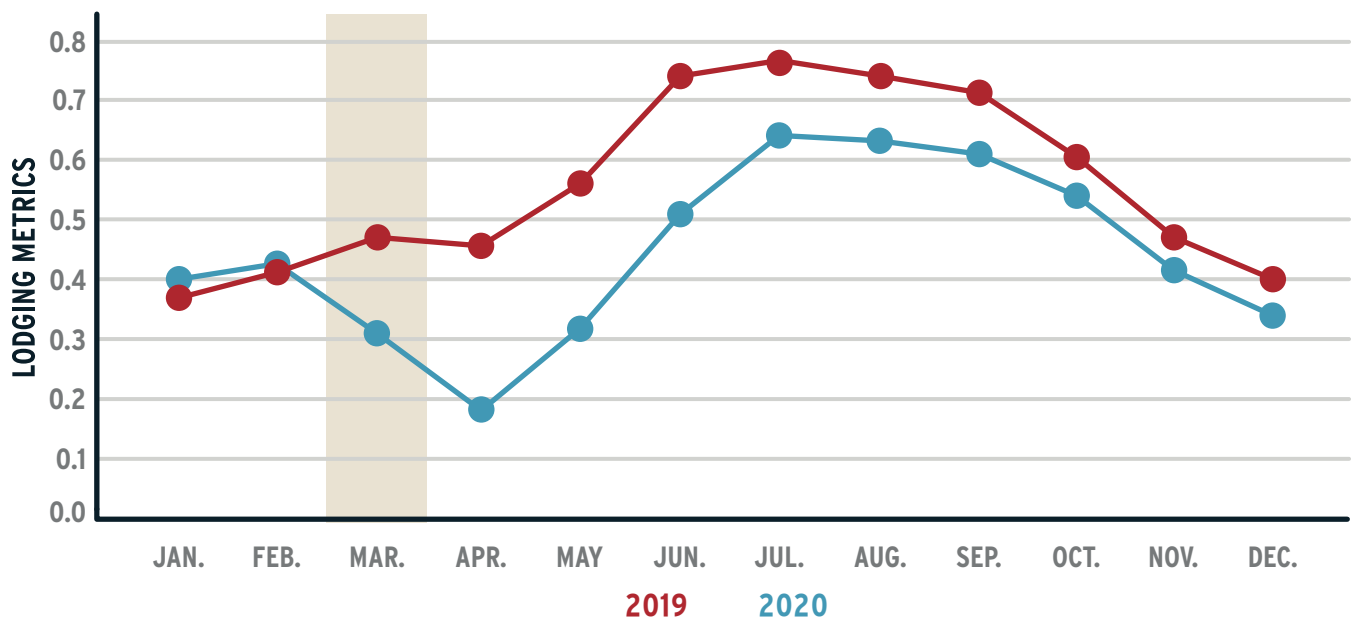


# MARCH



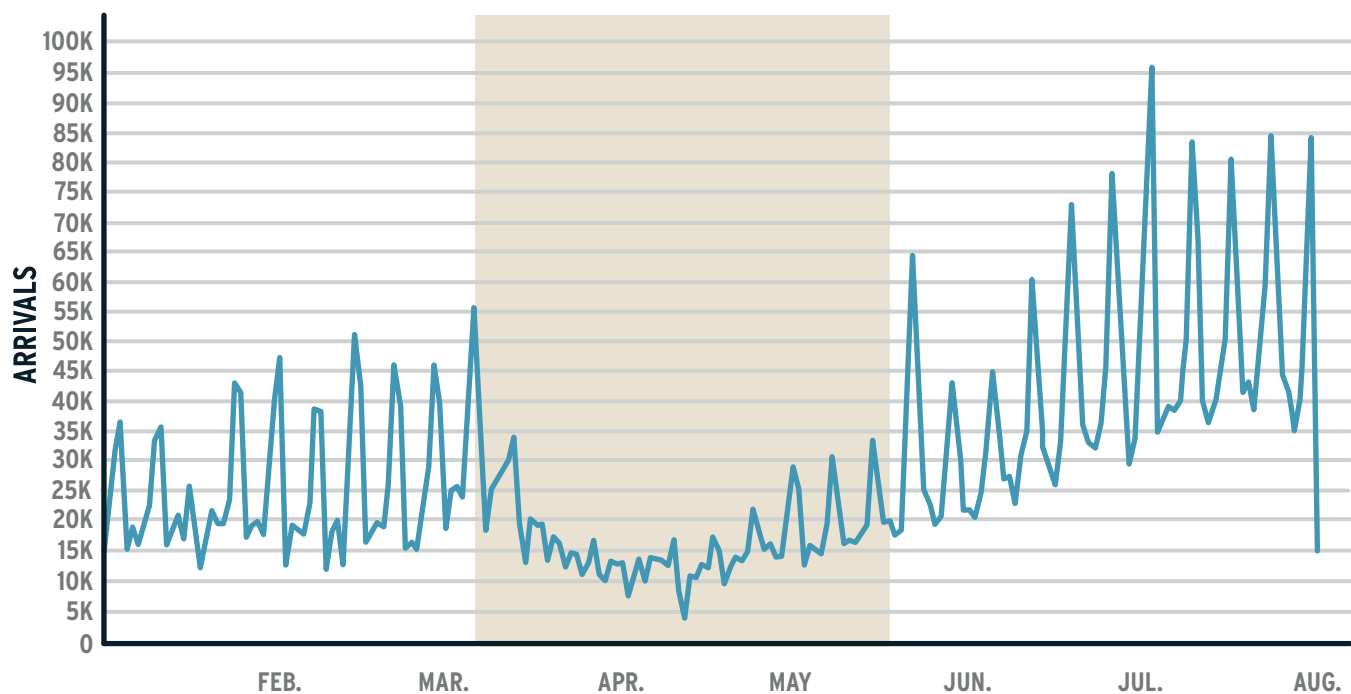
## PANDEMIC DECLARED

### SOUTH DAKOTA HOTEL OCCUPANCY



### SOUTH DAKOTA VISITATION

MARCH 13-MAY 22, 2020





## SHIFT IN MARKETING MESSAGE AND STRATEGY

While the world turned upside down as a result of the pandemic, the department kept a very close eye on consumer sentiment and what potential visitors were saying about the current state of travel and future travel. As the department found its footing in April and early May, it was evident there were audiences who were still wanting to be inspired by destination marketing, were daydreaming of future travel, or were planning to travel despite the pandemic. The department's sophisticated research platforms helped the team identify those audiences and we moved forward with a careful marketing plan. The decision was made to shift into a three-phase marketing approach, carrying a message that would resonate with those still dreaming about travel.

The department also aligned all community cooperative campaigns with the new three-phased pandemic response messaging, tactics and timing. This ensured communities reached target audiences still interested in traveling to South Dakota during the pandemic, while also staying top of mind for individuals looking to travel when they were ready.

### PHASE 1 – GREAT PLACES WILL BE WAITING

This phase provided inspiration while still remaining empathetic to the audience's individual situations. Utilizing calls to action (CTAs) that were lofty and inspirational (rather than a hard push) kept South Dakota top-of-mind without creating unwanted urgency.

This phase focused on audiences showing high intent and actively seeking travel information, with placements including highly targeted digital, email, social and direct response, like Vacation Guide requests. Emphasis was on national targeting through digital marketing, with an added focus on drive vs. fly markets.

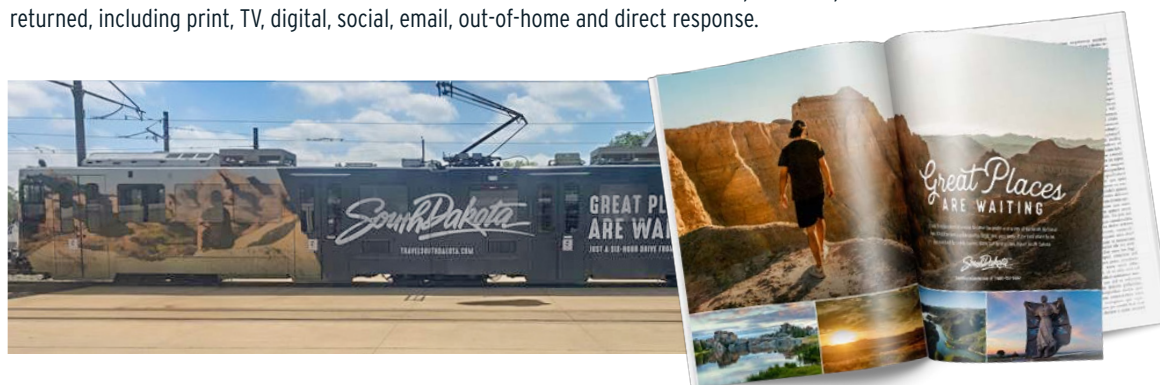
### PHASE 2 – GREAT PLACES ARE WAITING

Moving into Phase 2 occurred once businesses across the country started reopening and consumer sentiment showed improving optimism about future travel. Calls to action remained cautious, emphasizing travel "At Your Own Speed" and letting the audience know that South Dakota was ready when they were.

Added efforts in Phase 2 included more targeted digital and video, addressable TV, expanded email, paid social and out-of-home. National digital marketing continued with an adjusted drive market targeting 500 miles or less from South Dakota.

### PHASE 3 – GREAT FACES. GREAT PLACES.

With people starting to feel more comfortable visiting family & friends and feeling more confident traveling, Phase 3 shifted into more actionable and immediate calls to action such as "Let's Road Trip." In this phase, the full media mix returned, including print, TV, digital, social, email, out-of-home and direct response.





## COVID-19 RESOURCES

In response to the abundance of information being produced about COVID-19, the department developed COVID-19 resource pages on both its consumer site, **TravelSouthDakota.com**, and its industry site, **SDVisit.com**. The resource pages were meant to aid travelers and industry partners in making informed decisions about safe travel. The sites included information such as business closures, event cancellations, and health & hygiene best practices, as well as specific information from the South Dakota Department of Health regarding COVID-19 in South Dakota.

Additionally, the department sent weekly email communications to industry partners, keeping them updated on the most recent information on everything from consumer sentiment to shifts in marketing best practices, along with other relevant information. In total, the department sent 32 COVID-19 specific emails between March and December.

Additionally, as updated information about health & safety protocols and relief programs was made available, the department conducted four webinars between March and July featuring partners from the Small Business Administration, MMGY Travel Intelligence, Destination Analysts, Smith Travel Research and the South Dakota Department of Health.

*COVID-19 and South Dakota Tourism // SDVisit.com*



## GREAT AMERICAN WEST FRENCH MISSION

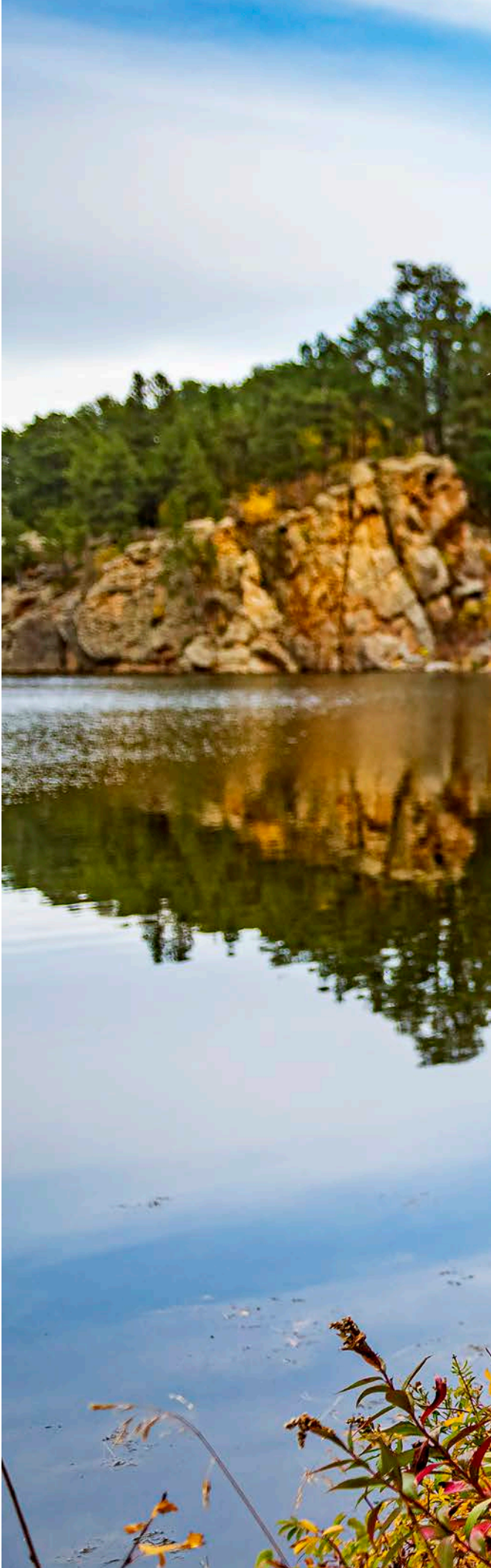
**MARCH 1-6, 2020 // Lyon, Paris and Lille, France**

The Great American West French Mission sought to generate excitement, increase exposure, raise awareness and ultimately build additional product by interacting with tour operators and agents in one-on-one meetings. During these meetings, the five GAW state representatives presented to sales staff and product managers and invited them to evening events to educate and inspire those interested in including the region in their product catalogs.

	AGENTS TRAINED	OFFICE TRAININGS	
Lyon	18	8	
Paris	31	11	+1 Networking Event*
Lille	10	4	

In Total: **59** travel professionals trained, **23** South Dakota presentations given

\*39 companies attended the networking event









# APRIL



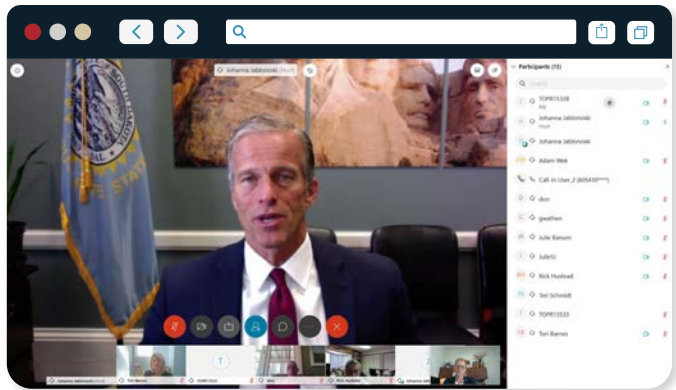
## BABY BISON

In early spring, our public relations team worked with the real stars in South Dakota – Custer State Park's bison herd. The team worked with a videographer to capture a glimpse of one of South Dakota's newest and most beloved residents, the spring calves in the park, and pitched the video to national and regional media. Coverage was showcased on CNN, NBC and MSN, to name a few.



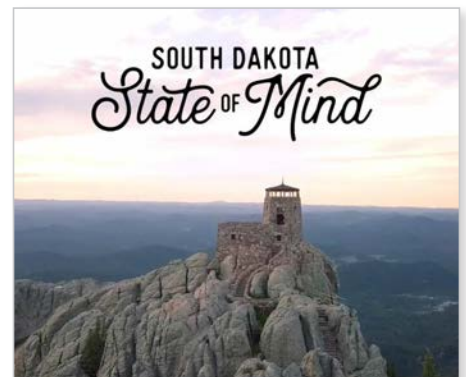
## VIRTUAL DESTINATION CAPITOL HILL

Due to the pandemic, the typical legislative fly-in to Washington D.C., organized by the U.S. Travel Association, was adjusted to be an all-virtual event consisting of one-on-one meetings with South Dakota's senators and congressman. The department was able to meet with all three South Dakota congressional members and their staffs, and were joined by several members of the South Dakota tourism industry, all of whom were able to share their personal experiences and concerns amidst the pandemic while providing input as to what tourism's priorities were regarding relief aid and legislation.



## SOUTH DAKOTA STATE OF MIND SOCIAL MEDIA MINI-CAMPAIGN

To complement the department's overall shift in messaging, the social team developed a mini-campaign aimed at inspiring followers to keep dreaming about a South Dakota vacation. The campaign included partnerships with in-state photographers and influencers to take over the department's Instagram account and share their favorite images of the state.





## NATIONAL TRAVEL & TOURISM WEEK

National Travel & Tourism Week in 2020 looked a little different than other years, but the department still celebrated its theme of "The Spirit of Travel." While the department wasn't able to carry out its planned in-person hospitality training and other celebratory events across the state, the team did what it could to encourage the tourism industry and tell the story of how important tourism is to South Dakota.

- Promoted the *Why Travel Matters* video via social media
- Worked with industry partners across the state to light up these iconic locations and memorials in red:
  - Arc of Dreams, Sioux Falls
  - World's Only Corn Palace, Mitchell
  - Mama and Max at the South Dakota Children's Museum, Brookings
  - Crazy Horse Memorial®, Custer
- Worked with Governor Noem's office to produce a video of the governor talking about the importance of tourism to the state's economy
- Worked with Governor Noem's office to produce a print column touting the importance of tourism to the state
- Provided sample social media posts to the governor's office and to South Dakota's congressional delegation for their use during National Travel & Tourism Week
- Scheduled media interviews in cities across the state





# JUNE



## PARTNERSHIP WITH SOUTH DAKOTA DEPARTMENT OF GAME, FISH & PARKS

In 2020, the Department of Tourism and the Department of Game, Fish & Parks came together to market the state's pheasant hunting opportunities through the development of a pheasant hunting marketing workgroup. Ultimately, South Dakota is home to the most pheasants in the nation, and this is where hunters come to hunt the greatest land, live the greatest traditions and make the greatest memories.

### Mission:

Work together as stewards of the state of South Dakota with the shared goal of bringing in more pheasant hunters.

### Goals:

Recruit – Introduce new hunters to the South Dakota experience  
Reactivate – Entice lapsed hunters to get back in the field  
Retain – Keep current license holders engaged in the sport

### Ultimate Goal:

Increase small game license applications, sales and tourism tax collections.

### Target Audiences:

#### Traditionalists

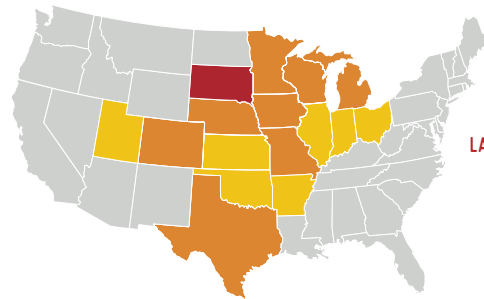
Age: 45-64  
Income: \$80,000+

#### Lapsed Youth

Age: 18-34  
Income: \$40,000+

#### Adventure Hunters /Naturalists

Age: 25-44  
Income: \$50,000+



### MARKET KEY:

LAPSED YOUTH RESIDENT  
PRIMARY  
SECONDARY

*South Dakota*

### Campaign Elements:

- Custom landing page – [HuntTheGreatestSD.com](http://HuntTheGreatestSD.com)
- Programmatic cable TV in SD, MN, NE, WI and IA
- Addressable digital display, native and video
- Print
- Paid search
- Paid social media
- KFAN radio spots on outdoor and sports programming
- Podcast reads in SD, MN, NE, IA, WI and CO
- Scheels partnership, including in-store installations, an email sponsorship and a product/hunt giveaway
- Site retargeting
- Partnership with HuntStand Media
  - Lead-generation giveaway, display, video, social, dedicated emails and custom-branded content creation and promotion
- Pheasants Forever national sponsorship
  - Print placement in every issue of *Pheasants Forever Journal* and *Quail Forever Journal*, South Dakota Pavilion at National Pheasant Fest, "Dog of the Day" feature, display, social, dedicated emails, film project collaboration and content promotion
- Public relations, including targeted media pitching, hosted media hunts and strategic national partnerships

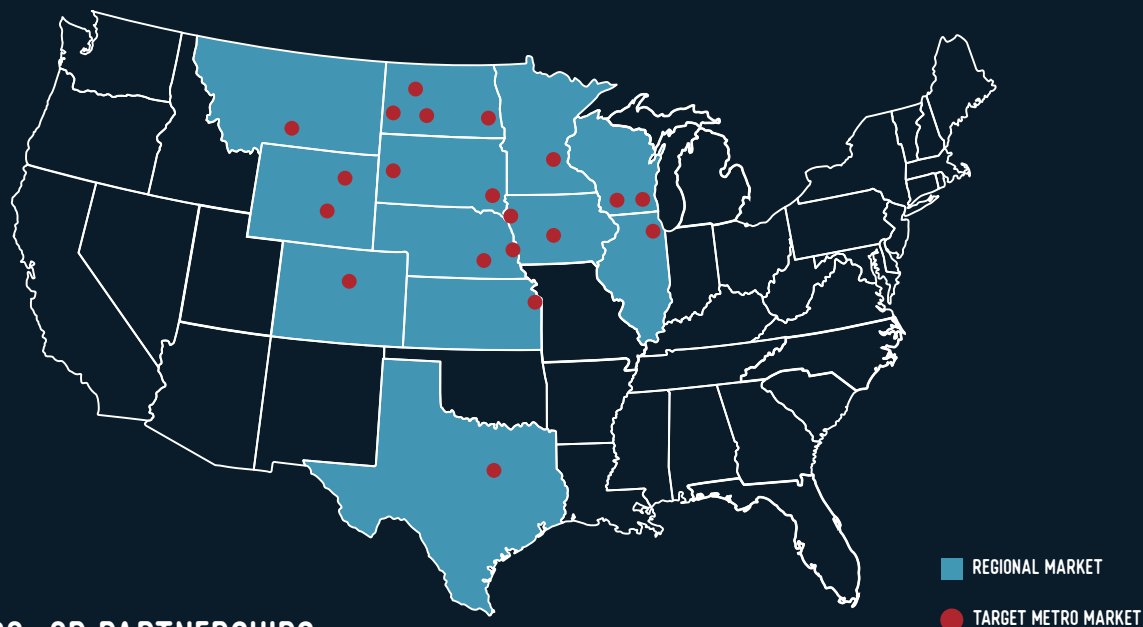
### Results:

- Total Spend: **\$9.5 Million**
- Total Impressions: **25,956,584**
- Total Engagements: **981,596**
- Total Giveaway Submissions: **17,979**
- Total Inquiries: **19,427**
- Total License Sales Trackable to Paid Media Efforts: **11,679**
- Total License Revenue Trackable to Paid Media Efforts: **\$643,037**
- Website Traffic: **55%** increase ([gfp.sd.gov](http://gfp.sd.gov))
- Email Subscribers: **65%** increase (GFP database)
- Facebook Following: **16%** increase (GFP Facebook)





# PEAK COMMUNITY COOPERATIVE MARKETING



## COMMUNITY CO-OP PARTNERSHIPS

As the three-phased marketing approach continued throughout the year, the community co-op program allowed for a cohesive strategy with 13 community partners. Each partner matched dollar-for-dollar investments with the department across 20 partner-specific marketing calendars between peak and shoulder seasons. Strategies ranged from cable television and audio to digital and social media. The community campaigns provided direct awareness to potential visitors of areas within the state to experience firsthand, resulting in continued tourism success during a challenging year.

- Campaign Impressions: **249,540,860**
- Campaign Engagements: **10,001,889**
- Total Inquiries: **41,744** (this includes contact inquiries, guide downloads/requests, newsletter sign-ups, blog interactions, etc.)
- Total Arrivals: **19,171**
- Total Bookings: **14,554**
- Total Booking Revenue: **\$2,878,322**

**BLACK HILLS  
& BADLANDS** SD

CUSTER 

1876  
**DEADWOOD**  
SOUTH DAKOTA

**Hot Springs**  
SD

  
**Mitchell**  
SOUTH DAKOTA  
*Outside expectations*

CITY OF  
**Sturgis**

  
**Spearfish**  
SOUTH DAKOTA

**Yankton**

  
**CUSTER  
STATE PARK**  
BLACK HILLS • SD

W★TERTOWN

**aberdēen**

  
**PIERRE**  
SOUTH DAKOTA

**RAPID  
CITY** SD  

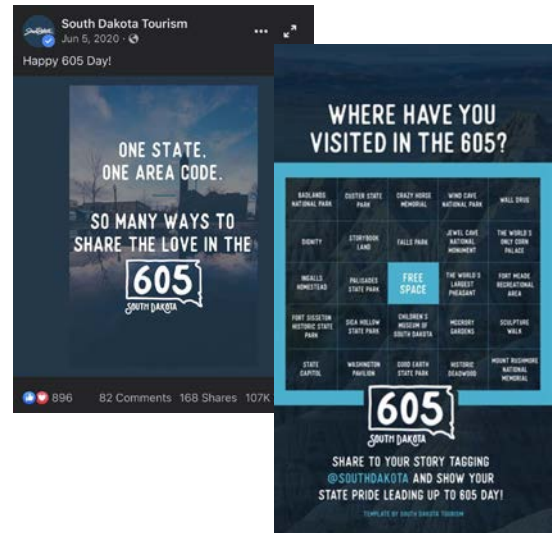

  
**HILL CITY**  
HEART OF THE BLACK HILLS™



## 605 DAY

To celebrate 605 Day, the department wanted to spread awareness leading up to the holiday while keeping in mind our recovery phase messaging and the current travel sentiment. The goal was to amplify the “Great Places are Waiting” messaging through timely, curated content and create South Dakota pride within our social community through both new and existing content pieces centered around 605 Day. To do so, the social media team developed 605 Day GIFs, leveraged local influencers to spread awareness, and created dedicated assets for Facebook, Twitter and Instagram Stories.

- Total Engagements: **418,362** (1,991% over goal)
- Total Impressions: **2,187,033** (775% over goal)
- Video Views: **246,807**
- #605Day hashtag usage up **55%** year-over-year



## VIRTUAL PRESS TOUR

Because of COVID-19 and a desire for social distancing, domestic road trips were one of the most popular vacation choices of 2020. To share how South Dakota’s wide-open spaces and outdoor attractions are ideal for road trip travel, the PR team hosted a virtual press trip to educate journalists around the country on all there is to see and do in the Mount Rushmore State.

- Zoom presentation by the Department of Tourism and representatives from Experience Sioux Falls, Visit Spearfish, Crazy Horse Memorial®, Mount Rushmore National Memorial, Badlands National Park and Custer State Park.
- “Souvenir” box mailed to each journalist attending, which included South Dakota-themed treats, a road map and a custom-made Viewmaster.
- Paid partnership with artist and social media influencer Aftyn Shah, which resulted in more than:
  - **62,611** total social media impressions
  - **27** journalists participated
  - **9** stories secured
  - **303** million media impressions



As a result of her participation in the virtual press tour and meeting with the team during the February 2020 deskside meetings in New York City, freelance writer Cassandra Brooklyn visited South Dakota for a 10-day trip across the state. During her time in the state, Cassandra traveled from Sioux Falls to Deadwood, and her trip resulted in five articles in the following publications:

- *Fodor's*
- *The Daily Beast*
- *American Way*
- *World Nomads*
- *Reader's Digest*

“THE PRESENTATION WAS GREAT. I HAD NO IDEA THE BADLANDS WERE SO BEAUTIFUL. I ADDED A FEW THINGS TO MY “MUST SEE” POST-COVID TRAVEL LIST FOR SURE. THANK YOU AGAIN FOR THINKING OF ME. I’LL LET YOU KNOW IF I HAVE ANY QUESTIONS. BUT REALLY, I LEARNED A LOT!”

KRISTY ALPERT  
CONTRIBUTOR TO AMERICAN WAY AND GLOBAL TRAVEL



## RECORDED TRAVEL TRADE PRESENTATIONS

Since in-person networking opportunities like trade shows and missions were halted in 2020, the Global Travel & Trade team had to get creative in their outreach to travel trade professionals across the globe. As soon as borders were closed, the team started reaching out to the travel trade to keep them up-to-date on the latest happenings in South Dakota. Once connections were reestablished and the timing was right, the team pushed out virtual training videos to the travel trade to inspire them to create itineraries for their clients that included national parks, wide-open spaces, wildlife and escapes from crowded cities. These training videos could be shared internally with other tour operators, or offer inspiration to their clients themselves.







# JULY

Mount Rushmore Celebration of Fireworks



Video Views	689,519
Impressions	1,328,677
Reach	1,073,229
Engagements	378,199
Engagement Rate (per impression)	28.5%

PLACES TO GO FIREWORKS CELEBRATION

## A Monumental CELEBRATION

in your's Independence Day celebration at Mount Rushmore will have an entire night to the festivities. For the first time in 11 years, fireworks will burst above Mount Rushmore on July 3 - the perfect place to celebrate the nation's founding. Watch the livestream of this amazing event on [Facebook](#) or [Vimeo](#) to bring the spectacle to your home for a unique Independence Day experience.

[LEARN MORE](#)

GET YOURS TODAY

LET'S GET SOCIAL

THE GREAT OUTDOORS OF SOUTH DAKOTA

USA

## SOUTH DAKOTA'S MOUNT RUSHMORE FIREWORKS CELEBRATION

After an 11-year absence, fireworks returned to Mount Rushmore National Memorial on July 3, 2020. The event was a collaboration between the Governor's Office, Department of Tourism, National Park Service, U.S. Department of the Interior and the White House as well as other local, state and federal agencies. The event required a year of planning and included a presidential visit and entertainment leading up to the fireworks show for the attendees. Overall, the event was a huge success for South Dakota.

### Dedicated email send:

- Open Rate: **14%**
- Total Clicks/Opens: **15%**
- Total Unique Clicks: **10,746**
- Vimeo Link Clicks: **15,413**
- Facebook Link Clicks: **1,460**
- Visitor Guide Clicks: **736**
- Total Emails Deployed: **518,078**
  - **193,127** active subscribers
  - Active segment grew by more than **10,000** after this send

### Facebook Live:

- Video Views: **937,791**
- Impressions: **1,801,216**
- Reach: **1,464,437**
- Engagements: **511,632**
- Shares: **4,836**

### Livestream:

- Views: **253,500**
- Impressions: **422,200**

### Web Stats:

- Sessions on July 3 totaled **151,042** (+1,460%)
- July 3-4 sessions totaled **197,202** (+872%) - the equivalent of **\$95k** in paid promotion
- Traffic for the first week in July was largely driven by organic search (+391%) in total volume, with some channels seeing massive increases:
  - Email: **+2,950%**
  - Social: **+1,638%**
  - Referral: **+1,462%**

**FOX News viewership: 5.5 million**

### Media Results:

- **250** press mentions
- **48** broadcast segments totalling **25,520,191** impressions
- **202** online articles totaling **424,521,117** impressions
- More than **\$22 million** in advertising value

Estimated direct visitor spending - **\$2 million**, resulting in **\$160k** in immediate tax revenues to state and local governments.



**SOUTH DAKOTA'S**  
**MOUNT RUSHMORE**  
 FIREWORKS CELEBRATION  
 • 2020 •



## DESTINATIONS INTERNATIONAL/MMGY CO-OP PARTNERSHIP

The goal behind this co-op was to create a unifying campaign that maintained a presence for the travel industry, shared a message of positivity and hope, and reminded travelers of the real power of travel. The department joined the co-op as a tier-two partner.

- Six weeks of market presence
- Media partner support from Sojern, ADARA, Expedia Group



**\$23,000**

AD SPENDING



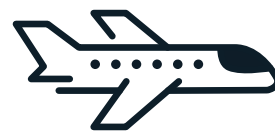
**3,704**

ROOM NIGHT BOOKINGS



**14,239**

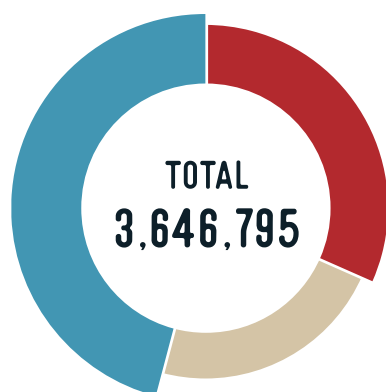
SITE VISITS



**377**

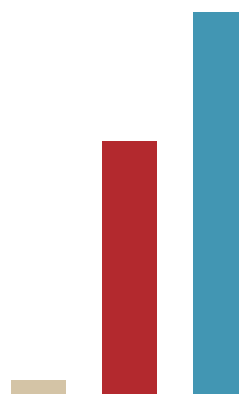
FLIGHT BOOKINGS

### IMPRESSIONS



EXPEDIA: 1,663,961  
SOJERN: 1,158,915  
ADARA: 823,919

### REVENUE



EXPEDIA: \$246,203.06  
SOJERN: \$163,800  
ADARA: \$11,262.92

**TOTAL REVENUE: \$421,265.98**

**RETURN ON AD SPEND: \$18.32 PER DOLLAR**





# AUGUST



## GREAT PLACES ARE WAITING 2020 SOCIAL MEDIA RECOVERY CAMPAIGN

AUGUST–DECEMBER

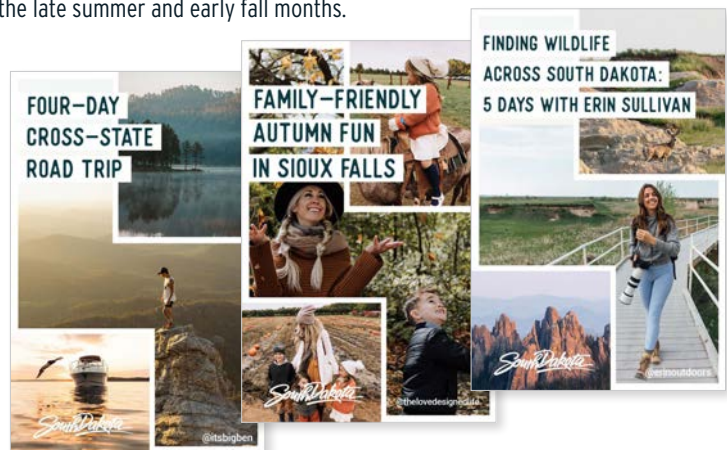
To inspire our audiences to take a road trip to South Dakota and safely enjoy the wide-open spaces the state has to offer, the social team created a campaign to further promote the “Great Places are Waiting” campaign messaging while driving social media engagements, traffic to **TravelSouthDakota.com** and overall awareness of South Dakota. Using a mixture of organic content, influencer content and social media advertising, the campaign sought to inspire road trips to South Dakota throughout the late summer and early fall months.

### Influencer Content:

- Posts: **13**
- Total Engagements: **42,403**
- Total Impressions: **585,139**

### Cumulative Ad Results from Facebook and Pinterest:

- Total Engagement: **1,359,984**
- Total Impressions: **22,505,237**
- Total Landing Page Views: **69,875**
- Clicks: **64,978**



## MATADOR/AIRSTREAM PARTNERSHIP

South Dakota is full of natural beauty and plenty of educational opportunities for kids. And during a time when nearly everyone was stuck at home, people were getting eager to get back out and travel. So when Matador Network approached the department with a content program that would promote road trips, family travel, unique outdoor adventure and education all in one partnership – along with an Airstream and an adorable family – it was easy to say yes.

### Campaign Deliverables:

- **2** hero videos (1-3 mins.)
- **3** social videos, shot by the family (30-45 sec.)
- **2** social video cutdowns (30-45 sec.)
- **2** social video cutdowns (6-15 sec.)
- **1** Facebook Premiere (FB Live)
- **4** five-slide Instagram Stories on Matador
- **3** Matador native social image posts
- Distribution of content through Airstream’s channels

### Video Locations:

- Custer State Park
- Badlands National Park
- Spearfish Canyon
- Peter Norbeck Scenic Byway
- Double Diamond Ranch
- Palisades State Park

### Campaign Performance

- Total Engagements: **1,605,588**
- Total Impressions: **14,879,379**
- Mid-campaign Video Total Time Viewed: **1,538**

## NATIONAL TV SPOT

For the first time ever, the Department of Tourism went national with a TV ad, featuring Governor Noem touting the beauty of South Dakota. The spot began running on FOX News and was later expanded to runs on the top 20 cable networks.

**FOX News Runs:** 8/24-9/13, 9/28-11/1

**Connected TV Runs:** 8/31-11/1

**Top 20 Network Runs:** (AEN, AMC, APL, CMT, COOK, DISC, DIY, FBN, FS1, FX, HALL, HIST, HGTV, LIFE, NBBS, NGW, TBS, TMC, TLC, TNT): 9/7-9/27, 10/19-11/1

**Total Estimated Reach:** 753M+





## VIRTUAL JUNIOR RANGER PROGRAM

To create awareness for outdoor family adventure in South Dakota, the department partnered with Badlands National Park to recreate its Junior Ranger program online for kids ages 5-12 years old. Attendees were highly engaged in both a “Choose Your Own Adventure” presentation by Ranger Phil and the Q+A portion, where everyone had lots of questions about fossils and dinosaurs.

- Interactive Zoom presentation by the Department of Tourism and Badlands National Park Ranger Phil Molnar
- A “ranger” box with ranger hat, paleontologist kit and stuffed bison was mailed to each journalist for their children
- “Choose Your Own Adventure” activity with Ranger Phil and Junior Ranger Ceremony (badges mailed post-event)
- A road trip itinerary was created for journalists to inspire them to visit Badlands National Park and other nearby attractions in the Black Hills
- 16 journalists and 22 children attended



“WHAT A FUN WAY TO GET KIDS ENGAGED – THANK YOU SO MUCH FOR HAVING US. MY SON IS EXCITED TO SEE THE BADLANDS IN REAL LIFE ONE DAY.”

**JULIET IZON**  
FREELANCE WRITER, CONDE NAST TRAVELER, FORBES, TRAVEL + LEISURE

## WYOMING TOURISM PARTNERSHIP LAUNCHES JULY–SEPTEMBER

The Department of Tourism has long had a partnership with the Wyoming Office of Tourism to promote to the international travel trade and media. In 2020, the opportunity presented itself to partner together on a domestic campaign that promoted a modernized “Black to Yellow Trail.”

### Objectives:

- Develop cooperative opportunities to drive interest, consideration and visitation to both Wyoming and South Dakota.
- Create a unique approach to engage travelers as they re-emerged and established new habits.
- Leverage existing strategies, learnings and research to pool resources and create mutual benefits.

### Media Mix:

- Custom content
- Travel endemic
- Streaming audio
- Paid social
- Influencers

### Messaging and Audience:

The campaign leveraged travel intent signals to behaviorally and contextually target hiking, camping, backpacking, outdoor adventure, national park/monument and road trip enthusiasts within a 550-mile drive radius (up to 16 hours) of the Black Hills and Yellowstone National Park.

### Social Media:

Leveraging first party data from both South Dakota and Wyoming social media channels, the team cross-promoted road trip messaging to an interested audience across both Facebook and Instagram.

Landing Page Views from SD Ad Placement: **22,890**

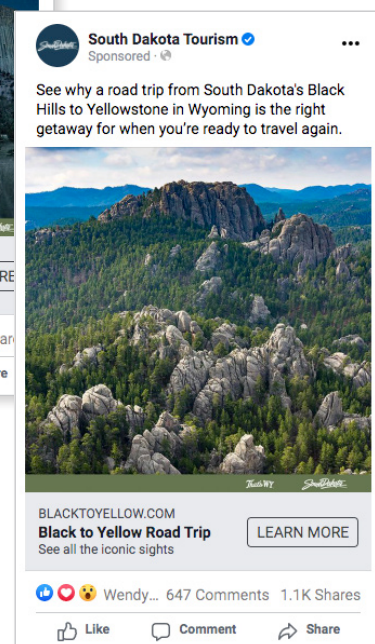
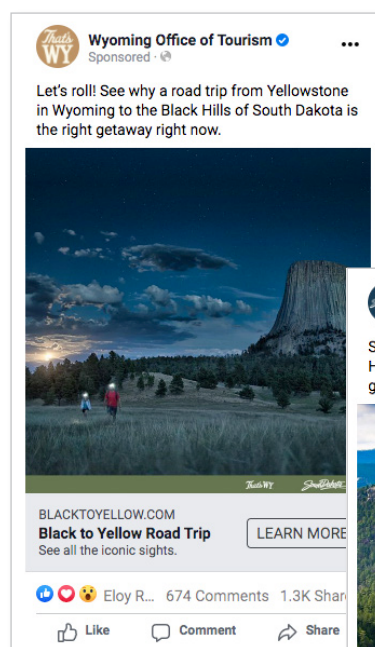
SD Impressions: **3,573,400**

**Cost per result: \$0.44**

Landing Page Views from WY Ad Placement: **19,077**

WY Impressions: **4,489,369**

**Cost per result: \$0.52**









## SD+WY CO-OP INFLUENCER CAMPAIGN

Tiffany Nguyen road-tripped from South Dakota to Wyoming from September 10-15. To engage travelers, she encouraged her audience to consider a cross-state road trip by posting in real-time and, after her trip concluded, to her Instagram, Facebook and blog. Tiffany followed a customized itinerary that provided equal time and coverage to both states. In addition, she shared the **BlackToYellow.com** landing page with her audience so they could map out a trip of their own.

### Overall Results:

- Total Impressions: **16,168,606**
- Landing Page Visits: **74,576**
- Engagements: **124,407**
- Hours Spent Engaging with Brand Messaging: **668**
- Hotel + Flight Bookings: **508**

PLATFORM	# OF POSTS	TOTAL ENGAGEMENTS	TOTAL IMPRESSIONS
Instagram	34	48,445	852,939
Facebook	1	7	6,451
Blog	1	0	3,000
TOTAL	36	48,452	862,390



## MOVING TO SOUTH DAKOTA

Due to an enormous increase in interest from people across the country in relocating to South Dakota, the department developed a “Moving to South Dakota” page to help answer a variety of questions about the state. The page includes a message from Governor Kristi Noem; resources for businesses, job seekers, students and retirees; an income calculator; quality of life information; and a 50-State Comparison tool.

Within the first few days of launching, the page became the number one source of referrals to the South Dakota Department of Labor’s Dakota Roots website, which saw a 104% increase in users, 92.4% of which were new visitors.

After a month, the “Moving to South Dakota” page and child pages (Colleges/Universities, Retiring in SD, etc.) saw more than 23,450 sessions, with an average time on site of 2:55 (versus a site average of 2:28 during the same timeframe).

### Top Metros for Site Traffic:

- Sioux Falls
- Minneapolis
- Los Angeles
- New York City
- Chicago
- Denver
- Seattle
- Phoenix
- San Francisco
- Washington D.C.

“PLEASE SEND ME EVERYTHING YOU HAVE. BECAUSE WE’RE LOOKING FOR ANOTHER STATE TO LIVE. WE HAVE FRIENDS THAT MOVED THERE AND LOVED IT.”

**BILL POREMBA**  
HENDERSON, NV



# SEPTEMBER



## LET'S GO THERE U.S. TRAVEL CO-OP PARTNERSHIP

Developed by the U.S. Travel Association, the "Let's Go There" campaign was created in order to inspire Americans to make plans to travel. Whether audiences were waiting or ready to travel right now, the idea was for destinations to take an active role in helping the recovery of the country by giving Americans the permission to plan their travel.

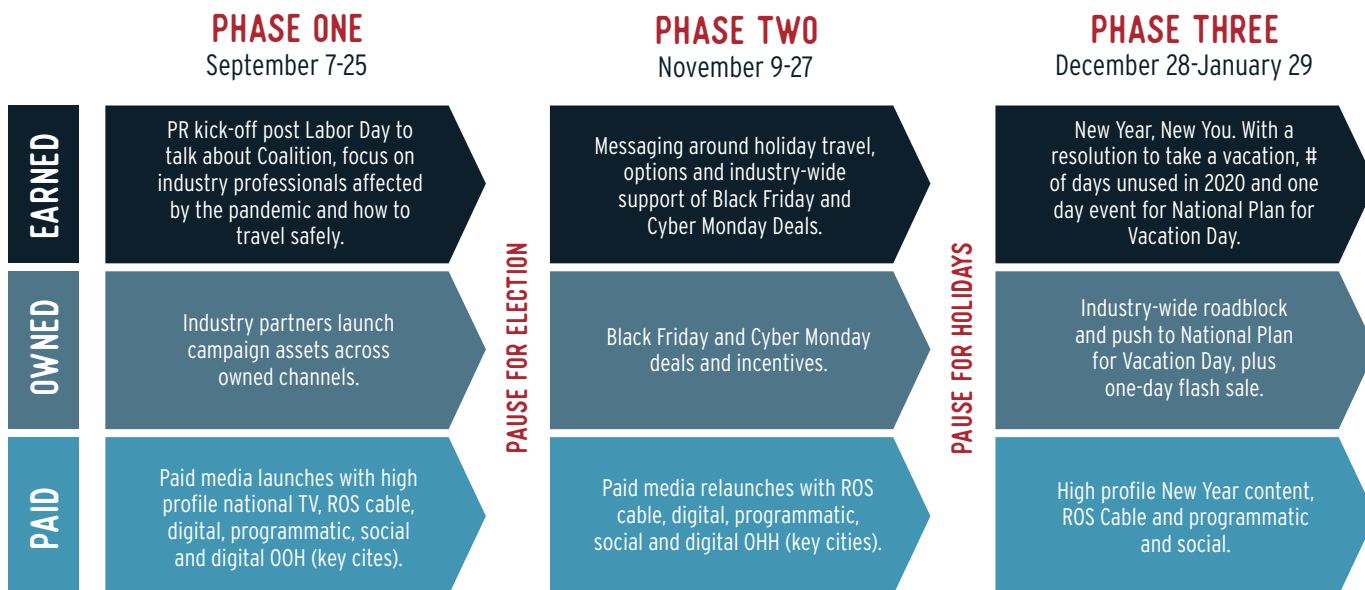
[Let's Go There // TravelSouthDakota.com](https://TravelSouthDakota.com)

**South Dakota joined as a GOLD partner, which gave the state exposure through several channels:**

- Logo on end screen of the official "Let's Go There" TV commercial
- Thumbnail image in "Featured Destinations" carousel on the campaign landing page, with direct link back to [TravelSouthDakota.com](https://TravelSouthDakota.com)
- Inclusion in press kit materials
- Link to destination content on [VisitTheUSA.com](https://VisitTheUSA.com)
- Access to assets that could be used to amplify and customize the campaign on South Dakota's brand channels
- A logo and URL on the campaign website's footer, as a supporting organization
- A seat on the Let's Go There Coalition that allowed campaign feedback and guidance



**The campaign was rolled out in three phases:**





## BUFFALO ROUNDUP LIVESTREAM

For the first time ever, the department collaborated with Custer State Park and South Dakota Public Broadcasting (SDPB) to livestream the Buffalo Roundup. To promote the event and the livestream, efforts took place September 24-26 through social media executions and an influencer partnership with Nathanael Billings. The team utilized real-time event content by working with SDPB and sending Nathanael to cover the Roundup.

### Influencer Results:

- Total Posts: **63**
- Total Impressions: **3,215,729**
- Total Engagements: **44,911**
- Image Assets: **78**

### SD Public Broadcasting Livestream Results:

- Haivision (includes sdpb.org.live plus other web embeds): **6,953**
- YouTube: **29,732**
- Facebook: **95,081**
- Total Views: **131,766**

### SD Tourism Livestream and Promotion Results:

#### Facebook Live

- Video Views: **14,408**
- Impressions: **37,697**
- Reach: **34,346**
- Engagements: **4,097**
- Engagement Rate: **10.8%**

#### Buffalo Roundup Facebook Promo Post:

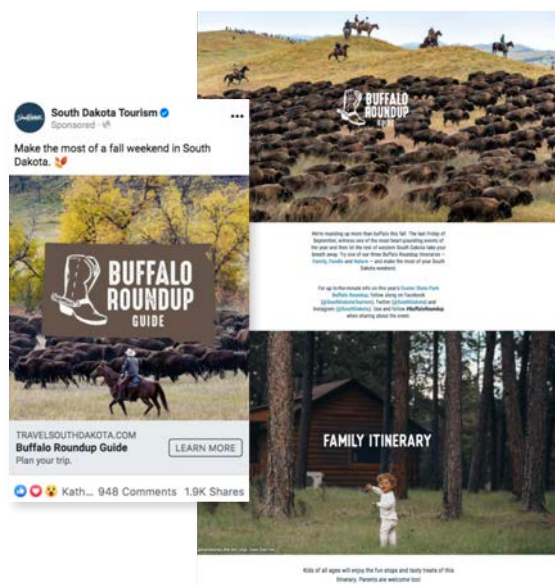
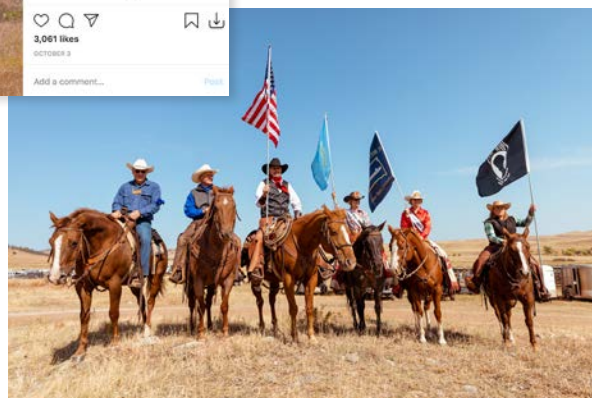
- Impressions: **55,191**
- Reach: **52,016**
- Engagement: **6,579**
- Engagement Rate: **10.8%**

### Dedicated Email:

- Open Rate: **26%**
- Total Clicks/Opens: **19%**
- Total Unique Clicks: **25,265**
- YouTube Link Clicks: **17,172**
- Buffalo Roundup Event Page: **894**
- Buffalo Roundup Guide: **1,777**
- Vacation Guide Clicks: **306**
- COVID Banner: **534**
- Total Emails Deployed: **224,337** (active subscriber list)

### TravelSouthDakota.com Activity:

- Pageviews for the Buffalo Roundup Page: **23,337, +288.4%** from 9/21-9/27 vs. 2019
- Average Time on the Page: **4:07**
- Traffic was **36.5%** from social media and **24.9%** organic
- Top Metros: Chicago, Minneapolis, Omaha, Sioux Falls, Rapid City
- **1,810** people clicked the livestream CTA from the Buffalo Roundup Page; **4,865** clicked the livestream link from personalization pop-ups
- Overall, traffic to **TravelSouthDakota.com** was up **125.5%** for the time period, driven by a paid social campaign.





## GO WEST VIRTUAL SUMMIT

The South Dakota Department of Tourism attended the Go West Virtual Summit, Aug. 31-Sept. 4, via the Zoom virtual platform. Leading up to the show, South Dakota had the opportunity to do a social media takeover on the Go West Summit Facebook and Instagram platforms. This was an opportunity to boost our partners attending the show alongside us, while also providing inspiration with stunning photo and video assets.

During the virtual show, South Dakota met with nearly 40 companies in 30-minute Zoom appointments. Travel trade representation spanned the world, including the United States, United Kingdom, Germany, France, Singapore, Italy, Netherlands, China, Argentina, Japan, Australia and Costa Rica. During the appointments, the South Dakota team discussed itinerary and travel ideas in all regions and corners of South Dakota. With international travel on hold, the travel trade were fascinated to hear more about wide-open spaces, road trip itineraries, agritourism, unique lodging and outdoor adventure.

A few media appointments were also available, with the South Dakota team pitching to five journalists that write for a variety of publications in the U.S., U.K. and Germany.

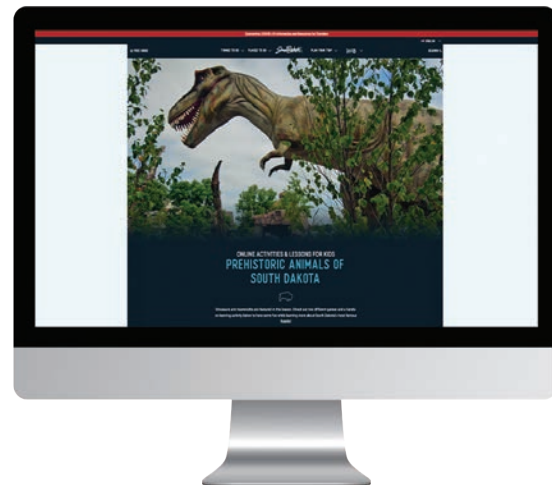
## ONLINE LEARNING RESOURCES

As families across the country continued to make decisions about virtual learning and travel experiences, the Department of Tourism developed flexible and unique virtual learning opportunities to experience South Dakota from home. The department released eight pages devoted to the icons, wildlife, people and history of South Dakota, each featuring games and activities the entire family could enjoy.

*Kids Online Lessons // TravelSouthDakota.com*



*Kids Online Lessons // TravelSouthDakota.com*



## AAA VIRTUAL TRAVEL AGENT TRAINING

On September 10, the Department of Tourism was asked by AAA East Central to do two South Dakota training seminars for their travel agents in New York, Pennsylvania, West Virginia, Kentucky and Ohio. In total, 110 travel agents registered for one of the two one-hour presentations that covered South Dakota highlights and road trip destinations. During the presentations the team covered routing, areas to visit and places to stay overnight. From this training, the team has been in contact with other large AAA groups around the United States to offer more of these types of trainings in 2021 and beyond.



## ROOSTER RUSH FUNDING

Each year, the Department of Tourism provides marketing grants to communities interested in promoting pheasant hunting as part of the Rooster Rush in South Dakota. In 2020, the department granted a total of **\$9,335 to 29 communities and organizations** across eastern South Dakota.

## DMO MARKETING ASSISTANCE PROGRAM LAUNCHES

Due to the COVID-19 pandemic, DMO marketing budgets across the state and country were decimated in 2020. Wanting to ensure that the state's DMOs were ready to roll when travel returned, the department was pleased to announce that Governor Noem and the South Dakota Legislature made CARES Act funding available for DMO marketing assistance in October of 2020. This funding was to be exclusively used to aid recovery during the pandemic, which included marketing expenses, posters/signage and PPE for visitor centers.

- Total Amount of Grants Awarded: **\$5,036,208**
- Total Grant Amount Spent: **\$4,984,059**
- Number of Communities/Organizations Receiving Funding: **30**

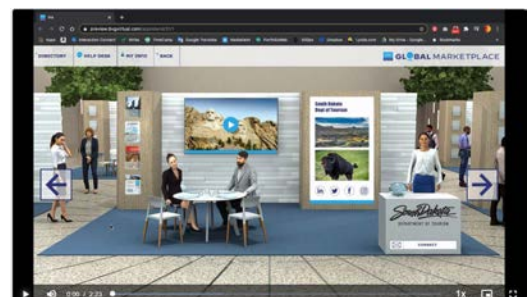
*DMOs / Communities That Received Funding*



## BRAND USA VIRTUAL GLOBAL MARKETPLACE

In a typical year, the Global Travel & Trade team would have attended Brand USA's Travel Week London to meet face-to-face with dozens of international tour operators, travel agents and media. Due to COVID-19, the show was moved to a virtual platform, which was held over the course of four days.

The team conducted 24 appointments – the maximum allowed – with tour operators from the United Kingdom, Germany, France, Denmark, Italy, Belgium and the Netherlands. Additionally, 52 other businesses left their digital business cards in the South Dakota virtual booth for follow-up after the show.





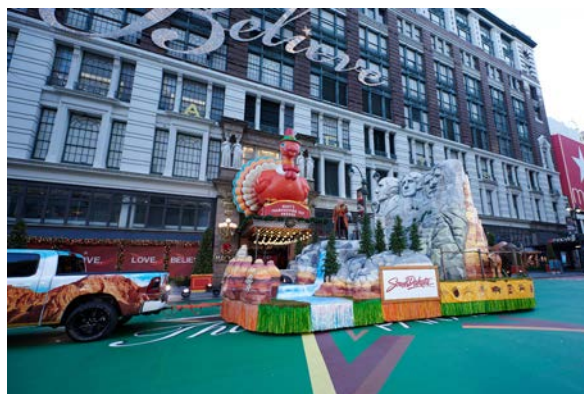
# NOVEMBER



## MACY'S THANKSGIVING DAY PARADE

Featuring American singer-songwriter Lauren Alaina, South Dakota's "Mount Rushmore's American Pride" float appeared in the Macy's Thanksgiving Day Parade® for its 11<sup>th</sup> year. While the parade was virtual in 2020, the event still garnered strong ratings and excellent feedback, topping 20.7 million TV viewers, with an average Nielsen rating of 5.3 among the 18-49 demographic. These numbers made the parade NBC's highest-rated and most-watched entertainment telecast of 2020. An encore presentation of the parade pulled in 3.5 million TV viewers, which was up 2.3% over 2019.

Verizon's exclusive livestream through its YouTube and Twitter channels reported more than 50 million video plays, almost 10 times as many as the 2019 livestream.



## THANKS"GIF"ING

In 2020, the social media team created a timely way for Tourism's audience to interact and virtually celebrate Thanksgiving through the ThanksGIFing campaign. The team launched the campaign by creating and promoting custom GIFs representing Thanksgiving, the Rushmore presidents and South Dakota that encouraged followers to use and send to friends and family. Campaign elements included 10 custom GIFs and five cross-channel promotional posts directing to the GIPHY page leading up to Thanksgiving.

- Total Posts: **28**
- Total Engagements: **7,687**
- Total Impressions: **34,522,048 (33,532% over goal)**
- GIF Views: **31,522,182 (3,152,120% over goal)**



## TRAVEL LOCAL CAMPAIGN

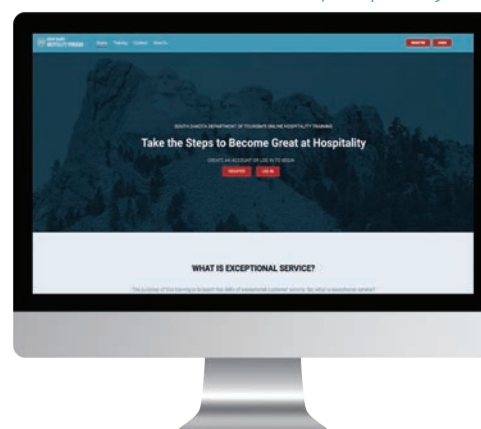
With a desire to inspire local travel as South Dakotans felt ready to get out, the department launched a print campaign that targeted in-state audiences. Because South Dakotans already have a strong awareness of what the state has to offer travelers, the campaign provided an opportunity to feature South Dakota's lesser-known areas and inspire citizens to get out and visit a new area. Publications including *South Dakota Magazine* and *605 Magazine* featured spreads that showcased adventures throughout the state from Lewis & Clark Recreation Area to Needles Highway and many more in between.

[New Module // SDhospitalitytraining.com/](https://SDhospitalitytraining.com/)

## ONLINE HOSPITALITY TRAINING

As the pandemic continued and research showed the importance travelers placed on seeing proactive health, hygiene and safety protocols, the department decided to add a module to its online hospitality training program that specifically covered those areas.

In the new lesson, participants can learn how they can keep their guests safe from COVID-19 by first protecting themselves. The training covers everything from the signs & symptoms of COVID-19 to what basic protocols businesses can take to protect both employees and guests.





## GREAT AMERICAN WEST VIRTUAL SALES MISSION

The Great American West Virtual Sales Mission hosted 23 sales meetings with 31 operators, training 38 people across five international markets: the United Kingdom, Germany, the Benelux countries, France and Italy. Starting on November 17 and ending on January 26, the five GAW states were able to provide important updates to an interested and targeted group of tour operators who are anxious to include the Great American West in their catalogs again as soon as borders reopen. In particular, operators were interested to hear about safety protocols across the region, self-drive travels, camping and RVing.



# AWARDS & ACCOLADES

## DISTRICT 8 AMERICAN ADVERTISING AWARDS

### SILVER

- **Sales & Marketing - Direct Marketing - Direct Mail - Single Unit**  
Great Getaways Mailer
- **Print - Magazine Advertising - Spread, Multiple Page or Insert - Single Unit**  
Parents Magazine Sticker Book

## SOUTH DAKOTA AMERICAN ADVERTISING AWARDS

### GOLD AWARD, JUDGE'S CHOICE, BEST IN SHOW

- **Integrated Campaigns - Consumer Campaign Regional/National**  
Great Places are Waiting Campaign

### GOLD AWARD, BEST IN CLASS

- **Consumer Campaign - Regional/National - Magazine Advertising Campaign**  
Hunt the Greatest Campaign
- **Spread - Multiple Page or Insert - Magazine Advertising Campaign**  
605 Magazine Ultraspread
- **Flat - Single Unit - Direct Mail**  
Great Getaways Mailer
- **Sales & Marketing - Collateral Material Printed - Annual Report**  
2019 Annual Report

### GOLD AWARD

- **Single Spot - Any Length - Internet Commercial**  
Great Places are Waiting :60
- **Spread - Multiple Page or Insert - Magazine Advertising Campaign**  
Sticker Book
- **Single Spot - Any Length - Video**  
SD Tourism Visitor Video
- **Flat - Single Unit - Direct Mail**  
Zipper Zine Mailer

### SILVER

- **Microsites**  
Online Lessons Microsite

## ADRIAN AWARDS

### SILVER

- **Innovative Public Relations - Recovery Strategies**  
South Dakota Shines in Virtual Visits

### BRONZE

- **Integrated Marketing Campaign**  
Presidents' Day Activation

## MINNIE AWARDS

### BEST OF SHOW

- **Media Strategy**  
Hunt the Greatest Campaign



# LOOKING AHEAD

SDVISIT.COM

## US TRAVEL FORECAST – VOLUME

	2018	2019	2020	2021	2022	2023	2024
<b>Total Travel Spending in the U.S. (\$ Billions)</b>	<b>1,088</b>	<b>1,127</b>	<b>617</b>	<b>760</b>	<b>954</b>	<b>1,043</b>	<b>1,100</b>
U.S. Residents	931	972	582	698	860	924	968
Business	282	291	131	157	236	258	266
Leisure	649	681	450	541	624	666	702
International Visitors <sup>1</sup>	157	155	36	62	95	118	132
<b>Total International Visitors to the U.S. (Millions)</b>	<b>79.7</b>	<b>79.3</b>	<b>19.0</b>	<b>33.0</b>	<b>52.5</b>	<b>67.4</b>	<b>76.3</b>
Canada	21.5	20.7	4.8	9.1	14.6	18.4	21.3
Mexico	18.4	18.1	7.1	10.6	14.7	18.2	18.9
Overseas	39.9	40.4	7.2	13.2	23.1	30.8	36.1
Global Long-Haul Travel (Millions)	342.3	357.0	99.3	169.2	253.8	314.9	357.6
<b>U.S. Share of global long-haul travel (%)<sup>2</sup></b>	<b>11.7</b>	<b>11.3</b>	<b>7.2</b>	<b>7.8</b>	<b>9.1</b>	<b>9.8</b>	<b>10.1</b>
<b>Total U.S. Domestic Person-Trips<sup>3</sup> (Millions)</b>	<b>2,278</b>	<b>2,318</b>	<b>1,600</b>	<b>1,905</b>	<b>2,272</b>	<b>2,376</b>	<b>2,455</b>
Business	459	464	185	229	395	433	457
Leisure	1,819	1,854	1,415	1,676	1,876	1,942	1,998
GDP, Nominal (\$ Billions)	20,612	21,433	20,948	22,158	23,257	24,247	25,225
Unemployment Rate (%)	3.9	3.7	8.3	6.7	5.5	4.6	4.2
Consumer Price Index (CPI) <sup>4</sup>	251	256	259	263	268	273	278
<b>Travel Price Index (TPI)<sup>4</sup></b>	<b>287</b>	<b>292</b>	<b>265</b>	<b>273</b>	<b>282</b>	<b>290</b>	<b>306</b>

U.S. TRAVEL  
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