WEBSITE USER & CONVERSION STUDY

November 9, 2021

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RESEARCH OVERVIEW

- Conducted May 2017 through December 2019

- Part of a cooperative study on behalf of
  state tourism offices in partnership with Miles

- The nine (9) states of Alaska, Colorado, Florida,
  Georgia, Kentucky, Louisiana, Oregon,
  South Dakota, and Wyoming participated

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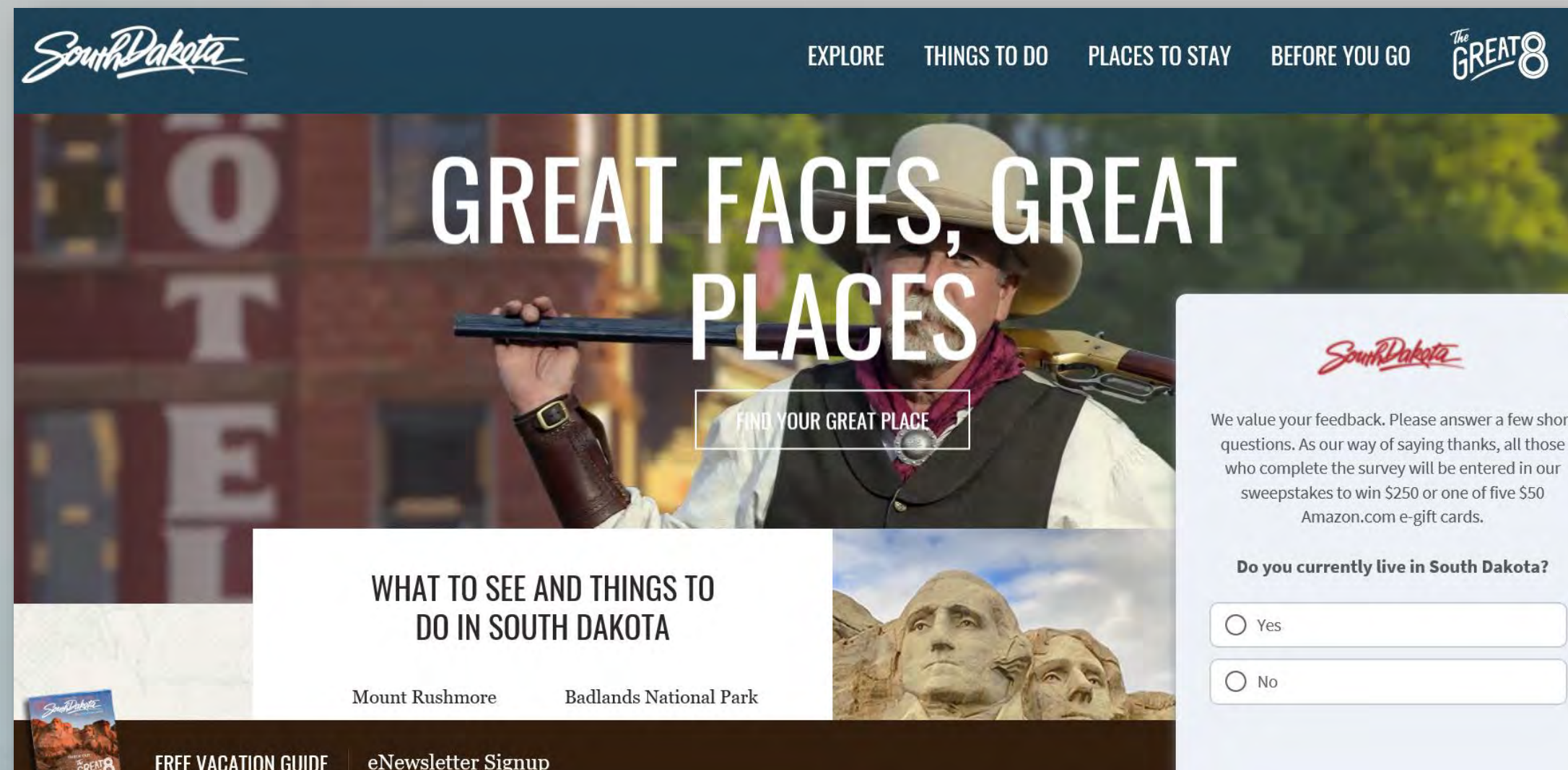
RESEARCH OBJECTIVES

The primary objectives of this research were to:

- Determine Website Return on Investment

- Develop a Website User Profile

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METHODOLOGY

The Website User & Conversion Study was comprised of two surveys:

Website User *Intercept* Survey

Website User *Follow-up* Survey

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METHODOLOGY

The Website User & Conversion Study was comprised of two surveys:

Website User *Intercept* Survey

Average State Website User

TravelSouthDakota.com Website User

412,150 completed surveys

38,247 completed surveys

Website User *Follow-up* Survey

Average State Website User

TravelSouthDakota.com Website User

25,844 completed surveys

1,687 completed surveys

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METHODOLOGY

The study's overarching methodology is summarized in the following flow chart:

Google Analytics

| Website User Intercept Survey | Time to travel | Website User Follow-up Survey |

Website User Intercept Survey:
- Reason for visit
- Point in travel planning process
- Likely month of arrival
- Opt-in for Follow-up Survey

Website User Follow-up Survey:
- Actual travel behavior
- In-market trip behaviors
- Daily spending
- Travel motivations
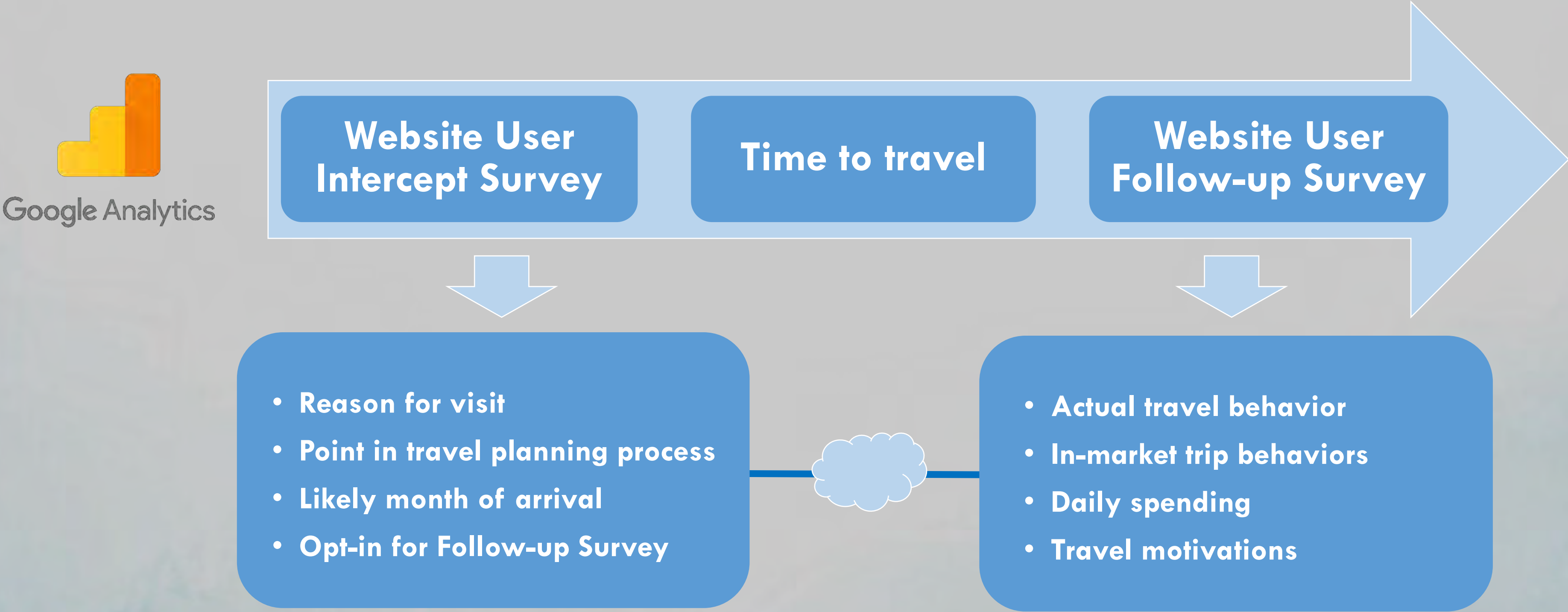
Data weighting: *When examining combined data from multiple State Tourism Office (STO) websites, it is important to note that different STO websites experience different levels of user traffic due to a variety of factors. Data presented within this report that describes the average website user was weighted to account for these different levels of user traffic. With this weighting plan, the data accurately reflects the overall population of STO website users.*

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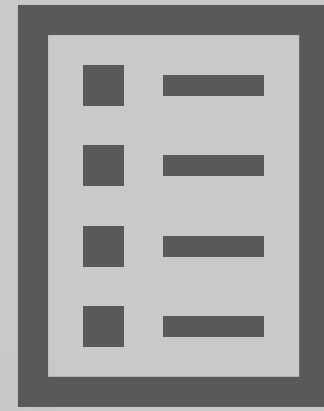
METHODOLOGY

Website User Intercept Survey

- Type of user
- Point in travel decision process
- Age
- Content sought
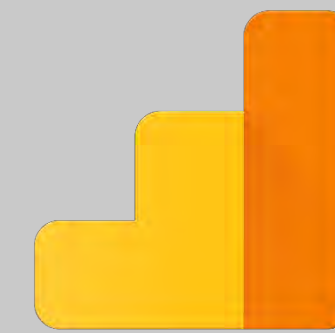
Google Analytics

- Pages viewed
- KPIs
- Other site behaviors
- Device used to access site

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METHODOLOGY

The economic impact estimates derived for this report include all direct spending in the destination by two types of out-of-state visitors:

- Out-of-state visitors on **incremental trips** had not fully made up their mind to visit the destination when they came to the website and stated that the website influenced their decision to ultimately visit the state.

- Out-of-state website visitors who **extended their stay in the destination** can be leisure travelers, business travelers or convention/meeting attendees. Economic impact estimates for this group only include spending during reported "additional" days in-market generated by the website.

The chart below shows how the website's total ROI estimates were calculated:

Trips Generated
$$$$

➕

Trips Extended
$$$$

🟰

Total ROI
$$$$

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ROI ESTIMATES
& KEY INSIGHTS

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Website ROI Estimates

The profile below shows a summary of fundamental ROI findings and descriptive statistics emerging from this research. These findings were based on 13,149,428 real, new website users to participating State Tourism Office websites between May 2017 and December 2019.

Total Incremental Trips Generated by 9 participating STO Websites Studied	361,085 Trips
Total Visitor Spending on these Incremental Trips	$725,165,691
Additional Trip Days from Trips Extended by 9 Participating STO Websites Studied	210,659 Days
Total Visitor Spending on Additional Trip Days from Trips Extended	$85,466,465
Total Economic Impact from Visitor Spending Generated by 9 Participating STO Websites Studied	$810,635,156
Average Visitor Spending economic impact generated per real new website user	**$57.03**

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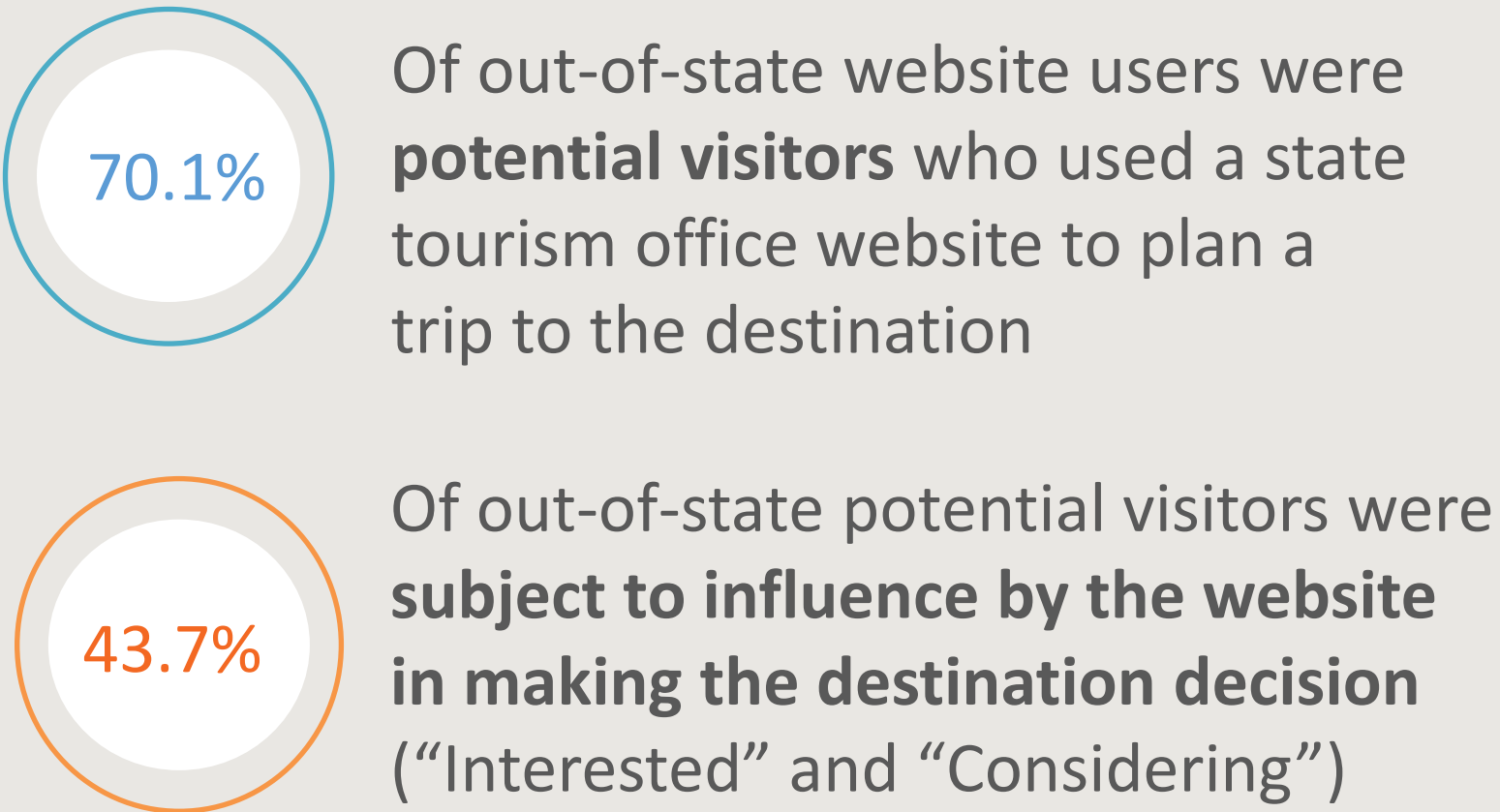
Comparative ROI Findings by State

The key findings on the economic impact generated by the 9 participating State Tourism Office websites in the study are summarized below.

In order to make these comparisons, the figure of 1,000 real, new website users is the basis for all estimates shown below.
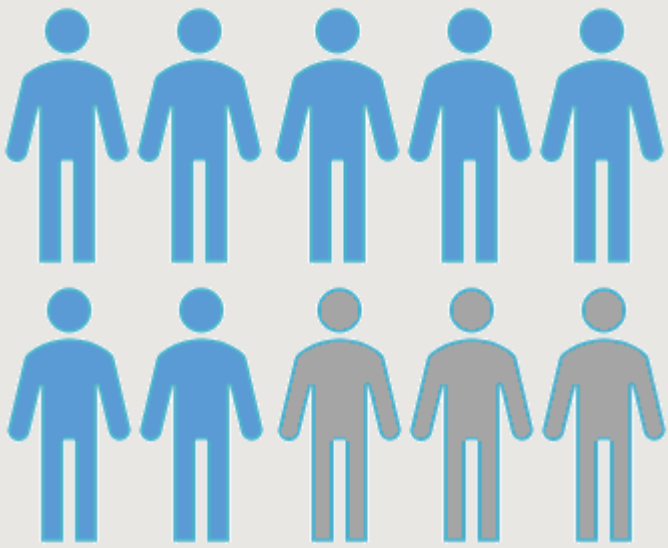
State Tourism Office Websites	Incremental trips generated (per 1,000 real, new users)	Average length of stay (days)	Average visitor spending per day on incremental trips	Total visitor spending on incremental trips	Days spent in-market on trips extended by website (per 1,000 real, new users)	Total visitor spending on trips extended by website	Total direct spending/ROI of the website (per 1,000 real, new users)	Total direct spending/ROI of the website per real, new website user
TravelSouthDakota.com	**33**	**4.8**	**$402.50**	**$64,259**	**13**	**$5,390**	**$69,649**	**$69.65**
State A	41	4.1	$372.87	$62,833	24	$8,911	$71,744	$71.74
State B	19	4.0	$400.46	$30,333	10	$4,197	$34,530	$34.53
State C	32	3.5	$366.66	$41,242	12	$4,307	$45,549	$45.55
State D	22	3.6	$363.78	$29,325	11	$4,171	$33,496	$33.50
State E	28	7.1	$377.69	$74,746	17	$6,558	$81,304	$81.30
State F	37	5.4	$438.08	$85,774	24	$10,701	$96,475	$96.48
State G	18	5.8	$420.42	$43,423	10	$4,254	$47,677	$47.68
State H	16	4.3	$399.18	$27,248	19	$7,766	$35,014	$35.01
Average for all Participating States	**27**	**4.7**	**$393.52**	**$50,808**	**16**	**$6,224**	**$57,032**	**$57.03**

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STO WEBSITE USER OUT-OF-STATE KEY FINDINGS

Potential Visitors

70.1% Of out-of-state website users were **potential visitors** who used a state tourism office website to plan a trip to the destination

43.7% Of out-of-state potential visitors were **subject to influence by the website in making the destination decision** ("Interested" and "Considering")

Visitation to Destination

70.0% of survey respondents visited the destination post-use of the website

Destination Trip Details

55.5% were on a **vacation**
19.1% were on a **weekend getaway**

On average, out-of-state visitors spent **5.5 days** & **5.0 nights** in the destination

The average visiting travel party spent **$416.16** in-market, per day

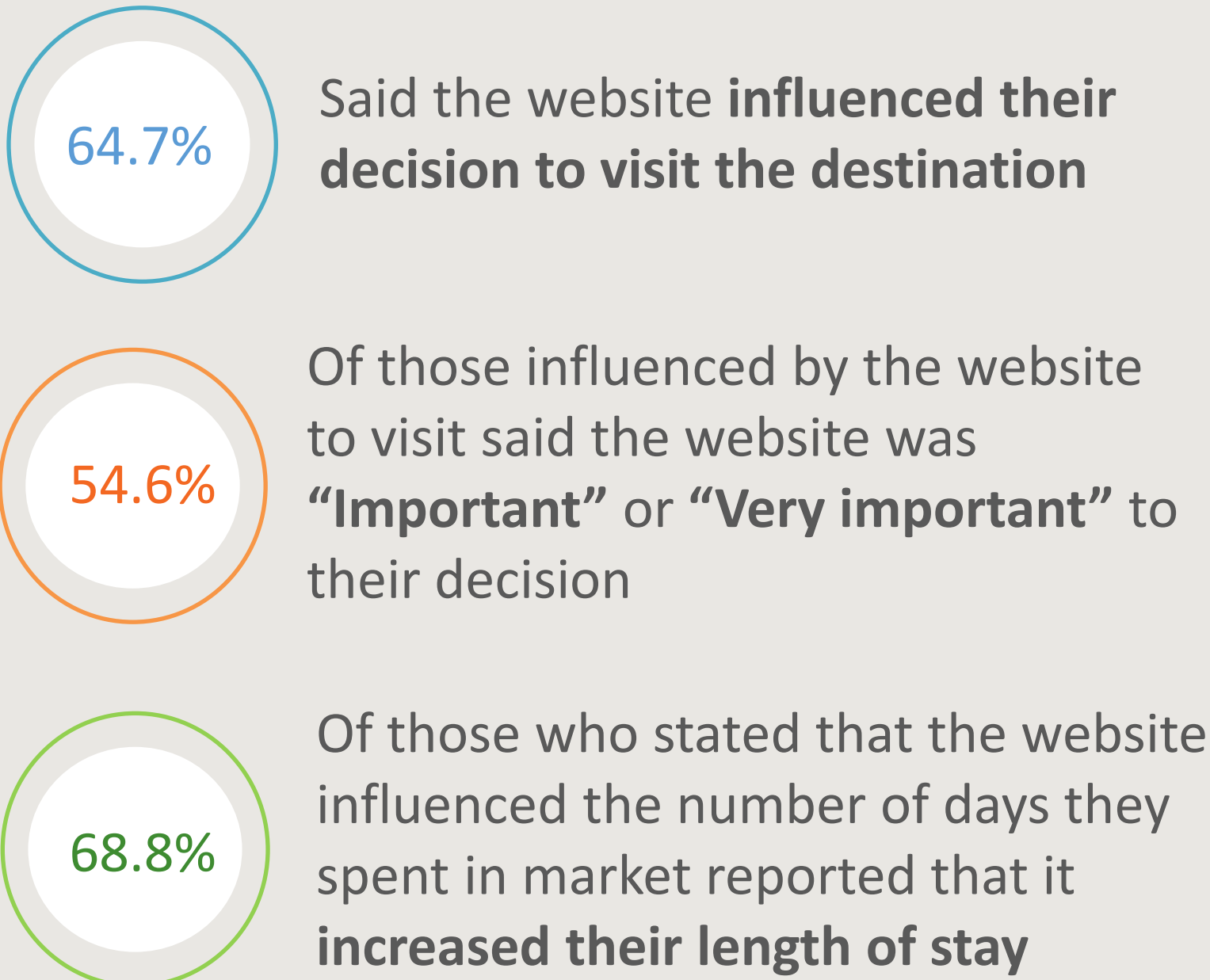**61.0%** stayed overnight in a hotel, motel or inn in the destination

Likelihood to Recommend a State Tourism Office Website

Out-of-state website users who visited rated their likelihood to recommend the website to others planning a trip to the destination an **8.6** on average using a 10-point scale

Website Influence on Destination Decision and Length of Stay

64.7% Said the website **influenced their decision to visit the destination**

54.6% Of those influenced by the website to visit said the website was **"Important"** or **"Very important"** to their decision

68.8% Of those who stated that the website influenced the number of days they spent in market reported that it **increased their length of stay**

These out-of-state visitors increased their length of stay by an average of **2.1 days**
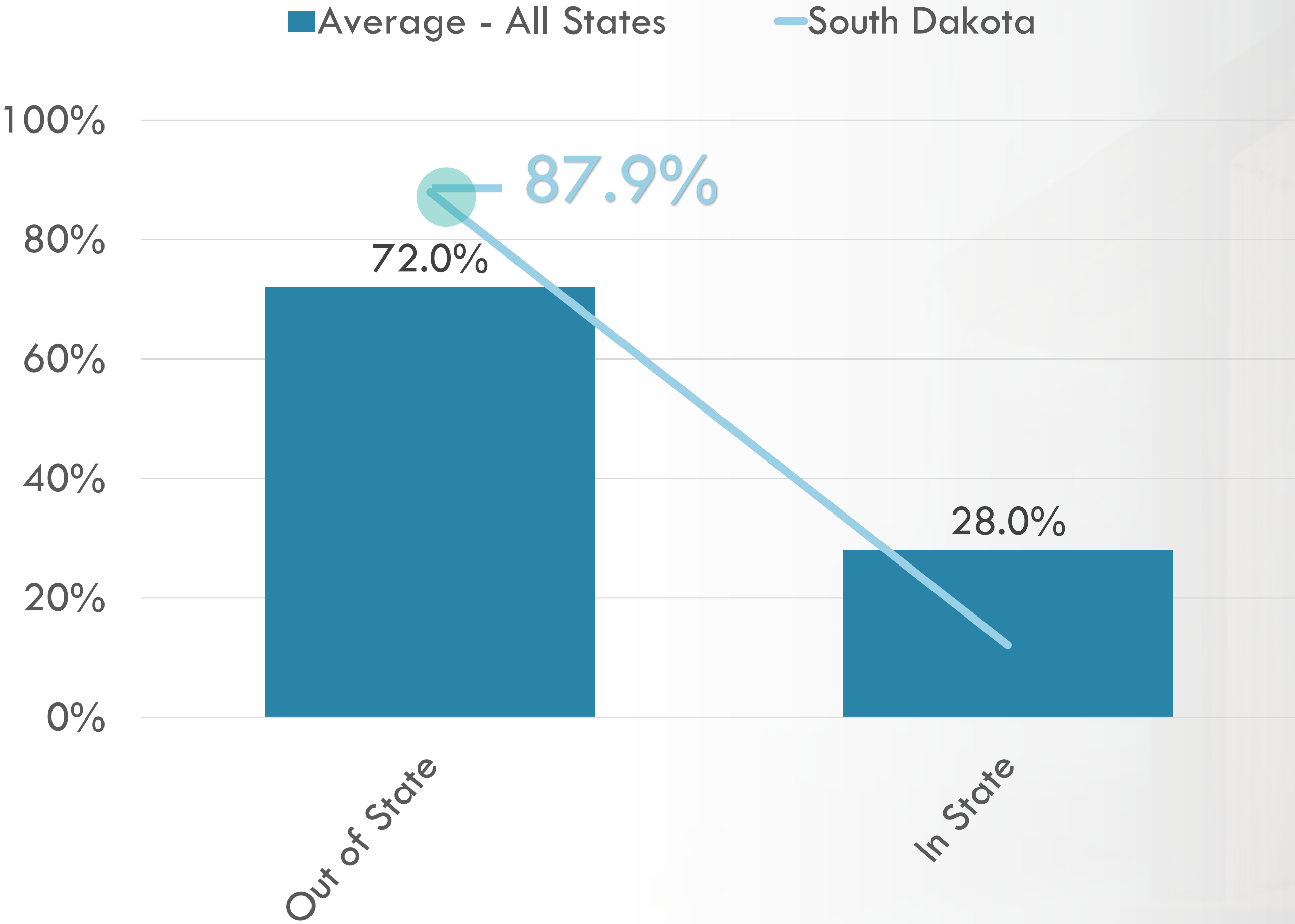
Out-of-State Website ROI

$57.03

per real, new website user

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WEBSITE USER INTERCEPT SURVEY DETAILED FINDINGS

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Comparative ROI Findings by State

■ Average - All States ━━ South Dakota

87.9%

72.0%

28.0%

Out of State

In State

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Out-of-State Website Users

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Point in Travel Decision Process

Type of Site User
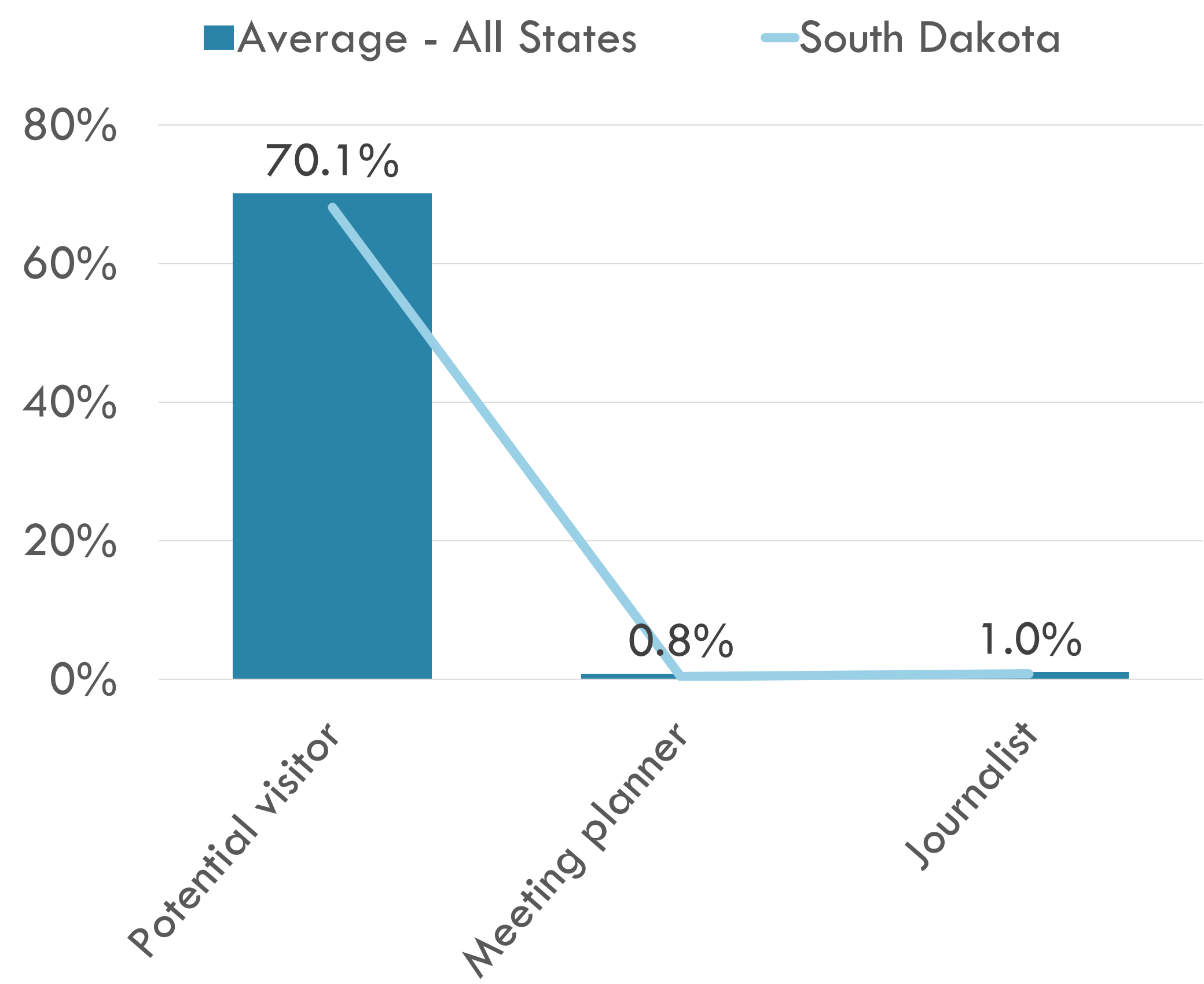
Legend: ■ Average - All States — South Dakota

- Potential visitor: 70.1%
- Meeting planner: 0.8%
- Journalist: 1.0%

Y-axis: 0%, 20%, 40%, 60%, 80%

Question: Which of the following best describes you? (Select one)
Base: All out-of-state respondents planning a trip; 258,379 responses.

Point in Travel Decision Process
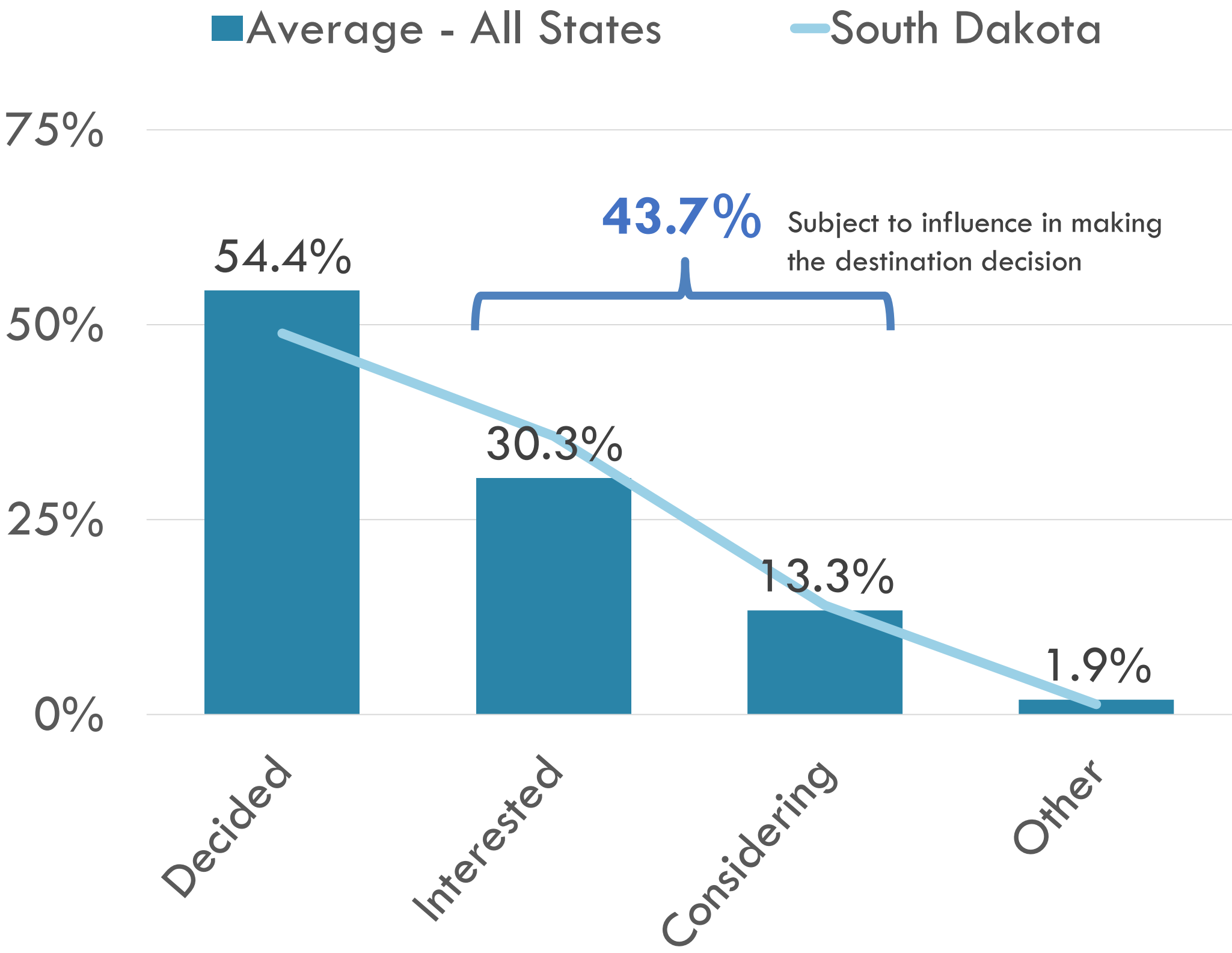
Legend: ■ Average - All States — South Dakota

- Decided: 54.4%
- Interested: 30.3%
- Considering: 13.3%
- Other: 1.9%

43.7% Subject to influence in making the destination decision
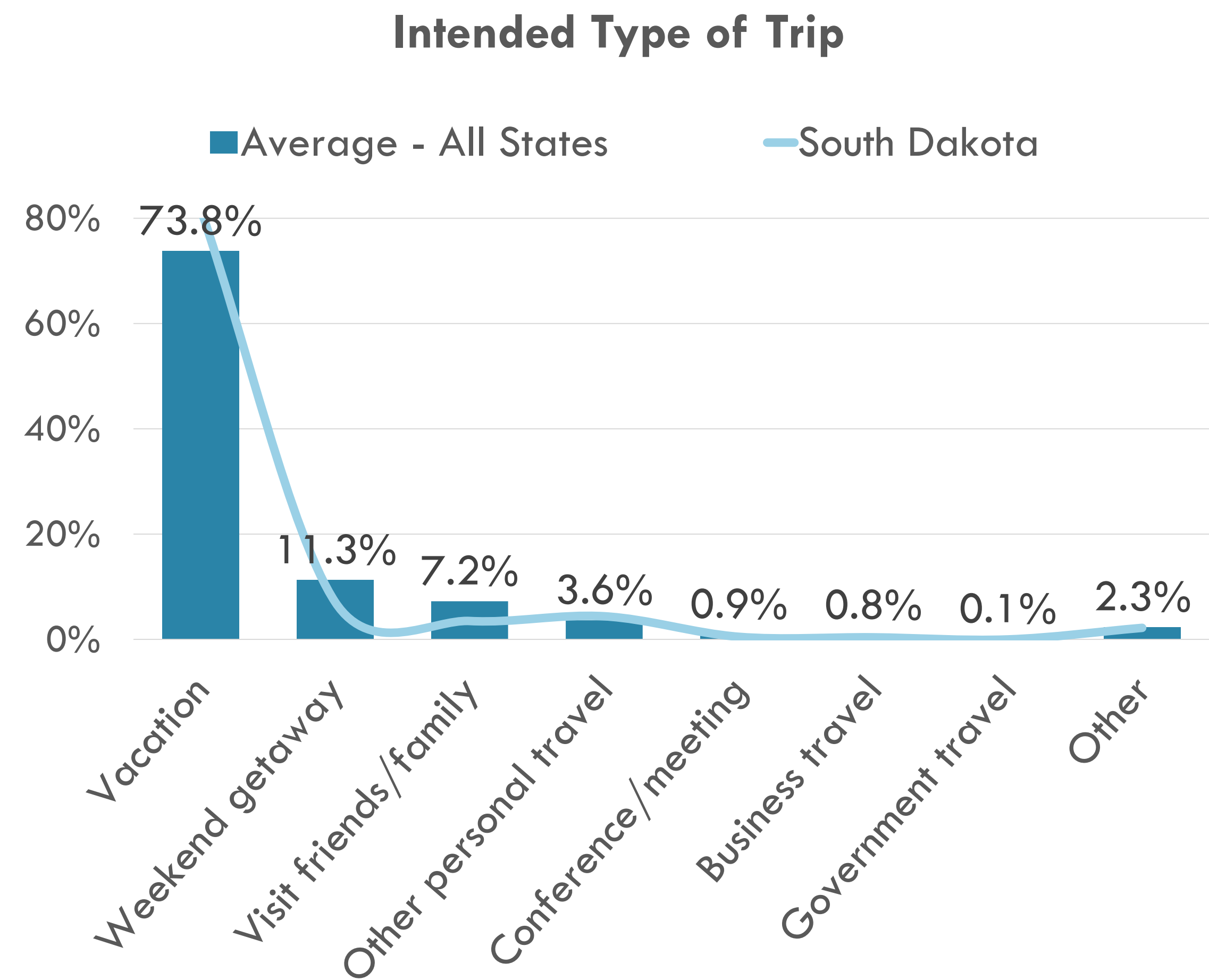
Y-axis: 0%, 25%, 50%, 75%

Question: Which of the following best describes you? (Select one)
Base: All in-state respondents planning a trip; 126,147 responses.

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Intended Type of Trip

Intended Type of Trip

■ Average - All States   — South Dakota

- Vacation: 73.8%
- Weekend getaway: 11.3%
- Visit friends/family: 7.2%
- Other personal travel: 3.6%
- Conference/meeting: 0.9%
- Business travel: 0.8%
- Government travel: 0.1%
- Other: 2.3%

Intended Length of Trip

■ Average - All States   ■ South Dakota

- Average - All States: 5.3 Days
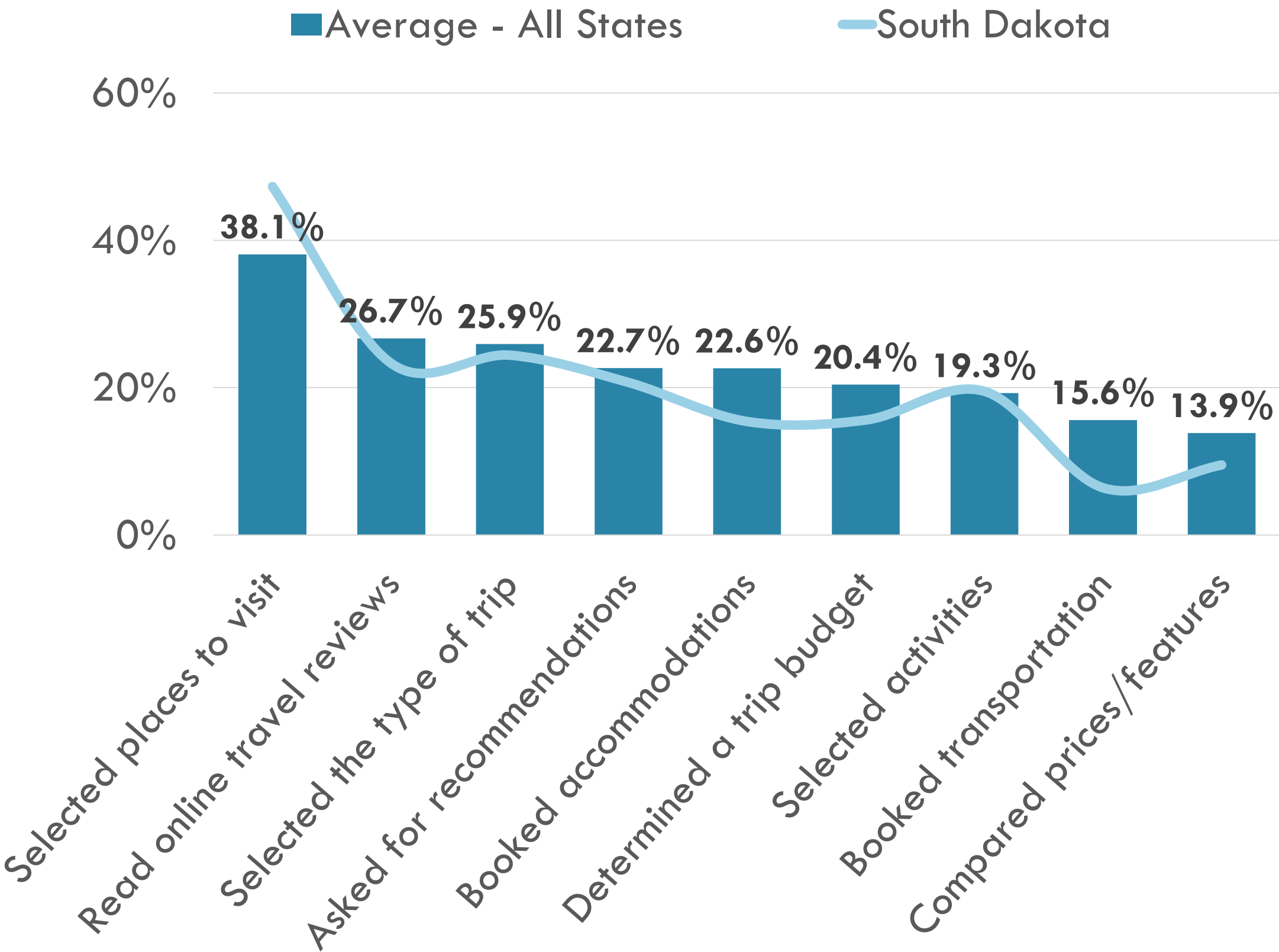- South Dakota: 4.6 Days

Question: Which best describes the type of travel to [STATE] you are planning or considering? (Select one)   Base: All respondents gathering information for a trip; 242,043 responses.
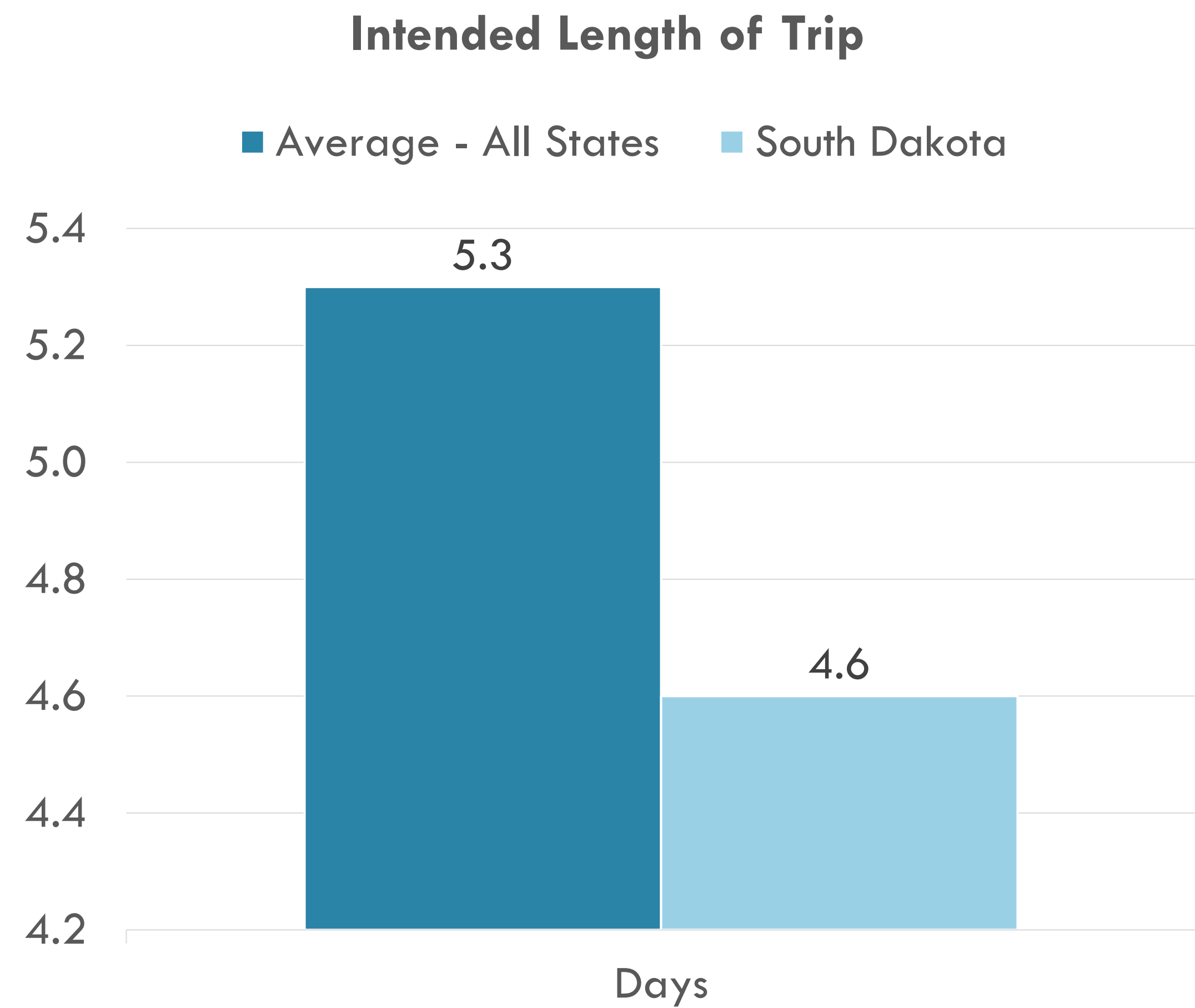
Question: How many days are you likely to stay in [STATE] on this planned or potential trip? Base: All respondents gathering information for a trip; 242,043 responses.
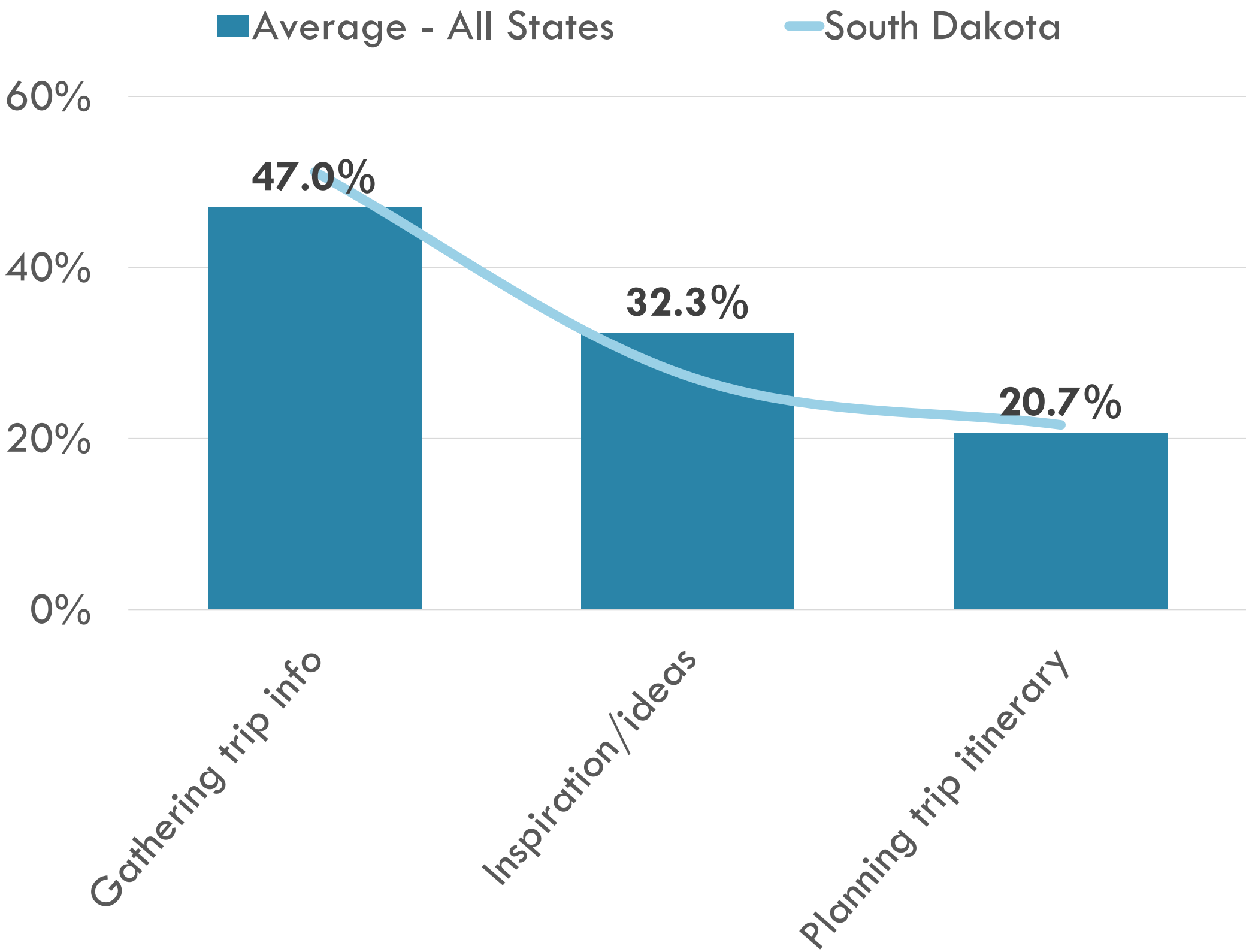
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Travel Planning Tasks Completed & Primary Objective of Website Visit

Travel Planning Tasks Completed

■ Average - All States   ── South Dakota

- Selected places to visit: **38.1%**
- Read online travel reviews: **26.7%**
- Selected the type of trip: **25.9%**
- Asked for recommendations: **22.7%**
- Booked accommodations: **22.6%**
- Determined a trip budget: **20.4%**
- Selected activities: **19.3%**
- Booked transportation: **15.6%**
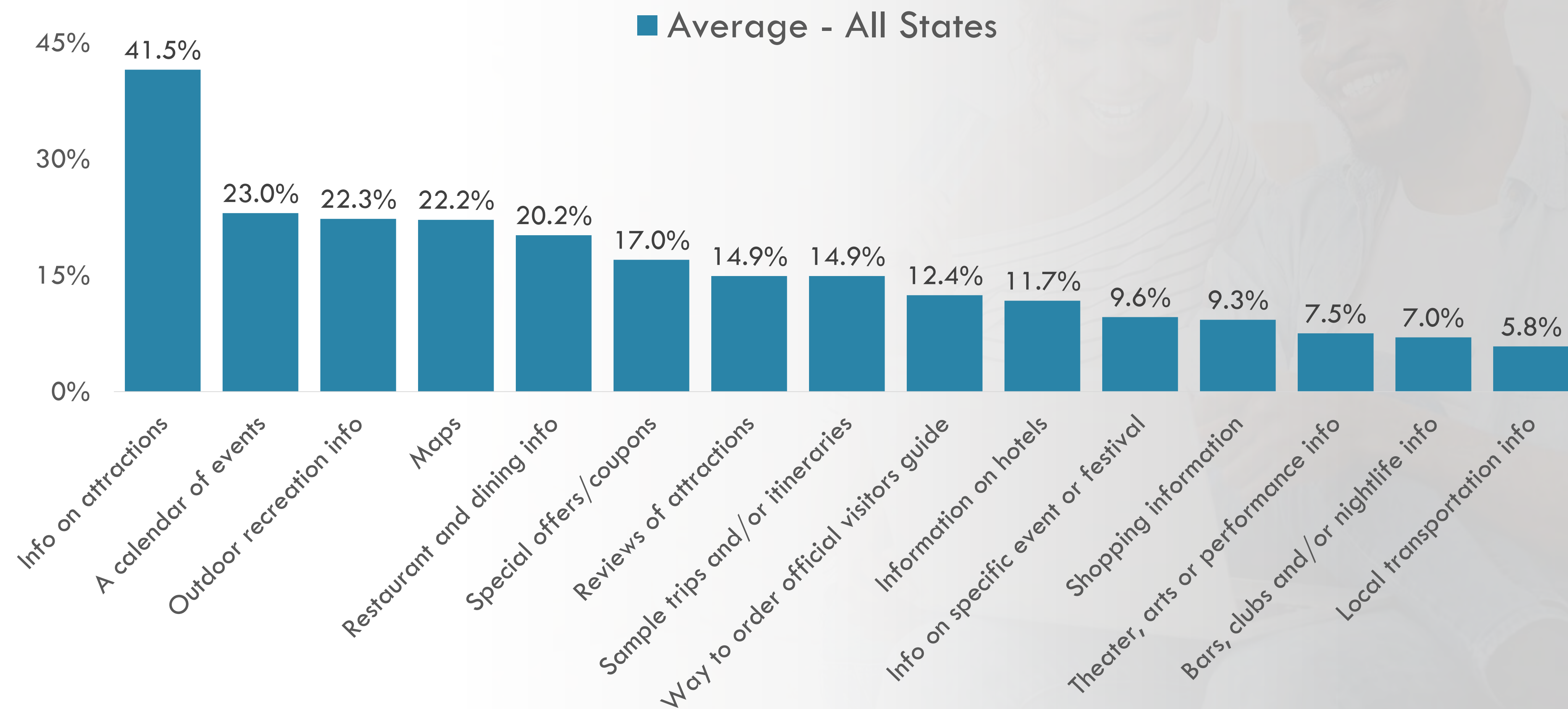- Compared prices/features: **13.9%**

Question: Which of the following have you already done for this planned or potential trip? (Select all that apply) Base: All respondents gathering information for a trip; 242,043 responses.

Primary Objective of Website Visit

■ Average - All States   ── South Dakota

- Gathering trip info: **47.0%**
- Inspiration/ideas: **32.3%**
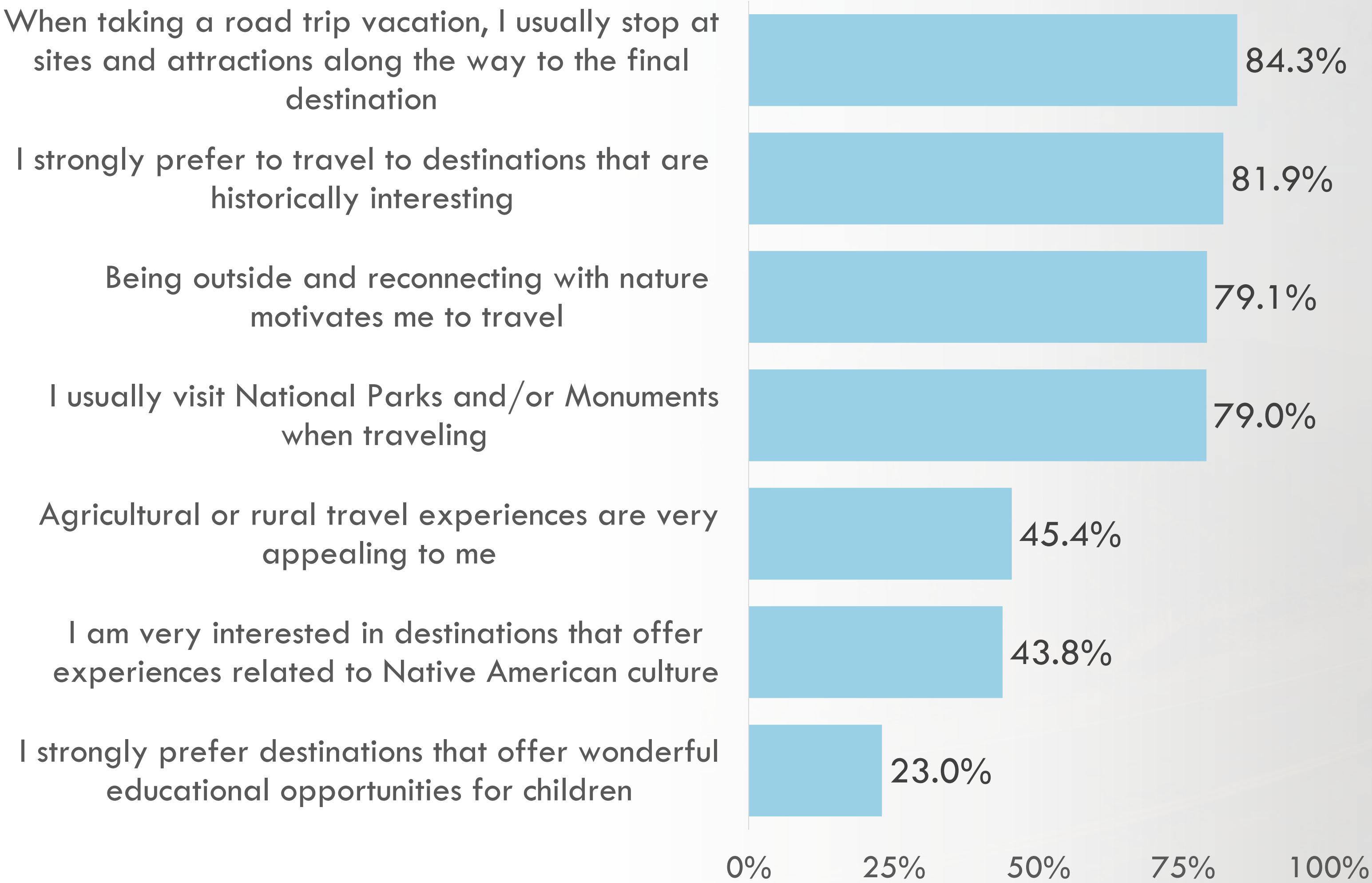- Planning trip itinerary: **20.7%**

Question: Which best describes your primary objective for using our website? (Select one) Base: All respondents gathering information for a trip; 242,043 responses.

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Information Sought on Website

■ Average - All States

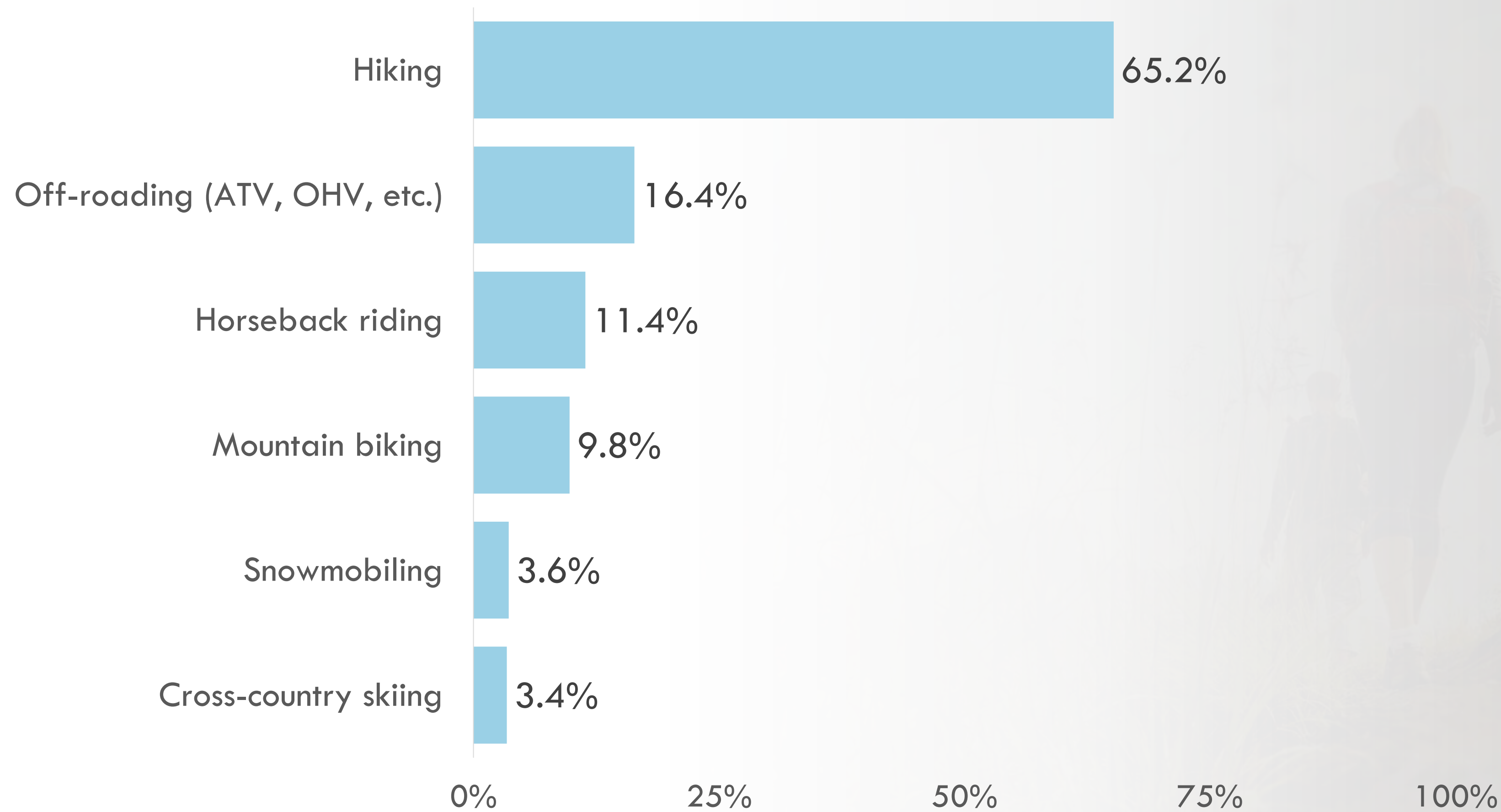| Category	Percentage
Info on attractions	41.5%
A calendar of events	23.0%
Outdoor recreation info	22.3%
Maps	22.2%
Restaurant and dining info	20.2%
Special offers/coupons	17.0%
Reviews of attractions	14.9%
Sample trips and/or itineraries	14.9%
Way to order official visitors guide	12.4%
Information on hotels	11.7%
Info on specific event or festival	9.6%
Shopping information	9.3%
Theater, arts or performance info	7.5%
Bars, clubs and/or nightlife info	7.0%
Local transportation info	5.8%

Question: Which types of information were you SPECIFICALLY LOOKING FOR when you arrived at this website?
(Please select only those items that you had in mind before arriving at this website.) Base: All respondents; 246,247 responses.
*Question and answer choices not asked for every state website.

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Custom Question: TravelSouthDakota.com User Psychographics

When taking a road trip vacation, I usually stop at sites and attractions along the way to the final destination — **84.3%**

I strongly prefer to travel to destinations that are historically interesting — **81.9%**

Being outside and reconnecting with nature motivates me to travel — **79.1%**

I usually visit National Parks and/or Monuments when traveling — **79.0%**

Agricultural or rural travel experiences are very appealing to me — **45.4%**

I am very interested in destinations that offer experiences related to Native American culture — **43.8%**

I strongly prefer destinations that offer wonderful educational opportunities for children — **23.0%**

(x-axis: 0%, 25%, 50%, 75%, 100%)

Question: How well do the following statements describe you? Please use the 5-point scale where "1" equals "Does not describe me at all" and "5" equals "Describes me completely" to rate how well each statement describes you. Base: All out-of-state follow-up respondents; 1,588 responses.

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Custom Question: Activities Participated in During a Leisure Trip to South Dakota

Activity	Percentage
Hiking	65.2%
Off-roading (ATV, OHV, etc.)	16.4%
Horseback riding	11.4%
Mountain biking	9.8%
Snowmobiling	3.6%
Cross-country skiing	3.4%

Question: In the past year, which of the following activities have you participated in during a leisure trip? (Select all that apply) Base: All out-of-state follow-up respondents; 1,606 responses.

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WEBSITE USER FOLLOW-UP SURVEY DETAILED FINDINGS

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Visitation After Using State Destination Website

Visitation After Using State Destination Website – Out-of-state
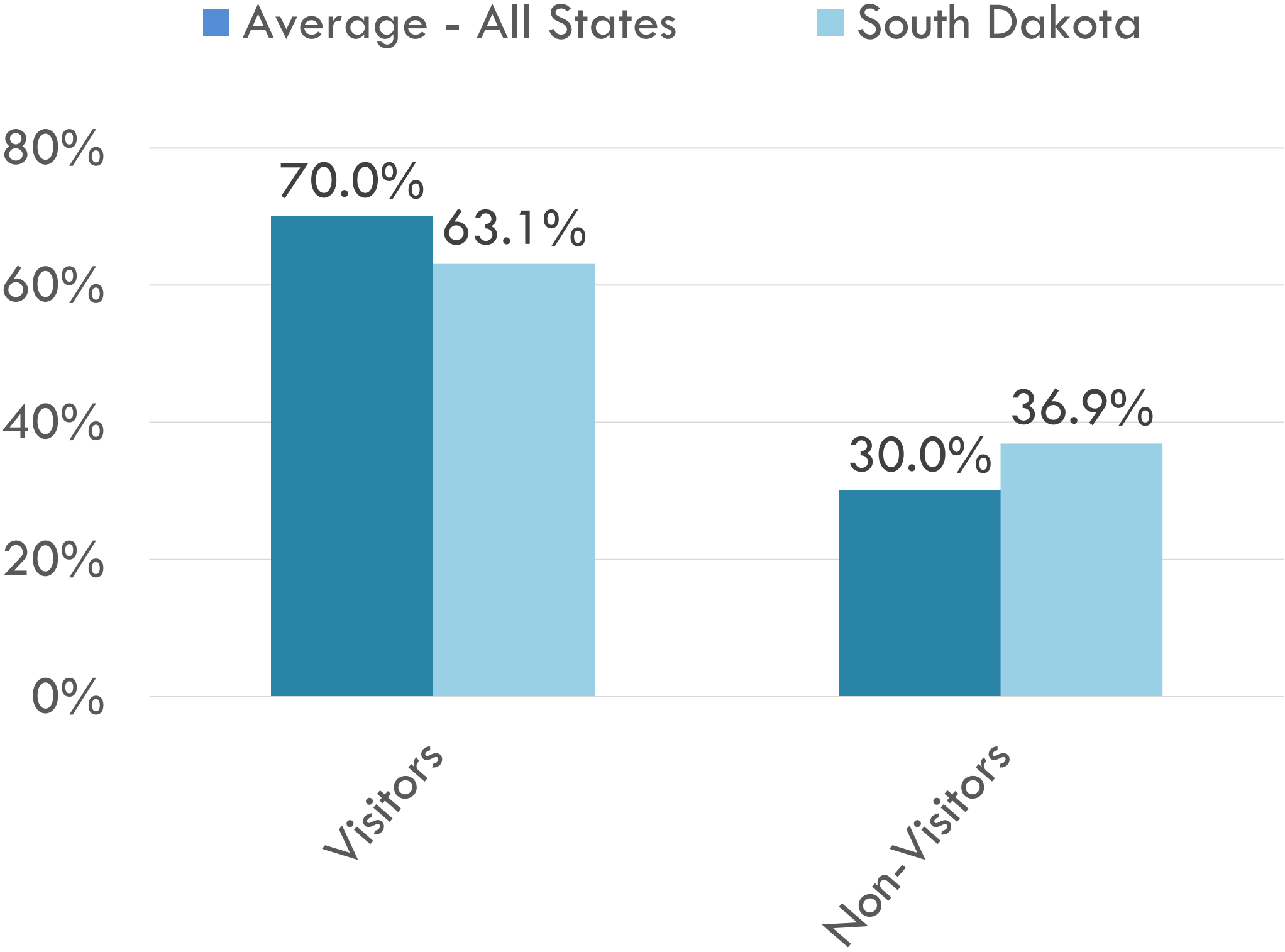
■ Average - All States ■ South Dakota

Visitors: 70.0% (Average - All States), 63.1% (South Dakota)
Non-Visitors: 30.0% (Average - All States), 36.9% (South Dakota)

Question(s): Since visiting our website, how many trips to or within [STATE] have you made? (Select one) Base: All out-of-state respondents who used the website; 18,067 responses.

Average Number of Trips
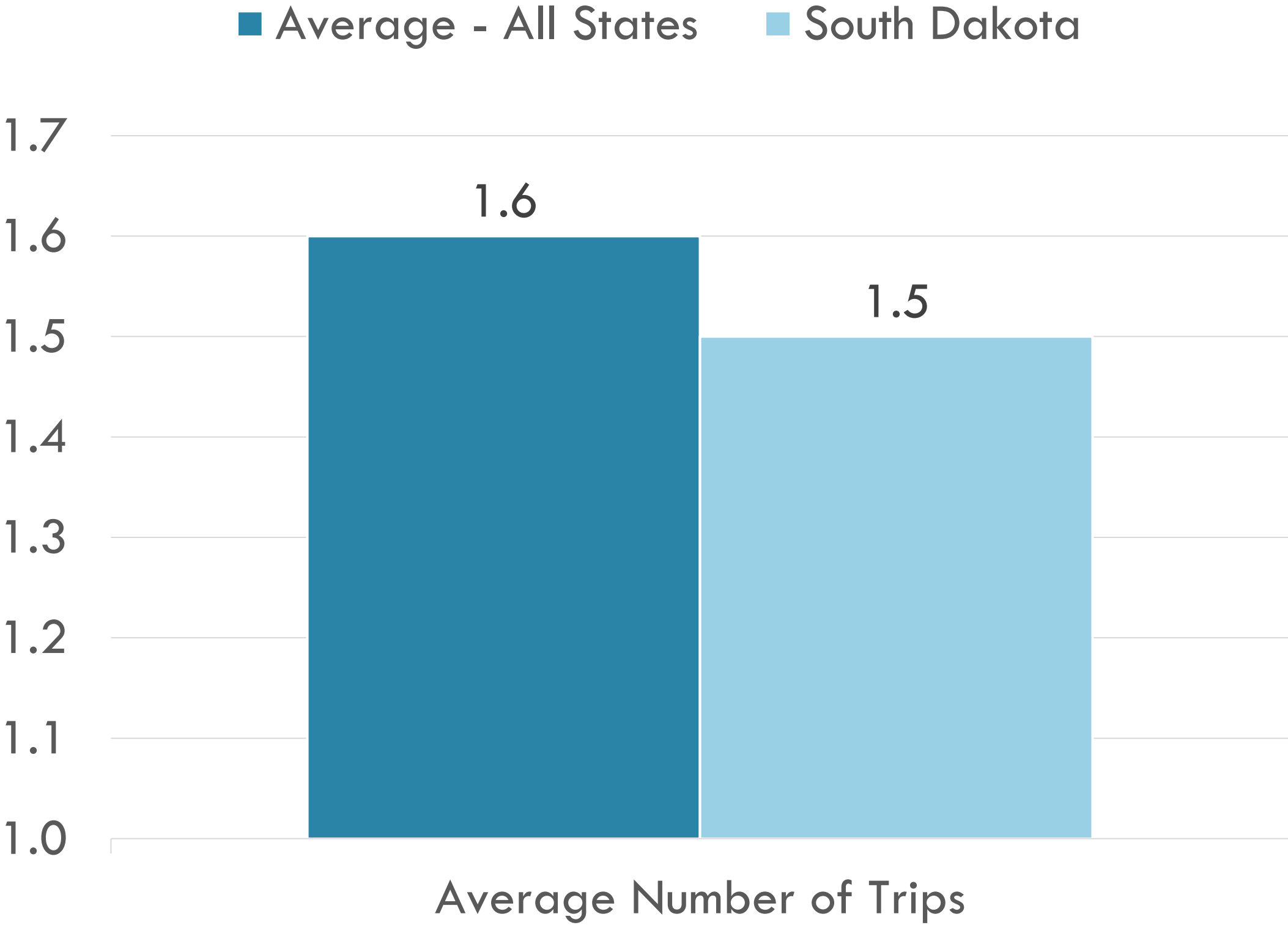
■ Average - All States ■ South Dakota

Average Number of Trips: 1.6 (Average - All States), 1.5 (South Dakota)

Question(s): Since visiting our website, how many trips to or within [STATE] have you made? (Select one) Base: All in-state respondents who used the website; 5,576 responses.

Profile of Follow-up Survey Respondents

Type of Trip

■ Average - All States   ■ South Dakota

Category	Average - All States	South Dakota
Vacation	50.3%	80.8%
Visit friends/family	10.5%	5.3%
Weekend getaway	7.8%	6.9%
Other personal travel	3.6%	3.7%
Other	1.7%	1.7%
Business travel	1.1%	0.9%
Conference/meeting	1.1%	0.7%
Government travel	0.0%	0.1%
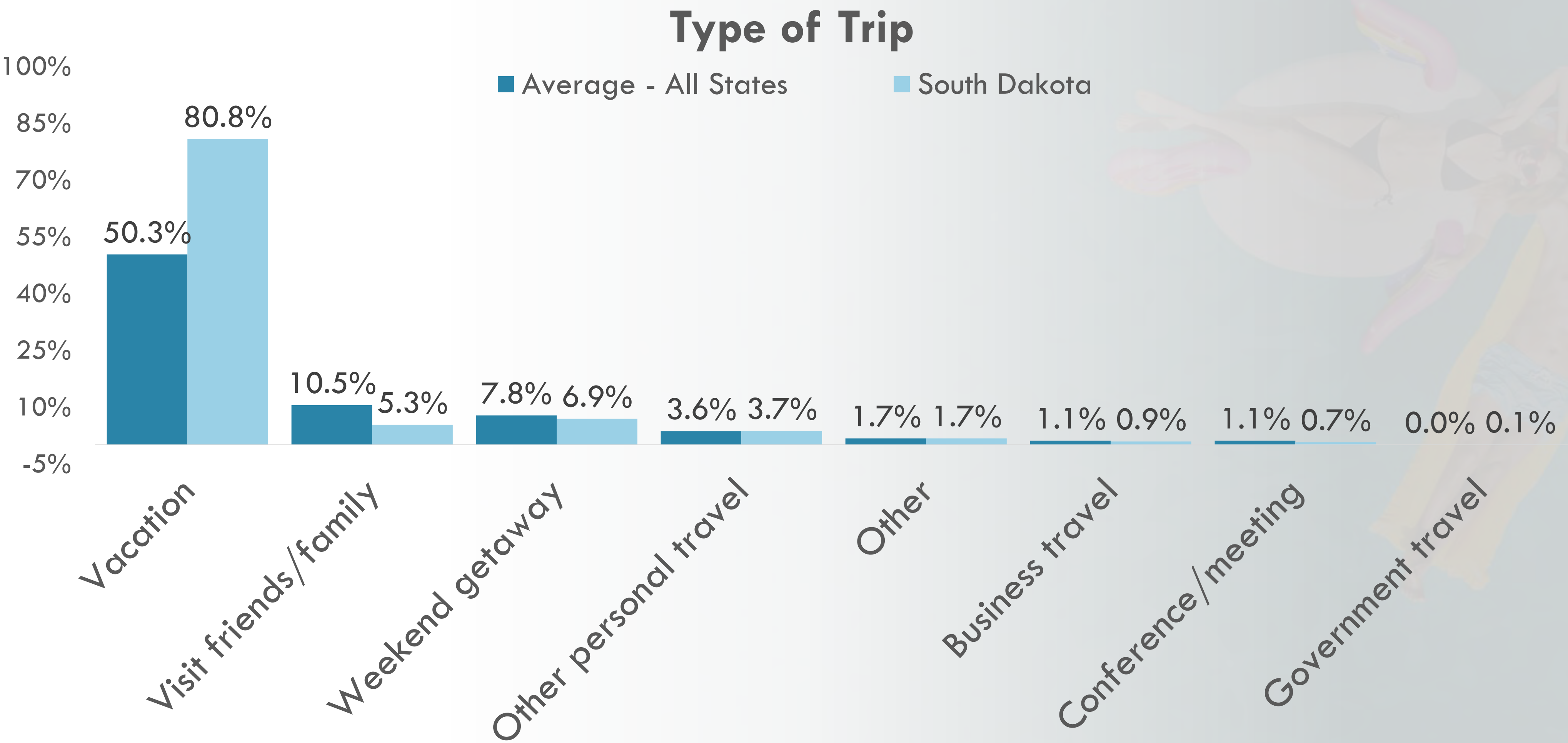
Question: Which of the following best describes the primary reason for your most recent trip to or within [STATE]? (Select one) Base: All respondents who visited after using the website; 15,806 responses.

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Profile of Follow-up Survey Respondents

Cities/Towns Visited

■ Average - All States   ■ South Dakota

4.1
4.9
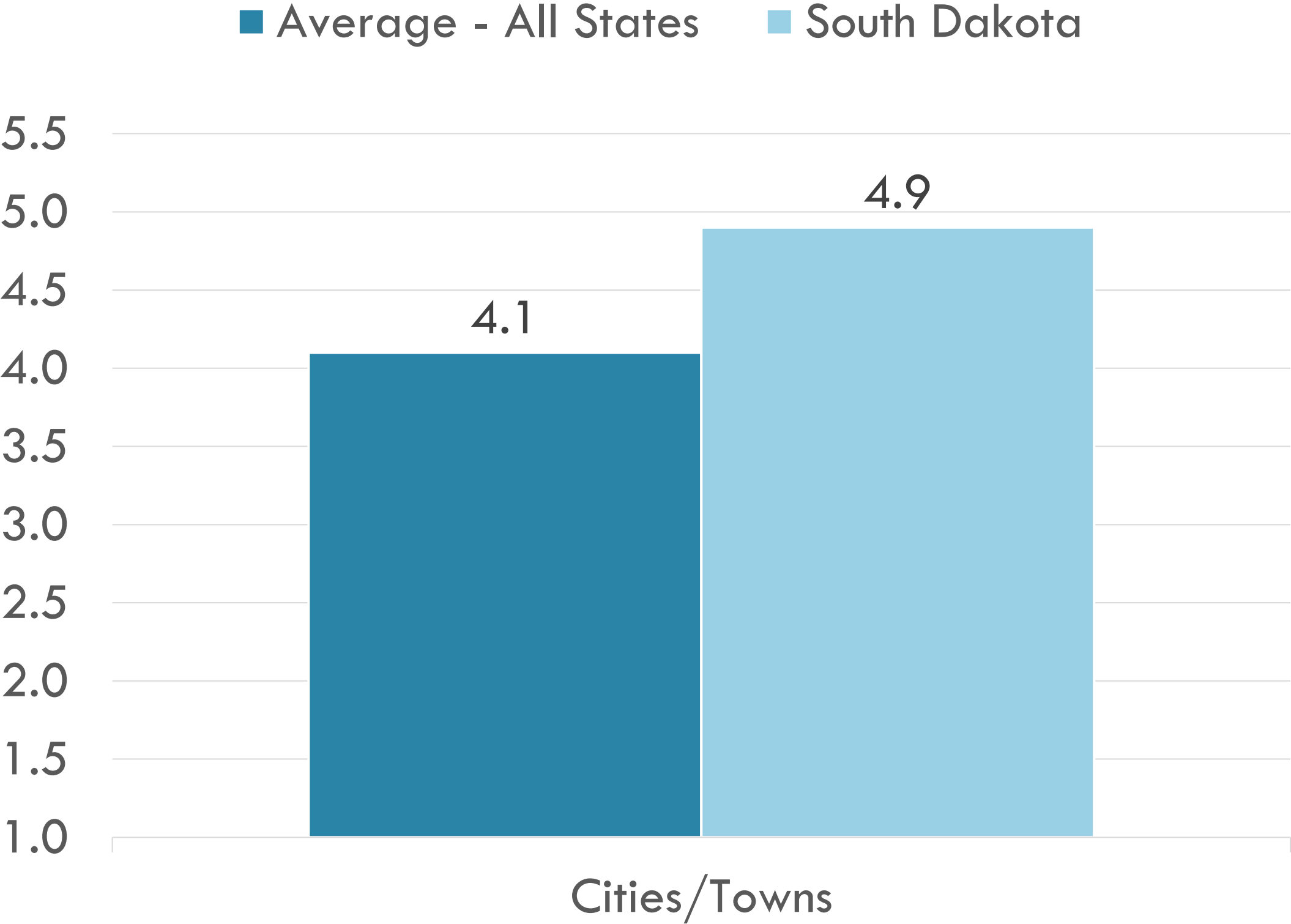
Cities/Towns

Question(s): During your trip to or within [STATE], how many different cities/towns did you visit?
Base: All respondents who visited after using the website; 15,806 responses.

Average Length of Stay

■ Average - All States   ■ South Dakota

5.5   5.4

5.0   4.8

Days   Nights
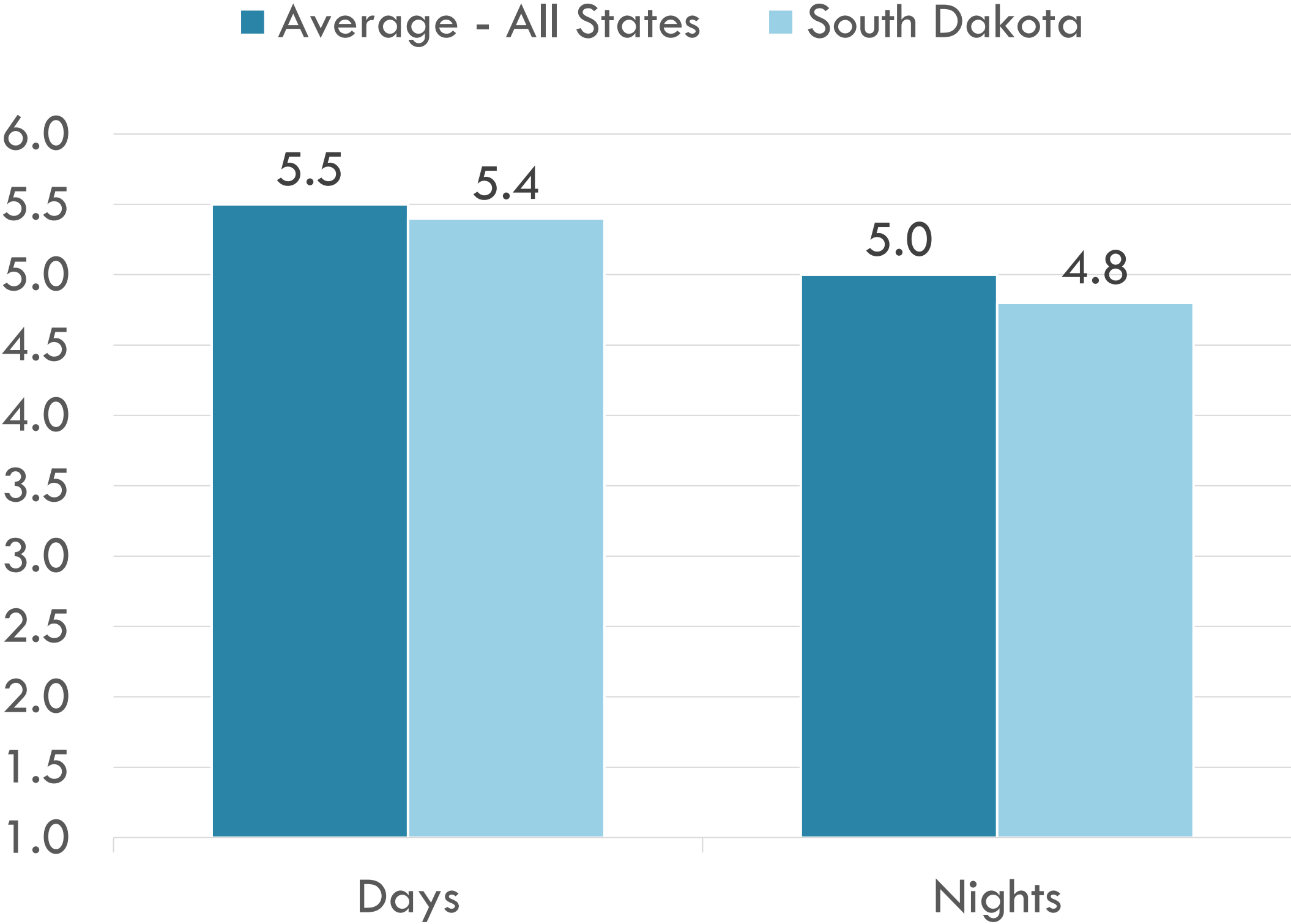
Question(s): How many total days and nights did you spend in [STATE] on this trip?
Base: All respondents who visited after using the website; 15,806 responses.

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Place of Stay in the Destination

Place of Stay

■ Average - All States ■ South Dakota

- Hotel: 61.0%, **70.4%**
- Home rental: 19.5%, 10.1%
- Private residence: 16.6%, 5.2%
- Other: 12.8%, 23.3%
- Day trip: 3.1%, 1.9%
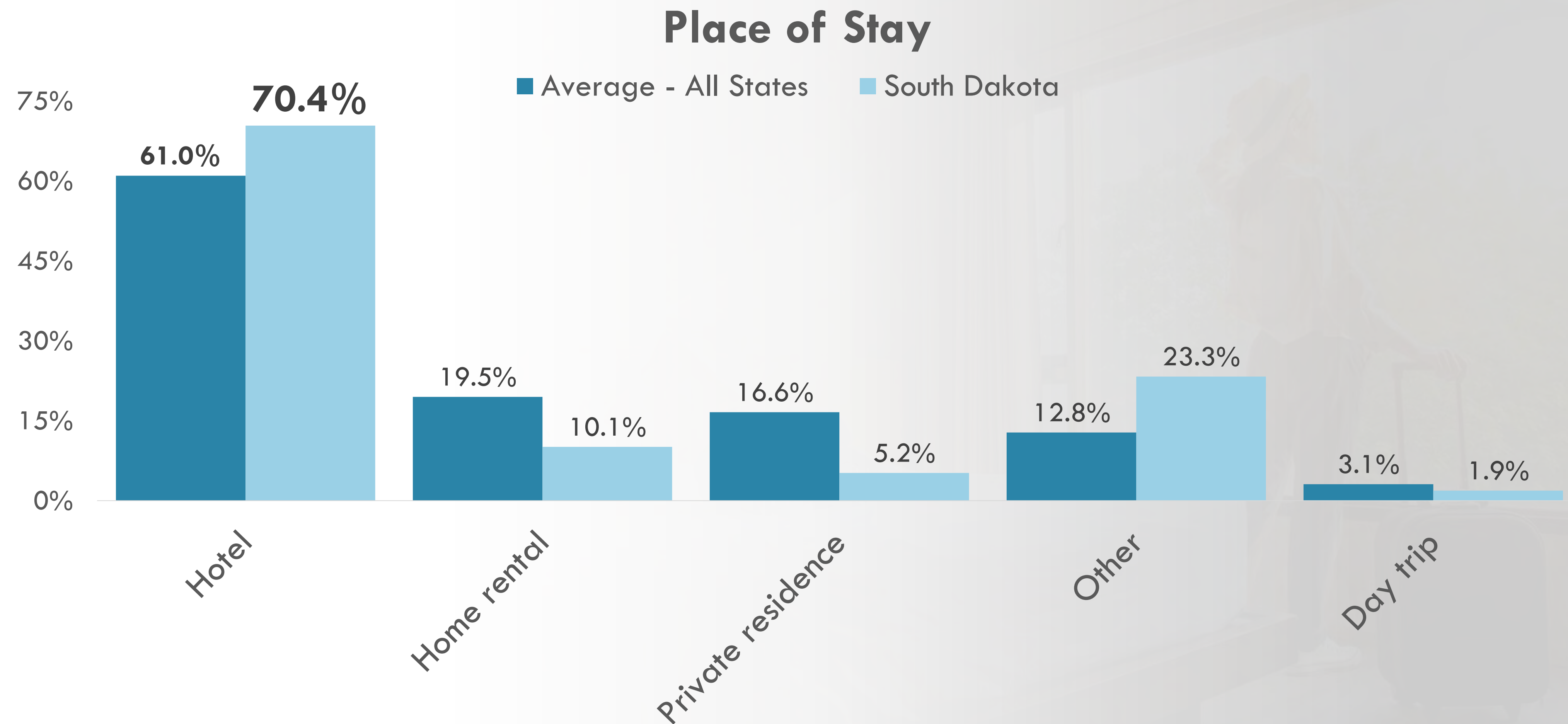
Question: While on this trip, where did you stay in [STATE]? (Select one)
Base: All respondents who visited after using the website; 15,806 responses.

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Visitor Spending in the Destination

Spending Per Travel Party, Per Day

■ Average - All States   ■ South Dakota

South Dakota Average Trip Spending, per day: $445.76
All State Average Trip Spending, per day: $416.16

Category	Average - All States	South Dakota
Lodging	$108.38	$114.12
Restaurants	$95.24	$96.35
Retail	$69.51	$72.82
Entertainment/sightseeing	$66.08	$72.21
Gas/parking/transportation	$58.28	$72.01
Other	$18.68	$18.25

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Impact of Website on Destination Decision

Impact of Website on Destination Decision

- Average - All States
- South Dakota

64.7%
76.0%

Influenced by website to visit the destination
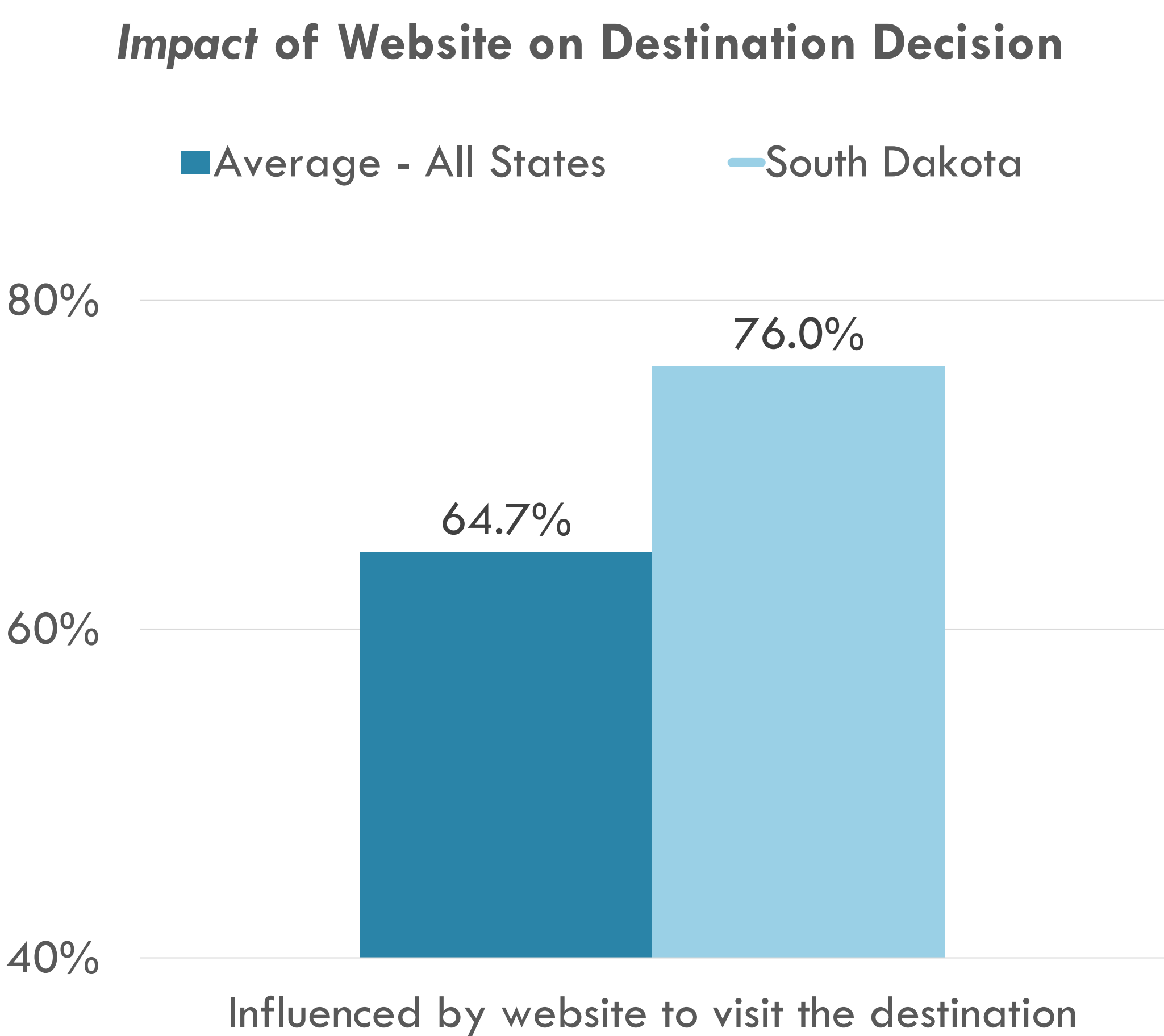
Question: Do you feel that our website helped you make your decision to take this trip to [STATE]? Base: All out-of-state visitors who were potentially influenced by the website in the destination decision; 11,356 responses.
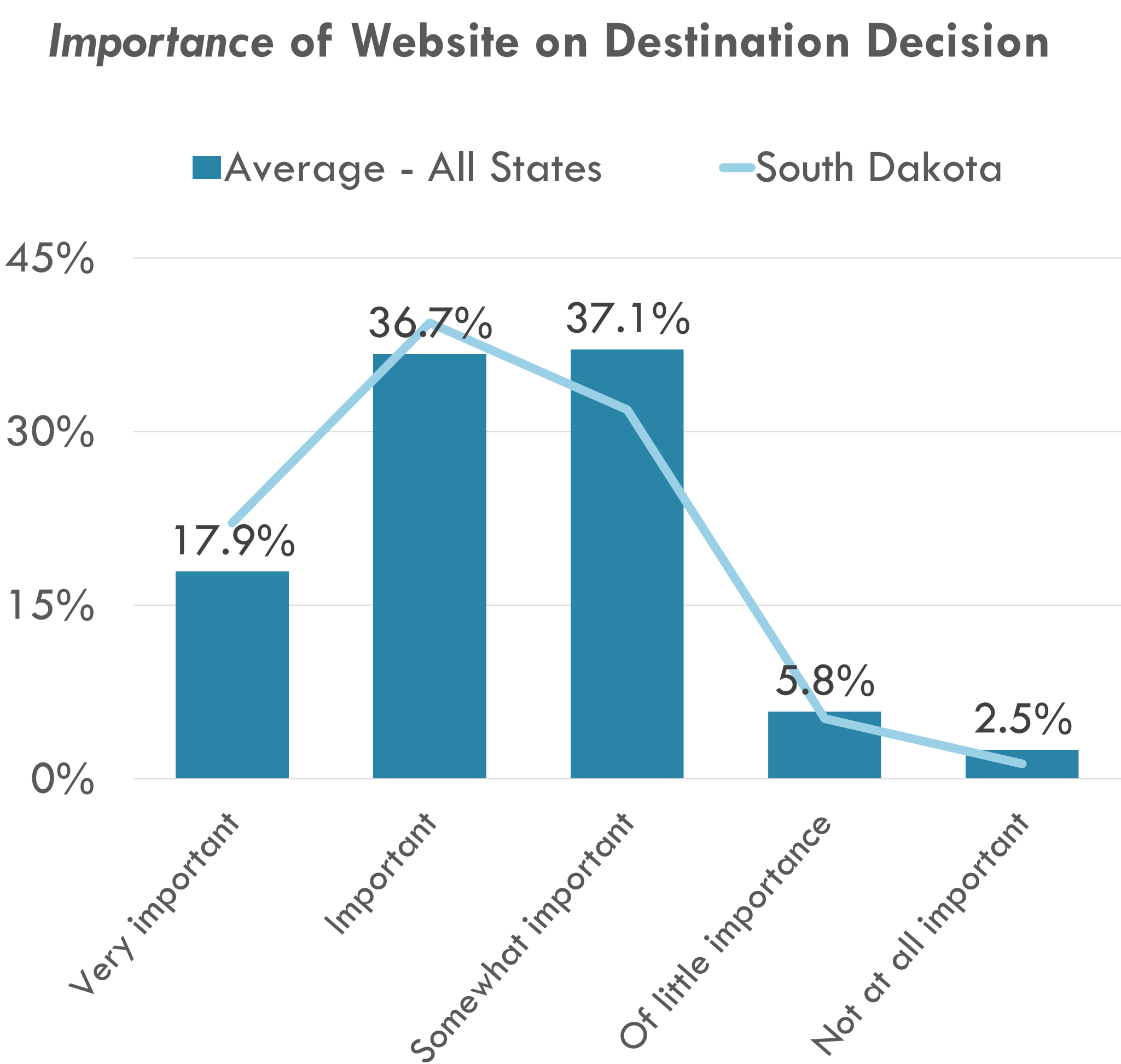
Importance of Website on Destination Decision

- Average - All States
- South Dakota

17.9%
36.7%
37.1%
5.8%
2.5%

Very important | Important | Somewhat important | Of little importance | Not at all important

Question: Do you feel that our website helped you make your decision to take this trip to [STATE]? Base: All in-state visitors who were potentially influenced by the website in the destination decision; 3,893 responses.

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Impact of Website on Length of Stay

Impact of Website on Length of Stay
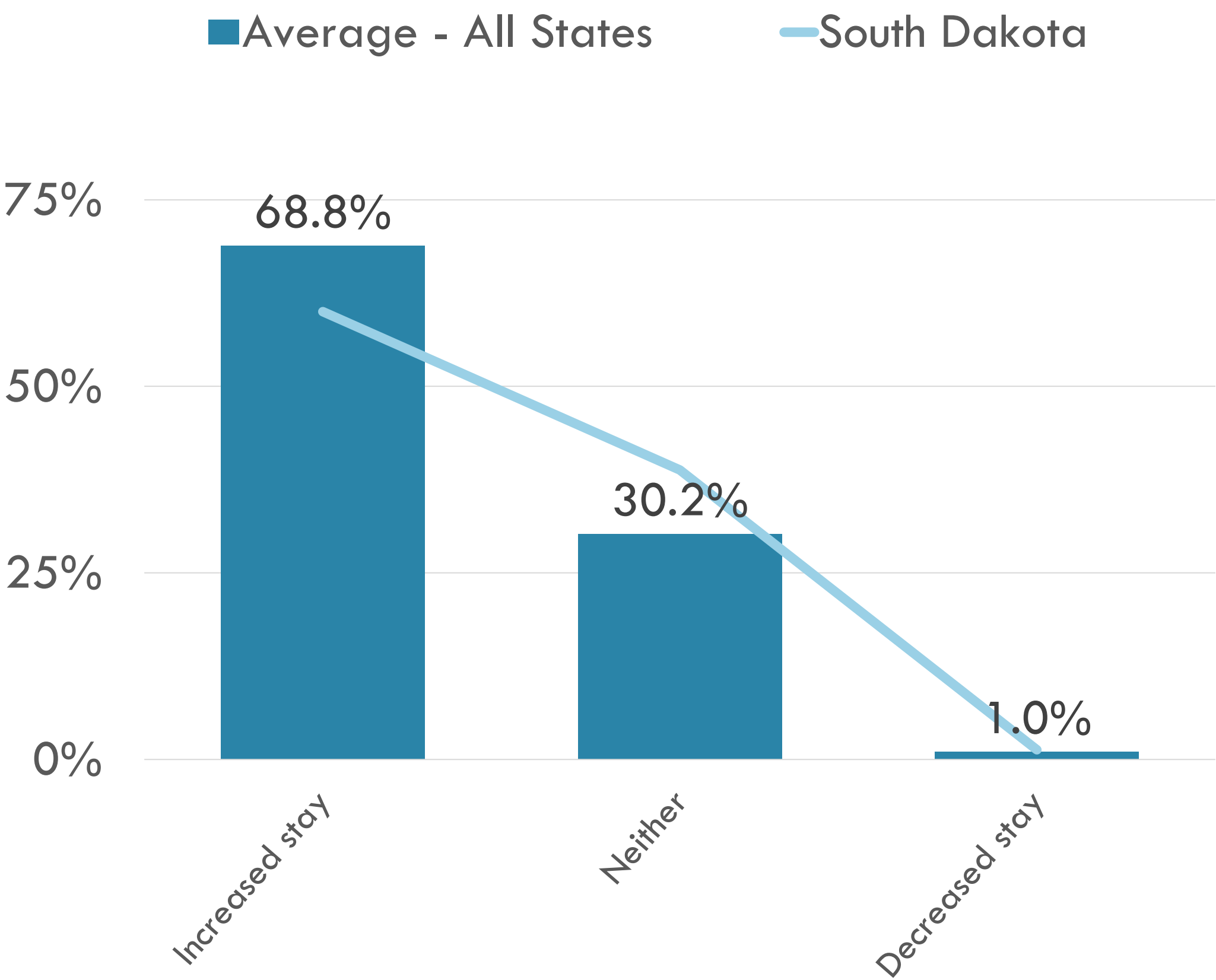
Legend: ■ Average - All States   — South Dakota

- Increased stay: 68.8%
- Neither: 30.2%
- Decreased stay: 1.0%

Question(s): How did our website influence the number of days you spent in [STATE] on this trip? (Select one) How many days did you increase the length of your stay as a result of using our website? Base: All out-of-state business or conference travelers or those who reported that the website did not influence their destination decision but did influence their length of stay; 960 responses.

Average Increase on Length of Stay
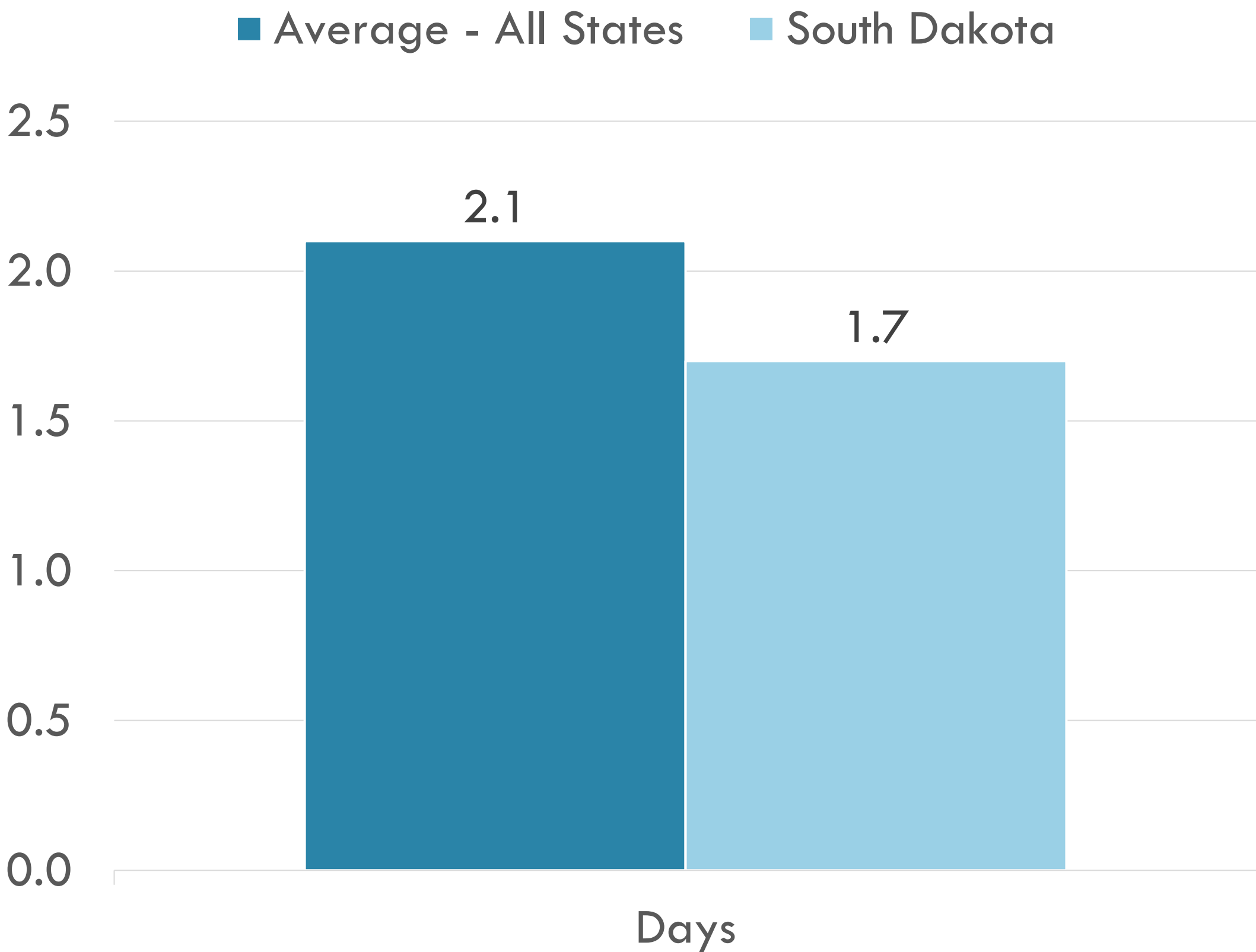
Legend: ■ Average - All States   ■ South Dakota

- Average - All States: 2.1
- South Dakota: 1.7

Days

Question(s): How did our website influence the number of days you spent in [STATE] on this trip? (Select one) How many days did you increase the length of your stay as a result of using our website? Base: All in-state business or conference travelers or those who reported that the website did not influence their destination decision but did influence their length of stay; 172 responses.

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Trip Decisions Influenced and Influential Website Content

Trip Decisions Influenced

■ Average - All States ── South Dakota

77.0%

55.8%
52.4%
49.2%
22.5%
12.0% 11.9%

Visit an attraction | Do more activities | Visit a city/region | Visit a restaurant | Stay in a hotel | Attend an event
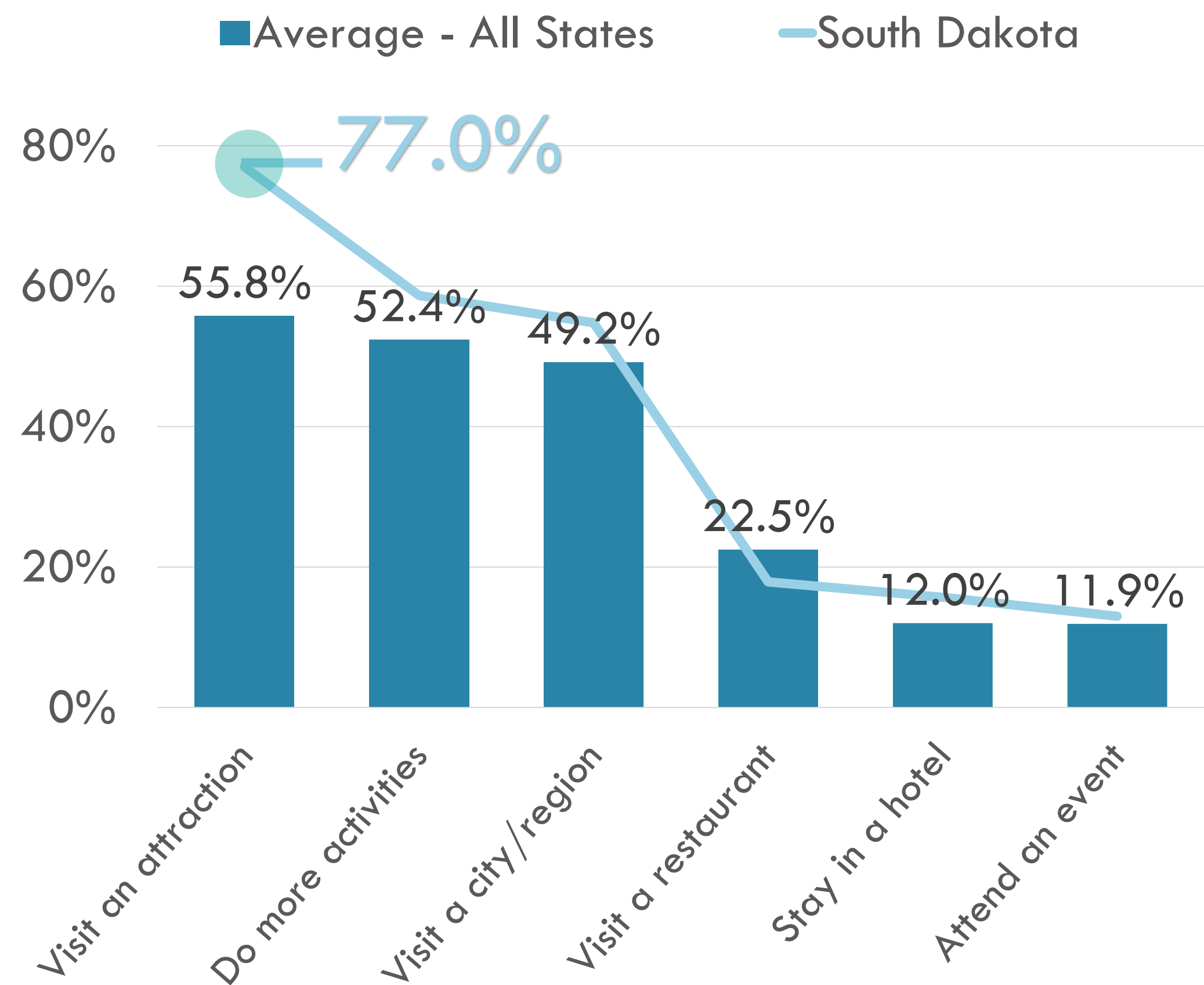
Question: Did the website influence you to do any of the following? (Select all that apply)
Base: All respondents who visited after using the website; 15,798 responses.

Most Influential Website Content

■ Average - All States ── South Dakota

78.9%
42.9%
37.9%
28.9%
24.8% 24.4%
19.0%
6.4%

Attractions | Cities/Regions | Maps/transport | Dining | Images | Events | Lodging | Video
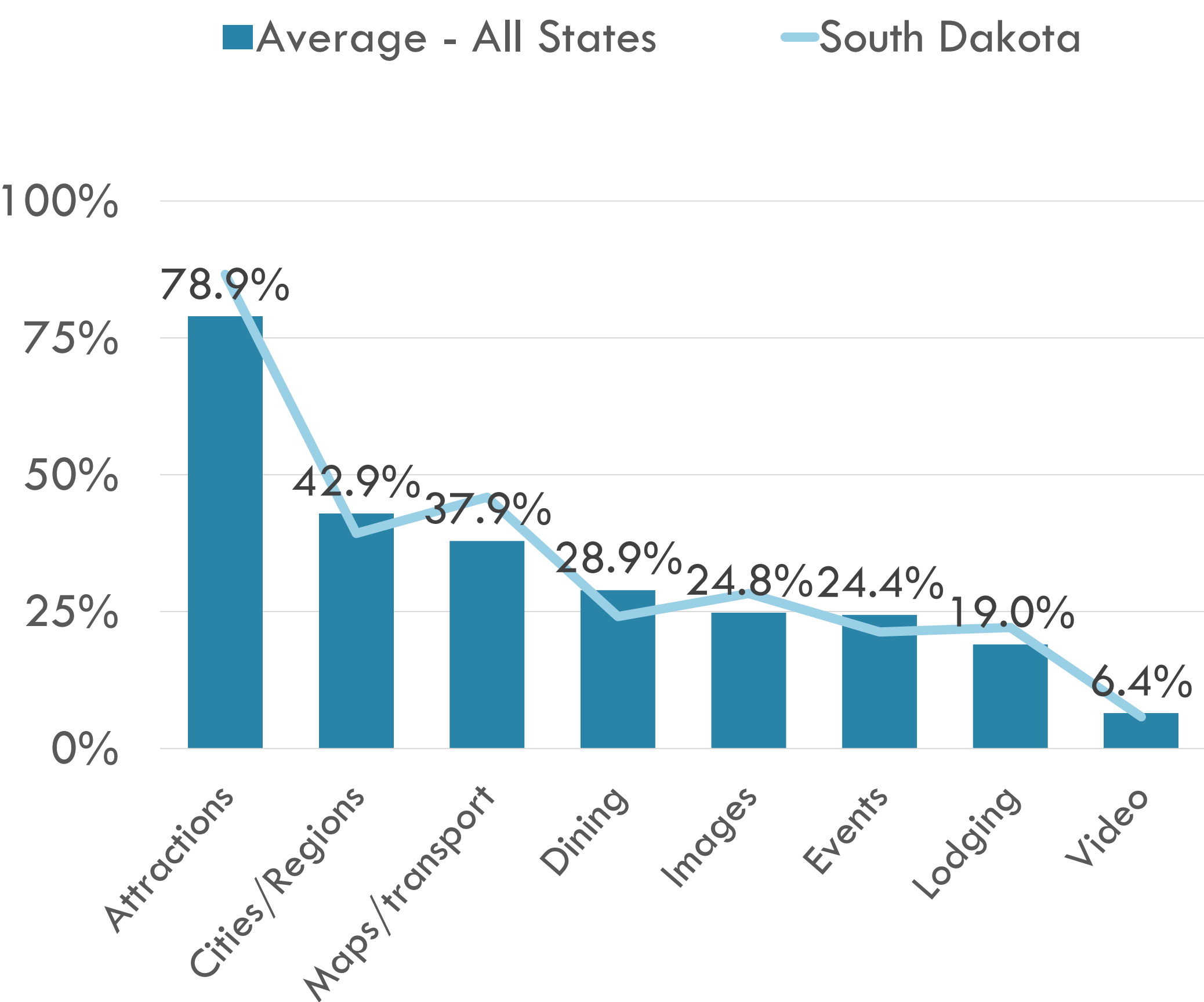
Question: What types of content on our website were most influential in planning this trip? (Select all that apply) Base: All respondents who visited after using the website; 15,798 responses.

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Official Resources Used and Likelihood to Recommend Website

Official STO Resources Used

■ Average - All States   — South Dakota

59.8%

45.9%

40.8%

12.0%

8.3%

2.8%

2.6%

1.0%

- Digital Visitors Guide
- Printed Visitors Guide
- Facebook
- YouTube
- Instagram
- Pinterest
- Twitter
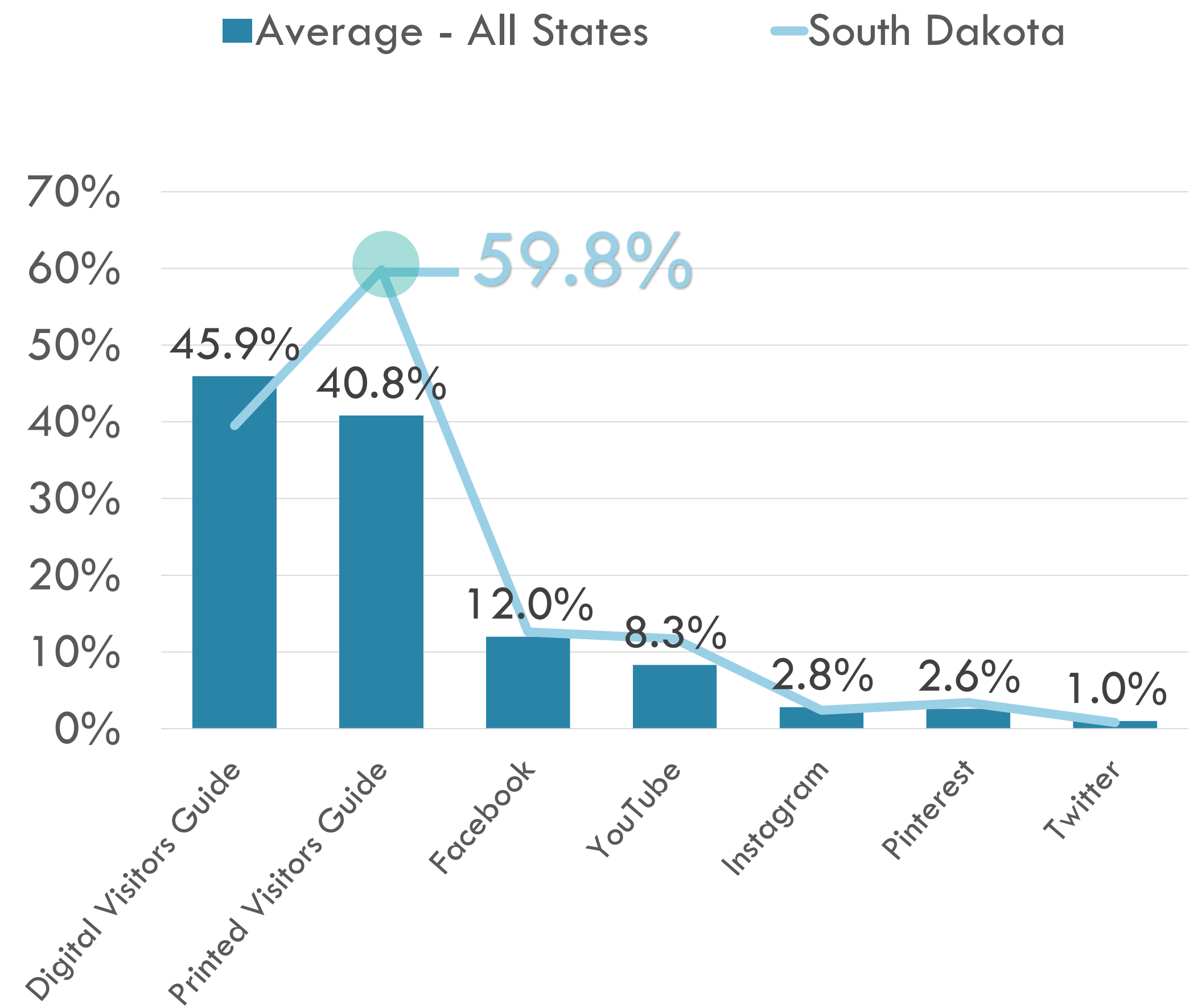
Question: Which of these other resources did you use to plan your trip to [STATE]? (Select all that apply)
Base: All respondents who visited after using the website; 15,798 responses.

Likelihood to Recommend Website– 10 Point Scale

■ Average - All States   ■ South Dakota

8.6

8.9

Likelihood to Recommend
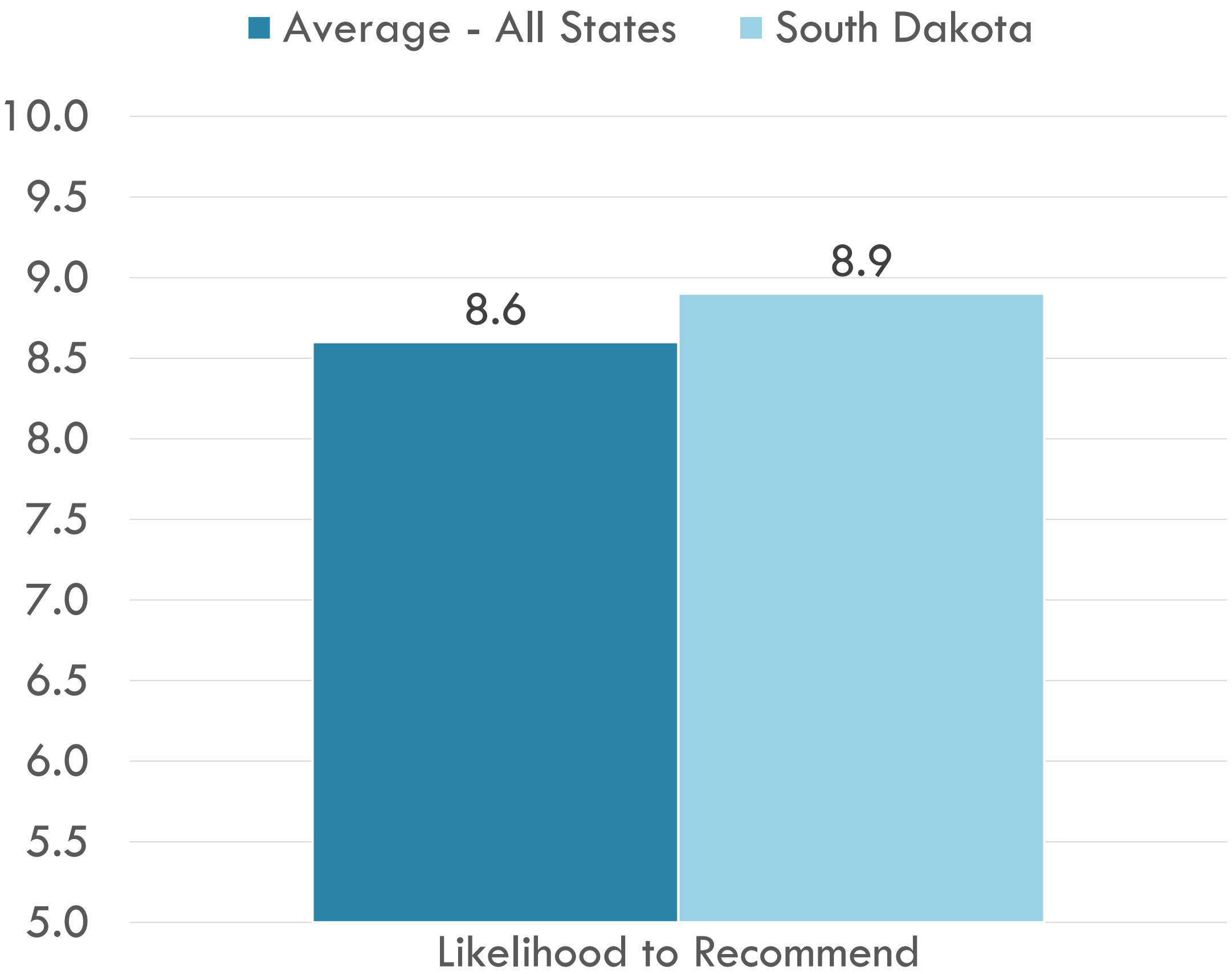
Question: How likely would you be to recommend this website to others planning a trip to or within [STATE]?
Base: All respondents who visited after using the website; 23,642 responses.

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Descriptions of Website Content

■ Average - All States   ■ South Dakota

	Well-organized	Uncovers hidden gems	Comprehensive	Detailed	Communicated the destination	Fun	Inspirational	Unique
Average - All States	55.1%	54.1%	42.1%	40.6%	35.7%	31.0%	21.4%	16.0%
South Dakota	49.5%	43.4%	38.4%	41.4%	39.4%	22.2%	17.2%	13.1%
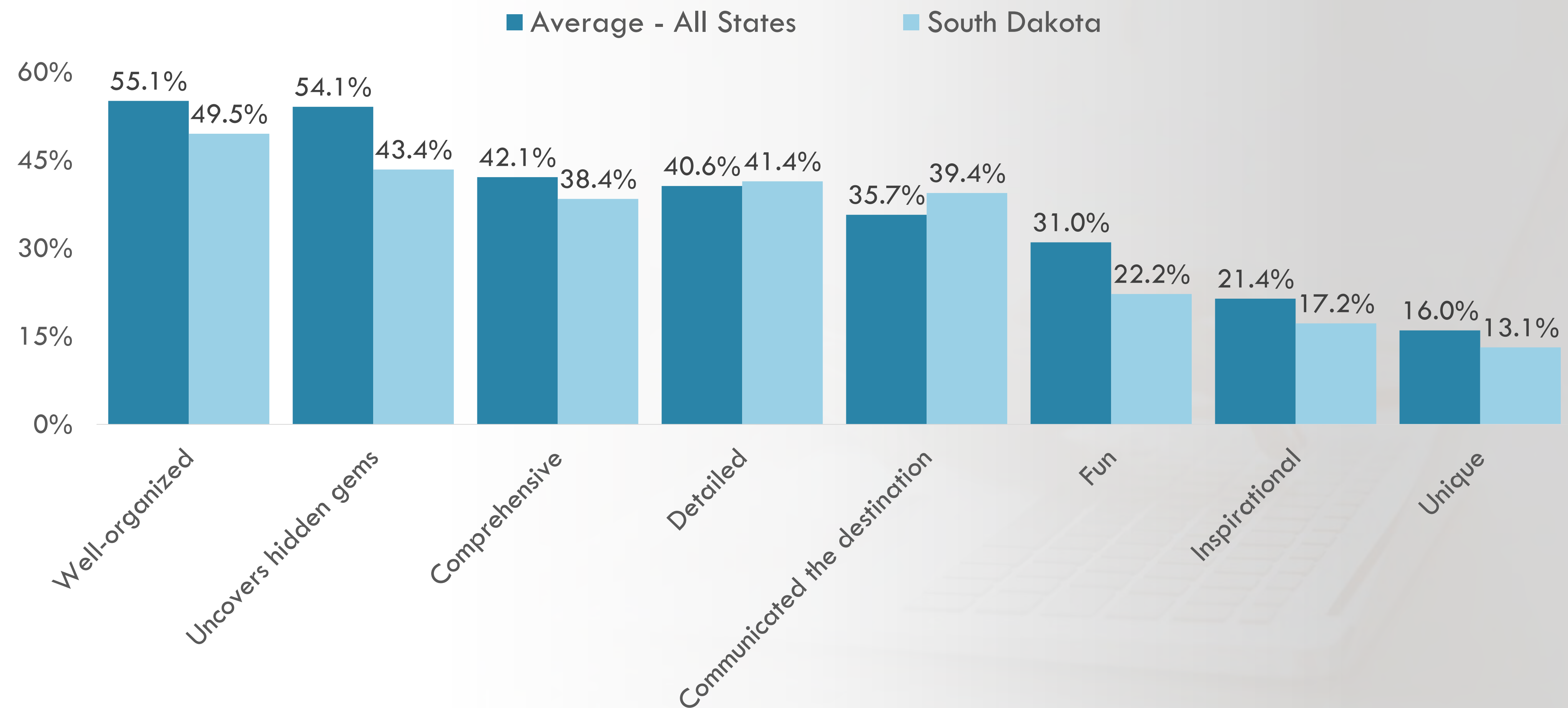
Question: Which of these words and phrases (if any) describe the content available on our website? (Select all that apply). Base: All respondents who used the website; 23,642 responses.

Destination ◆ Analysts

"*What makes [Destination] unique that I can't do somewhere else? Get into what makes [Destination] unique.*"
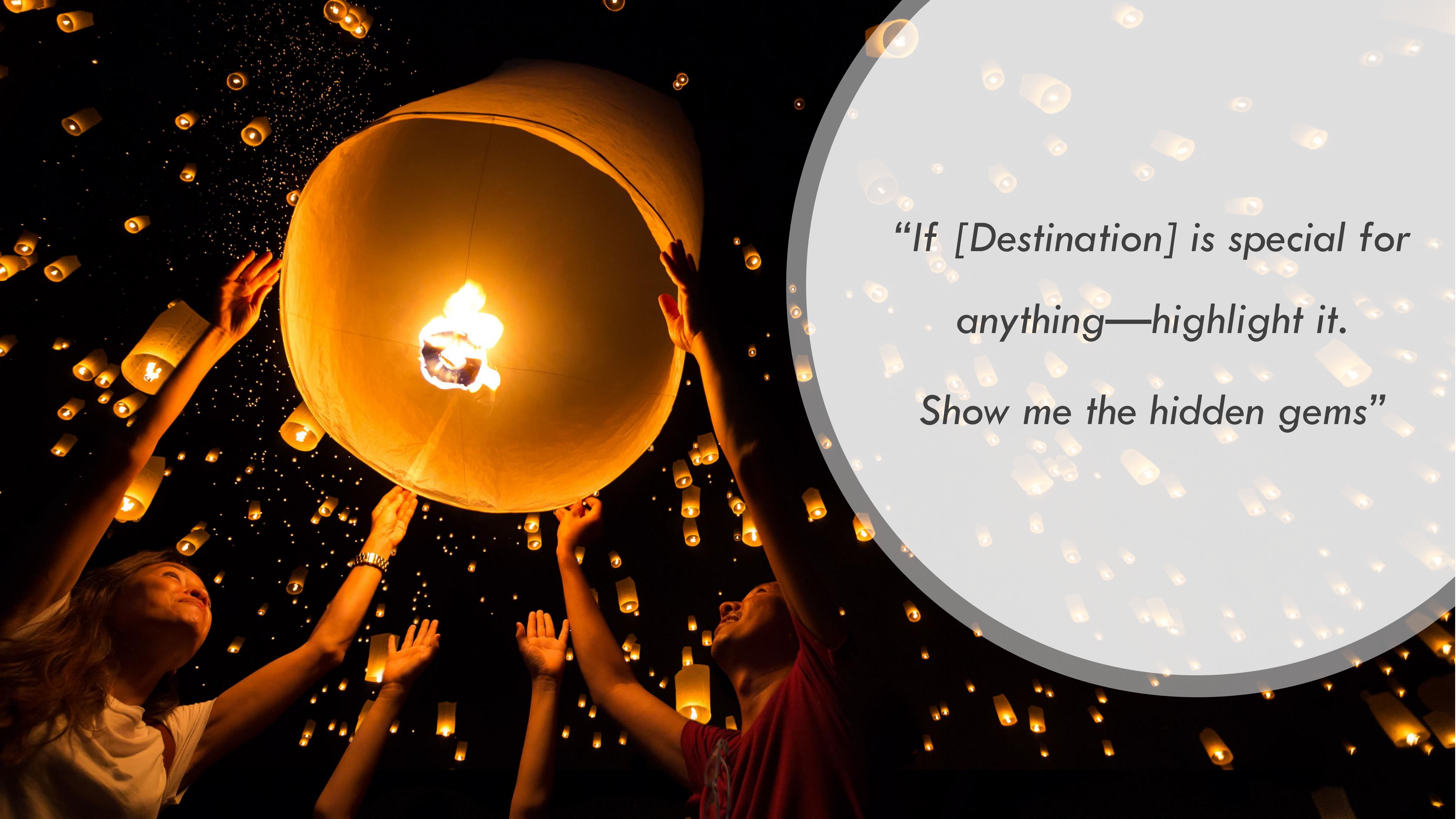
"If [Destination] is special for anything—highlight it.

Show me the hidden gems"

DEMOGRAPHIC PROFILE

The following presents the demographic profile of website users who visited after using a state tourism office website.

Average Age
53.9 years old

Household Income
$90,909

Ethnicity
Caucasian – 83.5%
Non-Caucasian – 11.0%

Gender
Female: 59.8%
Male: 39.1%

Marital Status
Married/partnered: 76.9%
Single: 17.7%
Children under 18: 17.0%

Education
College Graduate – 65.3%

Destination Analysts

DEMOGRAPHIC PROFILE

	South Dakota	Average—All States
Female	56.8%	59.8%
Male	41.2%	39.1%
Mean age	56.7	53.9
Mean household income	$92,405	$90,909
Married/Partnered	78.9%	76.9%
Single	15.1%	17.7%
% with Children under 18	13.7%	17.0%
College graduate or more	60.2%	65.3%
Caucasian ethnicity	90.0%	83.5%
Non-Caucasian ethnicity	5.0%	11.0%

Destination Analysts

SITE BEHAVIOR INSIGHTS FROM GOOGLE ANALYTICS

Destination ◆ Analysts

Potential Visitors—Residence

Average—All States

Country	Percentage
United States	90.3%
Canada	3.3%
Australia	1.8%
United Kingdom	0.7%
Germany	0.4%

Destination Analysts
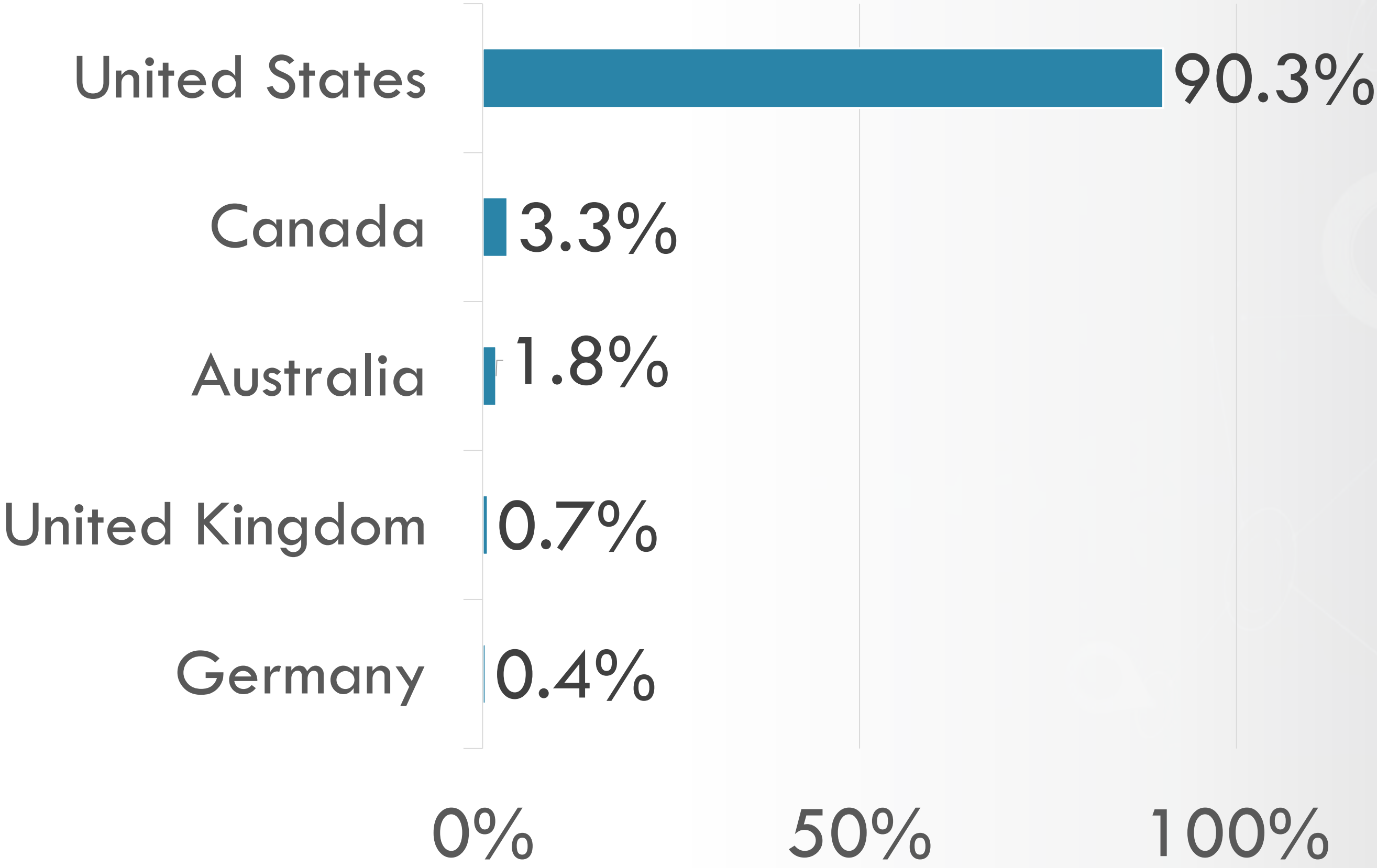
Potential Visitors—Residence

South Dakota

Residence	Top Countries*	Top U.S. Cities**

United States
92.3%
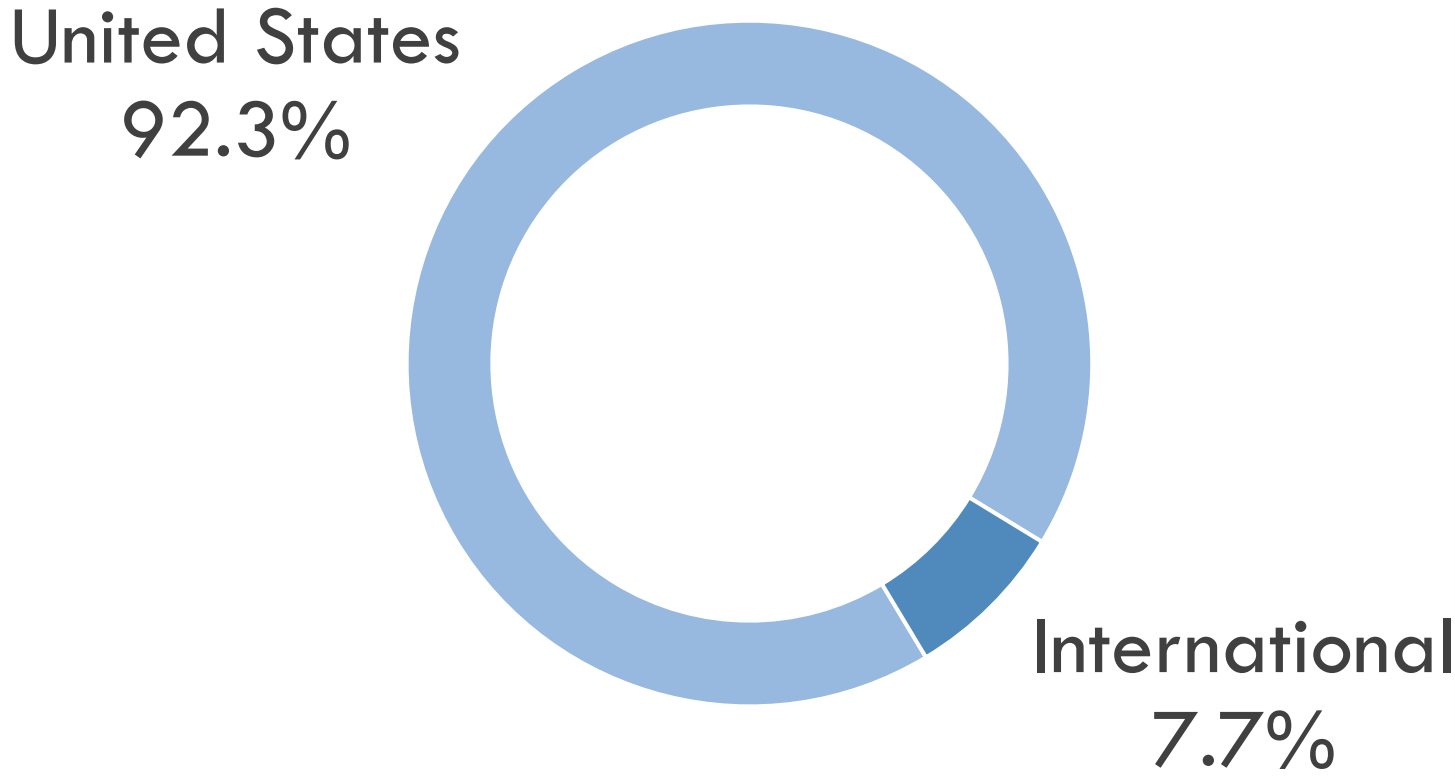
International
7.7%

Canada (51.6%)

United Kingdom (16.6%)

Australia (6.4%)

Chicago (1.8%)

Omaha (1.4%)

Minneapolis (1.3%)

*% of all international potential visitors.
Out of 39 countries.

** % of all domestic potential visitors.
Out of 2,456 U.S. cities.

Destination ◆ Analysts

Potential Visitors—Website Use

Average Session Duration
Average—All States

Average Number of Pages	Average Session Duration	Percent of New Users
4.6	00:08:57	92.7%

Destination Analysts
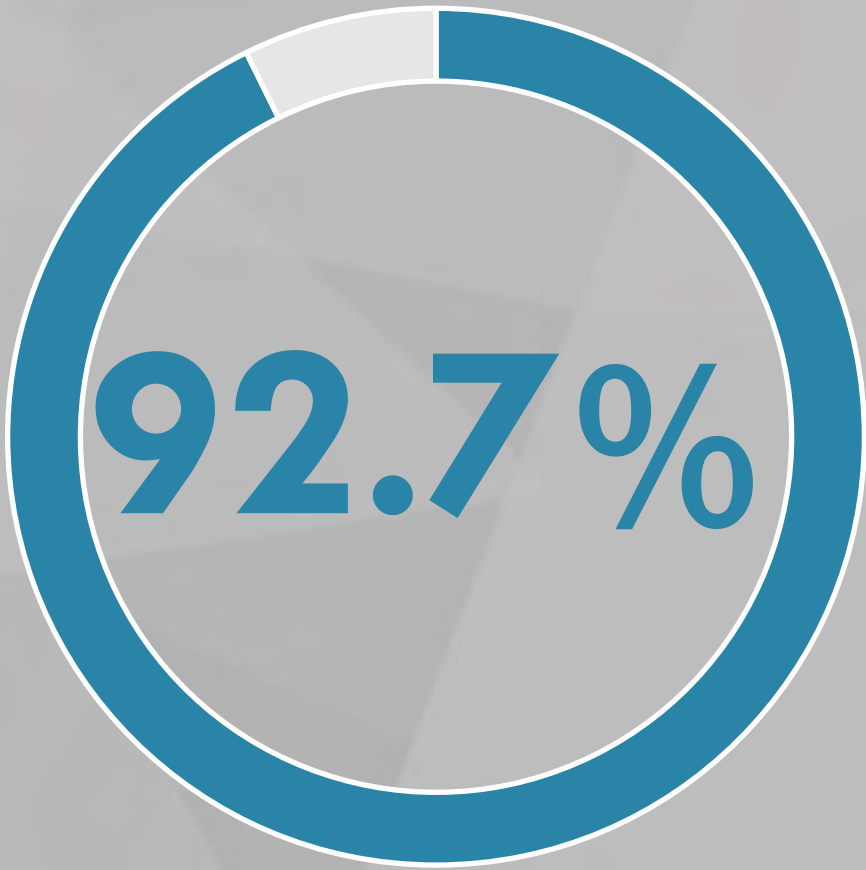
Potential Visitors—Website Use

Average Session Duration
South Dakota

| Average Number of Pages | Average Session Duration | Percent of New Users |

4.6

00:07:40

96.9%

Destination Analysts
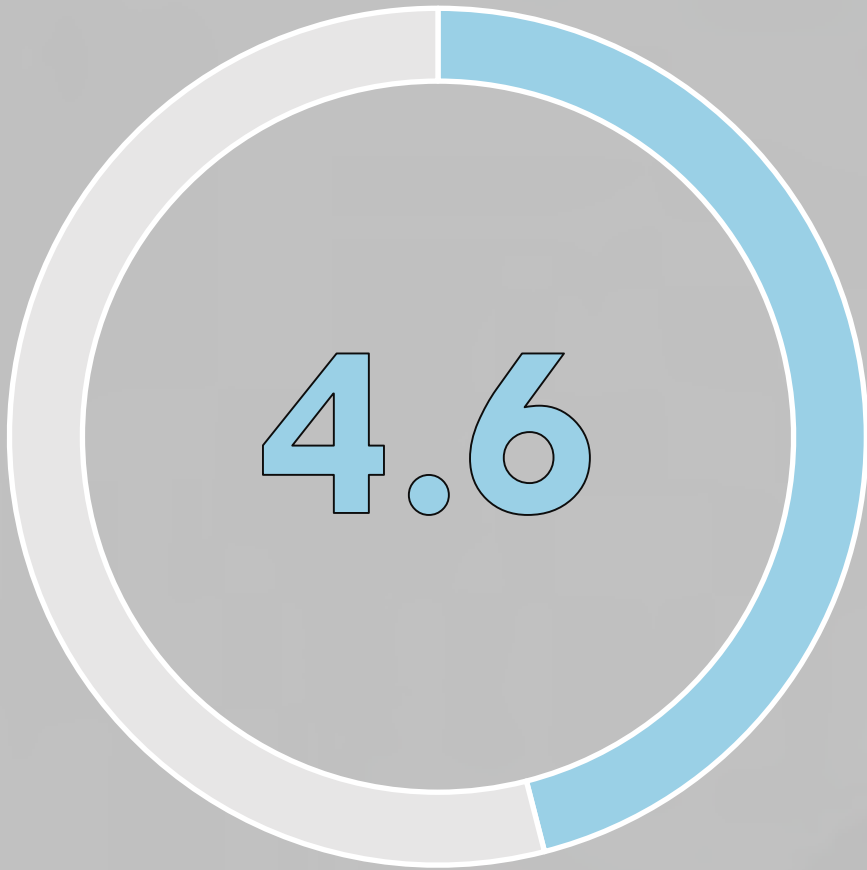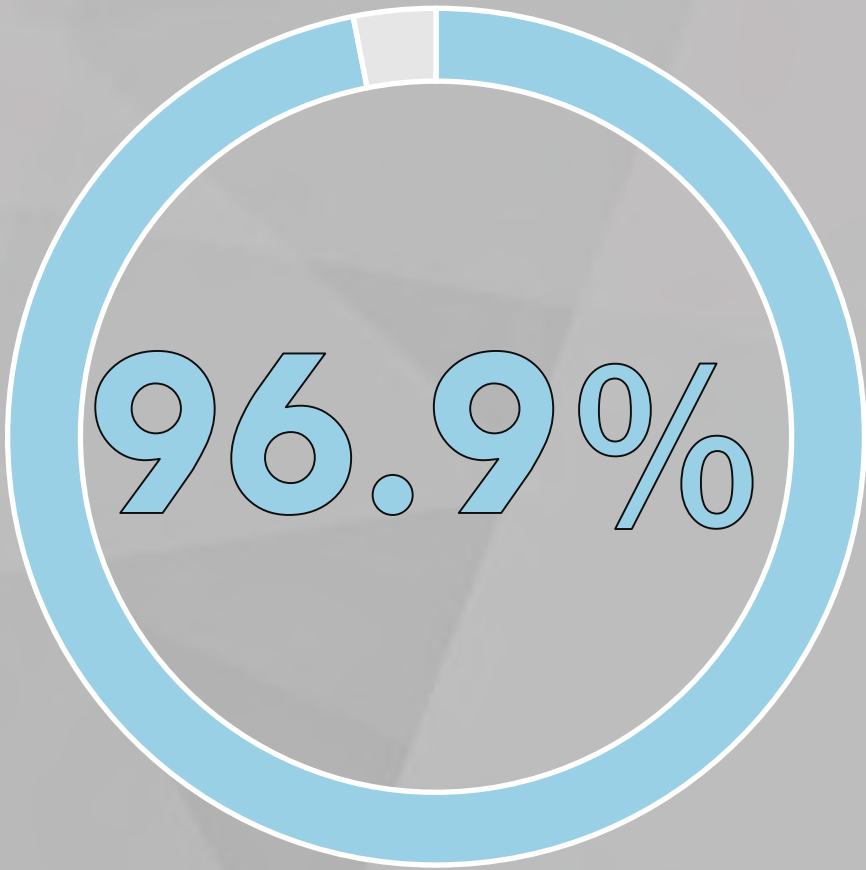
Travel Planning Stage—Website Use

Average—All States

Average Number of Pages	Average Session Duration	Percent of New Users

DECIDED — 4.9 — 00:09:44 — 91% — Of potential visitors who already decided to visit were new users
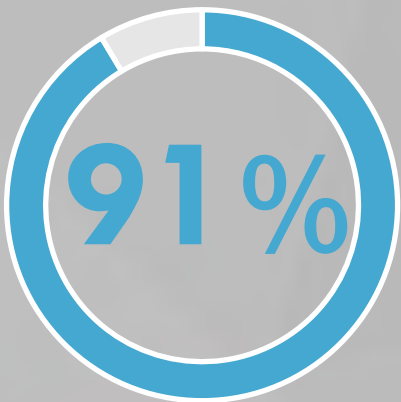
INTERESTED — 4.5 — 00:08:40 — 95% — Of potential visitors who were interested in visiting were new users
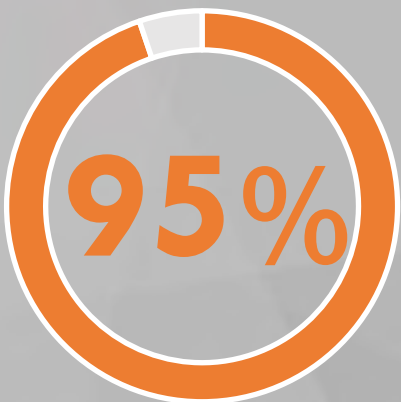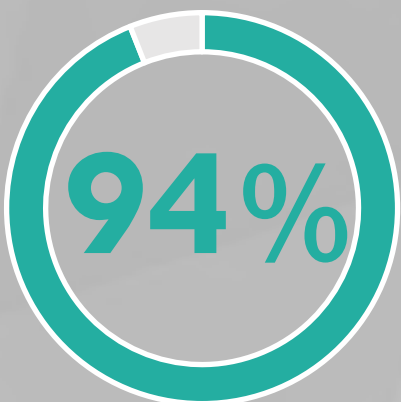
JUST CONSIDERING — 4.2 — 00:08:06 — 94% — Of potential visitors who were considering travel destinations were new users

Travel Planning Stage—Website Use

South Dakota

Average Number of Pages	Average Session Duration	Percent of New Users

DECIDED — 4.7 — 00:07:54 — 97% — Of potential visitors who already decided to visit were new users

INTERESTED — 4.8 — 00:07:49 — 98% — Of potential visitors who were interested in visiting were new users

JUST CONSIDERING — 4.6 — 00:07:25 — 98% — Of potential visitors who were considering travel destinations were new users

Destination Analysts

Travel Planning Stage—Site Acquisition

Average—All States

Average Session Duration

Site Acquisition

DECIDED

- Organic Search (62.5%)
- Paid Search (12.8%)
- Direct (11.4%)
- Email (5.8%)
- Other (7.4%)
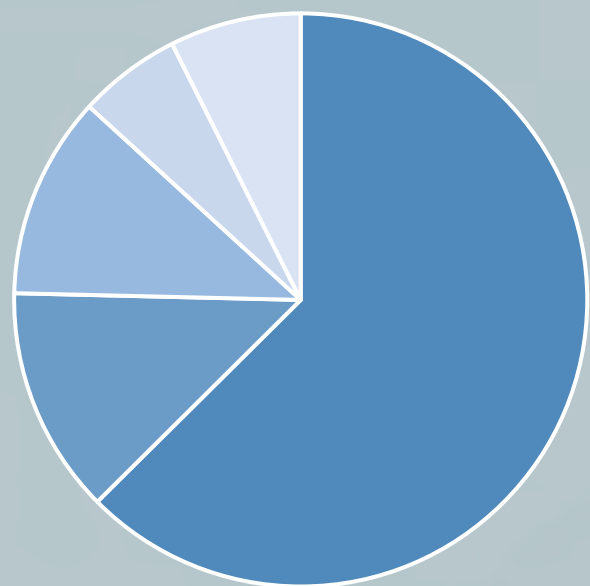
INTERESTED

- Organic Search (61.2%)
- Paid Search (15.6%)
- Direct (9.1%)
- Email (6.8%)
- Other (7.3%)
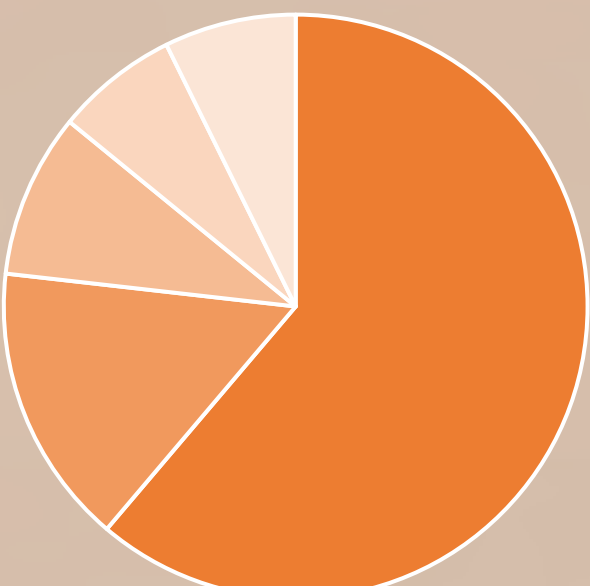
JUST CONSIDERING

- Organic Search (62.6%)
- Paid Search (11.2%)
- Email (9.0%)
- Direct (7.6%)
- Other (9.6%)

Travel Planning Stage—Site Acquisition

South Dakota

Average Session Duration

Site Acquisition

DECIDED

■ Organic Search (43.4%)

■ Paid Search (34.1%)

■ Direct (7.3%)

■ Email (6.8%)

■ Referral (5.1%)
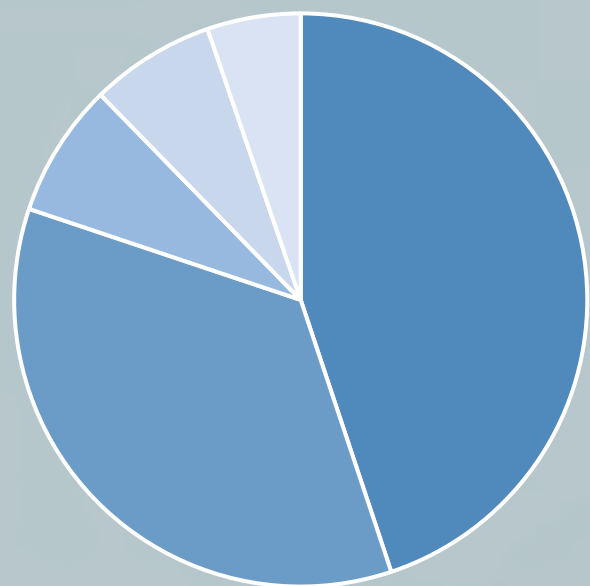
INTERESTED

■ Paid Search (39.4%)

■ Organic Search (38.1%)

■ Direct (7.1%)

■ Email (5.5%)

■ Referral (5.4%)
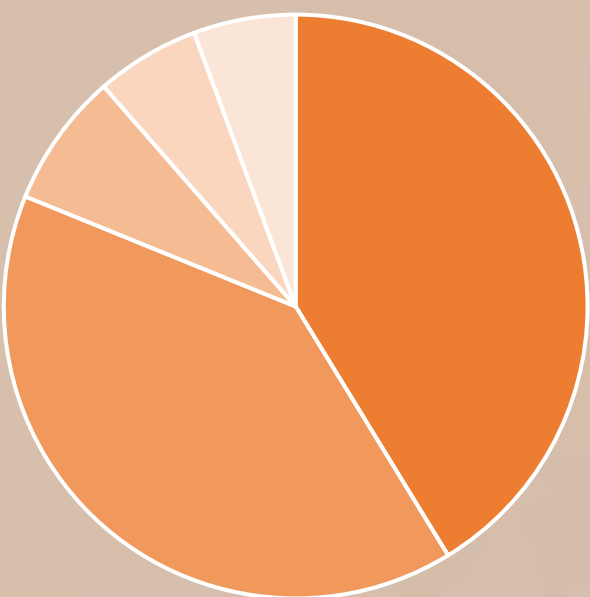
JUST CONSIDERING

■ Paid Search (40.1%)

■ Organic Search (36.3%)

■ Referral (6.7%)

■ Social (5.8%)

■ Direct (5.7%)

Destination ◆ Analysts

Travel Planning Stage—Top Pageview Types

Average—All States

Top Pageview Types			

DECIDED

35.6% Things to do/Attractions	17.1% Regions/Cities	14.9% Travel Guide/Newsletter	12.5% Articles/Stories/Blogs

INTERESTED

35.2% Things to do/Attractions	17.1% Travel Guide/Newsletter	14.0% Regions/Cities	12.9% Articles/Stories/Blogs

JUST CONSIDERING

36.5% Things to do/Attractions	14.5% Articles/Stories/Blogs	14.3% Regions/Cities	12.9% Travel Guide/Newsletter

Destination Analysts

Travel Stages—South Dakota Engagement by Planning Stage

DECIDED TOP PAGES OF ENGAGEMENT

1
Request Free Vacation Guide (18.0%)

2
Custer State Park Buffalo Roundup (8.4%)

3
Places to Stay (2.4%)

4
Mount Rushmore (2.3%)
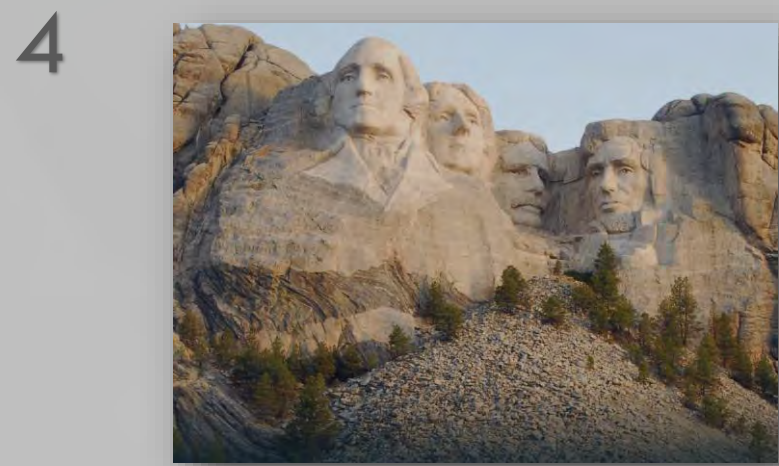
5
Dignity of Earth & Sky (1.9%)

INTERESTED TOP PAGES OF ENGAGEMENT
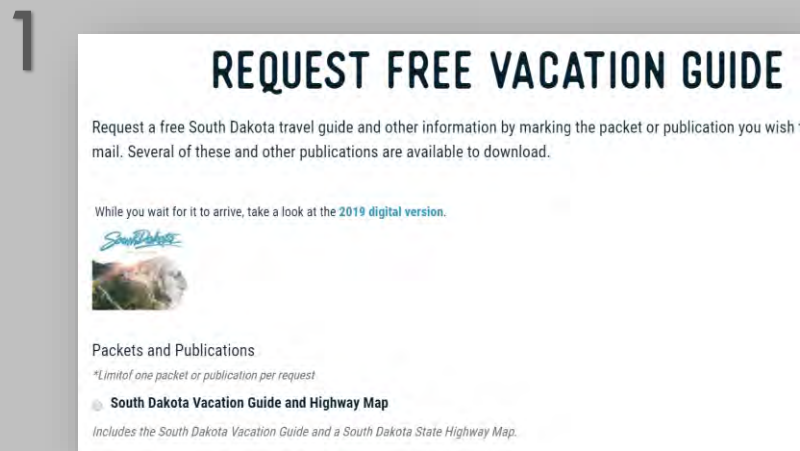
1
Request Free Vacation Guide (22.3%)

2
Custer State Park Buffalo Roundup (6.3%)

3
Mount Rushmore (4.2%)

4
Places to Stay (3.1%)

5
National & State Parks (1.4%)

CONSIDERING TOP PAGES OF ENGAGEMENT
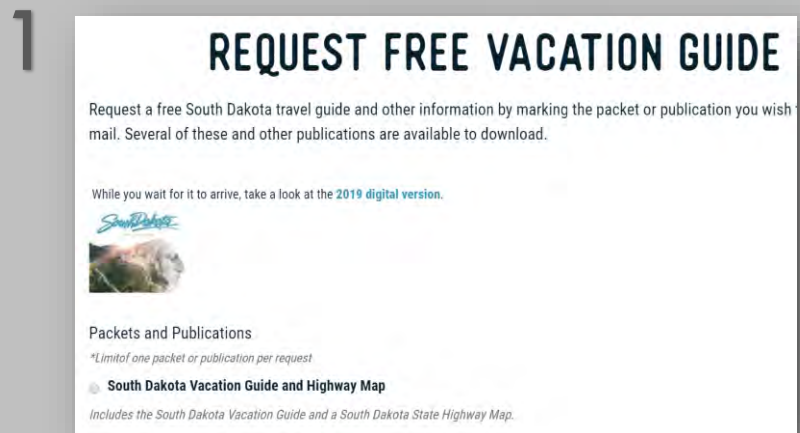
1
Request Free Vacation Guide (14.6%)

2
Mount Rushmore (5.6%)

3
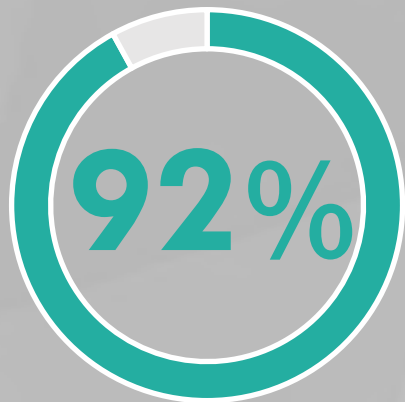Custer State Park Buffalo Roundup (4.9%)

4
Places to Stay (2.8%)
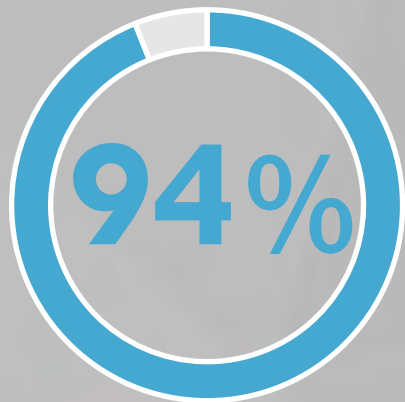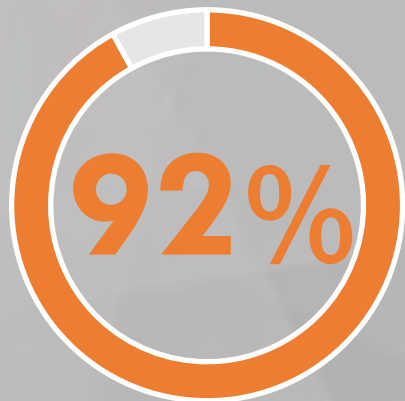
5
Dignity of Earth & Sky (2.4%)

Generations—Website Use

Average—All States

Average Number of Pages	Average Session Duration	Percent of New Users

MILLENNIALS

4.4

00:07:53

94% — Of potential visitors who already decided to visit were new users

GEN X

4.7

00:08:58

92% — Of potential visitors who were interested in visiting were new users

BABY BOOMERS

4.2

00:08:50

92% — Of potential visitors who were considering travel destinations were new users

Destination ◆ Analysts

Generations—Website Use

South Dakota
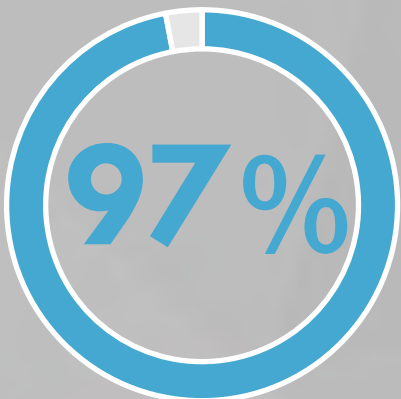
| Average Number of Pages	Average Session Duration	Percent of New Users

MILLENNIALS — 4.1 — 00:06:26 — 97% — Of potential visitors who already decided to visit were new users
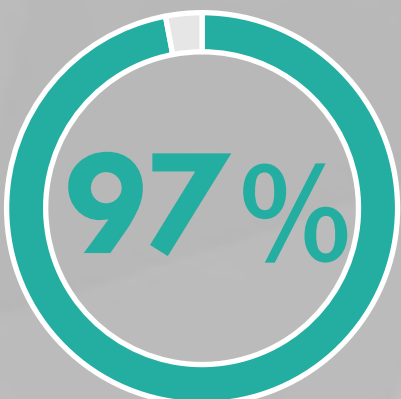
GEN X — 4.9 — 00:07:37 — 97% — Of potential visitors who were interested in visiting were new users

BABY BOOMERS — 3.9 — 00:07:00 — 97% — Of potential visitors who were considering travel destinations were new users
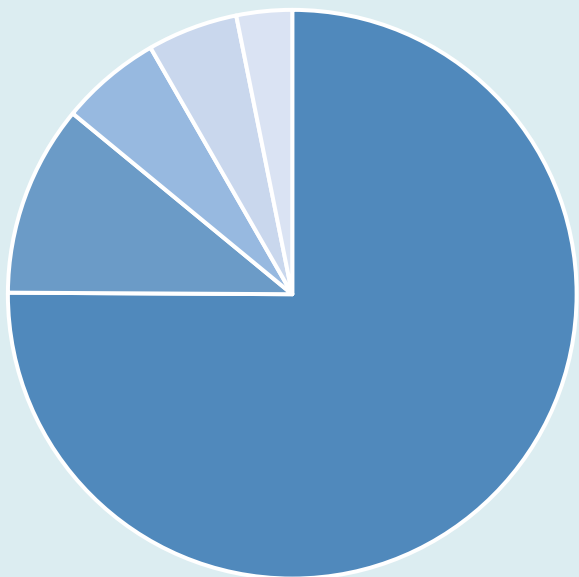
Destination ◆ Analysts
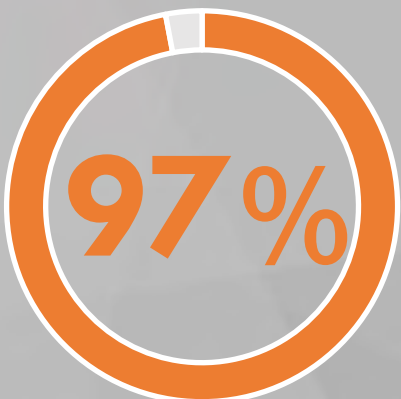
Generations—Site Acquisition

Average—All States
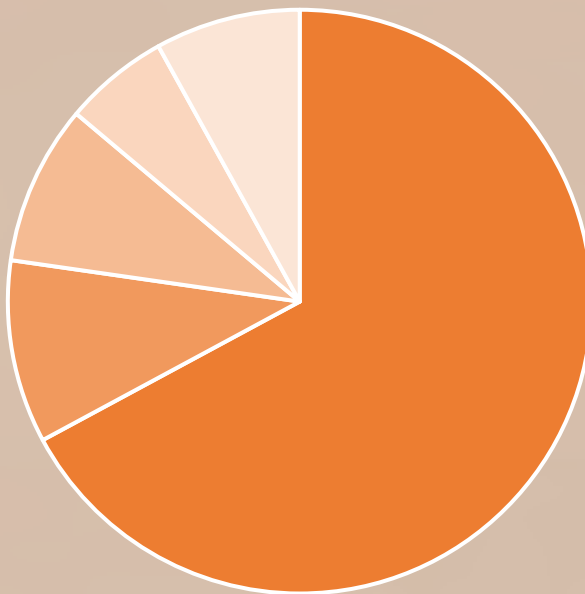
Site Acquisition

MILLENNIALS

- Organic Search (64.2%)
- Direct (9.3%)
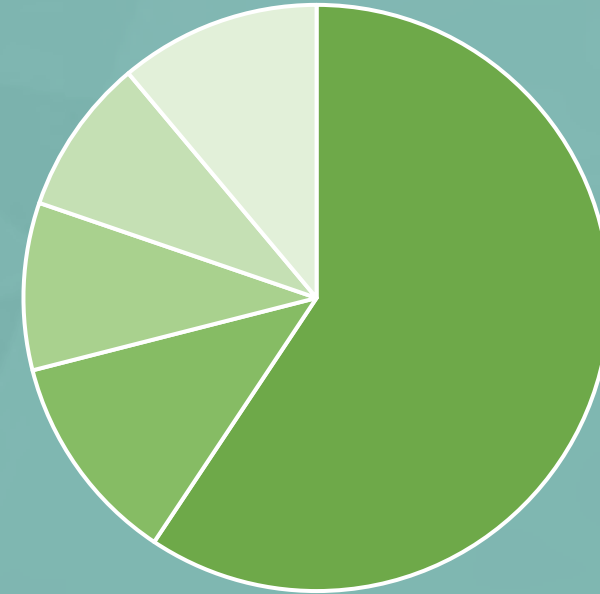- Referral (4.9%)
- Paid Search (4.4%)
- Other (2.7%)

GEN X

- Organic Search (57.6%)
- Direct (8.7%)
- Paid Search (7.6%)
- Referral (5.0%)
- Other (6.9%)

BABY BOOMERS

- Organic Search (50.8%)
- Email (10.0%)
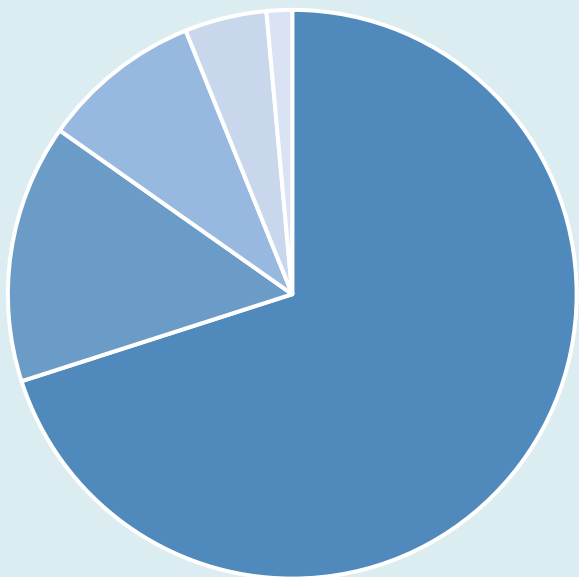- Direct (7.9%)
- Referral (7.4%)
- Other (9.5%)

Destination Analysts

Generations—Site Acquisition
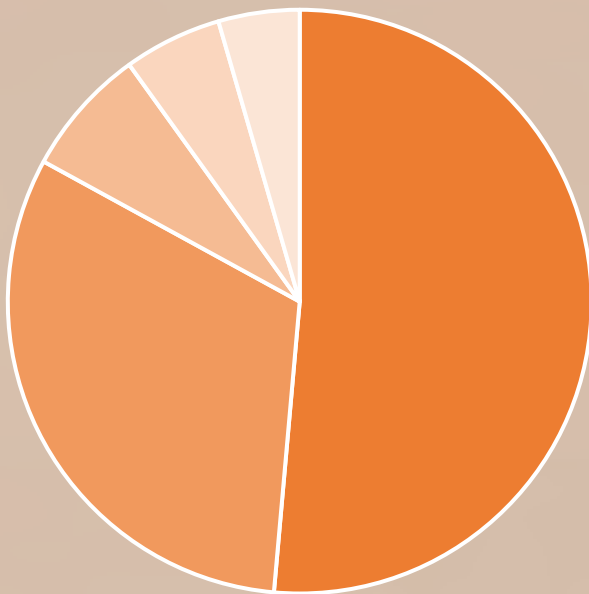
South Dakota

Site Acquisition

MILLENNIALS

- Organic Search (67.6%)
- Paid Search (14.2%)
- Direct (8.8%)
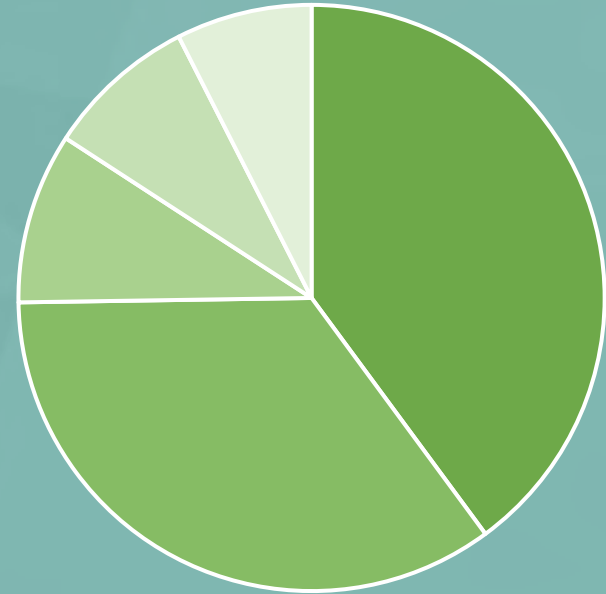- Referral (4.5%)
- Email (1.4%)

GEN X

- Organic Search (49.2%)
- Paid Search (30.2%)
- Direct (6.8%)
- Referral (5.2%)
- Social (4.3%)

BABY BOOMERS

- Organic Search (37.3%)
- Paid Search (32.6%)
- Social (8.8%)
- Email (7.8%)
- Direct (7.0%)

Destination Analysts

Generations—Top Pageview Types

Average—All States

MILLENNIALS

41.1% Things to do/Attractions

14.9% Regions/Cities

13.7% Articles/Stories/Blogs

8.6% Travel Guide/Newsletter

GEN X

36.4% Things to do/Attractions

15.6% Regions/Cities

13.3% Articles/Stories/Blogs

12.5% Travel Guide/Newsletter

BABY BOOMERS

32.4% Things to do/Attractions

15.6% Regions/Cities

15.3% Travel Guide/Newsletter

14.2% Articles/Stories/Blogs

Destination Analysts

Travel Stages—South Dakota Engagement by Generation

MILLENNIALS TOP PAGES OF ENGAGEMENT

1 South Dakota Facts (15.9%)

2 Request Free Vacation Guide (8.1%)

3 14 Facts About Black Hills & Badlands (5.8%)

4 Custer State Park Buffalo Roundup (5.7%)

5 Mount Rushmore (3.5%)

GEN X TOP PAGES OF ENGAGEMENT

1 Request Free Vacation Guide (14.0%)

2 Custer State Park Buffalo Roundup (7.9%)

3 ATV Riding Northern Black Hills (3.2%)

4 Mount Rushmore (3.1%)

5 Places to Stay (2.5%)

BABY BOOMERS TOP PAGES OF ENGAGEMENT

1 Request Free Vacation Guide (15.3%)

2 Custer State Park Buffalo Roundup (11.9%)

3 Mount Rushmore (4.3%)

4 Dignity of Earth & Sky (3.4%)

5 Crazy Horse (2.2%)

TAKEAWAYS

1 Official tourism websites generate economic impact

2 Those who use official tourism websites also use the destination's other official resources

3 Decided visitors spend more time and look at more content on the website

4 Official tourism websites can generate economic value by inspiring visitors to extend their stays

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