

# SUMMARY OF 2021 ECONOMIC IMPACT OF TOURISM IN SOUTH DAKOTA:

## 2021 ECONOMIC IMPACT FIGURES:

<b>\$4.4 billion</b>	amount of visitor spending, a <b>30%</b> increase from 2020
<b>13.5 million</b>	number of visitors that came to South Dakota, an increase of <b>26%</b> from 2020
<b>\$2.9 billion</b>	amount of GDP contributed to the state's economy, representing <b>5.1%</b> of the South Dakota economy
<b>\$345 million</b>	state and local tax dollars generated by travel & tourism activity, an increase of <b>\$69 million</b>
<b>\$184 million</b>	amount of tax revenue collected by <u>local governments</u> from travel and tourism activity
<b>\$160 million</b>	amount of tax revenue collected by the <u>State of South Dakota</u> from travel and tourism activity
<b>\$980</b>	the amount of tax dollars each South Dakota household saves because of the tourism industry
<b>\$323</b>	amount spent per-trip. This is an increase from \$282 in 2020.
<b>54,208</b>	number of jobs supported by the tourism industry, which is <b>8.7%</b> of all South Dakota jobs and generates <b>\$1.8 billion</b> dollars in income

## 2021 TRAVEL INDICATORS (JAN - NOV):

<b>59.8%</b>	average hotel occupancy for the year, surpassing the national average of <b>58.1%</b> and exceeding our competitor states of Minnesota (48.7%), North Dakota (48.4%), Iowa (51.3%), Nebraska (54.8%) and Wyoming (54.6%)
<b>5.2 million</b>	the number of hotel room nights booked in 2021
<b>1.2 million</b>	number of room nights booked on AirBNB or Homeaway in 2021, a <b>33%</b> increase (Jan-Oct)
<b>8.3 million</b>	a record number of visitors to South Dakota's state parks, representing a <b>3%</b> increase
<b>2.3 million</b>	visitors to Custer State Park, a <b>12%</b> increase, surpassing last year's record of 2 million
<b>710,000</b>	airport arrivals at Sioux Falls and Rapid City Regional Airports, a <b>74%</b> increase (Jan-Oct)