





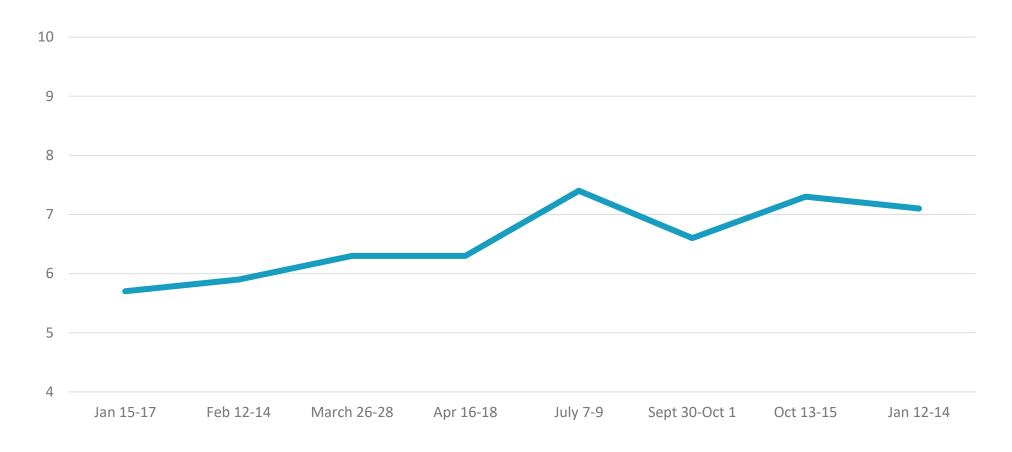
Share Tourism's 2022 Marketing & What Informs Our Direction

What Opportunities are there for the Industry to Tie-in or Complement



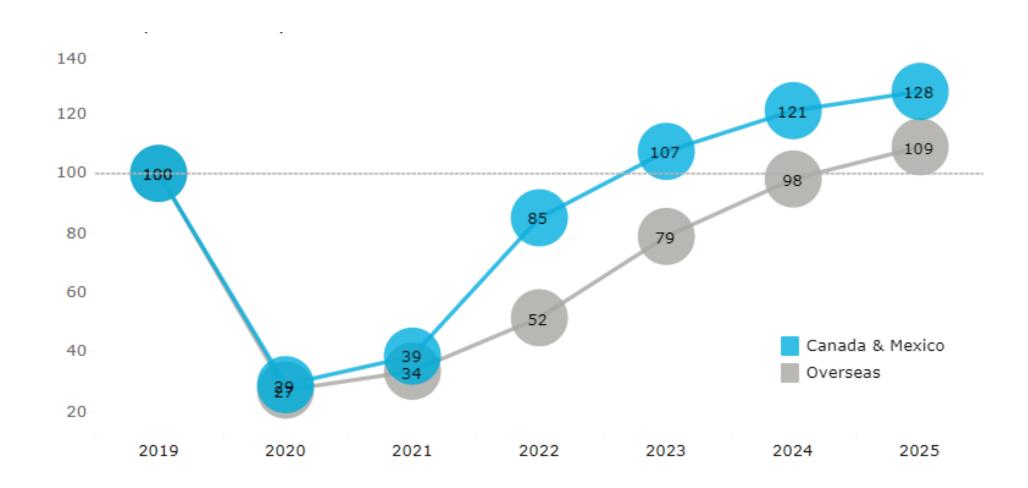
TRAVEL SENTIMENT STILL HIGH

EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS





SD INTERNATIONAL ARRIVAL FORECAST









2021 Efforts & LONG-TERM IMPACT

COMING OFF LARGEST EVERGREEN AND PEAK EFFORTS

- +890M IMPRESSIONS IN CY21
- **+49.1M ENGAGEMENTS IN CY21**

ALL THIS ON TOP OF CY20 INCREASES
HELPING POSITION SOUTH DAKOTA FOR
THE LONG-TERM



LONG-TERM IMPACT

ACCORDING TO RESEARCH ON OUR ADVERTISING ROI BY LONGWOODS INTERNATIONAL, THE GREATER IMPACT OF OUR EFFORTS ARE IN THE LONG-TERM.



LONG-TERM IMPACT OF SDT EFFORTS

ADVERTISING IS ABOUT MORE THAN THE UPCOMING SEASON

TRIPS GENERATED IN 2018 BY OUR **2018 PEAK EFFORTS**

1.3M v. 2.54M

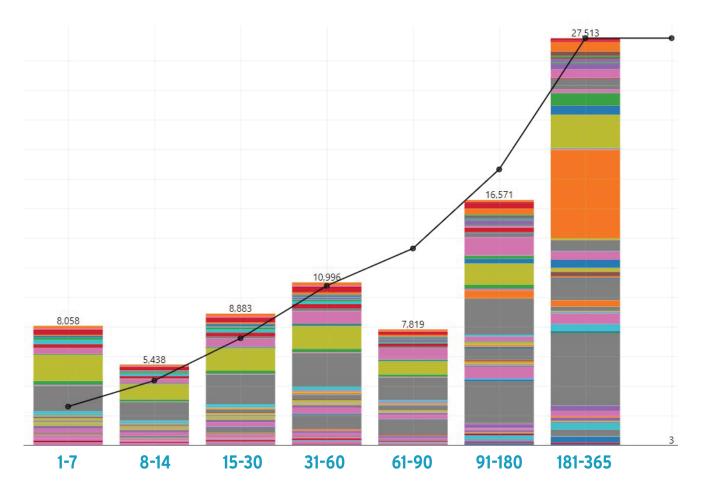
TOTAL TRIP INTENDERS IN 12 MONTHS **AFTER SEEING OUR 2018 PEAK EFFORTS**





LONG-TERM IMPACT OF SDT EFFORTS

AVG DAYS FROM FIRST EXPOSURE TILL DEVICE ARRIVES IN DESTINATION





SDT TOOLS & DATA RESOURCES

MULTIPLE SOURCES PROVIDING A WHOLISTIC VIEW







WEBSITE DATA



ARRIVALIST DATA



RESEARCH & FOCUS GROUPS



+ EXPEDIA DATA







HISTORICAL PRESENCE



CO-OP EFFORTS

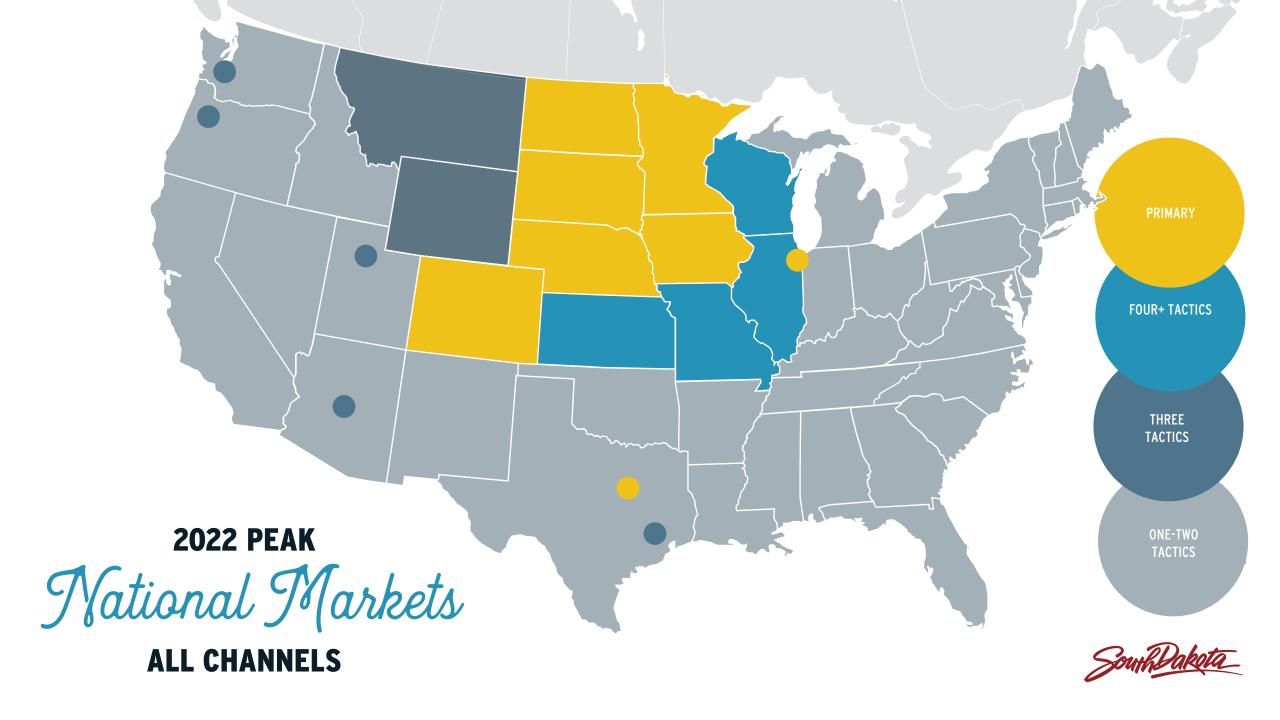






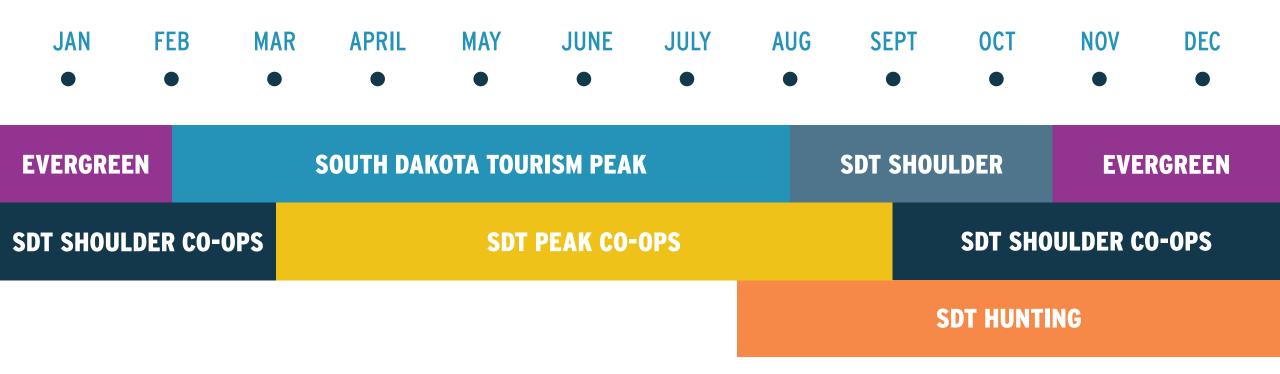


Watch "Go Great Places Peak 2022 TV"



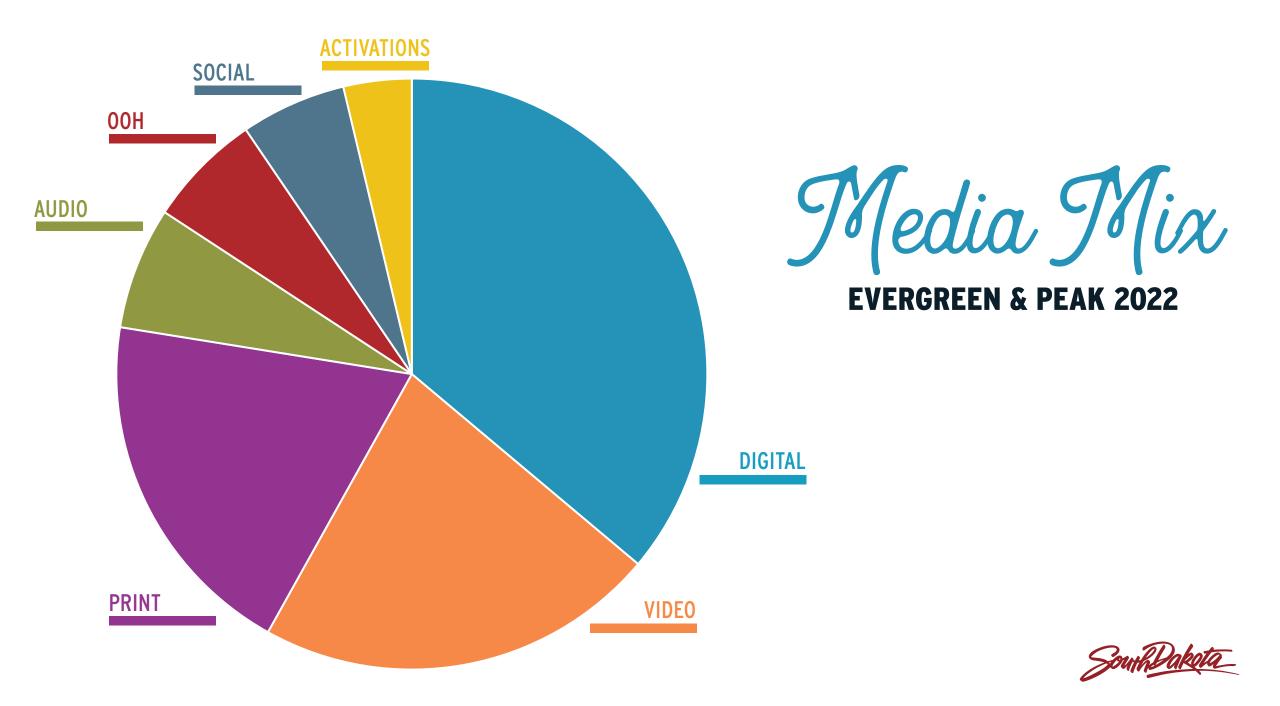
CAMPAIGN TIMELINES

YEAR-ROUND MARKETING











TRAVELERS ARE CONSTANTLY MOVING FROM PHASE TO PHASE AND BACK AGAIN

MORE THE DANCE OF A BEE THAN A LINEAR PATH.

DISCOVER

RESEARCH

VALUATE

COMMIT

EXPERIENCE

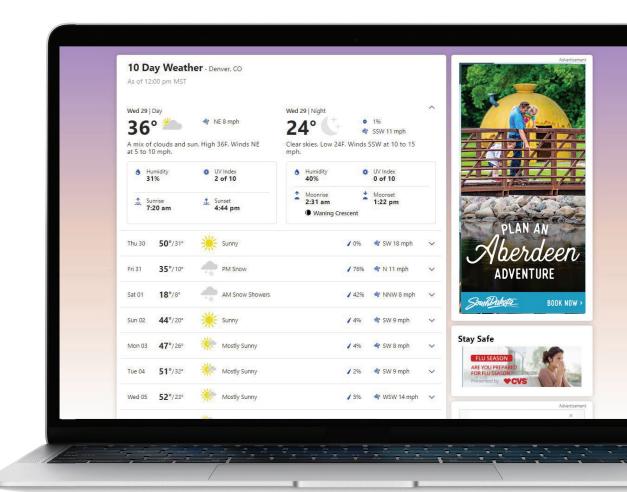




STRIVING FOR MULTI-CHANNEL MASTERY

Consistent look and feel across efforts helping build brand equity

Cohesiveness fosters familiarity, helping efforts become more effective



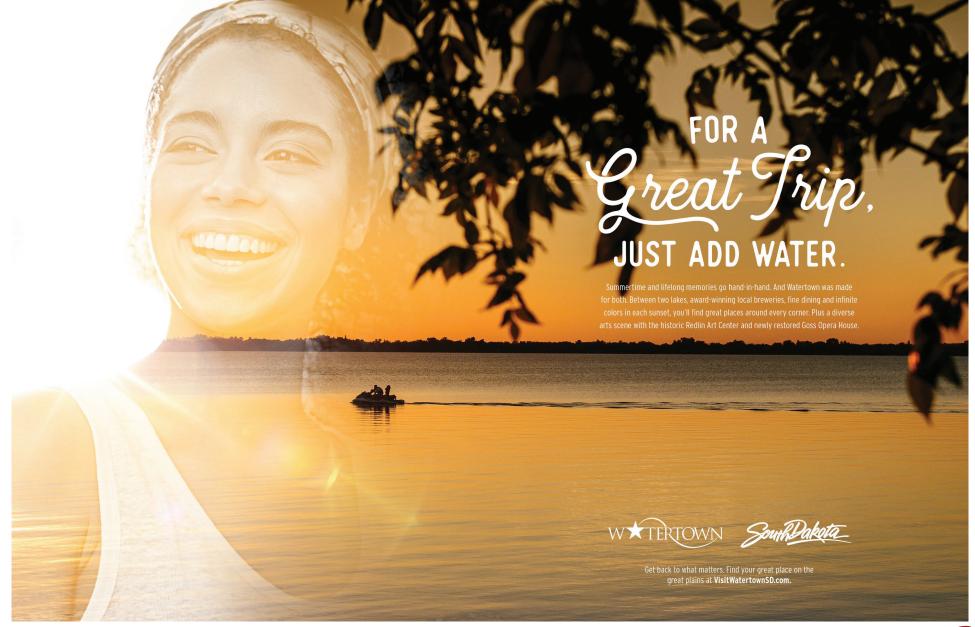
















Play: 2021 "Question Everything" Host read



OUR REPUTATION IS EVERYTHING

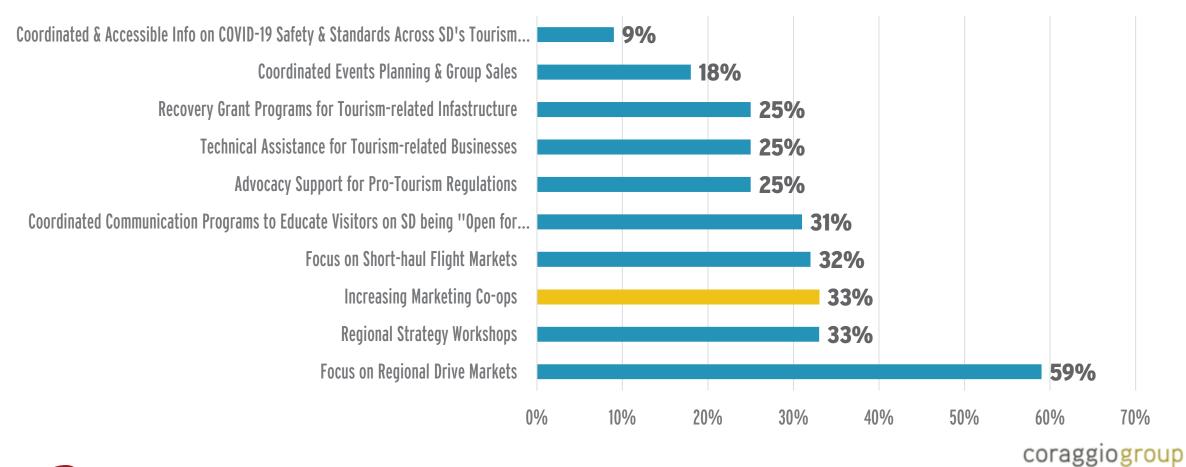
WHEN POTENTIAL VISITORS MAKE THE CHOICE ON WHERE & WHEN TO TRAVEL, THEY CHOOSE BASED ON A SUCCESSION OF INFLUENCES, MANY OF WHICH CONTRIBUTE TO OUR REPUTATION AS A DESTINATION. LET ALONE WHAT THEY EXPERIENCE ONCE THEY VISIT & WHAT THEY SHARE WITH FRIENDS & FAMILY AFTER.

CLAIM & UPDATE YOUR LISTINGS, INVEST IN SERVICE & EXPERIENCE, PROMOTE LOCALLY, BUILD AMBASSADORS, UPGRADE YOUR PROPERTY.

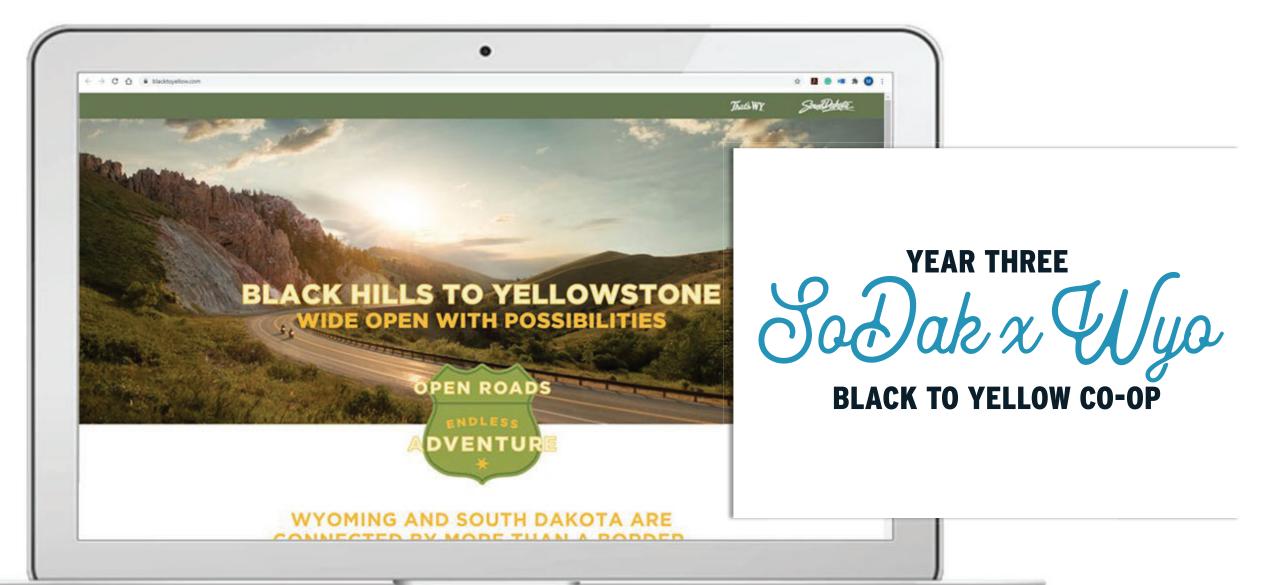


TOP STRATEGIC OPPORTUNITIES

WHAT WILL HELP SD CONTINUE ITS MARKETING MOMENTUM











SDT X WYO 2021 EFFORTS HAD A

318%

ARRIVAL LIFT WHEN LOOKING AT WHAT MOTIVATED PEOPLE TO VISIT IN 2021.



COMMUNITY CO-OP PROGRAM

15 PARTNERS IN 2022 ON MATCHED CAMPAIGNS

























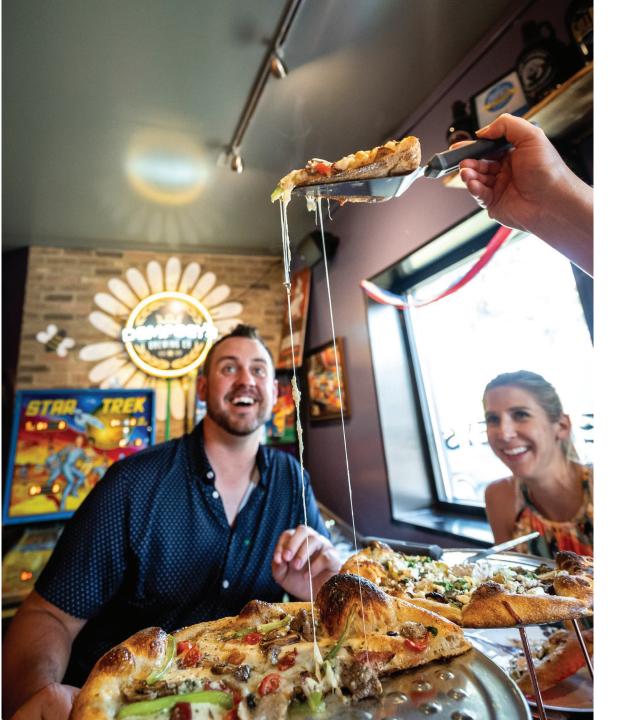












A La Carte

NINE NEW OFFERINGS IN 2022

01 Digital Truck Billboard (OOH)

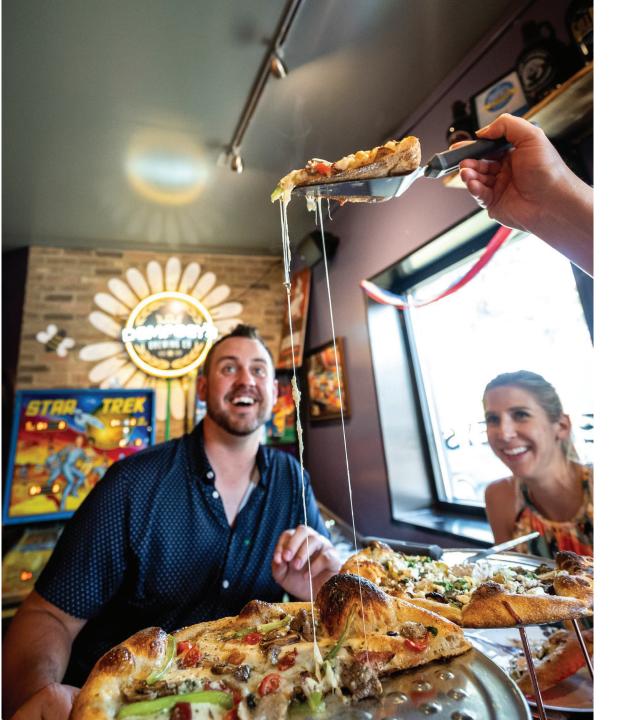
O2 TravelSouthDakota.com Retargeting Ads (Digital)

03 TV Amplification Banner Ads (Digital)

04 Welcome Center Videos (00H)

05 TravelSouthDakota.com Native Banners (Digital)





A La Carte

NINE NEW OFFERINGS IN 2022

06 Hunting Custom Dedicated Email (Digital)

07 Road Journal + Video (Digital + Content)

08 SD Magazine Custom Content +
TravelSouthDakota.com Placement (Print + Content)

09 605 Magazine Custom Content +
 Travelsouthdakota.com Retargeting (Print + Content)



PARTNER UP!

COOPERATIVE MARKETING ALLOWS YOU TO SHARE RESOURCES WITH PARTNERS AS YOU BOTH PURSUE A COMMON GOAL. THIS IS TO EVERYONE'S BENEFIT – INCLUDING YOUR VISITORS & GUESTS.

EXPLORE OFFERINGS BY SDT, YOUR REGION, YOUR CVB, LOCAL MEDIA OUTLETS OR CREATE YOUR OWN.









Watch "One Lucky Family's South Dakota Pheasant Hunt"

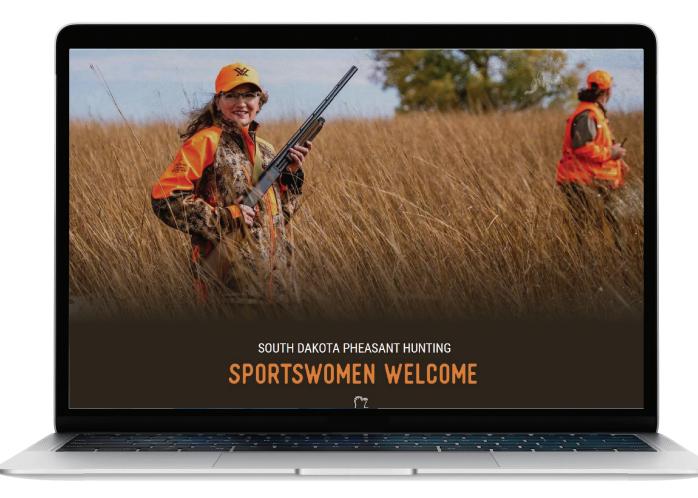
PEAK 2022 reative

STRIVING FOR BETTER DIVERSITY

Hunting experiences are not created for women

Common assumption is women don't want to go

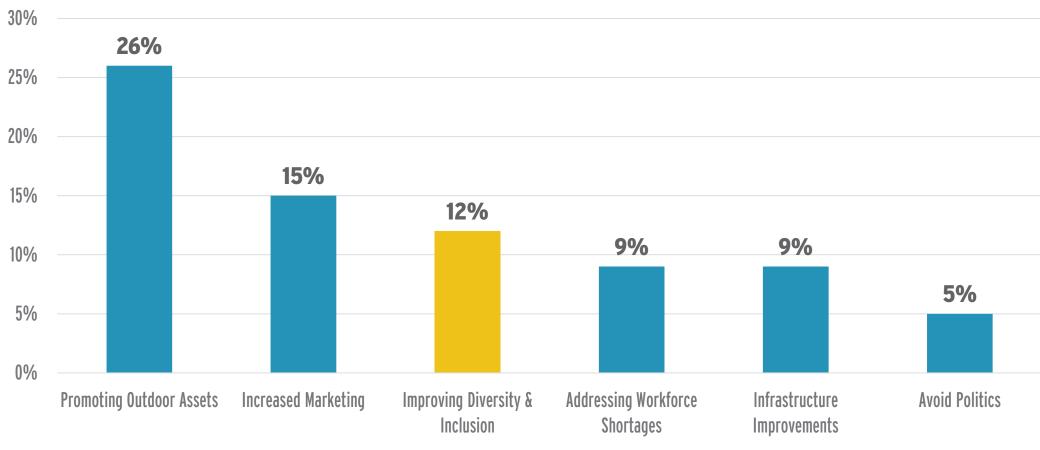
We're the first state to truly embrace women who hunt





TOP STRATEGIC OPPORTUNITIES

WHAT IS THE MOST SIGNIFICANT OPPORTUNITY FOR SD AS A DESTINATION





coraggiogroup

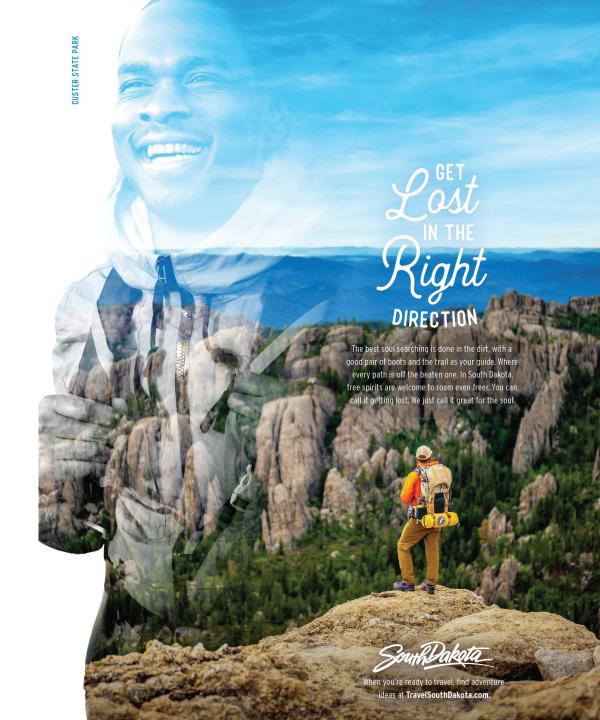
PEAK 2022 reative

STRIVING FOR BETTER DIVERSITY

Limited assets, but elements like doubleexposure faces provide opportunities for better representation in the short-term

Voices in TV VO

Wider range of experiences & destinations highlighted



Pictured: Winter 2021 Reveal Magazine Back Cover





SOUTH DAKOTA

Great Finds

LAUNCHING IN FULL MARCH 2021

EXI LORERS WELCOME

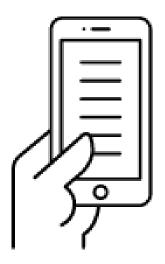
Somewhere off the beaten path, that's where you'll find the most memorable adventures. Explore hidden gem attractions – the small towns, the local favorites, the best-kept secrets – and earn sweet South Dakota prizes along the way.





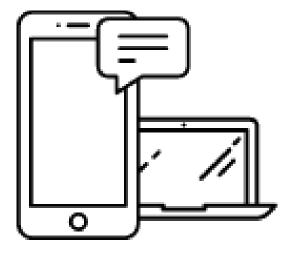
HOW THE PASSPORT WORKS

THREE SIMPLE STEPS



01 GET YOUR PASS

A mobile exclusive passport of curated attractions, retailers, restaurants, parks and more.



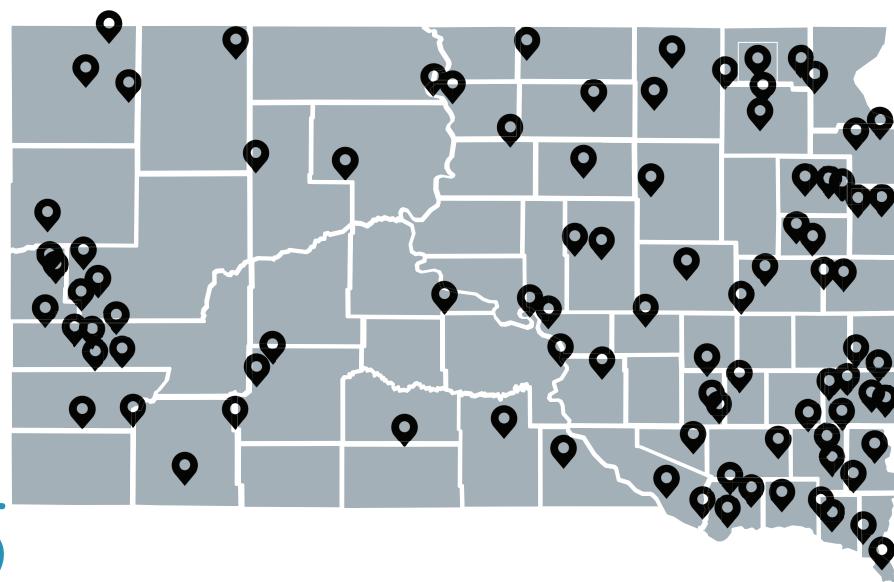
02RECEIVE TEXT

Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone.



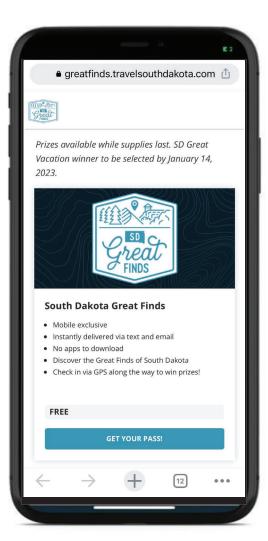
O3 REDEEM

When visiting a participating location, simply checkin, through geo location services, to count a visit for prizes.

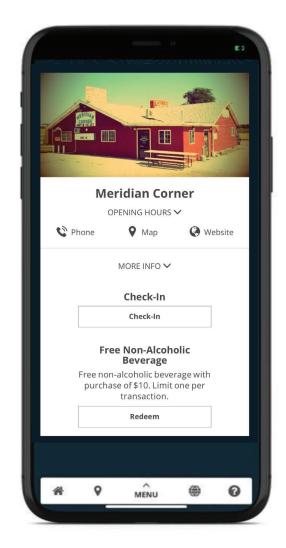




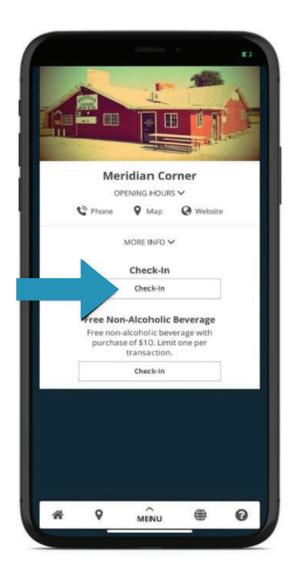
South Dakota_

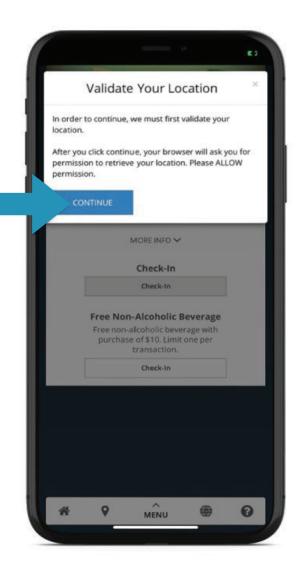


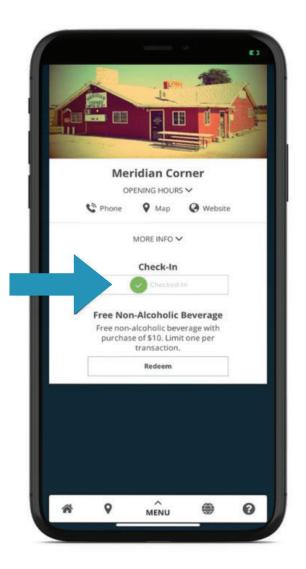
















EXPLORATION

Awards

PRIZE DETAILS

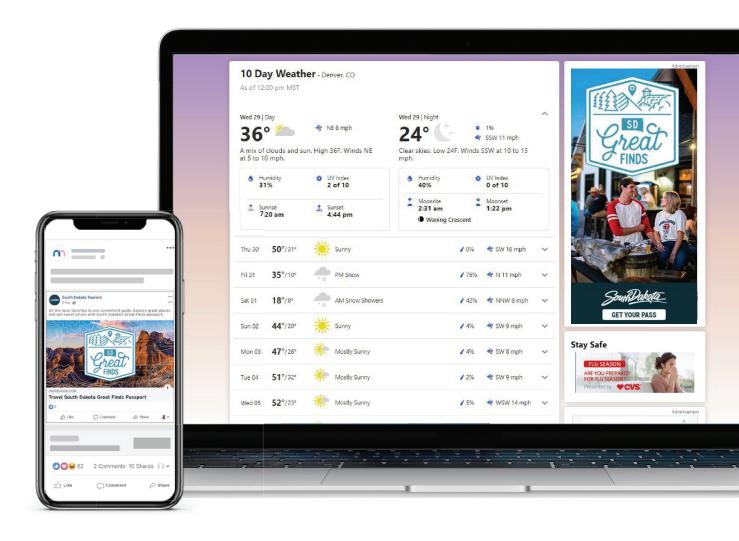
- 10 STOPS South Dakota Sticker Pack
- 20 STOPS Field Notes Custom Book
- 40 STOPS South Dakota T-Shirt
- 60 STOPS Big Frig Rambler
- 80 STOPS South Dakota Carhartt Cap
- 100 STOPS South Dakota Osprey Backpack + Chance to win a SD Great Vacation

PASSPORT

Promotion

DETAILS

- VACATION GUIDE
- TRAVELSOUTHDAKOTA.COM
- EMAIL
- PRINT & DIRECT MAIL
- DIGITAL & SOCIAL





TRAVELSOUTHDAKOTA.COM























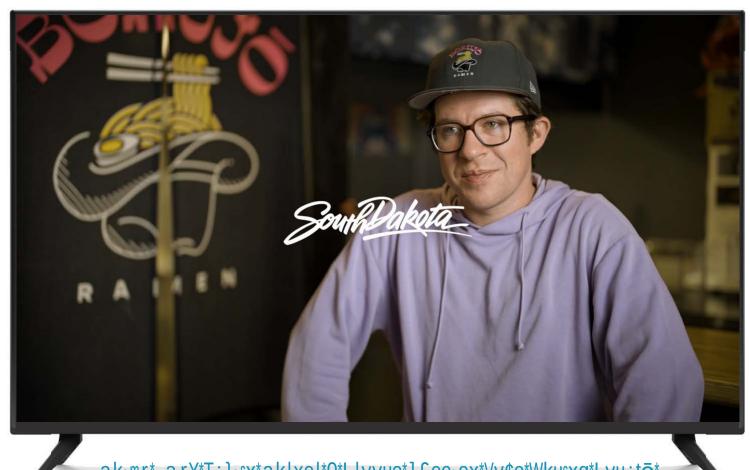








REW VIDEO

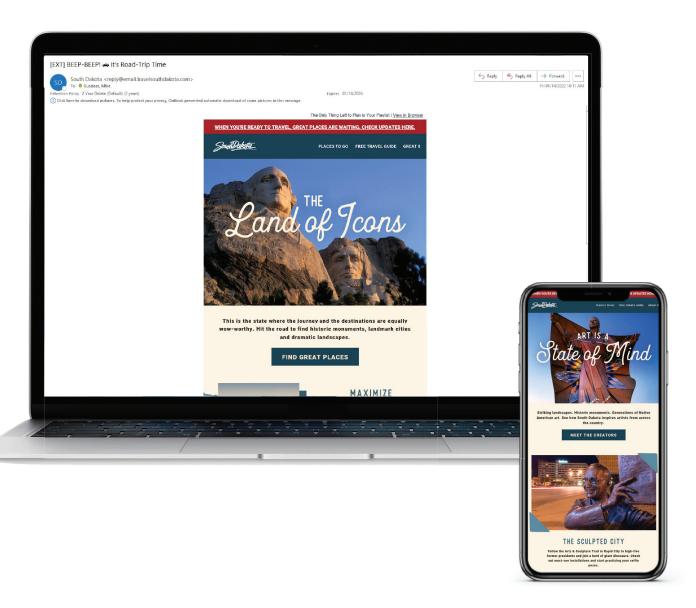


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SPEAK UP!

ADVOCATE. LET US KNOW WHAT YOU HAVE GOING ON. LET US KNOW WHAT'S HAPPENING AROUND YOU. IT'S FAR TOO EASY TO GET CAUGHT UP IN WORK, AND PERIODIC CHECK-INS DO WELL TO MAKE SURE YOU'RE TOP-OF-MIND, A PART OF CONVERSATIONS OR PROMOTIONS.







MARKETING EFFORTS

- Avg More Than 4X SENDS PER MONTH
- 17.06M+ Sent In 2021
- **2.69M** Opens
- Effective Delivery Platform For Content And Promotions



Presidents' Day

BLITZ & ACTIVATION

- Year Four of Presidents' Day Blitz
- Multi-Channel Effort + One Target Market Blitz w/ On-Site Activation

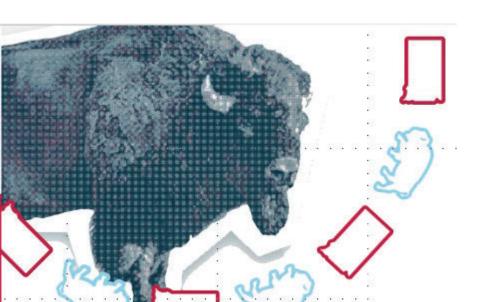


Presidents' Day

BLITZ & ACTIVATION

JAN 26-FEB 21 MORU Replica on Ice @ Dallas Galleria Mall

FEB 18-21 Manned On-site Activation





Questions?

