



# **SOUTH DAKOTA DEPARTMENT OF TOURISM 2022 MARKETING PLANS**

April 20, 2022

*South Dakota*

# Goal

**FOR TODAY**

Share Tourism's 2022 Marketing &  
What Informs Our Direction

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





# Outlook

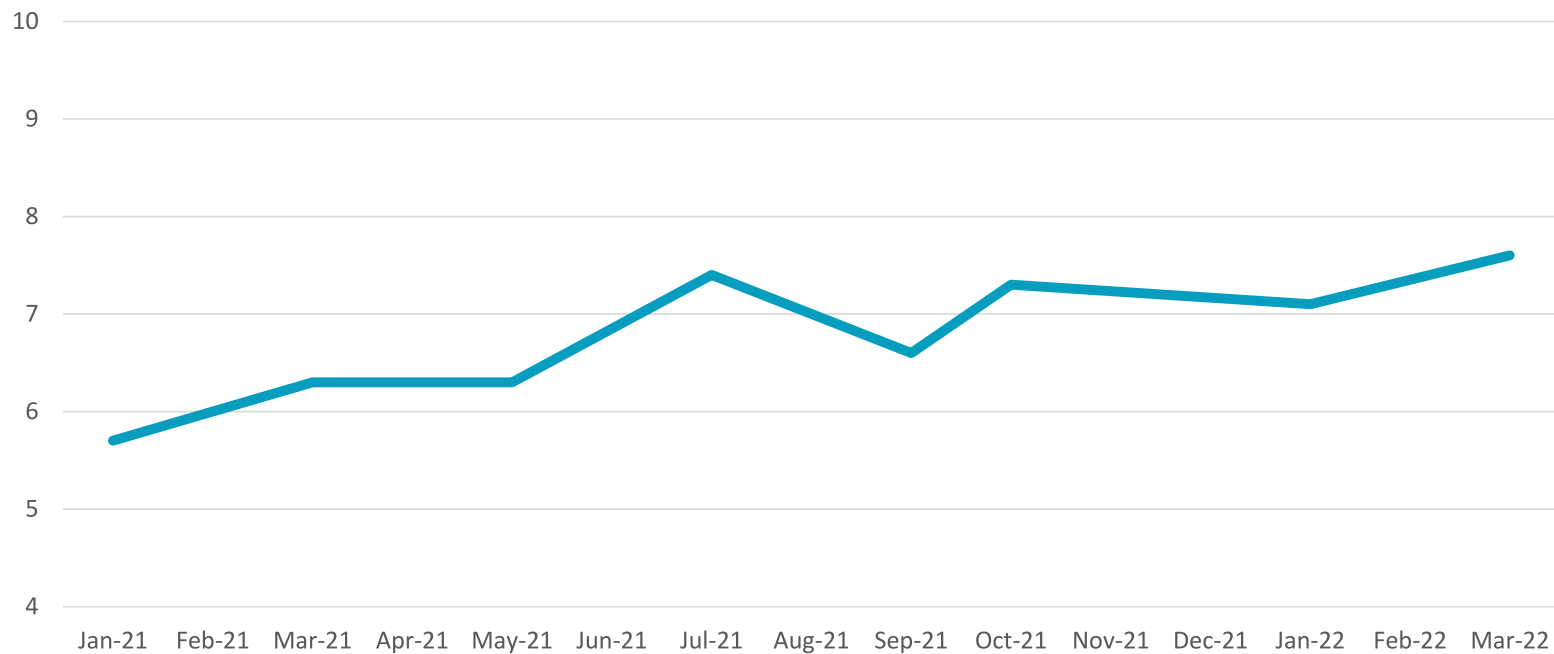
AND OPPORTUNITIES

*South Dakota*

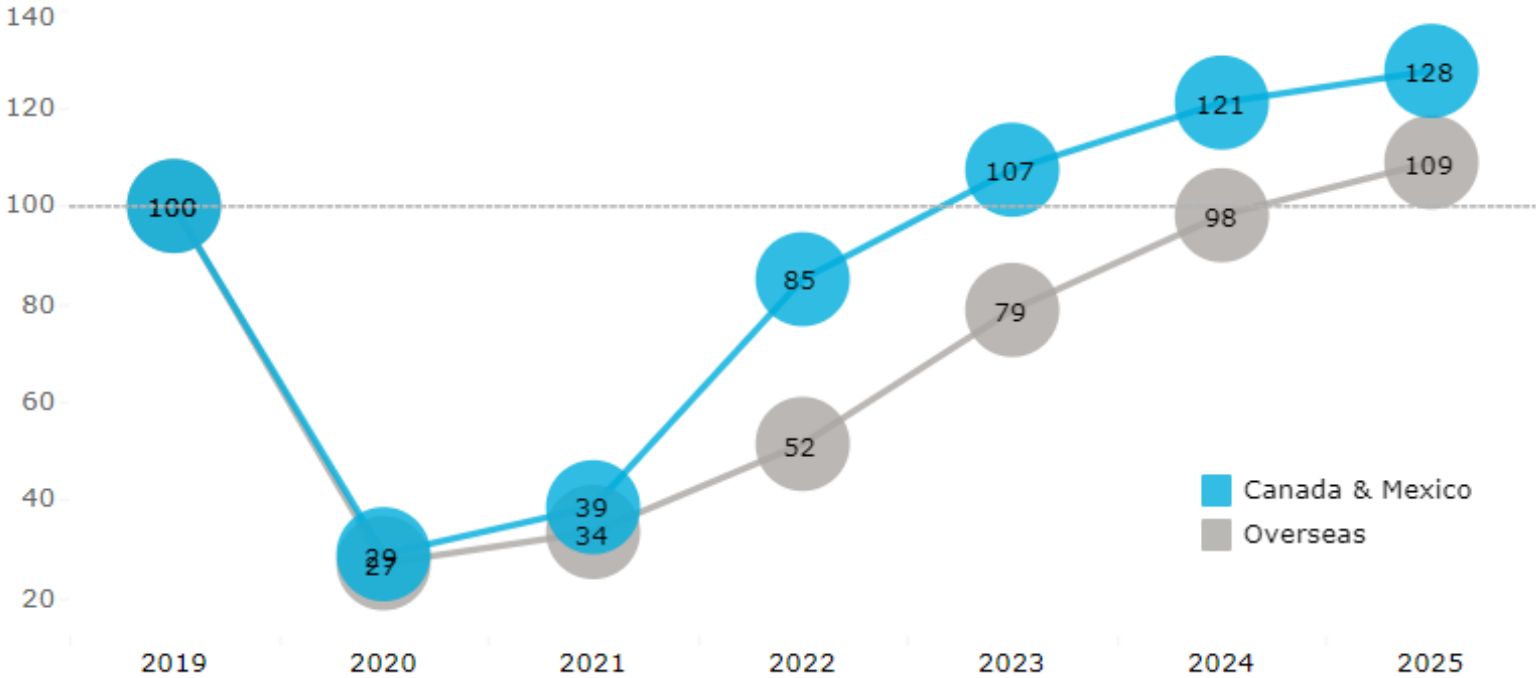


# TRAVEL SENTIMENT STILL HIGH

## 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

*South Dakota*



# LONG-TERM IMPACT OF SDT EFFORTS

## ADVERTISING IS ABOUT MORE THAN THE UPCOMING SEASON

**1.3M** v. **2.54M**

TRIPS GENERATED IN 2018 BY OUR  
2018 PEAK EFFORTS

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

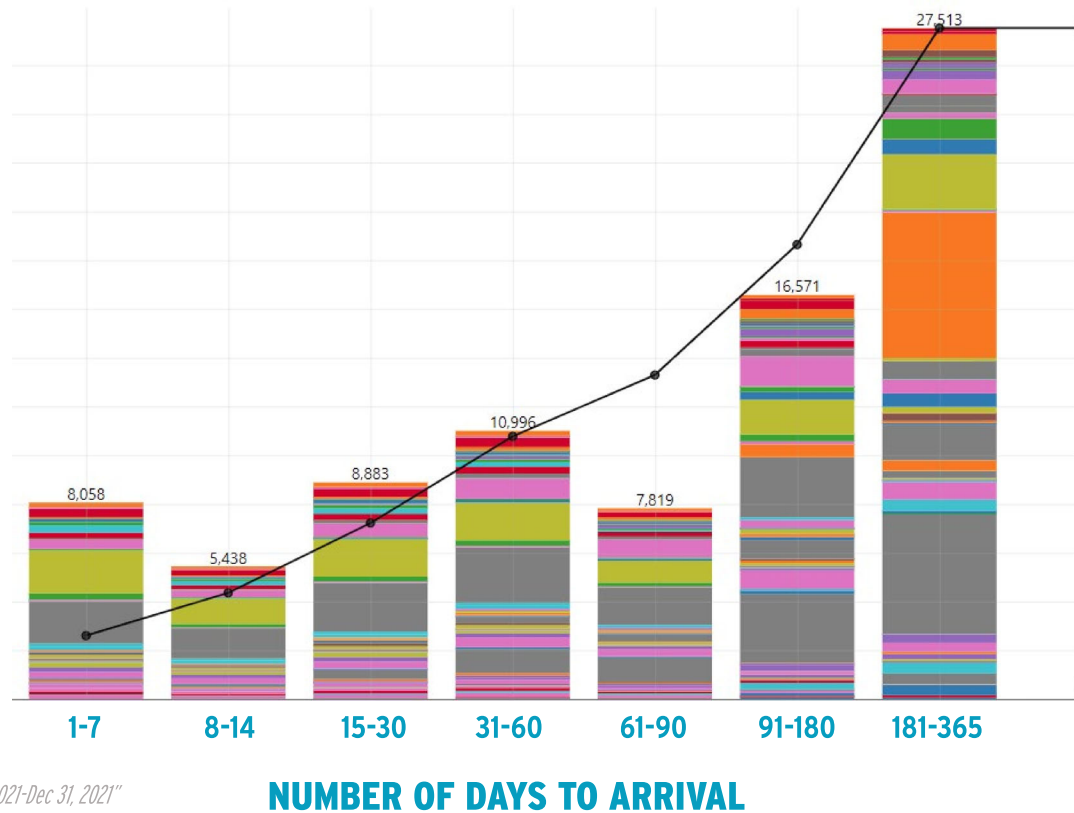
**Longwoods**  
INTERNATIONAL

SOURCE: (Jan. 2019) Longwoods International, "South Dakota 2018 Advertising ROI Research"

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# LONG-TERM IMPACT OF SDT EFFORTS

## AVG DAYS FROM FIRST EXPOSURE TILL DEVICE ARRIVES IN DESTINATION



SOURCE: (Jan. 13, 2022) Arrivalist, "Days to Arrival; Jan 1, 2021-Dec 31, 2021"

NUMBER OF DAYS TO ARRIVAL

# LONG-TERM IMPACT OF SDT EFFORTS

ADVERTISING IS ABOUT MORE THAN THE UPCOMING SEASON

**11,366** v. **25,235**

ARRIVALS FROM 2021 PEAK  
COMMUNITY CO-OP CAMPAIGNS

ARRIVALS FROM ALL CAMPAIGNS

SOURCE: (Dec. 2021) Lawrence & Schiller, "SDT21 Peak and Co-op End of Campaign Report"

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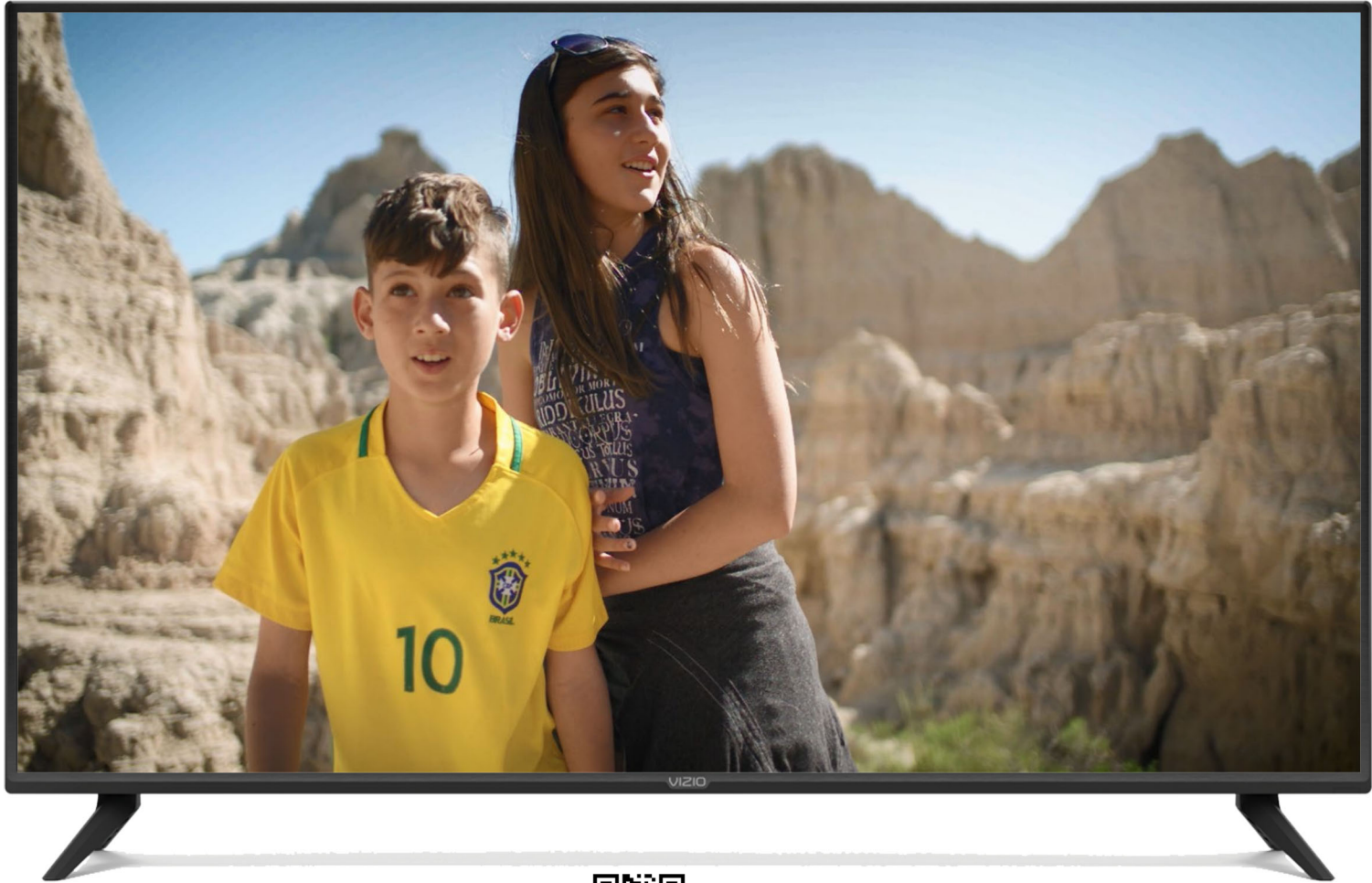
# Here We Go!

WHAT WE'RE DOING & WHAT INFORMS 2022

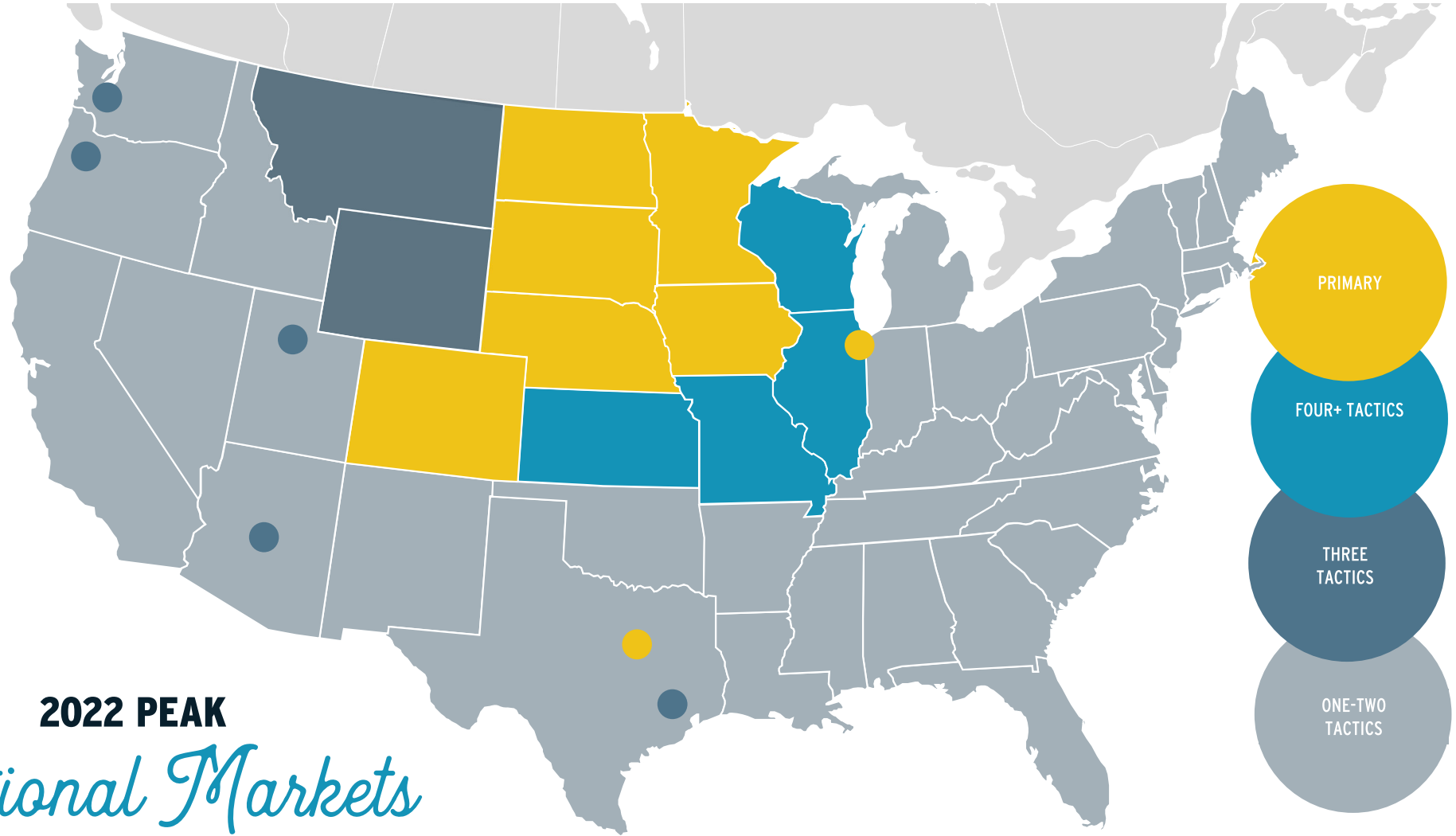
*South Dakota*

A scenic landscape featuring a calm lake in the foreground, reflecting the vibrant colors of a sunset sky. The sky is filled with soft, orange and pink clouds. In the background, there are rugged, rocky hills and a dense forest of evergreen trees. The overall atmosphere is peaceful and natural.

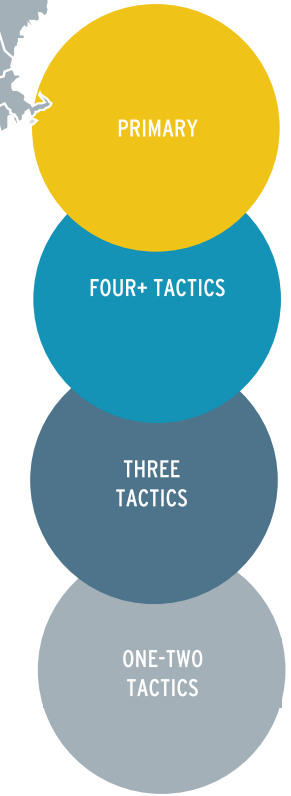
GO Great PLACES  
*South Dakota*



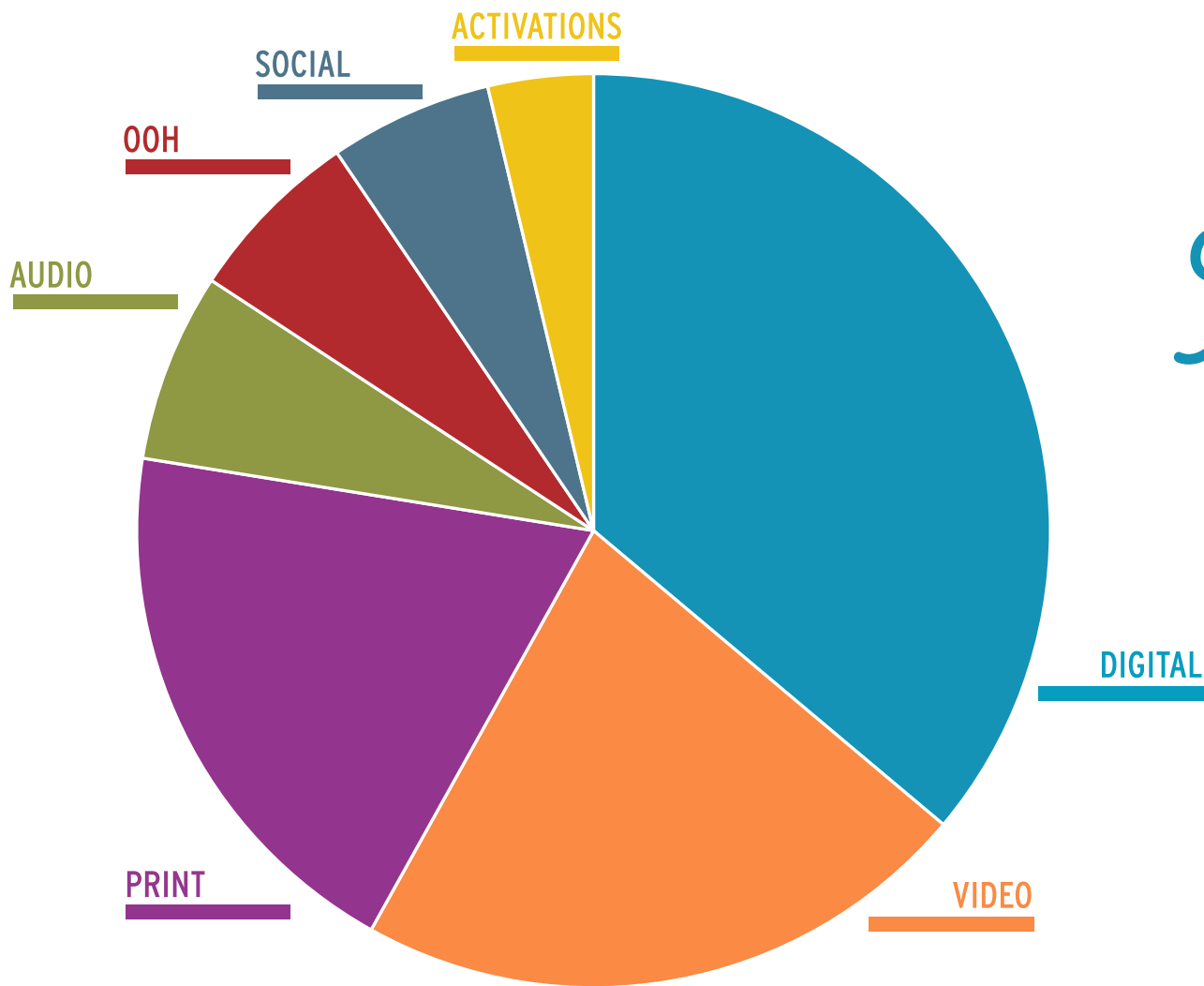
[Play: 2022 Peak 30-sec TV Spot](#)



**2022 PEAK**  
*National Markets*  
**ALL CHANNELS**



*South Dakota*



# Media Mix

**EVERGREEN & PEAK 2022**

*South Dakota*



# CAMPAIGN TIMELINES

## YEAR-ROUND MARKETING

JAN • FEB • MAR • APRIL • MAY • JUNE • JULY • AUG • SEPT • OCT • NOV • DEC

EVERGREEN

SOUTH DAKOTA TOURISM PEAK

SDT SHOULDER

EVERGREEN

SDT SHOULDER CO-OPS

SDT PEAK CO-OPS

SDT SHOULDER CO-OPS

SDT HUNTING

*South Dakota*

# Presidents' Day

## BLITZ & ACTIVATION

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







FIND A LITTLE SPACE  
— TO —  
*Clear Your Head*

People come to South Dakota with an idea of what they'll find. What they discover is far greater. They might know the faces on Mount Rushmore, but haven't heard the Big Sioux rumble in Falls Park. They've Googled "Badlands National Park", but never locked eyes with a bighorn sheep. They've mapped routes across remote roads, but haven't raced free through the great wide open.

Rethink what you know about South Dakota. Go great places.

*South Dakota*

When you're ready to travel, find inspiration at [TravelSouthDakota.com](http://TravelSouthDakota.com)

**Pictured:** Winter 2021 Magnolia Journal Two-page Spread



# TRAVELERS ARE CONSTANTLY MOVING FROM PHASE TO PHASE AND BACK AGAIN

MORE THE DANCE OF A BEE  
THAN A LINEAR PATH.

DISCOVER   RESEARCH   EVALUATE  
COMMIT   EXPERIENCE

*South Dakota*



PEAK 2022  
*Strategy*  
STRIVING FOR  
MULTI-CHANNEL MASTERY

Always be ready

Build awareness and curiosity

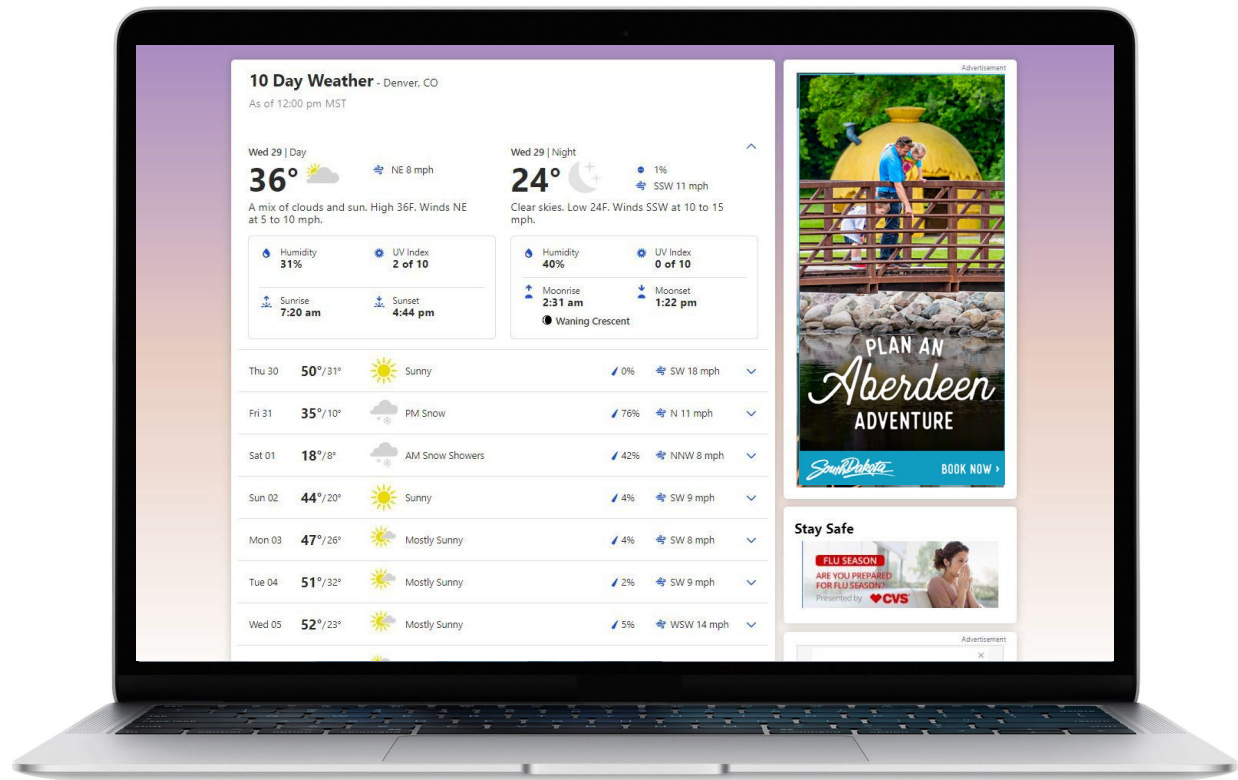
Keep testing & adjusting



**PEAK 2022**  
*Creative*  
**STRIVING FOR  
MULTI-CHANNEL MASTERY**

Consistent look and feel across efforts  
helping build brand equity

Cohesiveness fosters familiarity



Pictured: Aberdeen Peak Banner





# 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.

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

*South Dakota*



FOR A  
*Great Trip.*  
JUST ADD WATER.

Summertime and lifelong memories go hand-in-hand. And Watertown was made for both. Between two lakes, award-winning local breweries, fine dining and infinite colors in each sunset, you'll find great places around every corner. Plus a diverse arts scene with the historic Redlin Art Center and newly restored Goss Opera House.

W★TERTOWN *SouthDakota*

Get back to what matters. Find your great place on the great plains at [VisitWatertownSD.com](http://VisitWatertownSD.com).

**Pictured:** 2022 Watertown Co-op Omaha Magazine Spread

*SouthDakota*



**Play:** 2022 "Lake Life"  
:15 Video

*South Dakota*



[Play: Peak 2022  
:30-sec Radio](#)

*South Dakota*



Pictured: Car and Truck Wraps

*South Dakota*



PLAY. PAUSE.  
*Unwind.*

What took 400 men and 14 years to carve only takes one look to rock your world. Seeing, though, is just part of the experience. The rest of the memorial - the Avenue of Flags, Sculptor's Studio and rock climbing mountain goats - are details as great as Teddy's glasses or George's coat.

Slow down and let this definitive American experience sink in. Timeless moments like these don't happen every day.

*South Dakota*

1-800-732-5682 // [TravelSouthDakota.com](http://TravelSouthDakota.com)

Pictured: April/May AARP Magazine

[Play: 2022 "Atlas Obscura" Host read](#)



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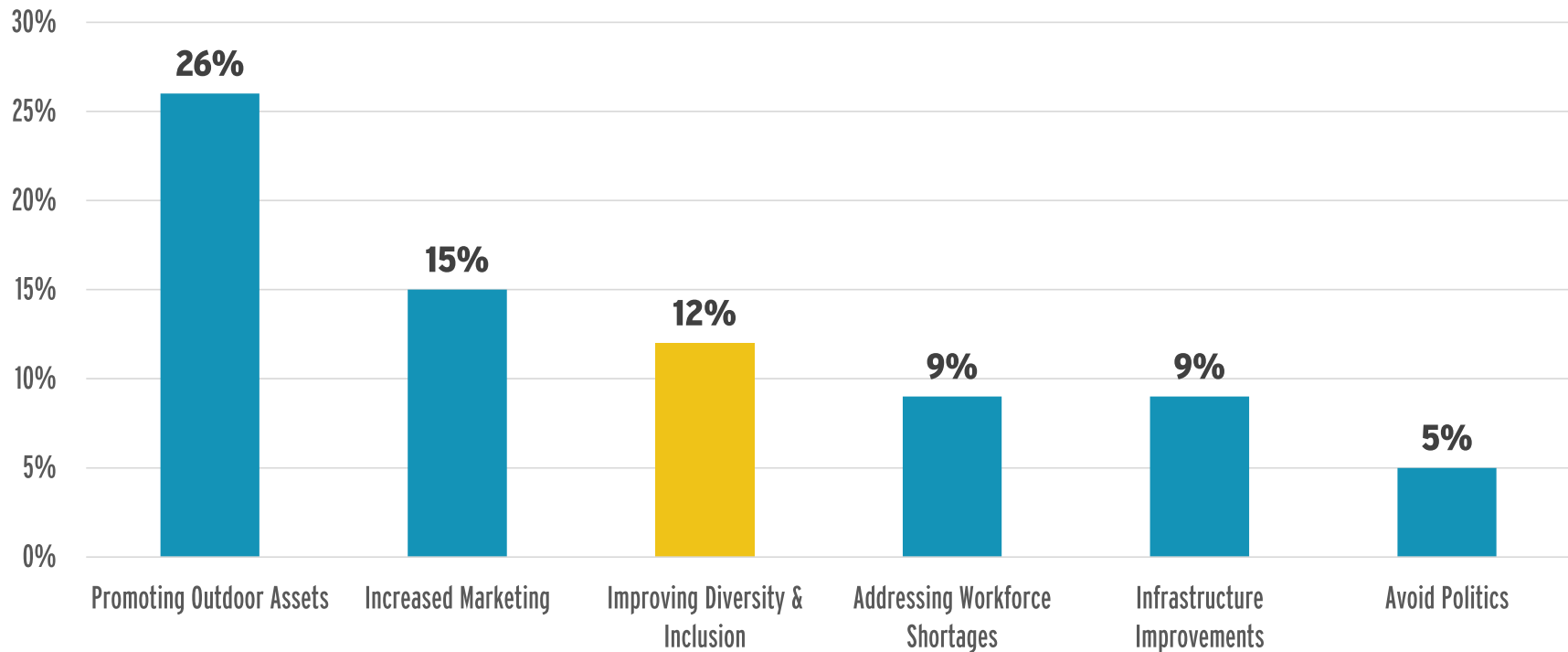
Pictured: Magazine Co-op, Parents Magazine 8-pg Polybagged Booklet





# TOP STRATEGIC OPPORTUNITIES

WHAT IS THE MOST SIGNIFICANT OPPORTUNITY FOR SD AS A DESTINATION



coraggiogroup

SOURCE: (2021) "South Dakota Dept. of Tourism Situation Assessment"

**PEAK 2022**  
*Creative*

**STRIVING FOR BETTER DIVERSITY**

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

Voices in TV VO

Wider range of experiences & destinations highlighted in paid efforts

**Pictured:** *Winter 2021 Reveal Magazine Back Cover*



CUSTER STATE PARK

GET  
*Lost*  
IN THE  
*Right*  
DIRECTION

The best soul searching is done in the dirt, with a good pair of boots and the trail as your guide. Where every path is off the beaten one. In South Dakota, free spirits are welcome to roam even freer. You can call it getting lost. We just call it great for the soul.

*South Dakota*

When you're ready to travel, find adventure ideas at [TravelSouthDakota.com](http://TravelSouthDakota.com).


GO  
Great  
PLACES



*South Dakota*

EXPLORE OUR PARKS


GO  
Great  
PLACES



*South Dakota*

GET INTO OUR LAKES

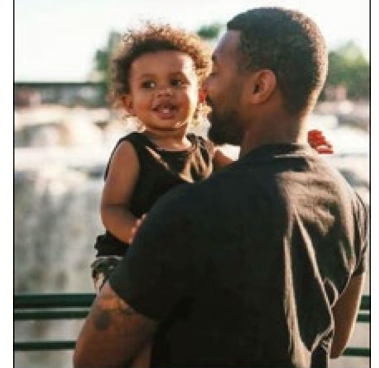
GO  
Great  
PLACES



*South Dakota*

MEET OUR WILDLIFE

GO  
Great  
PLACES



*South Dakota*

SEE OUR CITIES



GREAT PLACES TO GO:

# Highway 12

From South Dakota's eastern border all the way to Lemmon runs U.S. Highway 12, an underappreciated and unexpected road if there ever was one. Along it you'll find wildlife refuges, an International Vinegar Museum and the Sitting Bull Monument. And that's for starters.

This is the definition of easygoing. While mountains and forests tickle the windows of other scenic roads, Highway 12 is for the wetlands, lakes and wide open plains. It's a side of South Dakota most go too fast to appreciate, one you need to explore one mile, one stop at a time.



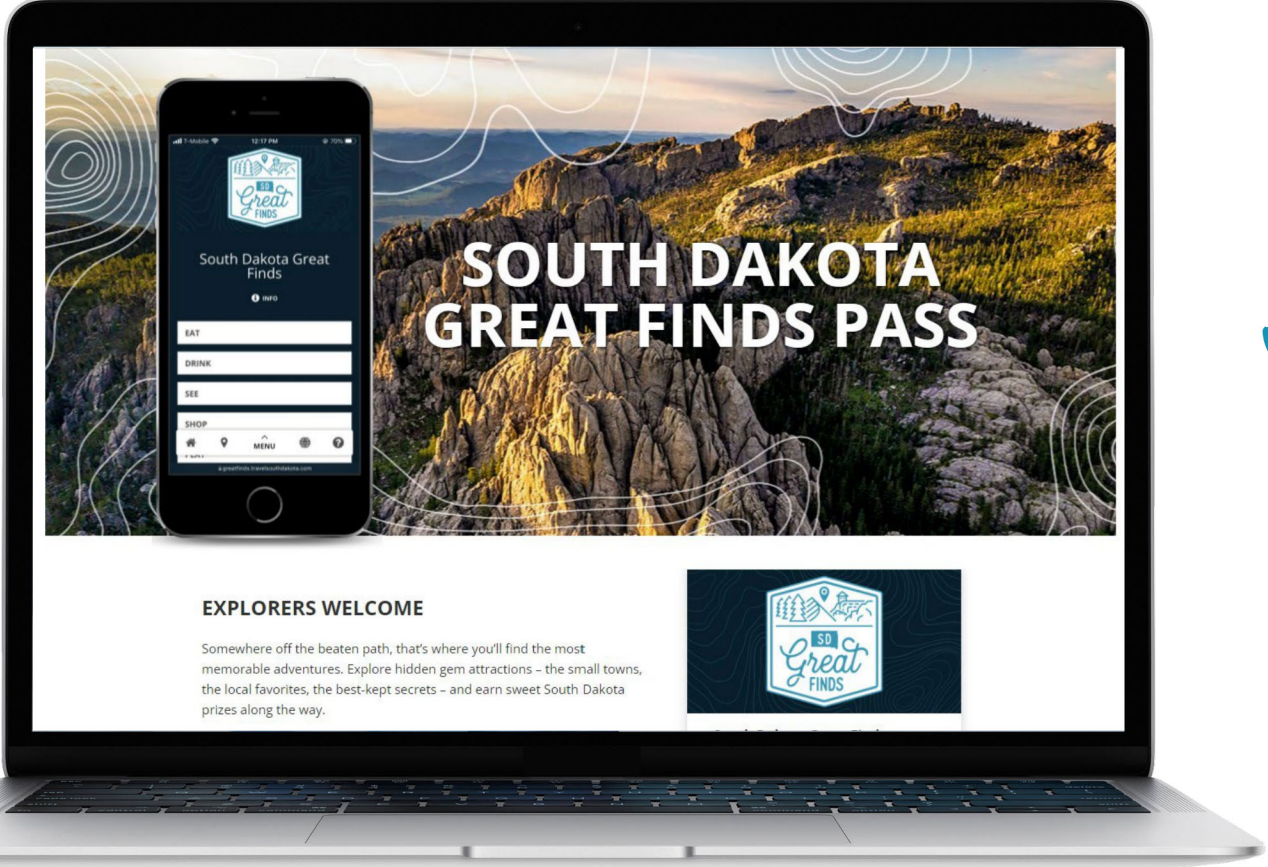
Find more hidden gems like Highway 12 at [TravelSouthDakota.com/Travel-Local](https://TravelSouthDakota.com/Travel-Local)



# Great Finds

MOBILE PASSPORT PROGRAM

*South Dakota*



# SOUTH DAKOTA GREAT FINDS PASS

## EXPLORERS 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.



**SOUTH DAKOTA**

*Great Finds*

**LAUNCHING IN FULL  
MARCH 2021**

*South Dakota*

# HOW THE PASSPORT WORKS

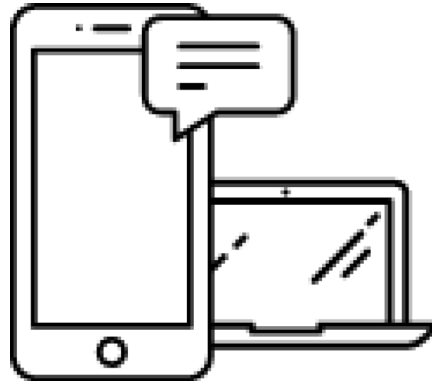
## THREE SIMPLE STEPS



**01**

### GET YOUR PASS

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



**02**

### RECEIVE TEXT

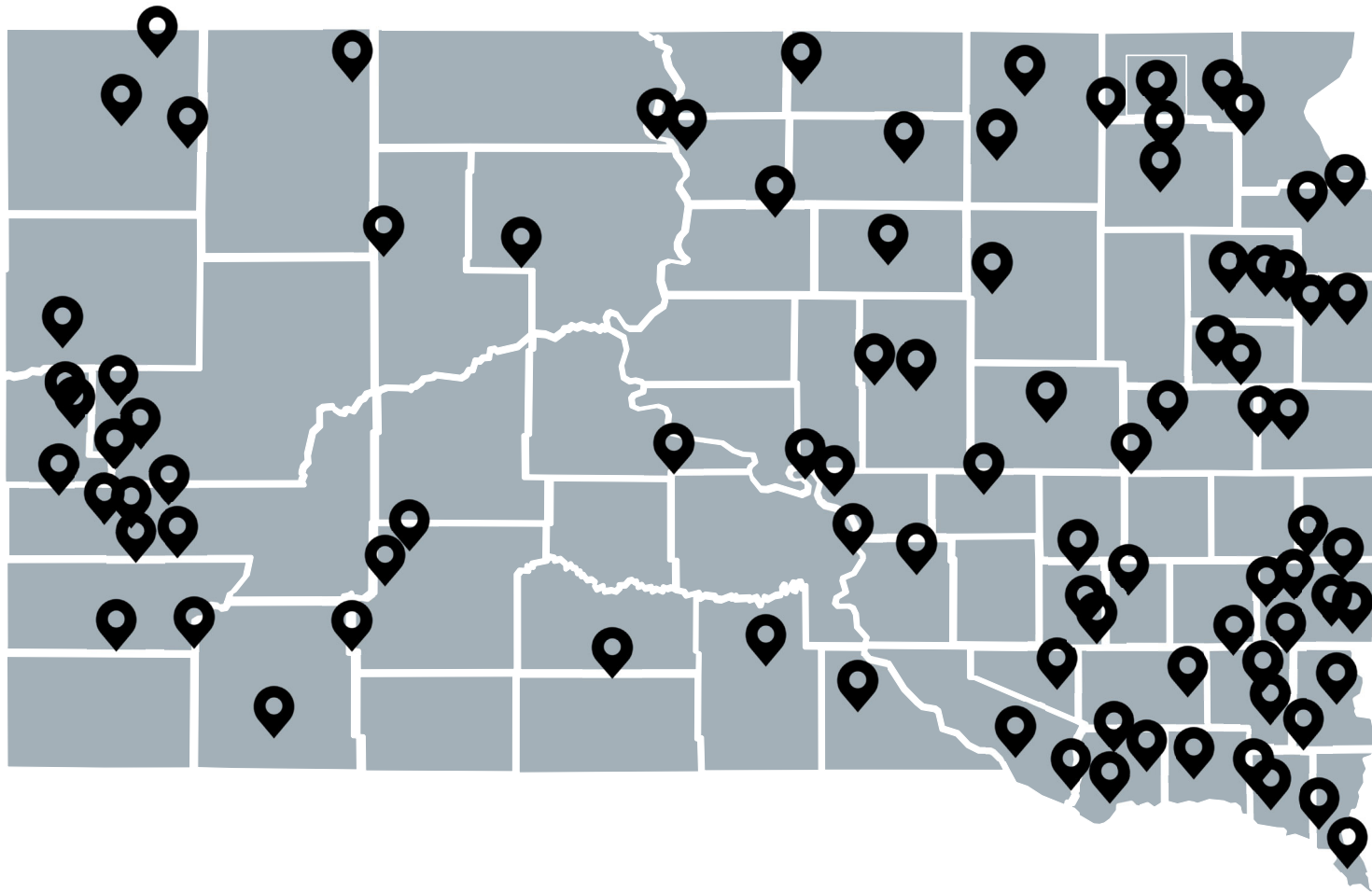
Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone.



**03**

### REDEEM

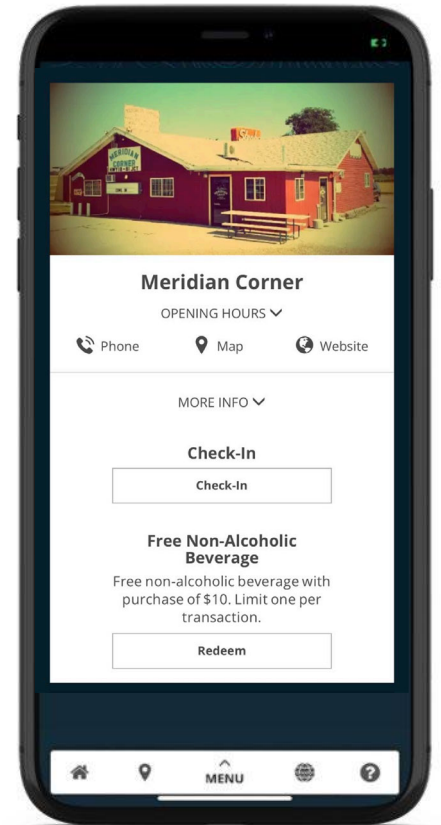
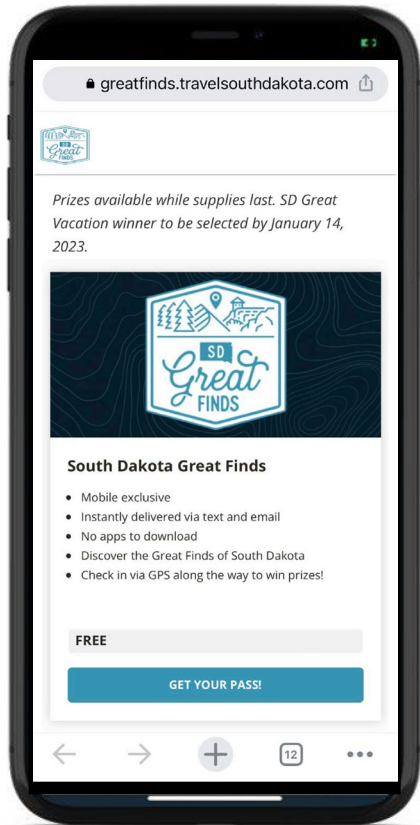
When visiting a participating location, simply check-in, through geo location services, to count a visit for prizes.



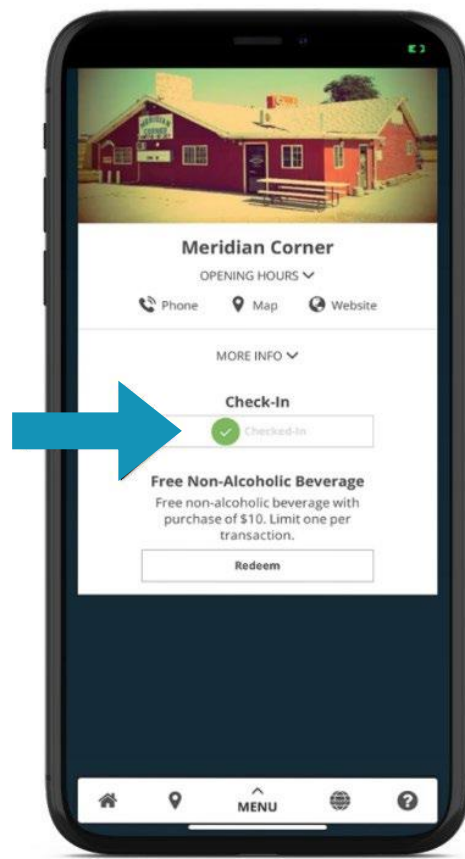
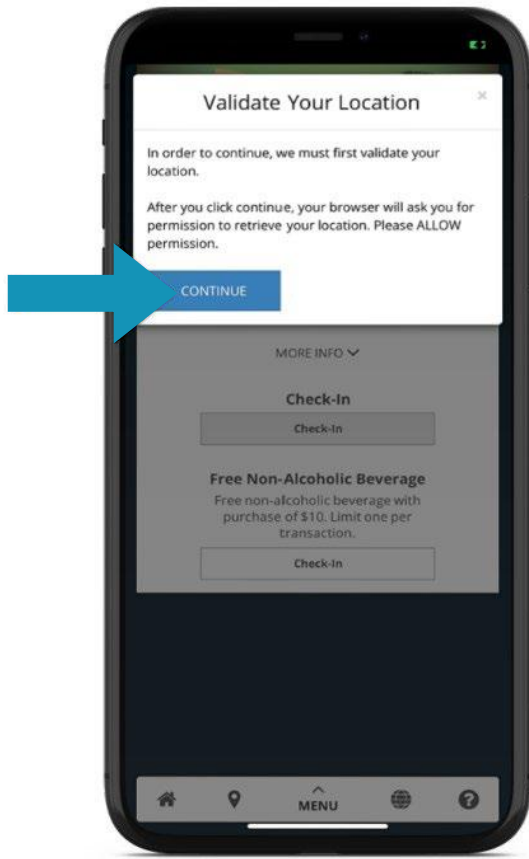
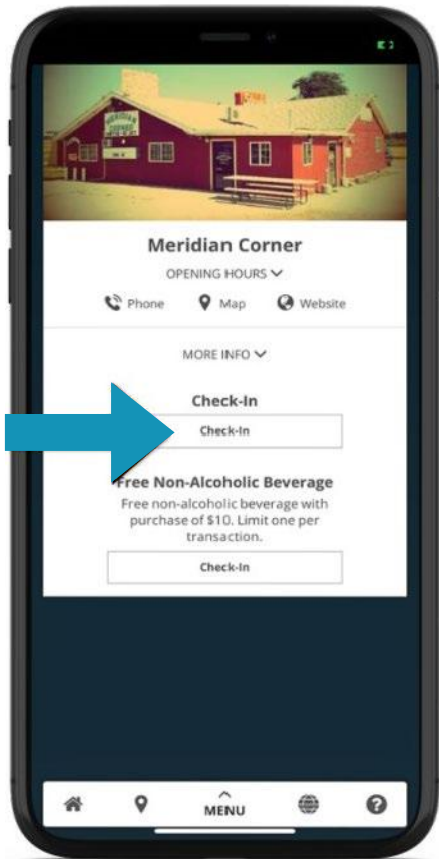
105  
LOCATIONS

*South Dakota*





*South Dakota*



*South Dakota*



## EXPLORATION

# Awards

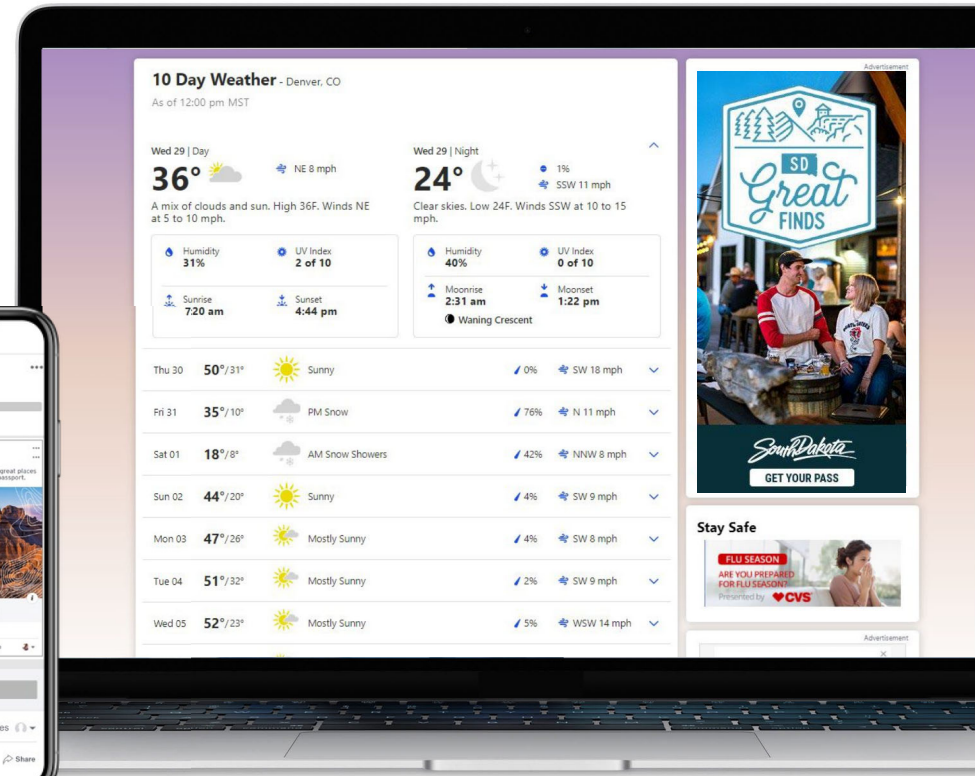
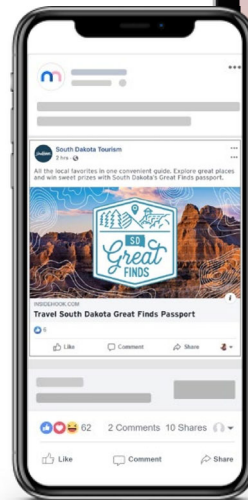
## PRIZE DETAILS

- **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

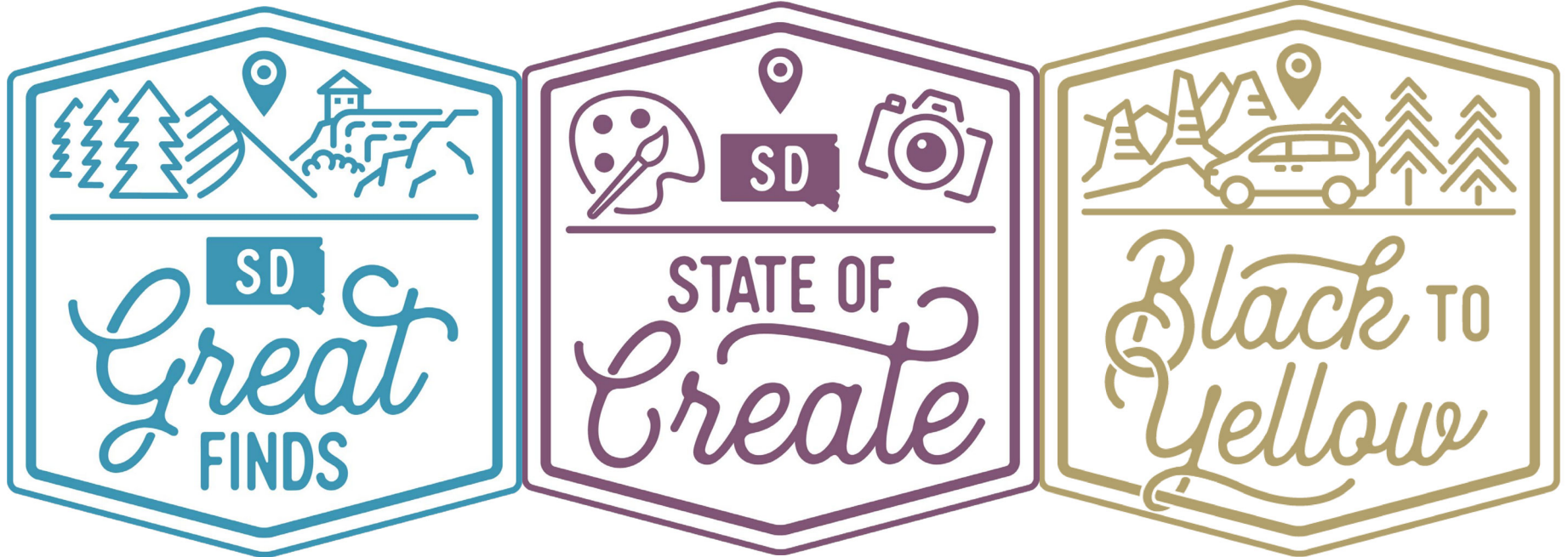
- VACATION GUIDE
- TRAVELSOUTHDAKOTA.COM
- EMAIL
- PRINT & DIRECT MAIL
- DIGITAL & SOCIAL



*South Dakota*

# SD TOURISM PASSPORTS

READY BY SUMMER



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# COMMUNITY CO-OP PROGRAM

15 PARTNERS IN 2022 ON MATCHED CAMPAIGNS



**BLACK HILLS  
& BADLANDS**



**CUSTER** 



2021 COMMUNITY CO-OP  
EFFORTS HAD A ROI OF

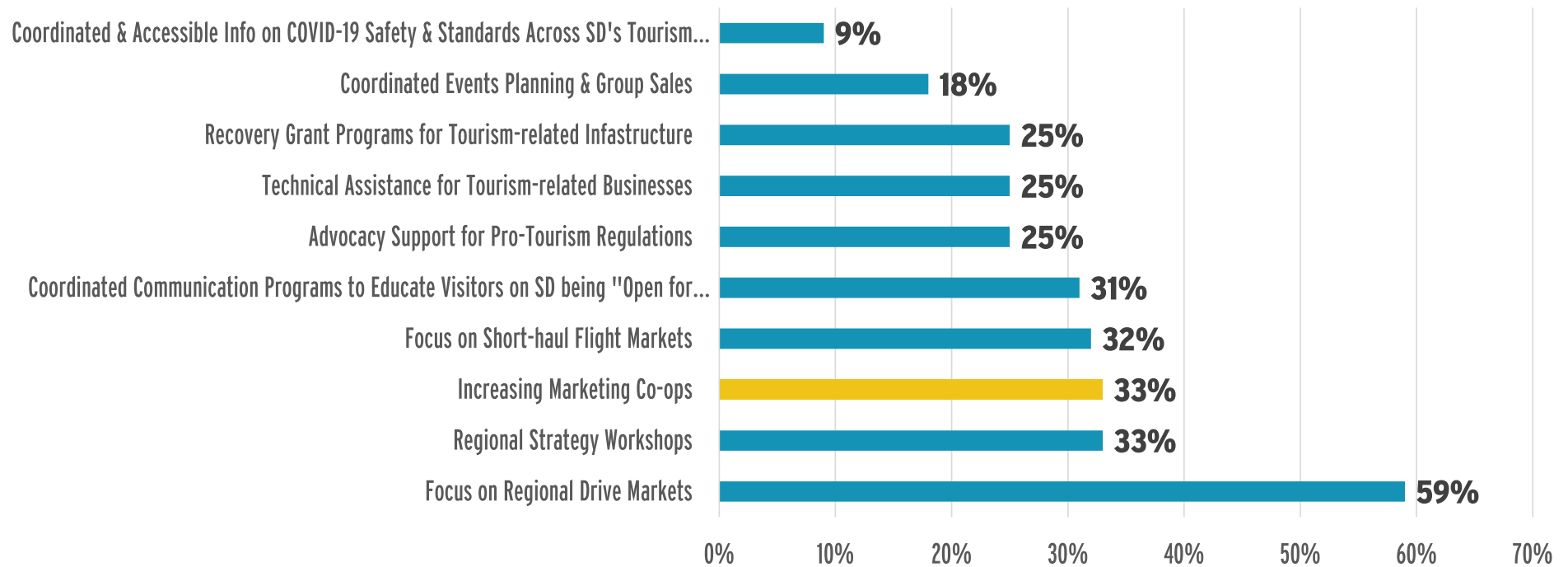
**\$79:1**

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# TOP STRATEGIC OPPORTUNITIES

## WHAT WILL HELP SD CONTINUE ITS MARKETING MOMENTUM



coraggiogroup



SOURCE: (2021) "South Dakota Dept. of Tourism Situation Assessment"





# A La Carte

## NINE NEW OFFERINGS IN 2022

- 01** Digital Truck Billboard (OOH)
- 02** TravelSouthDakota.com Retargeting Ads (Digital)
- 03** TV Amplification Banner Ads (Digital)
- 04** Welcome Center Videos (OOH)
- 05** TravelSouthDakota.com Native Banners (Digital)

*SouthDakota*



# A La Carte

## NINE NEW OFFERINGS IN 2022

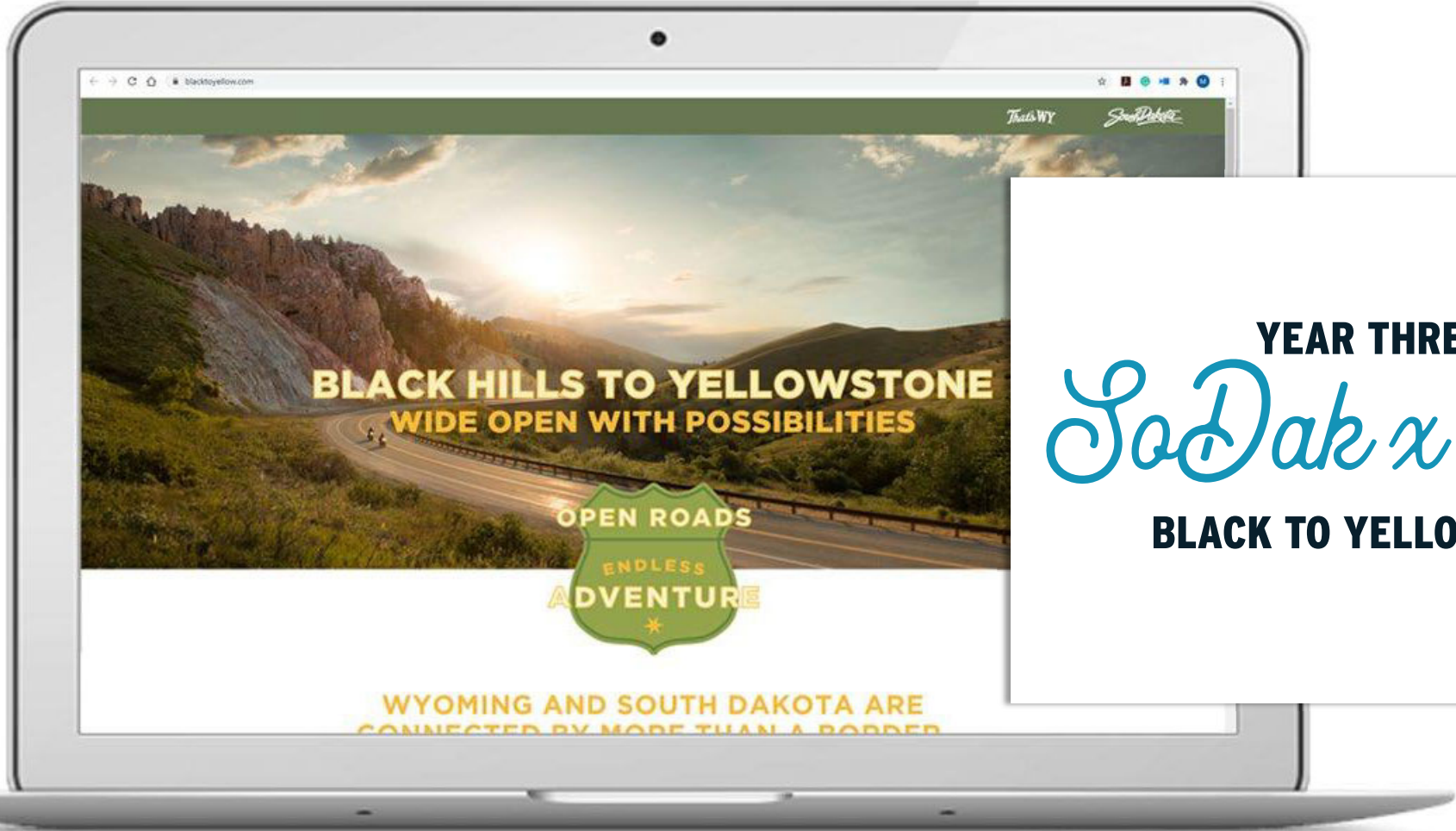
**06** Hunting Custom Dedicated Email (Digital)

**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)

*SouthDakota*



**YEAR THREE**  
*SoDak x Wyo*  
**BLACK TO YELLOW CO-OP**

*South Dakota*



**SDT X WYO 2021 EFFORTS HAD A**

**318%**

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



SOURCE: (Jan. 13, 2022) Arrivalist, "Arrival Lift: Jan. 1, 2021-Dec.12, 2021"

# **PARTNER UP!**

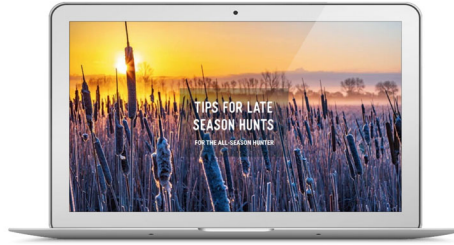
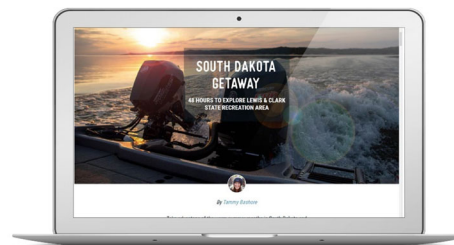
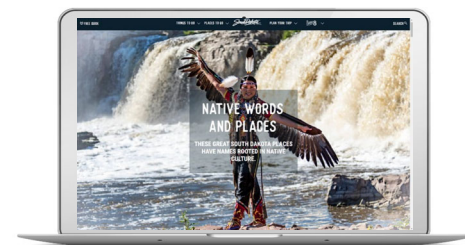
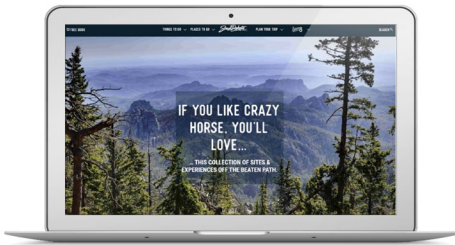
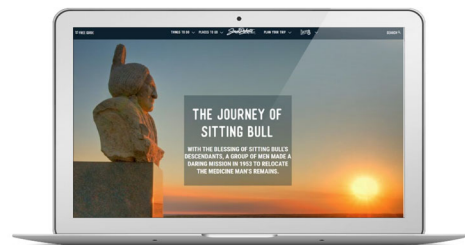
**COOPERATIVE MARKETING ALLOWS YOU TO SHARE RESOURCES WITH PARTNERS AS YOU BOTH PURSUE A COMMON GOAL. THIS IS TO EVERYONE'S BENEFIT – INCLUDING YOUR VISITORS & GUESTS.**

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

*South Dakota*

# New Content

TRAVELSOUTHDAKOTA.COM

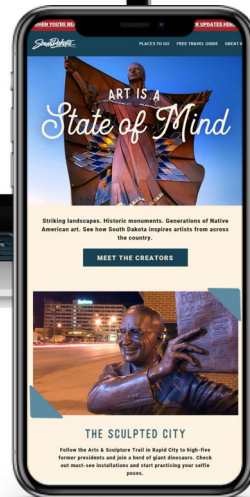
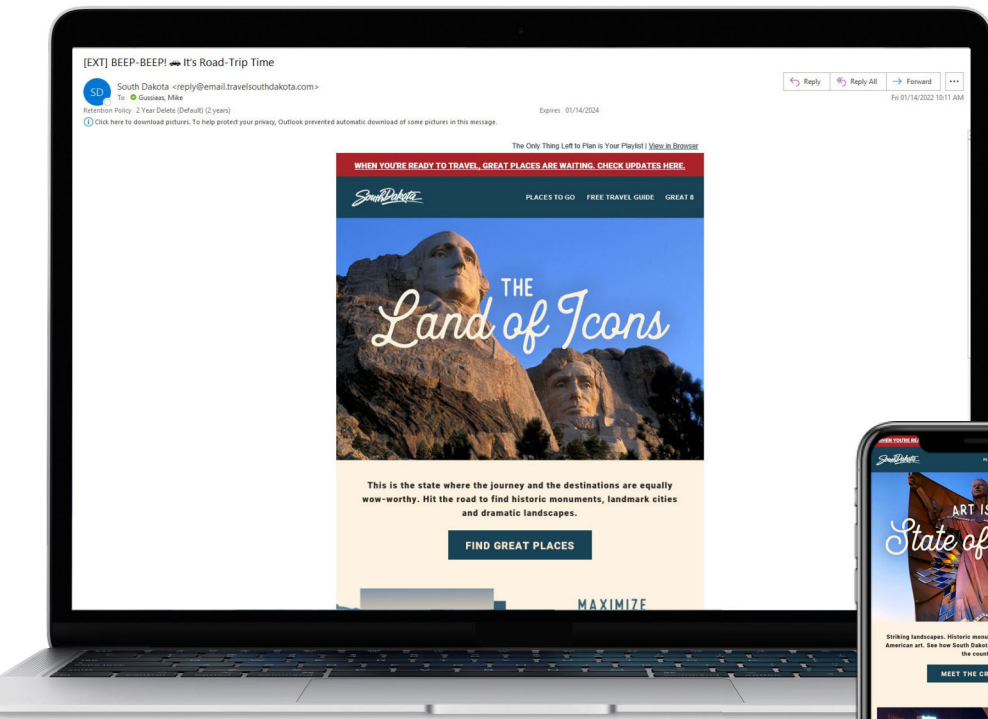


NEW VIDEO

# Content

**Play:** [Word of Mouth](#)  
[Bokujo Ramen](#)





# eMail

## MARKETING EFFORTS

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

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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.**

*South Dakota*

*Questions?*

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Global Marketing & Brand Strategy Director

*SouthDakota*