



The Economic Impact of Tourism in South Dakota

County Analysis Calendar Year 2021



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Counties



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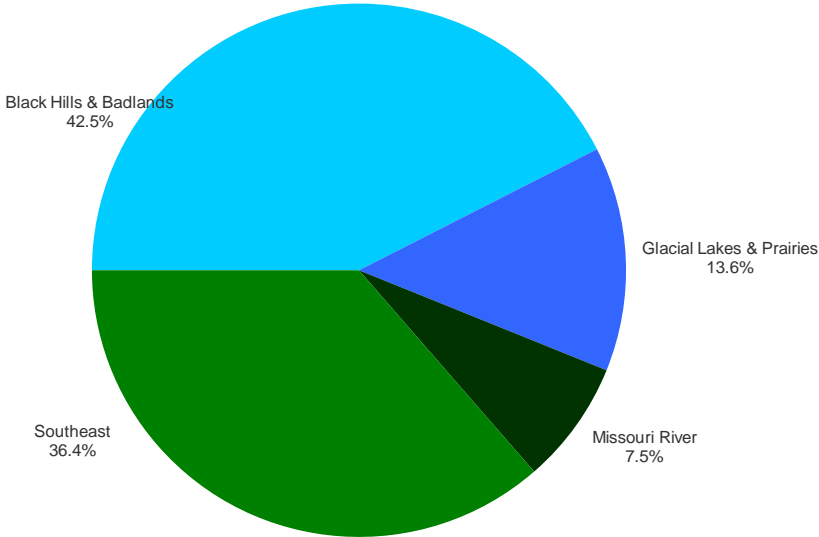
Regions

- The following tables present the county spending and impact information, broken out into the four tourism regions in South Dakota:
 - Black Hills & Badlands
 - Missouri River
 - Glacial Lakes & Prairies
 - Southeast
- Over the past two years, the Black Hills & Badlands region's share of spending has grown faster than the state. This region's share of all SD spending has growth from 38% in 2019 to 42.5% in 2021.
- The Missouri River saw the smallest spending declines in 2020. With the nearly 20% growth in 2021, spending in this region is 6% higher than it was in 2019.

Regions

South Dakota Visitor Spending (by region)							
	2016	2017	2018	2019	2020	2021	% Chnge
Black Hills & Badlands	\$1,491.71	\$1,529.70	\$1,560.25	\$1,552.44	\$1,351.45	\$1,853.43	37.1%
Glacial Lakes & Prairies	\$581.19	\$583.25	\$591.35	\$606.99	\$500.26	\$593.95	18.7%
Missouri River	\$302.92	\$300.13	\$305.95	\$307.69	\$273.89	\$326.91	19.4%
Southeast	\$1,460.01	\$1,470.08	\$1,522.67	\$1,630.69	\$1,217.80	\$1,586.74	30.3%
Grand Total	\$3,835.83	\$3,883.16	\$3,980.23	\$4,097.80	\$3,343.40	\$4,361.03	30.4%

Tourism Industry Sales By Region
2021



Black Hills & Badlands

- Black Hills & Badlands is the largest region of the state, measured by visitor spending, with 42% of all visitor sales.
- Visitor spending in the region jumped in 2021 as visitors took advantage of local attractions and outdoor activities.
- Regional spending is dominated by Pennington and Lawrence County with Pennington County's share increasing during the pandemic.
- More than 21,500 jobs are supported by visitor spending in the region – more than twice the population of Butte County.
- Six counties in the region have AT LEAST one-in-ten county jobs supported by tourism with one-in-eleven jobs supported region-wide.

Black Hills & Badlands visitor spending timeline

Black Hills & Badlands Region

County	(Millions)						Percent Change (2021/2020)	Share of Region
	2016	2017	2018	2019	2020	2021		
Bennett County	\$4.73	\$4.88	\$4.65	\$4.74	\$5.27	\$6.29	19.3%	0.34%
Butte County	\$20.20	\$20.49	\$20.99	\$22.11	\$19.43	\$24.00	23.5%	1.29%
Custer County	\$109.65	\$114.68	\$109.79	\$110.26	\$99.63	\$133.82	34.3%	7.22%
Fall River County	\$37.77	\$35.42	\$35.09	\$35.11	\$30.37	\$40.25	32.5%	2.17%
Haakon County	\$5.04	\$5.00	\$5.37	\$5.60	\$5.93	\$6.48	9.3%	0.35%
Harding County	\$2.46	\$2.24	\$2.85	\$2.94	\$2.57	\$2.82	9.9%	0.15%
Jackson County	\$23.76	\$23.27	\$24.75	\$24.17	\$19.29	\$25.21	30.7%	1.36%
Jones County	\$17.94	\$17.43	\$17.43	\$17.49	\$14.85	\$17.42	17.3%	0.94%
Lawrence County	\$437.21	\$441.43	\$455.32	\$451.65	\$388.77	\$531.92	36.8%	28.70%
Meade County	\$47.06	\$45.84	\$50.31	\$46.27	\$40.33	\$55.86	38.5%	3.01%
Mellette County	\$2.34	\$2.36	\$2.43	\$2.41	\$2.01	\$2.69	34.0%	0.15%
Oglala Lakota County	\$18.99	\$19.26	\$19.86	\$19.72	\$16.13	\$19.05	18.1%	1.03%
Pennington County	\$741.45	\$775.05	\$791.67	\$793.18	\$693.79	\$971.48	40.0%	52.41%
Perkins County	\$12.33	\$11.26	\$11.51	\$11.36	\$9.96	\$11.63	16.8%	0.63%
Todd County	\$5.92	\$5.70	\$5.85	\$5.41	\$3.14	\$4.53	44.0%	0.24%
Region Total	\$1,486.85	\$1,524.28	\$1,557.86	\$1,552.44	\$1,351.45	\$1,853.43	37.1%	100%
State Total	\$3,835.83	\$3,883.16	\$3,981.61	\$4,097.80	\$3,343.40	\$4,361.03	30.4%	

Black Hills & Badlands visitor spending, 2021

Black Hills & Badlands Region

County	Visitor Spending - 2021 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Bennett County	\$1.22	\$1.51	\$0.79	\$1.54	\$1.23	\$6.29	19.3%	\$0.50
Butte County	\$4.54	\$6.27	\$2.33	\$3.95	\$6.90	\$24.00	23.5%	\$1.96
Custer County	\$43.94	\$21.79	\$25.17	\$21.02	\$21.90	\$133.82	34.3%	\$11.07
Fall River County	\$9.79	\$9.21	\$6.14	\$7.18	\$7.92	\$40.25	32.5%	\$3.10
Haakon County	\$0.77	\$0.97	\$0.52	\$2.69	\$1.53	\$6.48	9.3%	\$0.53
Harding County	\$0.61	\$0.78	\$0.27	\$0.47	\$0.70	\$2.82	9.9%	\$0.26
Jackson County	\$6.90	\$3.22	\$4.04	\$5.22	\$5.83	\$25.21	30.7%	\$1.98
Jones County	\$4.31	\$3.51	\$2.47	\$3.03	\$4.10	\$17.42	17.3%	\$1.38
Lawrence County	\$183.06	\$114.04	\$112.18	\$72.90	\$49.74	\$531.92	36.8%	\$40.23
Meade County	\$11.41	\$15.01	\$6.64	\$9.26	\$13.54	\$55.86	38.5%	\$6.61
Mellette County	\$0.43	\$0.53	\$0.27	\$0.42	\$1.05	\$2.69	34.0%	\$0.23
Oglala Lakota County	\$4.84	\$6.14	\$1.18	\$1.72	\$5.17	\$19.05	18.1%	\$1.20
Pennington County	\$229.98	\$233.83	\$154.28	\$191.98	\$161.40	\$971.48	40.0%	\$78.38
Perkins County	\$2.00	\$2.69	\$1.42	\$3.71	\$1.81	\$11.63	16.8%	\$0.87
Todd County	\$0.65	\$0.59	\$0.24	\$0.35	\$2.70	\$4.53	44.0%	\$0.32
Region Total	\$504.43	\$420.11	\$317.94	\$325.43	\$285.52	\$1,853.43	37.1%	\$148.62
State Total	\$887.54	\$998.80	\$665.42	\$906.79	\$902.47	\$4,361.03	30.4%	\$344.55

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Black Hills & Badlands visitor spending, 2020

Black Hills & Badlands Region								
County	Visitor Spending - 2020 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Bennett County	\$0.92	\$1.34	\$0.62	\$1.40	\$1.00	\$5.27	11.3%	\$0.43
Butte County	\$3.40	\$5.32	\$1.89	\$3.51	\$5.31	\$19.43	-12.1%	\$1.65
Custer County	\$29.75	\$17.33	\$18.29	\$17.10	\$17.15	\$99.63	-9.6%	\$8.64
Fall River County	\$6.83	\$7.41	\$4.41	\$5.85	\$5.87	\$30.37	-13.5%	\$2.46
Haakon County	\$0.65	\$0.93	\$0.47	\$2.45	\$1.43	\$5.93	5.8%	\$0.48
Harding County	\$0.50	\$0.76	\$0.24	\$0.43	\$0.63	\$2.57	-12.8%	\$0.24
Jackson County	\$4.76	\$2.71	\$2.90	\$4.34	\$4.58	\$19.29	-20.2%	\$1.55
Jones County	\$3.04	\$2.94	\$1.89	\$2.60	\$4.38	\$14.85	-15.1%	\$1.17
Lawrence County	\$122.75	\$90.24	\$82.21	\$59.10	\$34.48	\$388.77	-13.9%	\$30.99
Meade County	\$7.53	\$11.99	\$4.24	\$7.24	\$9.32	\$40.33	-12.8%	\$5.25
Mellette County	\$0.29	\$0.39	\$0.19	\$0.32	\$0.82	\$2.01	-16.6%	\$0.18
Oglala Lakota County	\$3.92	\$5.51	\$1.35	\$2.21	\$3.14	\$16.13	-18.2%	\$1.08
Pennington County	\$145.35	\$177.68	\$105.59	\$146.29	\$118.88	\$693.79	-12.5%	\$59.11
Perkins County	\$1.60	\$2.43	\$1.28	\$3.28	\$1.38	\$9.96	-12.4%	\$0.77
Todd County	\$0.47	\$0.50	\$0.19	\$0.30	\$1.68	\$3.14	-41.9%	\$0.24
Region Total	\$331.76	\$327.49	\$225.75	\$256.41	\$210.04	\$1,351.45	-12.9%	\$114.23
State Total	\$603.77	\$805.91	\$488.72	\$744.66	\$700.34	\$3,343.40	-18.4%	\$275.94

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Black Hills & Badlands visitor spending, 2019

Black Hills & Badlands Region								
County	Visitor Spending - 2019 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Bennett County	\$0.77	\$1.08	\$0.59	\$1.19	\$1.10	\$4.74	1.9%	\$0.35
Butte County	\$4.07	\$5.09	\$2.22	\$3.67	\$7.06	\$22.11	5.4%	\$1.67
Custer County	\$34.09	\$17.67	\$20.11	\$17.46	\$20.93	\$110.26	0.4%	\$8.54
Fall River County	\$7.96	\$8.20	\$5.10	\$6.14	\$7.71	\$35.11	0.1%	\$2.49
Haakon County	\$0.54	\$0.76	\$0.40	\$2.17	\$1.73	\$5.60	4.3%	\$0.43
Harding County	\$0.58	\$0.80	\$0.28	\$0.43	\$0.85	\$2.94	3.3%	\$0.24
Jackson County	\$6.15	\$3.20	\$3.83	\$5.00	\$5.99	\$24.17	-2.3%	\$1.70
Jones County	\$3.63	\$3.19	\$2.21	\$2.78	\$5.68	\$17.49	0.4%	\$1.16
Lawrence County	\$146.37	\$96.55	\$101.51	\$62.66	\$44.55	\$451.65	-0.8%	\$30.17
Meade County	\$9.13	\$12.75	\$4.77	\$7.72	\$11.90	\$46.27	-8.0%	\$5.52
Mellette County	\$0.36	\$0.44	\$0.22	\$0.34	\$1.06	\$2.41	-0.7%	\$0.17
Oglala Lakota County	\$5.06	\$6.26	\$1.64	\$2.49	\$4.28	\$19.72	-0.7%	\$1.08
Pennington County	\$174.17	\$190.65	\$123.71	\$154.53	\$150.12	\$793.18	0.2%	\$60.57
Perkins County	\$1.81	\$2.59	\$1.35	\$3.28	\$2.33	\$11.36	-1.3%	\$0.75
Todd County	\$0.94	\$0.87	\$0.41	\$0.63	\$2.56	\$5.41	-7.4%	\$0.37
Region Total	\$395.63	\$350.11	\$268.37	\$270.48	\$267.84	\$1,552.44	-0.3%	\$115.21
State Total	\$769.39	\$916.76	\$604.97	\$862.95	\$943.74	\$4,097.80	2.9%	\$307.67

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Black Hills & Badlands economic impacts 2021

Black Hills & Badlands Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Bennett County	69	96	0.4%	0.2%	7.0%	\$1.04	\$1.93
Butte County	224	296	1.4%	0.5%	6.0%	\$4.82	\$7.79
Custer County	642	1,229	5.7%	2.3%	28.9%	\$18.66	\$43.88
Fall River County	426	582	2.7%	1.1%	15.0%	\$9.75	\$15.37
Haakon County	45	69	0.3%	0.1%	4.4%	\$0.72	\$1.78
Harding County	24	33	0.2%	0.1%	2.9%	\$0.55	\$0.87
Jackson County	144	242	1.1%	0.4%	17.9%	\$3.17	\$5.99
Jones County	113	165	0.8%	0.3%	21.0%	\$2.48	\$4.38
Lawrence County	4,377	6,255	29.1%	11.5%	36.1%	\$134.93	\$206.03
Meade County	330	511	2.4%	0.9%	3.9%	\$8.88	\$16.36
Mellette County	26	40	0.2%	0.1%	5.4%	\$0.40	\$0.76
Oglala Lakota County	138	215	1.0%	0.4%	4.1%	\$3.75	\$6.16
Pennington County	7,512	11,499	53.5%	21.2%	14.7%	\$209.37	\$402.17
Perkins County	112	168	0.8%	0.3%	8.3%	\$1.81	\$3.96
Todd County	81	103	0.5%	0.2%	2.9%	\$2.03	\$2.95
Region Total	14,193	21,504		39.7%		\$402.35	\$720.37
State Total	36,907	54,192			9.1%	\$960.86	\$1,772.62

Black Hills & Badlands economic impacts 2020

Black Hills & Badlands Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Bennett County	60	88	0.5%	0.2%	6.4%	\$0.93	\$1.75
Butte County	200	272	1.4%	0.5%	5.5%	\$3.99	\$6.88
Custer County	555	1,090	5.8%	2.2%	25.6%	\$14.79	\$36.85
Fall River County	372	516	2.8%	1.0%	13.3%	\$8.14	\$13.18
Haakon County	41	68	0.4%	0.1%	4.3%	\$0.62	\$1.75
Harding County	24	34	0.2%	0.1%	3.1%	\$0.54	\$0.92
Jackson County	127	219	1.2%	0.4%	16.2%	\$2.46	\$4.87
Jones County	102	156	0.8%	0.3%	19.8%	\$1.98	\$3.87
Lawrence County	3,706	5,388	28.7%	10.9%	31.1%	\$107.17	\$168.10
Meade County	296	456	2.4%	0.9%	3.5%	\$7.21	\$13.59
Mellette County	23	36	0.2%	0.1%	4.8%	\$0.33	\$0.63
Oglala Lakota County	137	218	1.2%	0.4%	4.2%	\$3.11	\$5.45
Pennington County	6,453	9,943	53.0%	20.1%	12.7%	\$168.34	\$330.36
Perkins County	107	166	0.9%	0.3%	8.2%	\$1.64	\$3.68
Todd County	80	100	0.5%	0.2%	2.8%	\$1.87	\$2.58
Region Total	12,221	18,750		37.9%		\$323.12	\$594.44
State Total	33,213	49,485			8.3%	\$820.48	\$1,552.28

Glacial Lakes & Prairies

- Nearly \$600 million – 13.6% of the visitor spending in South Dakota occurs in the Glacial Lakes & Prairies region.
- Beadle County visitor spending surged 34.4% in 2021, surpassing \$45 million.
- Visitor activity in this region supports \$46 million in state and local tax revenue.
- Of all visitor supported jobs in the region, 30% are in Brown County, supporting nearly 1-in-10 jobs in the county.
- Local job holders earned a total of \$218 million in 2021, supporting household incomes in the region.

Glacial Lakes & Prairies spending timeline

Glacial Lakes & Prairies Region								
County	(Millions)						Percent Change (2021/2020)	Share of Region
	2016	2017	2018	2019	2020	2021		
Beadle County	\$41.99	\$39.52	\$40.94	\$41.58	\$34.11	\$45.83	34.4%	7.72%
Brookings County	\$98.74	\$101.64	\$94.95	\$101.19	\$78.29	\$92.76	18.5%	15.62%
Brown County	\$179.68	\$178.61	\$183.67	\$183.50	\$148.61	\$176.74	18.9%	29.76%
Clark County	\$5.30	\$5.44	\$5.24	\$5.21	\$4.64	\$5.53	19.2%	0.93%
Codington County	\$86.12	\$89.53	\$93.35	\$102.03	\$79.41	\$91.32	15.0%	15.37%
Day County	\$21.08	\$20.56	\$20.69	\$22.04	\$20.32	\$23.38	15.0%	3.94%
Deuel County	\$9.36	\$9.32	\$9.62	\$10.08	\$9.78	\$11.76	20.2%	1.98%
Edmunds County	\$9.42	\$9.37	\$9.63	\$9.13	\$8.38	\$8.93	6.6%	1.50%
Faulk County	\$4.87	\$5.06	\$4.63	\$4.80	\$4.16	\$4.70	13.1%	0.79%
Grant County	\$19.97	\$20.13	\$19.92	\$25.27	\$20.93	\$26.98	28.9%	4.54%
Hamlin County	\$11.85	\$11.93	\$12.80	\$11.97	\$10.89	\$12.24	12.4%	2.06%
Hand County	\$5.92	\$5.62	\$5.89	\$5.65	\$4.90	\$5.69	16.2%	0.96%
Jerauld County	\$2.48	\$2.21	\$2.42	\$2.34	\$2.21	\$2.78	25.9%	0.47%
Kingsbury County	\$9.20	\$8.92	\$9.21	\$9.76	\$7.76	\$8.71	12.1%	1.47%
McPherson County	\$4.69	\$4.83	\$4.68	\$4.25	\$3.66	\$3.74	2.2%	0.63%
Marshall County	\$8.79	\$8.41	\$9.54	\$9.67	\$8.43	\$8.63	2.4%	1.45%
Moody County	\$11.19	\$11.48	\$11.73	\$11.75	\$9.79	\$12.99	32.7%	2.19%
Roberts County	\$26.13	\$27.48	\$28.00	\$30.25	\$28.90	\$34.41	19.1%	5.79%
Sanborn County	\$2.19	\$2.01	\$2.01	\$1.94	\$1.91	\$2.17	13.3%	0.37%
Spink County	\$14.28	\$13.69	\$13.77	\$14.61	\$13.18	\$14.65	11.2%	2.47%
Region Total	\$573.24	\$575.78	\$582.69	\$606.99	\$500.26	\$593.95	18.7%	100%
State Total	\$3,835.83	\$3,883.16	\$3,981.61	\$4,097.80	\$3,343.40	\$4,361.03	30.4%	

Glacial Lakes & Prairies spending, 2021

Glacial Lakes & Prairies Region

County	Visitor Spending - 2021 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Beadle County	\$6.52	\$8.98	\$6.85	\$9.60	\$13.89	\$45.83	34.4%	\$3.64
Brookings County	\$16.08	\$27.74	\$12.60	\$16.85	\$19.50	\$92.76	18.5%	\$7.18
Brown County	\$28.95	\$35.20	\$21.04	\$56.12	\$35.43	\$176.74	18.9%	\$13.03
Clark County	\$0.44	\$0.98	\$0.54	\$1.82	\$1.74	\$5.53	19.2%	\$0.53
Codington County	\$15.18	\$21.21	\$12.18	\$17.11	\$25.64	\$91.32	15.0%	\$6.88
Day County	\$5.19	\$6.34	\$2.47	\$5.29	\$4.08	\$23.38	15.0%	\$1.78
Deuel County	\$1.99	\$2.03	\$1.00	\$3.19	\$3.54	\$11.76	20.2%	\$0.95
Edmunds County	\$0.98	\$1.54	\$0.46	\$1.85	\$4.10	\$8.93	6.6%	\$0.75
Faulk County	\$0.68	\$1.09	\$0.35	\$0.62	\$1.96	\$4.70	13.1%	\$0.33
Grant County	\$2.85	\$4.26	\$1.97	\$13.27	\$4.63	\$26.98	28.9%	\$2.00
Hamlin County	\$1.35	\$1.99	\$0.39	\$3.30	\$5.22	\$12.24	12.4%	\$0.94
Hand County	\$0.81	\$1.38	\$0.73	\$1.62	\$1.16	\$5.69	16.2%	\$0.59
Jerauld County	\$0.21	\$0.60	\$0.45	\$0.84	\$0.68	\$2.78	25.9%	\$0.28
Kingsbury County	\$1.67	\$2.14	\$1.27	\$1.96	\$1.66	\$8.71	12.1%	\$0.81
McPherson County	\$0.66	\$0.97	\$0.25	\$1.27	\$0.60	\$3.74	2.2%	\$0.49
Marshall County	\$2.18	\$2.64	\$0.61	\$0.90	\$2.29	\$8.63	2.4%	\$0.67
Moody County	\$5.46	\$2.02	\$0.73	\$0.98	\$3.79	\$12.99	32.7%	\$1.15
Roberts County	\$7.91	\$8.08	\$1.78	\$7.69	\$8.96	\$34.41	19.1%	\$2.46
Sanborn County	\$0.29	\$0.53	\$0.08	\$0.71	\$0.55	\$2.17	13.3%	\$0.26
Spink County	\$2.27	\$3.05	\$1.31	\$3.31	\$4.71	\$14.65	11.2%	\$1.29
Region Total	\$101.67	\$132.78	\$67.08	\$148.30	\$144.12	\$593.95	18.7%	\$46.00
State Total	\$887.54	\$998.80	\$665.42	\$906.79	\$902.47	\$4,361.03	30.4%	\$344.55

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Glacial Lakes & Prairies spending, 2020

Glacial Lakes & Prairies Region								
County	Visitor Spending - 2020 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Beadle County	\$4.51	\$7.31	\$4.93	\$7.72	\$9.64	\$34.11	-18.0%	\$2.85
Brookings County	\$12.75	\$25.37	\$9.75	\$15.51	\$14.91	\$78.29	-22.6%	\$6.31
Brown County	\$21.99	\$31.12	\$17.24	\$50.35	\$27.91	\$148.61	-19.0%	\$11.38
Clark County	\$0.37	\$0.71	\$0.37	\$1.60	\$1.58	\$4.64	-11.1%	\$0.45
Codington County	\$12.70	\$20.51	\$10.92	\$16.85	\$18.43	\$79.41	-22.2%	\$6.26
Day County	\$4.19	\$5.55	\$2.11	\$5.01	\$3.46	\$20.32	-7.8%	\$1.60
Deuel County	\$1.62	\$2.08	\$0.80	\$2.57	\$2.71	\$9.78	-3.0%	\$0.81
Edmunds County	\$0.83	\$1.42	\$0.44	\$1.73	\$3.96	\$8.38	-8.3%	\$0.70
Faulk County	\$0.59	\$0.90	\$0.35	\$0.62	\$1.69	\$4.16	-13.4%	\$0.32
Grant County	\$1.98	\$3.62	\$1.58	\$10.09	\$3.67	\$20.93	-17.2%	\$1.62
Hamlin County	\$1.08	\$1.73	\$0.33	\$3.21	\$4.53	\$10.89	-9.0%	\$0.85
Hand County	\$0.66	\$1.26	\$0.60	\$1.39	\$0.98	\$4.90	-13.3%	\$0.52
Jerauld County	\$0.18	\$0.46	\$0.36	\$0.71	\$0.50	\$2.21	-5.4%	\$0.24
Kingsbury County	\$1.32	\$1.96	\$1.04	\$2.05	\$1.39	\$7.76	-20.4%	\$0.72
McPherson County	\$0.55	\$0.70	\$0.22	\$1.17	\$1.02	\$3.66	-13.8%	\$0.44
Marshall County	\$1.78	\$2.37	\$0.54	\$0.85	\$2.89	\$8.43	-12.8%	\$0.65
Moody County	\$3.67	\$1.71	\$0.53	\$0.82	\$3.05	\$9.79	-16.7%	\$0.89
Roberts County	\$6.17	\$7.15	\$1.47	\$6.91	\$7.19	\$28.90	-4.5%	\$2.15
Sanborn County	\$0.25	\$0.51	\$0.08	\$0.58	\$0.49	\$1.91	-1.2%	\$0.23
Spink County	\$1.77	\$2.76	\$1.09	\$3.22	\$4.35	\$13.18	-9.8%	\$1.16
Region Total	\$78.98	\$119.21	\$54.76	\$132.96	\$114.36	\$500.26	-17.6%	\$40.13
State Total	\$603.77	\$805.91	\$488.72	\$744.66	\$700.34	\$3,343.40	-18.4%	\$275.94

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Glacial Lakes & Prairies spending, 2019

Glacial Lakes & Prairies Region								
County	Visitor Spending - 2019 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Beadle County	\$5.85	\$8.50	\$6.00	\$8.43	\$12.80	\$41.58	1.6%	\$3.45
Brookings County	\$17.47	\$30.19	\$12.29	\$18.15	\$23.10	\$101.19	6.6%	\$7.59
Brown County	\$28.95	\$35.21	\$21.10	\$59.38	\$38.86	\$183.50	-0.1%	\$12.99
Clark County	\$0.41	\$0.84	\$0.44	\$1.56	\$1.96	\$5.21	-0.4%	\$0.47
Codington County	\$18.04	\$24.32	\$14.06	\$20.15	\$25.46	\$102.03	9.3%	\$7.66
Day County	\$4.65	\$5.89	\$2.28	\$5.00	\$4.23	\$22.04	6.5%	\$1.52
Deuel County	\$1.62	\$1.95	\$0.87	\$2.55	\$3.09	\$10.08	4.8%	\$0.80
Edmunds County	\$0.86	\$1.37	\$0.42	\$1.64	\$4.84	\$9.13	-5.2%	\$0.68
Faulk County	\$0.64	\$0.96	\$0.38	\$0.60	\$2.23	\$4.80	3.6%	\$0.32
Grant County	\$2.73	\$4.30	\$2.15	\$10.96	\$5.13	\$25.27	26.9%	\$1.85
Hamlin County	\$1.22	\$1.85	\$0.48	\$3.16	\$5.25	\$11.97	-6.5%	\$0.84
Hand County	\$0.79	\$1.40	\$0.70	\$1.46	\$1.30	\$5.65	-4.2%	\$0.60
Jerauld County	\$0.19	\$0.47	\$0.37	\$0.69	\$0.61	\$2.34	-3.4%	\$0.28
Kingsbury County	\$1.83	\$2.44	\$1.39	\$2.11	\$1.99	\$9.76	6.0%	\$0.85
McPherson County	\$0.58	\$0.79	\$0.25	\$1.26	\$1.36	\$4.25	-9.1%	\$0.45
Marshall County	\$1.89	\$2.72	\$0.54	\$0.85	\$3.66	\$9.67	1.3%	\$0.66
Moody County	\$4.74	\$1.77	\$0.59	\$0.85	\$3.79	\$11.75	0.2%	\$0.97
Roberts County	\$6.39	\$6.92	\$1.46	\$6.41	\$9.07	\$30.25	8.0%	\$1.91
Sanborn County	\$0.26	\$0.49	\$0.08	\$0.50	\$0.61	\$1.94	-3.4%	\$0.23
Spink County	\$1.96	\$2.94	\$1.10	\$3.12	\$5.48	\$14.61	6.1%	\$1.17
Region Total	\$101.08	\$135.34	\$66.93	\$148.82	\$154.81	\$606.99	4.2%	\$45.29
State Total	\$769.39	\$916.76	\$604.97	\$862.95	\$943.74	\$4,097.80	2.9%	\$307.67

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Glacial Lakes & Prairies economic impacts 2021

Glacial Lakes & Prairies Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Beadle County	463	673	7.8%	1.2%	6.0%	\$11.16	\$20.57
Brookings County	1,209	1,669	19.4%	3.1%	7.1%	\$25.38	\$42.75
Brown County	1,776	2,493	28.9%	4.6%	9.0%	\$40.62	\$74.70
Clark County	26	42	0.5%	0.1%	1.8%	\$0.61	\$1.29
Codington County	946	1,363	15.8%	2.5%	6.6%	\$20.25	\$37.22
Day County	313	423	4.9%	0.8%	12.7%	\$5.83	\$9.83
Deuel County	74	107	1.2%	0.2%	3.7%	\$1.29	\$3.18
Edmunds County	60	88	1.0%	0.2%	3.8%	\$1.58	\$2.97
Faulk County	32	48	0.6%	0.1%	3.6%	\$0.67	\$1.44
Grant County	208	326	3.8%	0.6%	6.0%	\$4.56	\$9.85
Hamlin County	67	108	1.3%	0.2%	3.2%	\$1.66	\$3.50
Hand County	83	115	1.3%	0.2%	4.6%	\$1.12	\$2.42
Jerauld County	18	28	0.3%	0.1%	1.3%	\$0.42	\$0.87
Kingsbury County	114	154	1.8%	0.3%	4.9%	\$1.93	\$3.61
McPherson County	36	54	0.6%	0.1%	4.3%	\$0.70	\$1.40
Marshall County	63	88	1.0%	0.2%	3.3%	\$1.15	\$2.10
Moody County	107	161	1.9%	0.3%	4.6%	\$1.71	\$4.09
Roberts County	322	444	5.2%	0.8%	8.1%	\$5.11	\$9.87
Sanborn County	18	31	0.4%	0.1%	2.4%	\$0.29	\$0.80
Spink County	131	196	2.3%	0.4%	5.1%	\$2.49	\$5.40
Region Total	5,604	8,611		15.9%		\$128.53	\$237.85
State Total	36,907	54,192			9.1%	\$960.86	\$1,772.62

Glacial Lakes & Prairies economic impacts 2020

Glacial Lakes & Prairies Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Beadle County	419	610	7.3%	1.2%	5.4%	\$9.60	\$17.91
Brookings County	1,180	1,656	19.9%	3.3%	7.0%	\$23.43	\$40.90
Brown County	1,626	2,364	28.4%	4.8%	8.6%	\$36.47	\$70.48
Clark County	24	41	0.5%	0.1%	1.7%	\$0.53	\$1.19
Codington County	915	1,359	16.3%	2.7%	6.5%	\$18.71	\$36.14
Day County	286	404	4.9%	0.8%	12.1%	\$5.01	\$9.09
Deuel County	66	99	1.2%	0.2%	3.4%	\$0.95	\$2.60
Edmunds County	56	88	1.1%	0.2%	3.8%	\$1.36	\$2.87
Faulk County	30	48	0.6%	0.1%	3.6%	\$0.54	\$1.36
Grant County	185	297	3.6%	0.6%	5.4%	\$3.81	\$8.56
Hamlin County	67	112	1.3%	0.2%	3.3%	\$1.60	\$3.56
Hand County	84	119	1.4%	0.2%	4.8%	\$1.07	\$2.37
Jerauld County	17	26	0.3%	0.1%	1.2%	\$0.36	\$0.77
Kingsbury County	110	153	1.8%	0.3%	4.9%	\$1.83	\$3.64
McPherson County	36	57	0.7%	0.1%	4.6%	\$0.65	\$1.41
Marshall County	68	98	1.2%	0.2%	3.6%	\$1.12	\$2.17
Moody County	91	140	1.7%	0.3%	4.0%	\$1.48	\$3.65
Roberts County	299	425	5.1%	0.9%	7.7%	\$4.44	\$8.94
Sanborn County	18	31	0.4%	0.1%	2.4%	\$0.29	\$0.83
Spink County	120	192	2.3%	0.4%	4.9%	\$2.24	\$5.31
Region Total	5,278	8,320		16.8%		\$115.49	\$223.75
State Total	33,213	49,485			8.3%	\$820.48	\$1,552.28

Missouri River

- Visitor activity in the region was the most stable of all the tourism regions in South Dakota. Pandemic spending losses cut only 11% from visitor spending with 2021s 20% growth helping the regions visitor spending surpass 2019 levels.
- Visitor spending is spread throughout the region, with no county capturing more than 25% of regional spending. Top counties in the region include Walworth in the north, Hughes and Stanley in the central and Charles Mix and Brule County in the south.
- Growth was similarly spread throughout the region with Potter in the north, Buffalo in the central, and Brule and Charles Mix County all growing by more than 25%.
- Tourism employs the largest share of overall county employment in Lyman County – one-in-four jobs.

Missouri River visitor spending timeline

Missouri River Region								
County	(Millions)						Percent Change (2021/2020)	Share of Region
	2016	2017	2018	2019	2020	2021		
Aurora County	\$6.71	\$6.93	\$7.03	\$7.11	\$5.38	\$6.04	12.3%	1.85%
Brule County	\$26.61	\$25.09	\$26.35	\$27.77	\$25.15	\$33.11	31.6%	10.13%
Buffalo County	\$5.70	\$5.84	\$5.98	\$6.18	\$4.93	\$6.70	35.9%	2.05%
Campbell County	\$2.94	\$3.07	\$2.94	\$2.96	\$2.64	\$3.23	22.2%	0.99%
Charles Mix County	\$24.06	\$23.55	\$24.56	\$24.98	\$21.50	\$27.56	28.2%	8.43%
Corson County	\$2.46	\$2.54	\$2.44	\$2.51	\$1.58	\$1.90	20.6%	0.58%
Dewey County	\$9.45	\$9.76	\$9.14	\$9.18	\$7.17	\$8.91	24.3%	2.72%
Gregory County	\$12.30	\$12.43	\$12.55	\$12.19	\$11.09	\$12.48	12.5%	3.82%
Hughes County	\$76.01	\$75.82	\$77.68	\$77.12	\$67.47	\$79.22	17.4%	24.23%
Hyde County	\$1.81	\$1.68	\$1.76	\$1.96	\$2.02	\$2.10	3.8%	0.64%
Lyman County	\$37.74	\$36.23	\$36.63	\$37.37	\$32.06	\$39.87	24.4%	12.20%
Potter County	\$15.17	\$14.34	\$13.69	\$13.16	\$12.52	\$16.65	33.0%	5.09%
Stanley County	\$21.28	\$21.55	\$22.46	\$23.10	\$21.03	\$23.15	10.1%	7.08%
Sully County	\$7.97	\$8.75	\$10.32	\$10.29	\$12.20	\$14.91	22.2%	4.56%
Tripp County	\$22.44	\$21.47	\$21.95	\$22.97	\$20.71	\$22.55	8.9%	6.90%
Walworth County	\$26.58	\$27.38	\$27.17	\$28.19	\$25.92	\$27.83	7.4%	8.51%
Ziebach County	\$0.62	\$0.61	\$0.63	\$0.65	\$0.52	\$0.70	33.5%	0.21%
Region Total	\$299.84	\$297.04	\$303.28	\$307.69	\$273.89	\$326.91	19.4%	100%
State Total	\$3,835.83	\$3,883.16	\$3,981.61	\$4,097.80	\$3,343.40	\$4,361.03	30.4%	

Missouri River visitor spending, 2021

Missouri River Region								
County	Visitor Spending - 2021 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Aurora County	\$0.46	\$0.75	\$0.51	\$0.35	\$3.97	\$6.04	12.3%	\$0.55
Brule County	\$6.55	\$9.00	\$3.85	\$7.57	\$6.13	\$33.11	31.6%	\$2.72
Buffalo County	\$2.97	\$0.97	\$0.70	\$1.02	\$1.04	\$6.70	35.9%	\$0.49
Campbell County	\$0.76	\$0.98	\$0.05	\$0.77	\$0.67	\$3.23	22.2%	\$0.28
Charles Mix County	\$9.33	\$4.50	\$3.56	\$4.23	\$5.95	\$27.56	28.2%	\$1.99
Corson County	\$0.22	\$0.65	\$0.04	\$0.18	\$0.81	\$1.90	20.6%	\$0.18
Dewey County	\$0.91	\$1.10	\$0.74	\$1.97	\$4.18	\$8.91	24.3%	\$0.58
Gregory County	\$1.94	\$3.26	\$2.56	\$1.82	\$2.90	\$12.48	12.5%	\$1.19
Hughes County	\$17.27	\$18.87	\$12.73	\$14.65	\$15.70	\$79.22	17.4%	\$6.67
Hyde County	\$0.25	\$0.34	\$0.26	\$0.87	\$0.39	\$2.10	3.8%	\$0.25
Lyman County	\$11.07	\$4.62	\$6.51	\$9.18	\$8.49	\$39.87	24.4%	\$3.15
Potter County	\$5.29	\$2.80	\$1.39	\$3.39	\$3.78	\$16.65	33.0%	\$1.29
Stanley County	\$5.90	\$5.24	\$3.76	\$4.46	\$3.80	\$23.15	10.1%	\$1.78
Sully County	\$1.00	\$3.75	\$7.47	\$1.32	\$1.36	\$14.91	22.2%	\$1.13
Tripp County	\$3.68	\$4.62	\$2.50	\$7.90	\$3.85	\$22.55	8.9%	\$1.75
Walworth County	\$8.28	\$6.30	\$2.54	\$5.16	\$5.54	\$27.83	7.4%	\$2.09
Ziebach County	\$0.02	\$0.39	\$0.01	\$0.15	\$0.13	\$0.70	33.5%	\$0.08
Region Total	\$75.91	\$68.14	\$49.18	\$64.99	\$68.70	\$326.91	19.4%	\$26.15
State Total	\$887.54	\$998.80	\$665.42	\$906.79	\$902.47	\$4,361.03	30.4%	\$344.55

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Missouri River visitor spending, 2020

Missouri River Region								
County	Visitor Spending - 2020 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Aurora County	\$0.39	\$0.70	\$0.50	\$0.34	\$3.45	\$5.38	-24.4%	\$0.50
Brule County	\$4.55	\$7.40	\$2.96	\$6.26	\$4.00	\$25.15	-9.4%	\$2.21
Buffalo County	\$2.00	\$0.78	\$0.52	\$0.84	\$0.80	\$4.93	-20.1%	\$0.37
Campbell County	\$0.61	\$0.90	\$0.04	\$0.58	\$0.51	\$2.64	-10.7%	\$0.23
Charles Mix County	\$6.61	\$4.00	\$2.90	\$3.85	\$4.14	\$21.50	-13.9%	\$1.66
Corson County	\$0.19	\$0.51	\$0.04	\$0.18	\$0.65	\$1.58	-37.3%	\$0.15
Dewey County	\$0.74	\$0.99	\$0.59	\$1.72	\$3.12	\$7.17	-21.9%	\$0.49
Gregory County	\$1.53	\$2.91	\$2.04	\$1.72	\$2.89	\$11.09	-9.0%	\$1.09
Hughes County	\$13.45	\$17.13	\$10.42	\$13.70	\$12.76	\$67.47	-12.5%	\$5.98
Hyde County	\$0.25	\$0.23	\$0.28	\$0.89	\$0.37	\$2.02	3.2%	\$0.23
Lyman County	\$8.25	\$4.18	\$5.31	\$8.23	\$6.09	\$32.06	-14.2%	\$2.65
Potter County	\$3.86	\$2.22	\$1.09	\$2.92	\$2.42	\$12.52	-4.9%	\$1.05
Stanley County	\$4.85	\$5.06	\$3.32	\$4.47	\$3.33	\$21.03	-9.0%	\$1.67
Sully County	\$0.56	\$3.45	\$6.33	\$0.99	\$0.87	\$12.20	18.5%	\$0.97
Tripp County	\$3.12	\$4.34	\$2.38	\$7.41	\$3.46	\$20.71	-9.8%	\$1.66
Walworth County	\$6.56	\$6.06	\$2.38	\$5.28	\$5.63	\$25.92	-8.0%	\$2.01
Ziebach County	\$0.02	\$0.30	\$0.00	\$0.10	\$0.10	\$0.52	-19.3%	\$0.06
Region Total	\$57.55	\$61.15	\$41.09	\$59.49	\$54.60	\$273.89	-11.0%	\$22.99
State Total	\$603.77	\$805.91	\$488.72	\$744.66	\$700.34	\$3,343.40	-18.4%	\$275.94

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Missouri River visitor spending, 2019

Missouri River Region								
County	Visitor Spending - 2019 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Aurora County	\$0.46	\$0.82	\$0.57	\$0.37	\$4.89	\$7.11	1.1%	\$0.57
Brule County	\$5.37	\$7.56	\$3.34	\$6.43	\$5.08	\$27.77	5.4%	\$2.13
Buffalo County	\$2.58	\$0.91	\$0.64	\$0.97	\$1.08	\$6.18	3.2%	\$0.38
Campbell County	\$0.66	\$0.99	\$0.05	\$0.62	\$0.65	\$2.96	0.7%	\$0.23
Charles Mix County	\$8.14	\$4.08	\$3.49	\$3.88	\$5.39	\$24.98	1.7%	\$1.68
Corson County	\$0.22	\$0.71	\$0.05	\$0.20	\$1.33	\$2.51	3.1%	\$0.19
Dewey County	\$0.94	\$1.61	\$0.72	\$1.94	\$3.97	\$9.18	0.4%	\$0.55
Gregory County	\$1.70	\$2.97	\$2.32	\$1.65	\$3.55	\$12.19	-2.8%	\$1.10
Hughes County	\$16.11	\$18.22	\$11.99	\$14.56	\$16.24	\$77.12	-0.7%	\$6.44
Hyde County	\$0.23	\$0.25	\$0.26	\$0.81	\$0.41	\$1.96	11.7%	\$0.23
Lyman County	\$9.96	\$4.46	\$6.43	\$8.76	\$7.76	\$37.37	2.0%	\$2.55
Potter County	\$4.13	\$2.26	\$1.17	\$2.80	\$2.80	\$13.16	-3.8%	\$0.98
Stanley County	\$5.58	\$5.45	\$3.40	\$4.63	\$4.04	\$23.10	2.9%	\$1.53
Sully County	\$0.45	\$2.90	\$5.35	\$0.77	\$0.82	\$10.29	-0.3%	\$0.71
Tripp County	\$3.75	\$4.71	\$2.57	\$7.44	\$4.49	\$22.97	4.6%	\$1.64
Walworth County	\$7.59	\$6.11	\$2.47	\$5.31	\$6.70	\$28.19	3.7%	\$1.87
Ziebach County	\$0.02	\$0.34	\$0.01	\$0.13	\$0.14	\$0.65	2.7%	\$0.08
Region Total	\$67.90	\$64.36	\$44.82	\$61.26	\$69.34	\$307.69	1.5%	\$22.85
State Total	\$769.39	\$916.76	\$604.97	\$862.95	\$943.74	\$4,097.80	2.9%	\$307.67

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Missouri River economic impacts 2021

Missouri River Region

County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Aurora County	44	79	1.8%	0.1%	4.8%	\$0.84	\$2.31
Brule County	258	369	8.4%	0.7%	11.2%	\$5.72	\$9.99
Buffalo County	69	99	2.3%	0.2%	14.8%	\$1.77	\$3.13
Campbell County	15	24	0.5%	0.0%	2.6%	\$0.32	\$0.63
Charles Mix County	308	445	10.1%	0.8%	8.2%	\$6.30	\$11.39
Corson County	12	18	0.4%	0.0%	1.3%	\$0.24	\$0.54
Dewey County	54	97	2.2%	0.2%	3.1%	\$1.29	\$2.92
Gregory County	135	181	4.1%	0.3%	6.5%	\$2.59	\$4.25
Hughes County	858	1,211	27.6%	2.2%	9.0%	\$19.34	\$35.76
Hyde County	18	29	0.7%	0.1%	2.9%	\$0.46	\$1.06
Lyman County	400	644	14.7%	1.2%	28.6%	\$7.54	\$15.20
Potter County	108	212	4.8%	0.4%	14.1%	\$2.45	\$6.60
Stanley County	149	213	4.9%	0.4%	10.7%	\$3.37	\$5.60
Sully County	86	121	2.7%	0.2%	8.3%	\$3.17	\$4.90
Tripp County	191	283	6.5%	0.5%	7.3%	\$4.63	\$8.53
Walworth County	228	355	8.1%	0.7%	11.1%	\$5.09	\$10.27
Ziebach County	7	10	0.2%	0.0%	1.4%	\$0.12	\$0.25
Region Total	2,895	4,389		8.1%		\$65.21	\$123.32
State Total	36,907	54,192			9.1%	\$960.86	\$1,772.62

Missouri River economic impacts 2020

Missouri River Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Aurora County	40	79	1.9%	0.2%	4.8%	\$0.75	\$2.28
Brule County	228	332	8.0%	0.7%	10.0%	\$4.65	\$8.55
Buffalo County	58	85	2.1%	0.2%	12.7%	\$1.35	\$2.53
Campbell County	15	24	0.6%	0.0%	2.6%	\$0.30	\$0.60
Charles Mix County	242	373	9.0%	0.8%	6.9%	\$4.62	\$9.42
Corson County	13	19	0.5%	0.0%	1.3%	\$0.24	\$0.54
Dewey County	53	96	2.3%	0.2%	3.0%	\$1.20	\$2.76
Gregory County	124	174	4.2%	0.4%	6.3%	\$2.20	\$3.98
Hughes County	777	1,145	27.7%	2.3%	8.5%	\$16.73	\$33.23
Hyde County	19	31	0.8%	0.1%	3.1%	\$0.42	\$1.07
Lyman County	339	580	14.0%	1.2%	25.7%	\$8.45	\$15.32
Potter County	100	196	4.8%	0.4%	13.1%	\$2.20	\$5.88
Stanley County	144	215	5.2%	0.4%	10.8%	\$3.04	\$5.41
Sully County	78	112	2.7%	0.2%	7.7%	\$2.49	\$4.12
Tripp County	183	287	6.9%	0.6%	7.4%	\$4.19	\$8.37
Walworth County	226	371	9.0%	0.8%	11.6%	\$4.64	\$10.40
Ziebach County	6	9	0.2%	0.0%	1.3%	\$0.11	\$0.23
Region Total	2,605	4,128		8.3%		\$57.60	\$114.66
State Total	33,213	49,485			8.3%	\$820.48	\$1,552.28

Southeast

- The Southeast region was the region most impacted by the pandemic with visitor spending dropping by more than 25% in 2020. The region recovered 90% of those losses in 2021.
- Visitor spending grew 30% in 2021 to nearly \$1.6 billion.
- Nearly three-quarters of the region's spending is spent in Minnehaha County; Minnehaha County captures nearly 27% of all visitor spending state-wide.
- With higher wages paid in the region, while 36% of all tourism-supported jobs, 39% of the state's tourism-generated labor income goes to employees in the Southeast region.

Southeast spending timeline

Southeast Region								
County	(Millions)						Percent Change (2021/2020)	Share of Region
	2016	2017	2018	2019	2020	2021		
Bon Homme County	\$5.19	\$4.76	\$4.90	\$5.27	\$4.53	\$5.94	31.2%	0.37%
Clay County	\$27.65	\$28.68	\$29.73	\$28.89	\$21.78	\$29.18	33.9%	1.84%
Davison County	\$107.24	\$103.73	\$102.56	\$106.40	\$85.13	\$104.23	22.4%	6.57%
Douglas County	\$3.07	\$3.11	\$3.23	\$3.26	\$2.99	\$3.31	10.6%	0.21%
Hanson County	\$3.03	\$2.84	\$3.56	\$3.39	\$3.76	\$4.30	14.3%	0.27%
Hutchinson County	\$13.83	\$14.13	\$14.93	\$15.02	\$11.31	\$13.36	18.1%	0.84%
Lake County	\$24.76	\$26.06	\$26.07	\$26.58	\$24.75	\$30.60	23.6%	1.93%
Lincoln County	\$89.43	\$95.10	\$87.34	\$94.57	\$71.53	\$83.21	16.3%	5.24%
McCook County	\$9.31	\$9.41	\$8.90	\$9.07	\$7.79	\$9.76	25.3%	0.61%
Miner County	\$4.97	\$5.03	\$5.32	\$4.85	\$5.37	\$6.34	18.1%	0.40%
Minnehaha County	\$1,063.03	\$1,070.59	\$1,125.16	\$1,207.23	\$873.44	\$1,162.55	33.1%	73.27%
Turner County	\$5.95	\$6.02	\$5.84	\$6.30	\$5.05	\$6.12	21.2%	0.39%
Union County	\$48.53	\$45.75	\$47.91	\$45.61	\$37.54	\$50.35	34.1%	3.17%
Yankton County	\$69.91	\$70.87	\$72.33	\$74.25	\$62.83	\$77.51	23.4%	4.88%
Region Total	\$1,475.90	\$1,486.06	\$1,537.78	\$1,630.69	\$1,217.80	\$1,586.74	30.3%	100%
State Total	\$3,835.83	\$3,883.16	\$3,981.61	\$4,097.80	\$3,343.40	\$4,361.03	30.4%	

Southeast visitor spending, 2021

Southeast Region								
County	Visitor Spending - 2021 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Bon Homme County	\$0.44	\$2.12	\$0.50	\$0.47	\$2.41	\$5.94	31.2%	\$0.57
Clay County	\$4.09	\$9.00	\$2.37	\$3.51	\$10.20	\$29.18	33.9%	\$2.32
Davison County	\$19.12	\$23.44	\$17.81	\$21.15	\$22.71	\$104.23	22.4%	\$7.80
Douglas County	\$0.25	\$0.80	\$0.21	\$0.88	\$1.16	\$3.31	10.6%	\$0.32
Hanson County	\$0.95	\$0.90	\$0.56	\$0.79	\$1.11	\$4.30	14.3%	\$0.48
Hutchinson County	\$0.95	\$1.49	\$1.45	\$2.13	\$7.35	\$13.36	18.1%	\$1.11
Lake County	\$3.51	\$10.22	\$5.25	\$5.63	\$5.99	\$30.60	23.6%	\$2.27
Lincoln County	\$7.68	\$19.89	\$16.36	\$12.71	\$26.57	\$83.21	16.3%	\$7.06
McCook County	\$1.45	\$1.57	\$0.80	\$3.59	\$2.35	\$9.76	25.3%	\$0.80
Miner County	\$1.18	\$1.47	\$0.63	\$1.83	\$1.22	\$6.34	18.1%	\$0.56
Minnehaha County	\$147.85	\$270.86	\$161.00	\$287.98	\$294.86	\$1,162.55	33.1%	\$80.69
Turner County	\$0.66	\$1.11	\$0.57	\$1.36	\$2.41	\$6.12	21.2%	\$0.77
Union County	\$6.97	\$11.86	\$12.61	\$8.64	\$10.26	\$50.35	34.1%	\$3.97
Yankton County	\$10.43	\$23.04	\$11.10	\$17.41	\$15.52	\$77.51	23.4%	\$5.05
Region Total	\$205.53	\$377.77	\$231.23	\$368.08	\$404.13	\$1,586.74	30.3%	\$113.78
State Total	\$887.54	\$998.80	\$665.42	\$906.79	\$902.47	\$4,361.03	30.4%	\$344.55

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Southeast visitor spending, 2020

Southeast Region								
County	Visitor Spending - 2020 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Bon Homme County	\$0.34	\$1.75	\$0.41	\$0.41	\$1.62	\$4.53	-14.1%	\$0.45
Clay County	\$2.58	\$6.80	\$1.64	\$2.61	\$8.15	\$21.78	-24.6%	\$1.80
Davison County	\$13.84	\$19.92	\$13.95	\$18.30	\$19.11	\$85.13	-20.0%	\$6.66
Douglas County	\$0.21	\$0.69	\$0.12	\$0.87	\$1.09	\$2.99	-8.4%	\$0.29
Hanson County	\$0.78	\$0.79	\$0.49	\$0.76	\$0.94	\$3.76	10.9%	\$0.44
Hutchinson County	\$0.71	\$1.44	\$0.97	\$1.72	\$6.47	\$11.31	-24.7%	\$0.95
Lake County	\$2.65	\$8.42	\$3.98	\$4.72	\$4.98	\$24.75	-6.9%	\$1.91
Lincoln County	\$6.23	\$17.88	\$14.23	\$11.40	\$21.79	\$71.53	-24.4%	\$6.12
McCook County	\$1.08	\$1.40	\$0.67	\$3.06	\$1.58	\$7.79	-14.2%	\$0.66
Miner County	\$0.90	\$1.26	\$0.51	\$1.67	\$1.03	\$5.37	10.7%	\$0.48
Minnehaha County	\$92.69	\$207.50	\$111.79	\$226.73	\$234.73	\$873.44	-27.6%	\$63.98
Turner County	\$0.57	\$1.01	\$0.56	\$1.30	\$1.61	\$5.05	-19.9%	\$0.63
Union County	\$4.90	\$9.29	\$9.06	\$7.08	\$7.21	\$37.54	-17.7%	\$3.14
Yankton County	\$8.00	\$19.91	\$8.74	\$15.16	\$11.03	\$62.83	-15.4%	\$4.37
Region Total	\$135.47	\$298.06	\$167.12	\$295.80	\$321.34	\$1,217.80	-25.3%	\$91.87
State Total	\$603.77	\$805.91	\$488.72	\$744.66	\$700.34	\$3,343.40	-18.4%	\$275.94

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Southeast visitor spending, 2019

Southeast Region								
County	Visitor Spending - 2019 (millions)						Growth Rate	State and Local Tax Revenue (millions)
	Lodging*	F&B	Recreation	Retail	Transport**	Total		
Bon Homme County	\$0.39	\$1.91	\$0.40	\$0.41	\$2.16	\$5.27	7.5%	\$0.52
Clay County	\$3.63	\$8.33	\$2.13	\$3.26	\$11.54	\$28.89	-2.8%	\$2.18
Davison County	\$18.96	\$23.67	\$17.04	\$21.08	\$25.65	\$106.40	3.7%	\$7.84
Douglas County	\$0.26	\$0.68	\$0.14	\$0.78	\$1.40	\$3.26	1.0%	\$0.33
Hanson County	\$0.67	\$0.68	\$0.43	\$0.58	\$1.04	\$3.39	-4.8%	\$0.37
Hutchinson County	\$0.95	\$1.93	\$0.83	\$1.93	\$9.39	\$15.02	0.6%	\$1.18
Lake County	\$2.91	\$8.17	\$4.20	\$4.51	\$6.78	\$26.58	1.9%	\$1.97
Lincoln County	\$8.71	\$21.60	\$20.90	\$13.12	\$30.23	\$94.57	8.3%	\$9.13
McCook County	\$1.33	\$1.64	\$0.79	\$3.24	\$2.08	\$9.07	1.9%	\$0.71
Miner County	\$0.82	\$1.04	\$0.56	\$1.32	\$1.12	\$4.85	-8.9%	\$0.42
Minnehaha County	\$149.11	\$262.34	\$155.51	\$305.86	\$334.40	\$1,207.23	7.3%	\$83.99
Turner County	\$0.73	\$1.29	\$0.66	\$1.42	\$2.21	\$6.30	7.9%	\$0.76
Union County	\$6.08	\$11.16	\$10.82	\$8.10	\$9.45	\$45.61	-4.8%	\$4.25
Yankton County	\$10.24	\$22.51	\$10.42	\$16.78	\$14.31	\$74.25	2.7%	\$4.94
Region Total	\$204.78	\$366.94	\$224.84	\$382.39	\$451.74	\$1,630.69	6.0%	\$118.60
State Total	\$769.39	\$916.76	\$604.97	\$862.95	\$943.74	\$4,097.80	2.9%	\$307.67

* Lodging spending includes 2nd home valuation

** Transport includes local and air transportation

Southeast economic impacts 2021

Southeast Region

County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Bon Homme County	57	86	0.4%	0.2%	2.7%	\$1.22	\$2.32
Clay County	322	498	2.5%	0.9%	5.7%	\$6.05	\$11.63
Davison County	1,123	1,566	8.0%	2.9%	10.3%	\$28.12	\$47.70
Douglas County	20	32	0.2%	0.1%	1.6%	\$0.27	\$0.81
Hanson County	39	63	0.3%	0.1%	4.1%	\$0.90	\$2.10
Hutchinson County	76	135	0.7%	0.2%	3.0%	\$1.29	\$3.79
Lake County	355	458	2.3%	0.8%	6.3%	\$6.31	\$10.92
Lincoln County	598	894	4.5%	1.6%	2.5%	\$13.41	\$30.70
McCook County	58	91	0.5%	0.2%	3.3%	\$1.06	\$2.54
Miner County	49	75	0.4%	0.1%	5.0%	\$0.64	\$1.62
Minnehaha County	9,604	13,896	70.6%	25.6%	8.7%	\$275.74	\$518.71
Turner County	54	93	0.5%	0.2%	2.2%	\$0.95	\$2.58
Union County	475	629	3.2%	1.2%	4.8%	\$11.35	\$22.04
Yankton County	807	1,170	5.9%	2.2%	7.2%	\$17.45	\$33.62
Region Total	13,581	19,687		36.3%		\$364.76	\$691.07
State Total	36,907	54,192			9.1%	\$960.86	\$1,772.62

Southeast economic impacts 2020

Southeast Region							
County	Employment		Share of Region	Share of State	Share of County	Labor Income, (Millions)	
	Direct	Total				Direct	Total
Bon Homme County	58	85	0.5%	0.2%	2.7%	\$1.04	\$2.01
Clay County	279	439	2.4%	0.9%	5.1%	\$5.02	\$9.96
Davison County	1,052	1,496	8.2%	3.0%	9.8%	\$24.37	\$43.07
Douglas County	19	32	0.2%	0.1%	1.6%	\$0.24	\$0.79
Hanson County	34	60	0.3%	0.1%	3.9%	\$0.73	\$2.00
Hutchinson County	75	136	0.7%	0.3%	3.0%	\$1.18	\$3.70
Lake County	318	420	2.3%	0.8%	5.7%	\$5.54	\$10.01
Lincoln County	544	855	4.7%	1.7%	2.3%	\$12.28	\$30.77
McCook County	54	87	0.5%	0.2%	3.2%	\$0.94	\$2.26
Miner County	44	70	0.4%	0.1%	4.7%	\$0.53	\$1.54
Minnehaha County	8,882	12,834	70.2%	25.9%	8.0%	\$247.28	\$462.07
Turner County	51	90	0.5%	0.2%	2.2%	\$0.82	\$2.41
Union County	441	582	3.2%	1.2%	4.5%	\$9.18	\$18.17
Yankton County	741	1,102	6.0%	2.2%	6.8%	\$15.12	\$30.65
Region Total	12,532	18,288		37.0%		\$324.26	\$619.43
State Total	33,213	49,485			8.3%	\$820.48	\$1,552.28

Methodology and Background



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Definitions and terms

- A visitor includes all overnight and day visitors - traveling outside of their usual environment, defined as beyond 50 miles
- The analysis measures the economic impact of visitors to the State of South Dakota, including:
 - Day trips and overnight visitors
 - Domestic, Canadian and overseas visitors
 - Resident and non-resident travel

Quantifying the travel and tourism economy

- Most economic sectors such as financial services, insurance, or construction are easily defined within a country's national accounts statistics.
- Travel is not so easily measured because it is not a single industry. It is a demand-side activity which affects multiple sectors to various degrees.
- Travel spans nearly a dozen sectors including lodging, retail, real estate, air passenger transport, food & beverage, car rental, taxi services, travel agents, and recreation (including museums, theme parks, sports events and others).

Methods and data sources

- Domestic visitor expenditure estimates are provided by DK Shifflet's representative survey of US travelers. These are broken out by sectors (lodging, transport at destination, food & beverage, retail, and recreation), by purpose (business and leisure), and by length of stay (day and overnight).
- Tourism Economics (TE) then adds and cross-checks several categories of spending:
 - International visitor spending (source: NTTO, TE)
 - Canada visitor spending (source: Statistics Canada, TE)
 - Spending on air travel which accrues to South Dakota airports and locally-based airlines
 - Gasoline purchases by visitors (source: TE calculation)
 - Recreational second home expenditures (source: US Census)
 - Smith Travel Research (lodging performance)
 - Local level lodging tax data
 - Sales tax by industry (South Dakota Department of Revenue)
 - Industry-by-industry employment and personal income (Bureau of Economic Analysis and Bureau of Labor Statistics)

Methods and data sources

- An IMPLAN model was utilized for the State of South Dakota. This traces the flow of visitor-related expenditures through the local economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of travel.
- Tourism Economics then cross-checks these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.
- The source of the employment and wage data is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data. The main definitional difference is that sole-proprietors, which do not require unemployment insurance, are not counted in the ES202 data.

Description of spending categories

Spend Category	Description
Lodging	Includes visitor spending in accommodation sector. This includes food and other services provided by hotels and similar establishments.
Recreation	Includes visitor spending within the arts, entertainment and recreation supersector.
Air transport	Includes the local economic activity generated by visitors within the air transport (airline) and support services (on airport) sectors.
Other transport	Includes all forms of local transport services such as taxis, limos, trains, rental cars, and buses.
Shopping	Includes visitor spending within all retail sectors within the South Dakota economy.
Service stations	visitor spending on gasoline. Only the margin counts as local economic impact.
Second homes	Spending associated with the operation of seasonal second homes for recreational use as defined by the Census Department. This is based on an “imputed rent” calculation over an estimated peak season.
Food and beverage	Includes all visitor spending at restaurants and bars.

Cross section of our clients

Corporations

Hotel companies
Aviation manufacturing
Internet marketing
Internet distribution
Financial institutions
Theme Parks
Travel trade

Associations

Caribbean Tourism Org.
European Travel Commission
Pacific Asia Travel Assoc.
US Travel Association
DMAI
IAAPA
WTTC
UN World Tourism Org.

Destinations

Tourism Australia
Bahamas Ministry of Tourism
Brand USA
Visit California
Canadian Tourism Commission
Dubai Tourism
Georgia Tourism
Saudi Arabia (SCT)
Discover Los Angeles
NYC & Company
Ontario Ministry of Tourism
Visit Orlando
Philadelphia Tourism Marketing
San Diego CVB
Tourism Ireland
Visit Britain
Visit Denmark
Visit Florida
Visit Switzerland



About Tourism Economics

- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 200 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 80 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
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TOURISM ECONOMICS

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