



SOUTH DAKOTA PASSPORTS PROGRAM

HIDDEN GEMS OF SOUTH DAKOTA

South Dakota

HELLO!

ERIN WEINZETTEL

**GLOBAL MARKETING &
BRAND MANAGER**



South Dakota



LOOKING AHEAD

WHAT WILL BE COVERED?

- Goals & execution of the South Dakota Passports program
- How to get involved in the program
- Insights learned so far from the passports and engagement
- What the future holds for upcoming passports

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1

HIGHLIGHT EVERY AREA OF SOUTH DAKOTA

Encourage individuals through gamification to explore and experience hidden treasures found throughout the state.

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The background is a dimly lit art gallery. On the left, there are several dark, abstract sculptures on white pedestals. In the center and right, there are various artworks including a large abstract painting with geometric patterns, a sculpture of a person, and a painting of a landscape. The overall atmosphere is artistic and sophisticated.

PROGRAM OVERVIEW

HOW IT CAME TOGETHER

South Dakota

DESTINATION EXPERIENCE ENGINE

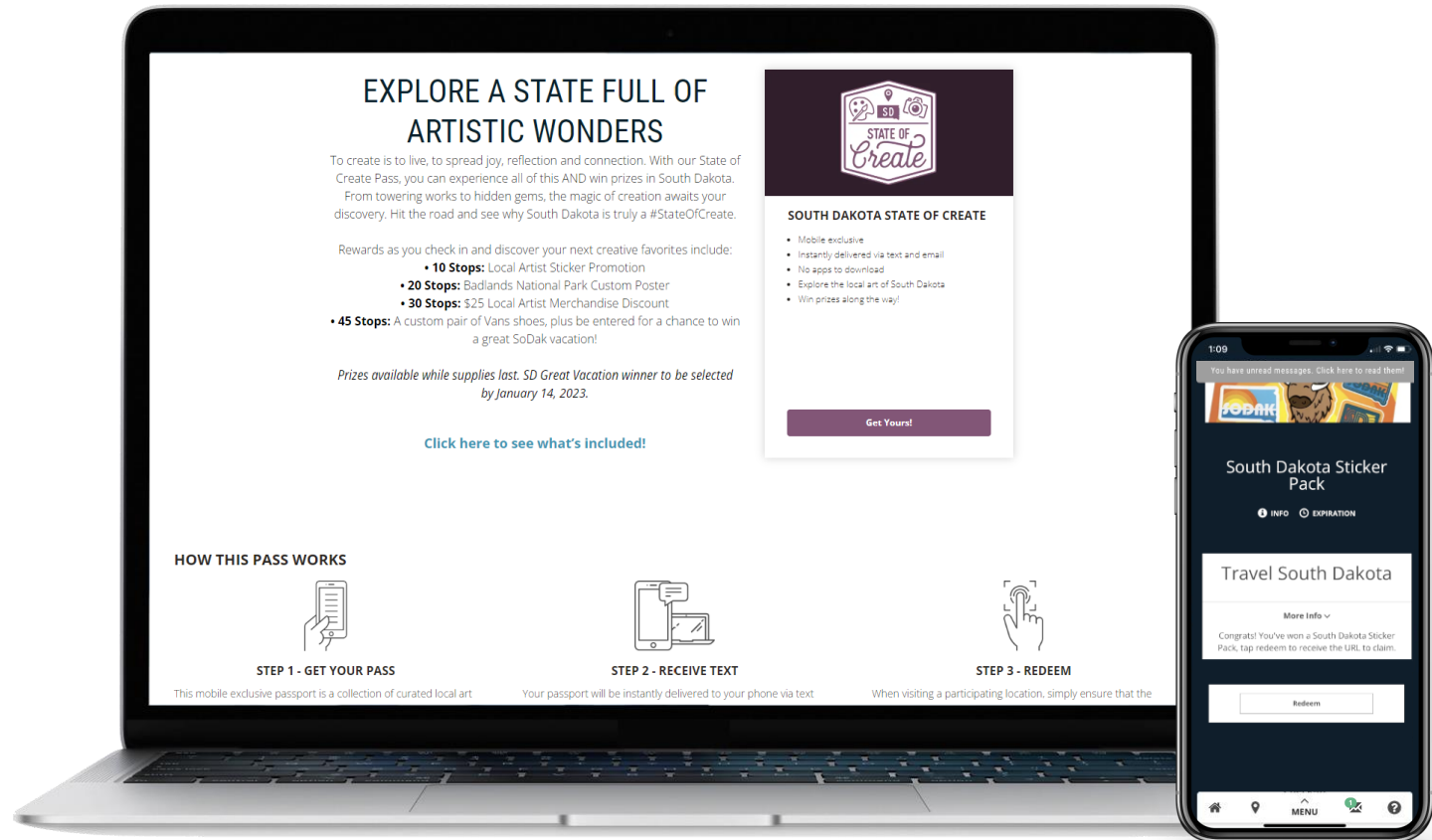
BANDWANGO PARTNERSHIP

- Based out of Salt Lake City, Utah
- Develops travel marketing platform that connects destinations with travelers and locals
- Has successfully launched gamified check-in trails with partners throughout United States and Canada



TRAVEL TECHNOLOGY TOOL

PARTNERSHIP WITH BANDWANGO



INSTANT DELIVERY

Experience-based passports delivered via text and email. No apps to download.

REAL-TIME PERKS

GPS allows for prize automation and instant gratification to participants.

South Dakota

HOW THE PASS WORKS

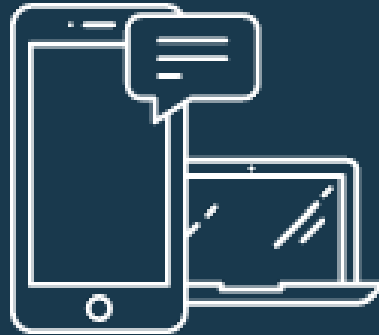
THREE SIMPLE STEPS



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 geolocation services, to count a visit for prizes.

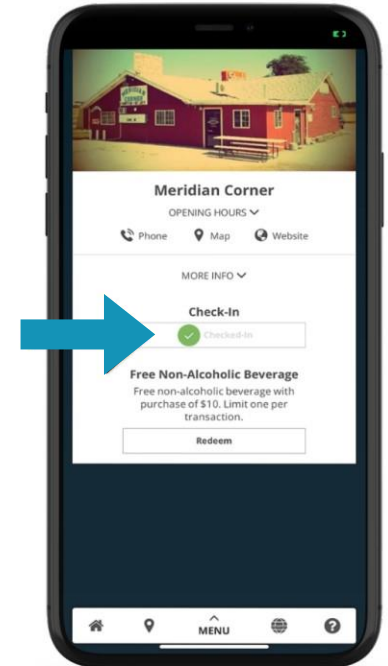
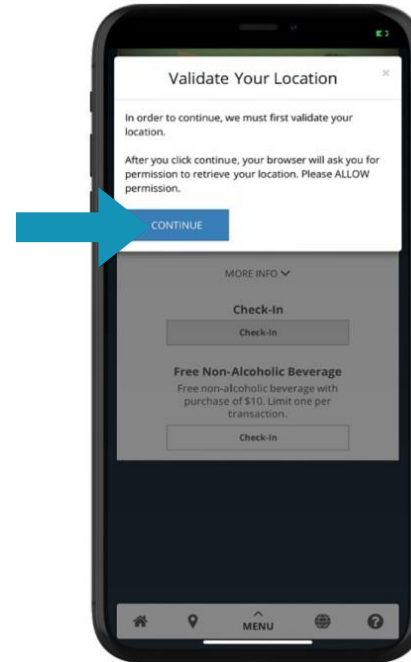
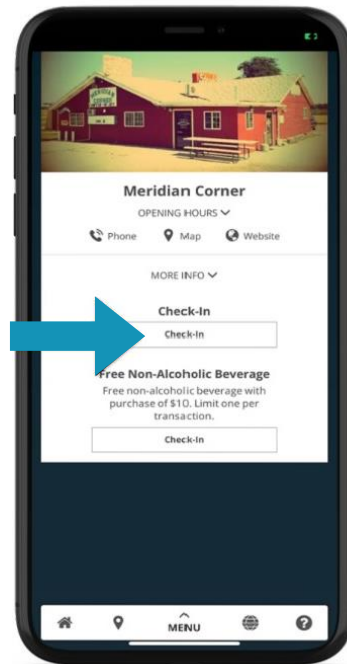
HOW THE PASS WORKS

PASSPORT TOUR



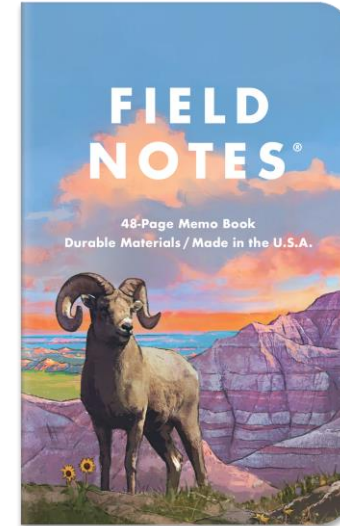
HOW THE PASS WORKS

CHECK-IN STEPS



EXPLORATION REWARDS

SD GREAT FINDS PRIZE DETAILS



South Dakota

A person in traditional South Dakota Native American regalia is dancing in a grassy field. The dancer is wearing a large, white, fringed cape with colorful geometric patterns and a feathered headdress. In the background, there is a teepee and a wall with graffiti. The image is overlaid with a dark blue filter.

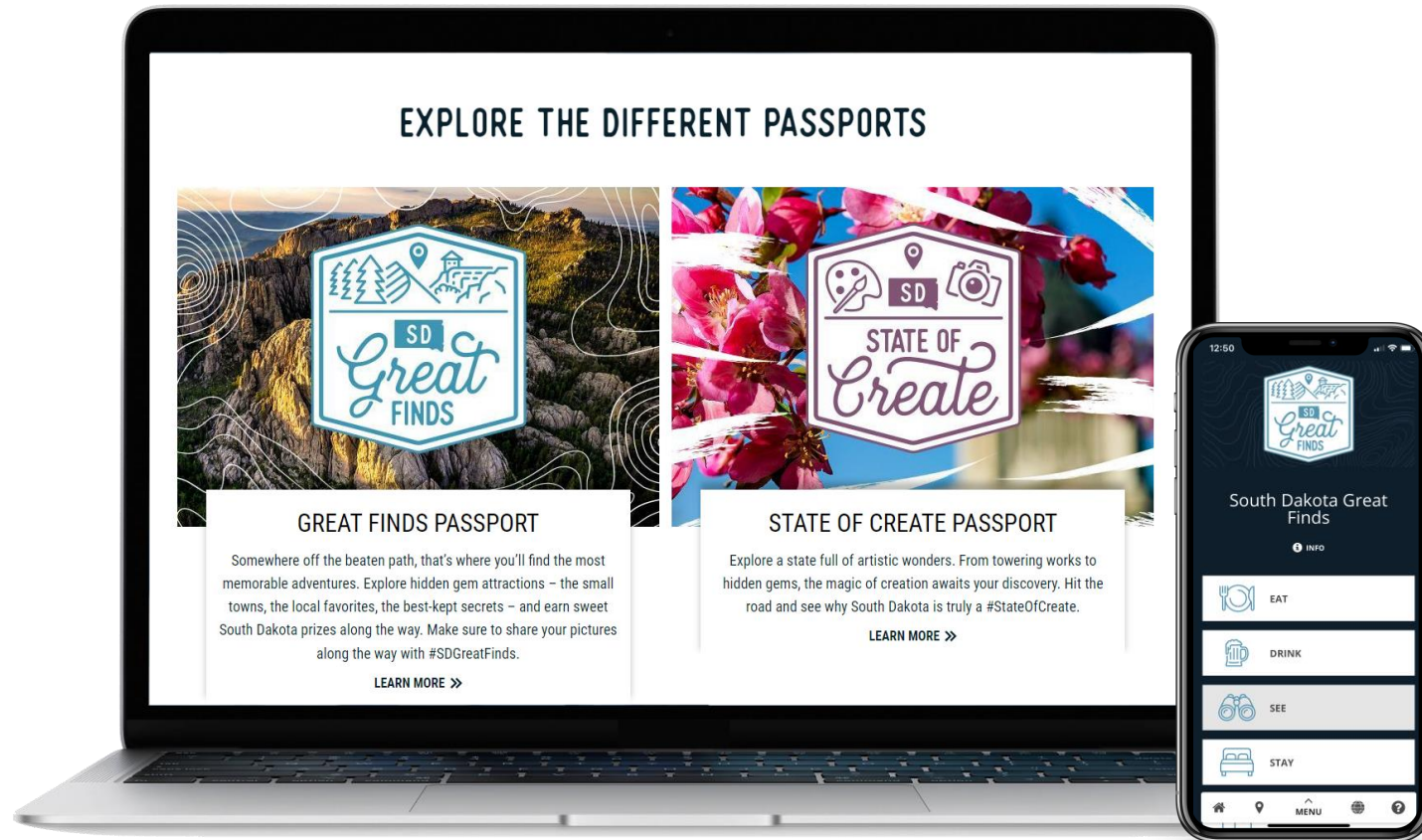
SOUTH DAKOTA PASSPORTS

THE DETAILS

South Dakota

SOUTH DAKOTA PASSPORTS

LAUNCHED YEAR-TO-DATE



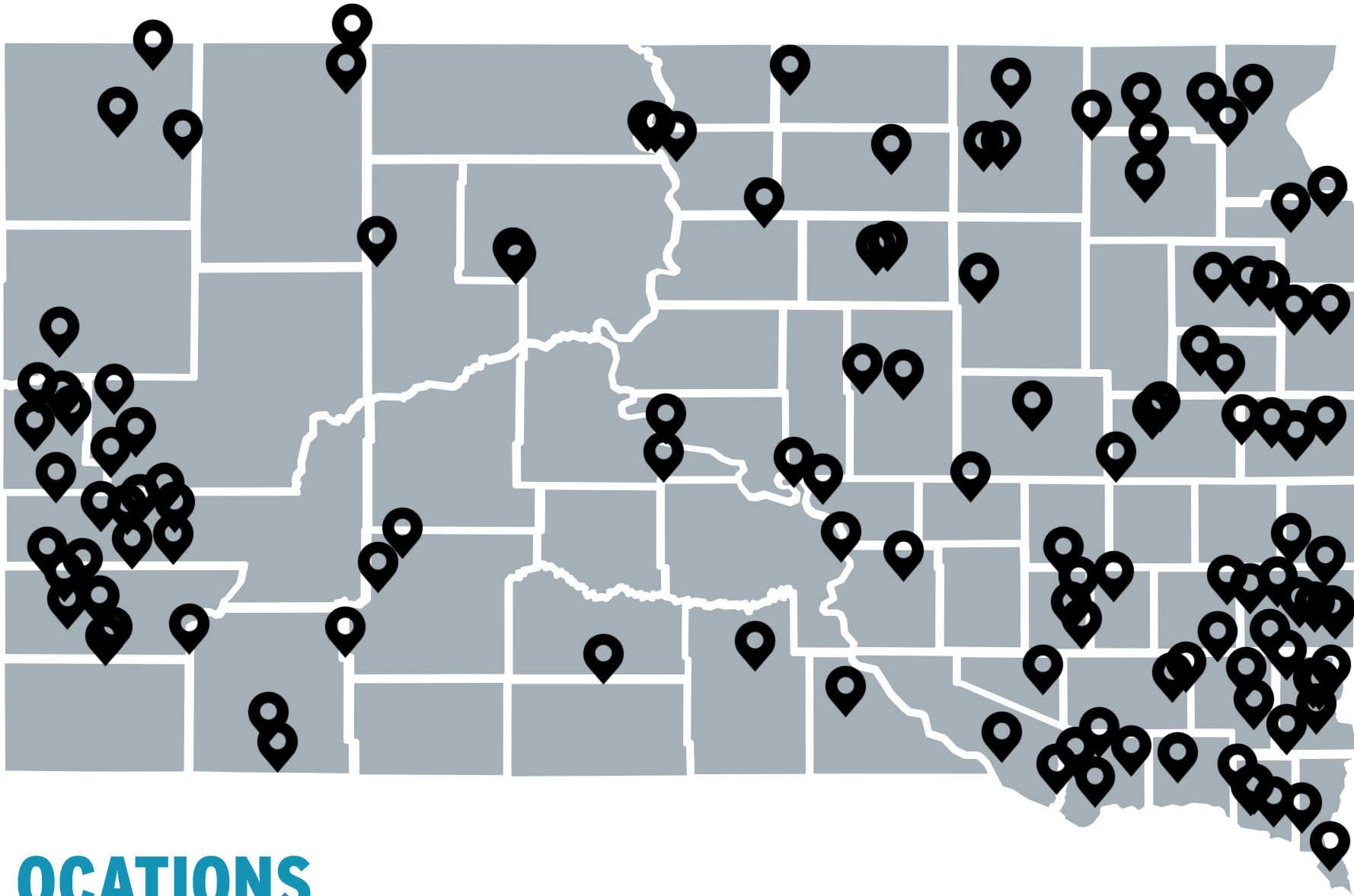
SD GREAT FINDS

Hidden gem attractions - small towns, local favorites, and best-kept secrets.

STATE OF CREATE

South Dakota artistic wonders, from museums, murals, businesses and more.

South Dakota



150+ LOCATIONS
ACROSS EACH FOUR REGIONS





PASS DEVELOPMENT

HOW IT COMES TOGETHER

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LOCATION SELECTION PROCESS

IDENTIFYING HIDDEN GEMS

- **Nominated by Industry and Partners:** Locations have been nominated through an online survey as well as from partners of the department (SD Arts Council, SD Tribal Tourism Association, etc.)
- **Hidden Gem Criteria:** Locations were evaluated based on visitor awareness, featured in marketing, and business reviews - all determining if a location would be deemed a hidden gem
- **Proximity of Location:** The goal of the program is to feature a hidden gem in every community each year. If there is currently a location in a community; the location is added for consideration for future passports or when pass location updates are implemented



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DEVELOPMENT WORKFLOW

LAUNCH PACKAGES

SD GREAT FINDS PASSPORT PROGRAM OVERVIEW

PROGRAM OVERVIEW & DETAILS

PROGRAM OVERVIEW & DETAILS
The South Dakota Department of Tourism is excited to have launch it's free "South Dakota Great Finds" mobile exclusive pass and share that your business will be featured on the passport. The Great Finds pass encourages individuals through gamification to explore and experience the many hidden treasures found throughout the entire state. With the pass, visitors and locals can check in to designated Great Finds to unlock a broad range of fun South Dakota prizes based on the number of locations visited and receive optional discounts at the state's special restaurants, retail business, outdoor activities and more.

The program delivery is seamless, with no app download needed. Instead, the pass is simply accessed through TravelSouthDakota.com. Participant location redemption is followed through GPS-based tracking. Prize selection will be accessed on TravelSouthDakota.com. Prizes will be shipped by Tourism to qualifying participants. This pass will be a vital component of all marketing campaigns moving forward.

GREAT FINDS PARTNERS

GREAT FINDS PARTNERS
This last year, the department sent out a survey to all industry members asking to identify areas within each region that should be showcased through marketing efforts. These entities were then reviewed and selected as partners for the first SG Great Finds pass. Since being selected, partners have been notified that they have been included as part of the SG Great Finds pass. We expect nearly 50 partners in this first year, spanning across all four regions, that include places to eat, drink, see, stay, shop and play. New partners will be added annually, with one Great Find representing each community every year.

TRAVEL TECHNOLOGY TOO

TRAVEL TECHNOLOGY TOOL
As part of this program, the department partnered with the technology company Bandwango, based in Salt Lake City, to launch our passport. Their team has successfully launched many gamified check-in trails with destinations across the United States and Canada. They have assisted with partner setup, technology development and program launch.



**DISCOVER MORE WITH
OUR FREE PASSPORT!**



Add some Great Finds to your SoDak adventure. With the free, mobile-exclusive South Dakota Great Finds passport, explore hidden gems – the small towns, the local favorites, the best-kept secrets – and earn South Dakota prizes along the way.

- **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, plus be entered for a chance to win a SD Great Vacation!



GREAT FINDS. GREAT MEMORIES.

Scan the QR code or visit TravelSouthDakota.com/SDGF to start your adventure!

South Dakota
GREAT PLACES. GREAT PLACES.

SD GREAT FINDS PASSPORT REDEMPTION INSTRUCTIONS



1. Customers will present the pass on their phone.



2. If you've provided a discount, there will be 2 options under your listings.



3. When a customer checks-in, they'll need to make sure their location services are on, and they'll need to be within 0.25 miles of your business.



4. A green checkmark will be present upon successful check-in.



5. If a discount voucher is selected, a ticket will appear for you or your staff to select.



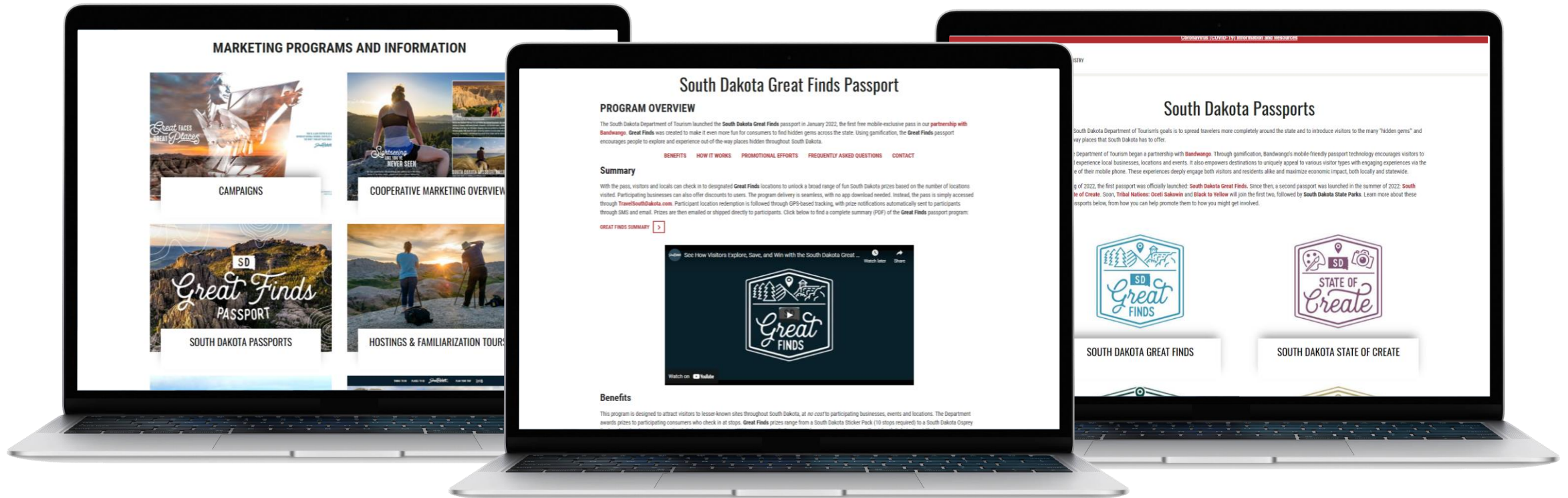
6. Discount tickets will automatically be timestamped at the time of redemption.

Need Help? Call/Text 888-921-5333 or email support@bandwango.com

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DEVELOPMENT WORKFLOW

SDVISIT.COM



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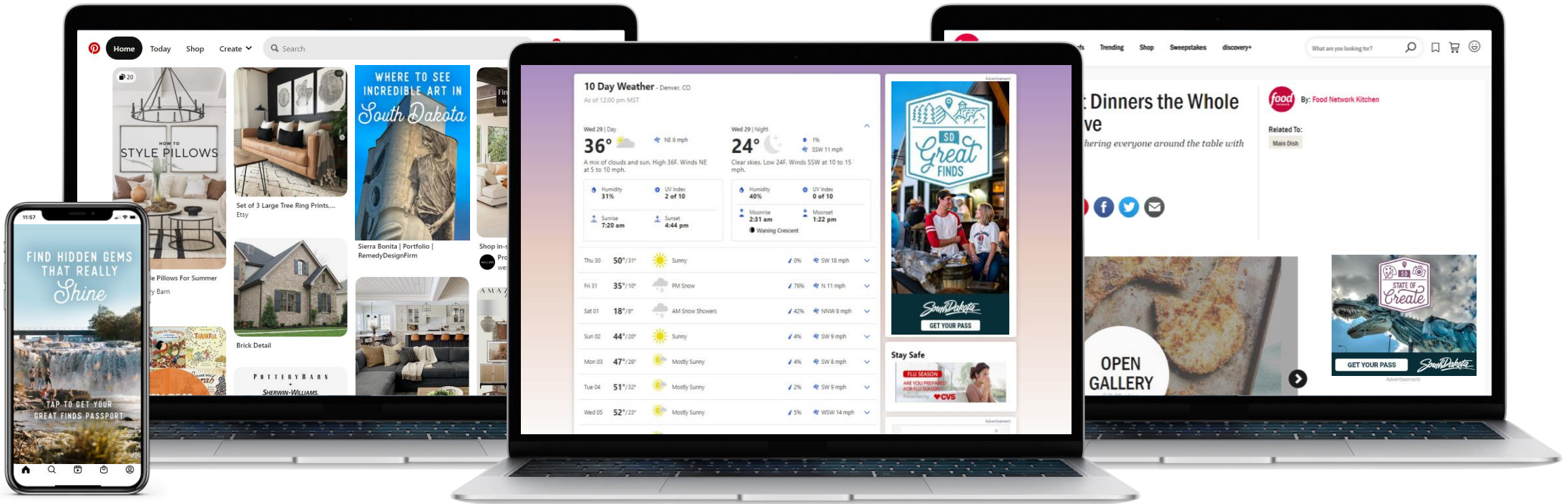
PASS PROMOTION

MARKETING EFFORTS

South Dakota

PASSPORT PROMOTION

DIGITAL AND SOCIAL

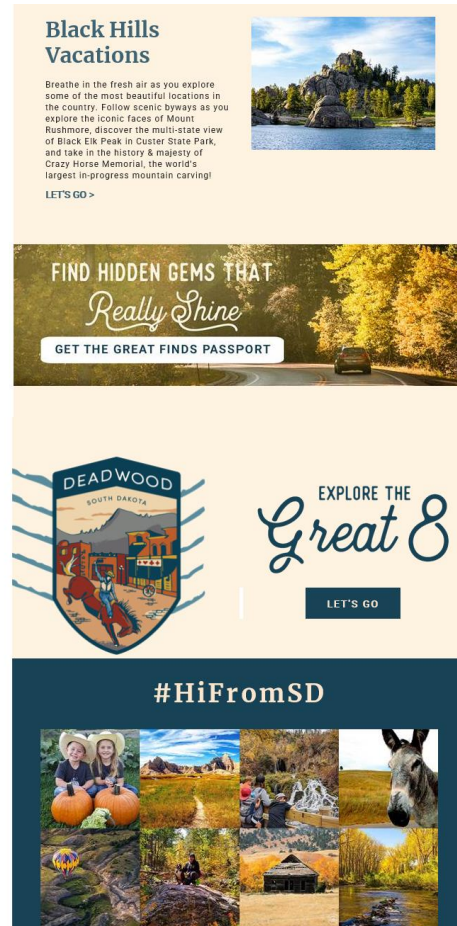


Digital and Social: Display, Facebook, Instagram, Pinterest

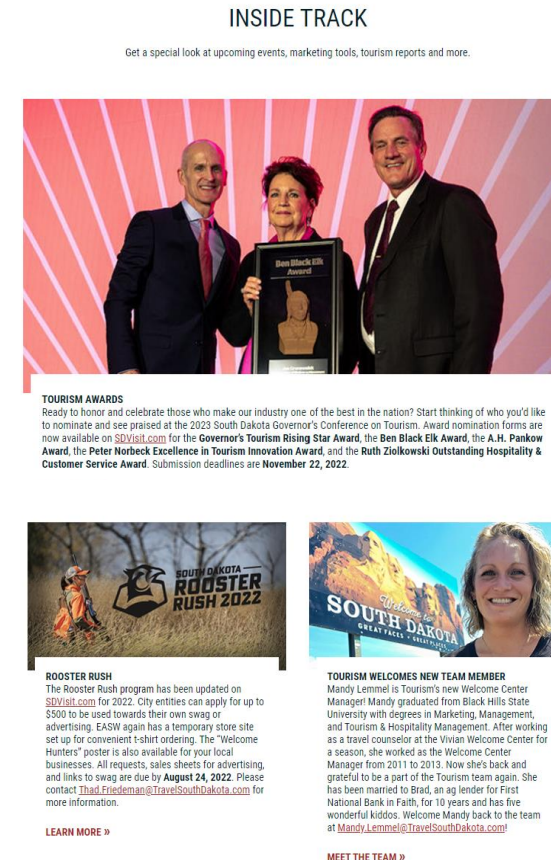


PASSPORT PROMOTION

EMAIL



Upcoming Emails



Mile Marker - Inside Track



PASSPORT PROMOTION

PRINT AND DIRECT MAIL



YOUR PASSPORT TO
Great Finds

Sometimes the best moments of vacation are the ones that surprise you: the mom-and-pop diner with incredible eats, the hidden historic site that makes you rethink the past, stunning views that render you speechless.

Discover the hidden gems of South Dakota with the free, mobile-exclusive digital "South Dakota Great Finds" pass. Check in during your stops for discounts, rewards and even a chance to win a South Dakota Great Vacation. Winners will be chosen January 15, 2024.

These are the places locals swear by. Find out why by adding some truly Great Finds to your next trip.

HOW THIS PASS WORKS

STEP 1 – GET YOUR PASS
This mobile-exclusive passport is a collection of curated attractions, retailers, restaurants and more and offering deals and discounts to redeem during your visit. Visit travelsouthdakota.com/south-dakota-great-finds.

STEP 2 – RECEIVE TEXT
Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.

STEP 3 – REDEEM
When visiting a participating location, simply check in and record your visit to count towards your prize! You will need your phone geo location services turned on in order to check in.

MORE GREAT DISCOVERIES

Discoveries are unlimited in South Dakota. Our new online passes help you find the best of culture, local favorites, and engaging history. No app needed. Just connect & explore for the chance to win discounts and prizes across the state.

BLACK-TO-YELLOW PASSPORT

The national #1 pick

SOUTH DAKOTA DEPARTMENT OF TOURISM
771 East Wells Avenue // Pierre, South Dakota 57501

Explorers Welcome

Discover hidden gem attractions – the small towns, the local favorites, the best-kept secrets – and earn sweet South Dakota prizes along the way.

Scan the code or visit TravelSouthDakota.com/SDGF to learn more.

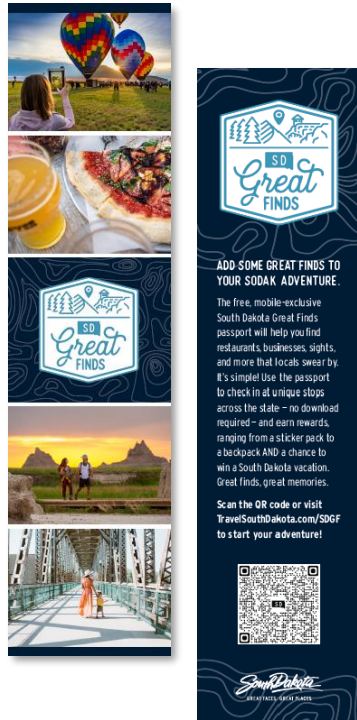
SHARE YOUR OWN OTHERS HAVE FOUND

1 Black Hills Roundup, Belle Four Tabor & Sawyer Brewing Co. Sp. T. Rex Sue, Faith

PRINTED BY US POSTAGE PAID SOUTH DAKOTA DEPARTMENT OF TOURISM

PASSPORT PROMOTION

WELCOME CENTERS



Bookmark Handouts



Posters - 12x18

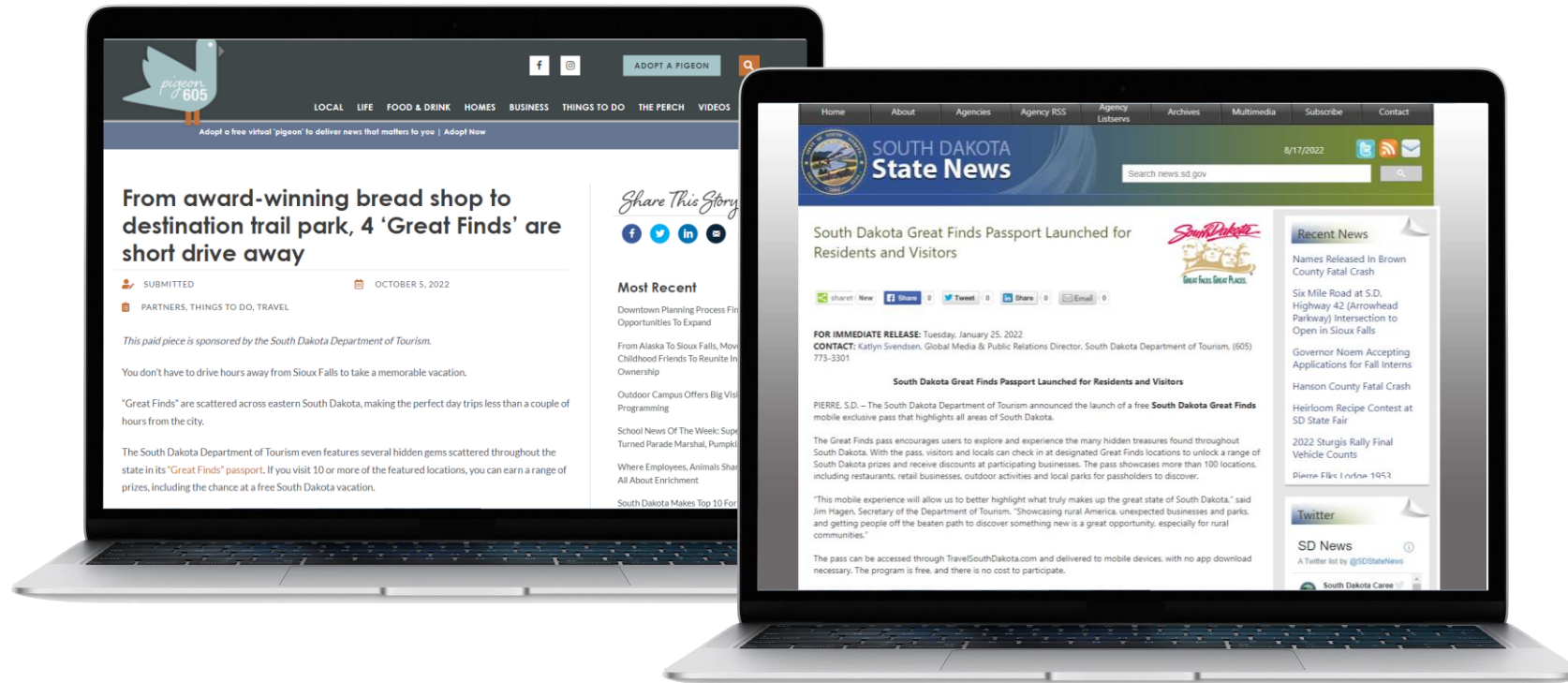


Foam Core Posters - 14x20



PASSPORT PROMOTION

ADDITIONAL EFFORTS



Additional: Jodi Schwan partnership, Press Releases



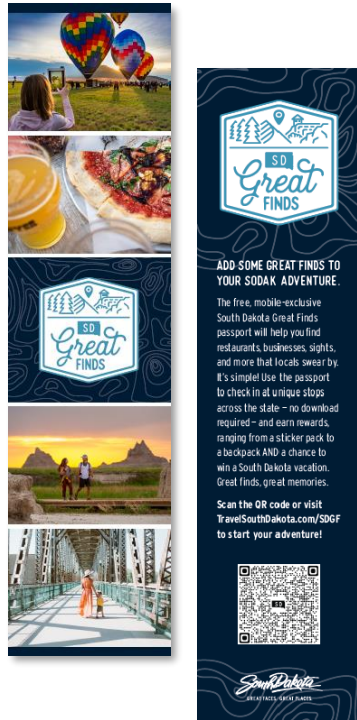
GET INVOLVED

SHOWCASING HIDDEN GEMS

South Dakota

HELP PROMOTE THE PROGRAM

REQUEST ELEMENTS FROM THE DEPARTMENT



Handouts



Posters



Social Posts



ADDITIONAL TOOLS

PRESS KIT

HASHTAGS AND TAGS

STATE OF CREATE

Utilizing hashtags is a way for users to find content based on certain topics and interests. We encourage the use of the following hashtags for audiences to explore more the State of Create passport and its locations.

- **#StateofCreate**
- **#HiFromSD**

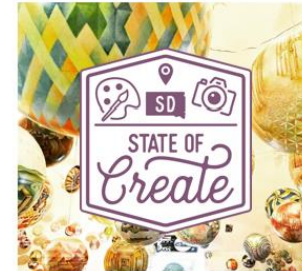
We also encourage businesses to tag the South Dakota Department of Tourism on posts to help followers know clearly how they can access and engage with the State of Create passport. Tagging South Dakota also allows for our social media managers to further engage with your brand as well.

- **All Accounts, except Facebook: @SouthDakota**
- **Facebook Account: @SouthDakotaTourism**



LOGO GUIDELINES

STATE OF CREATE



1-Color Logo: Used over light colors or lighter colored photography



Reversed Logo: Used over dark colors and darker colored photography

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SHARE WITH US

SOUTH DAKOTA HIDDEN GEMS

- **Visitor Awareness:** Are visitors or residents well-aware of the business or location?
- **Business Reviews:** Does the business have overall good reviews on Google and/or Facebook?
- **Location/Proximity:** Is the business/attraction in an area of the state that can help better distribute visitors across the state?



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A photograph of an art gallery with white walls and a polished floor. Numerous colorful artworks are displayed on the walls. The ceiling features exposed wooden beams and track lighting. The image is dimmed to serve as a background for the text.

INSIGHTS DISCOVERED

WHAT HAS BEEN LEARNED?

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PASSPORT PERFORMANCE

FREE PASS SIGN UPS

2,100+

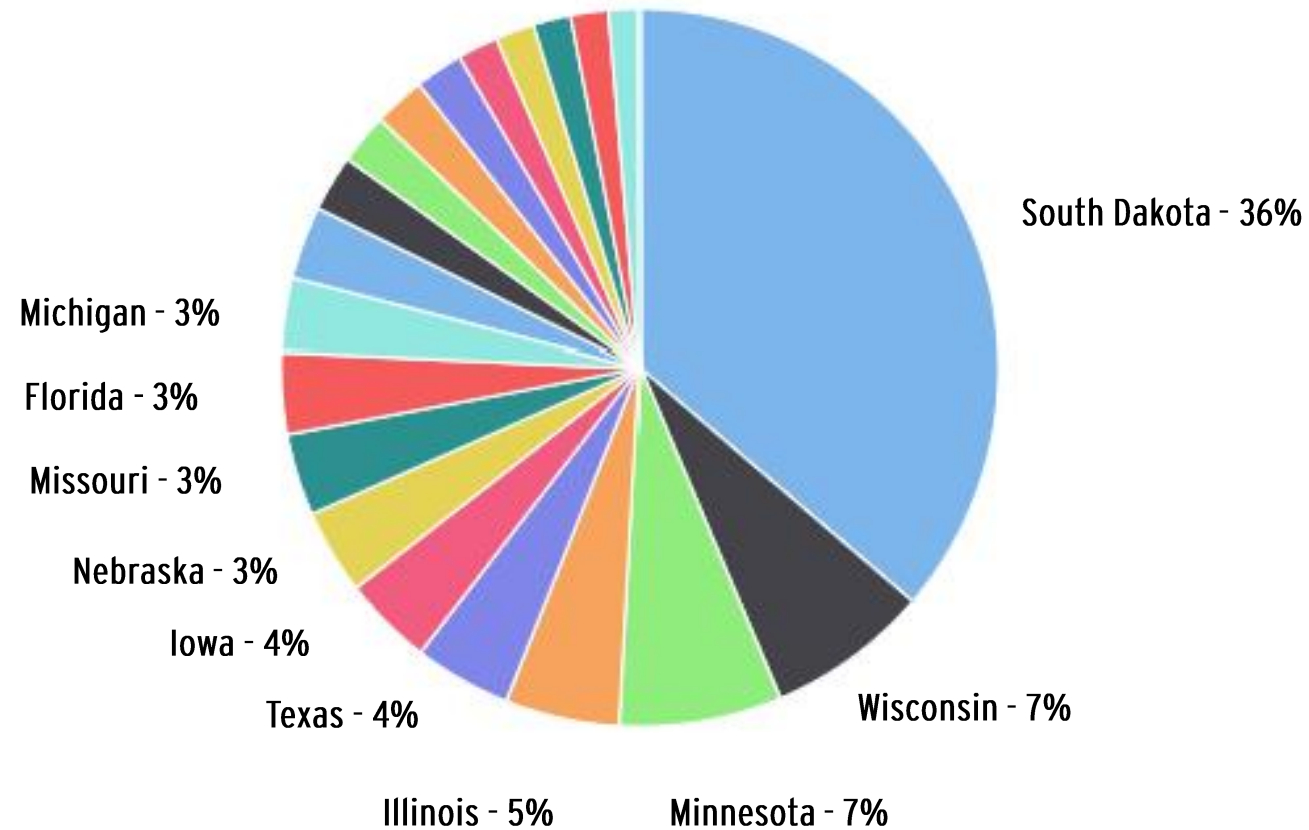
ANNUAL CHECK-INS

770+

South Dakota

PASSPORT SIGN-UPS

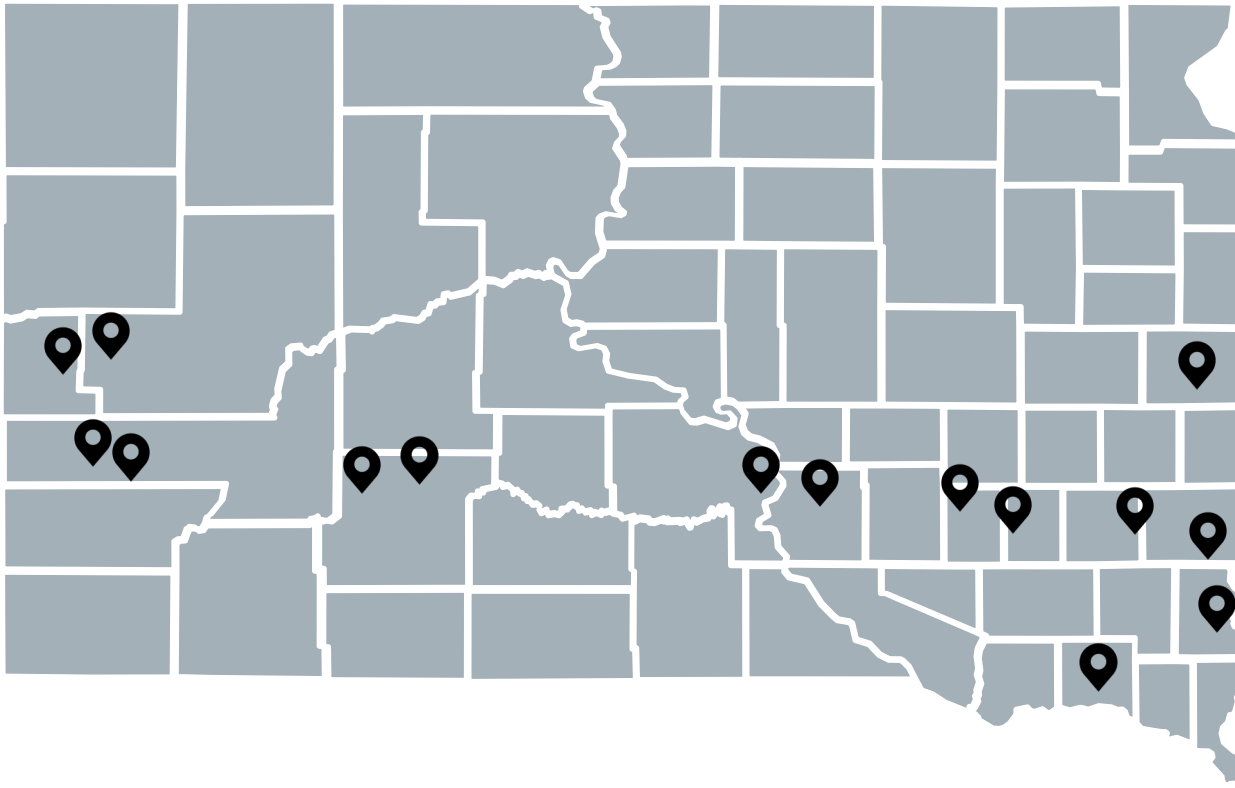
WHERE ARE THEY FROM?



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PASSPORT CHECK-INS

WHERE ARE THEY GOING?



A Homestead Brew
Akta Lakota Museum & Cultural Center
Badlands Distillery
Badlands Ranch Store
Buffalo Ridge Brewing
Dakota Shivers Brewing
Fatima Family Shrine
Halley's 1880 Store
Mead Cultural Education Center
Mitchell Prehistoric Indian Village
Museum @Black Hills Institute
Newton Hills State Park
South Dakota Agricultural Heritage Museum
South Dakota Tractor Museum
South Dakota Outdoor Shop

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WHAT'S AHEAD?

PLANS IN THE WORKS

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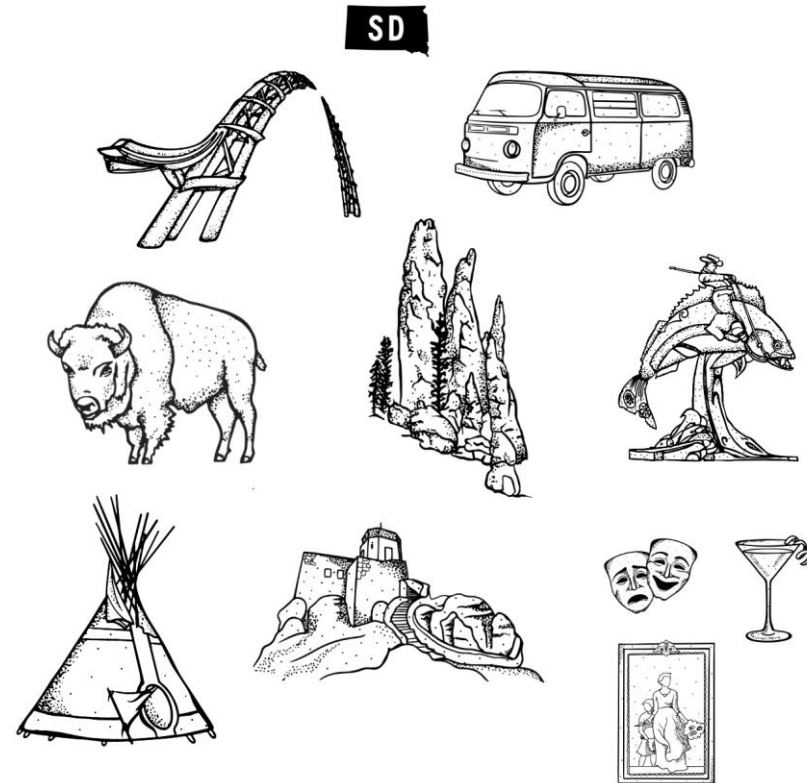
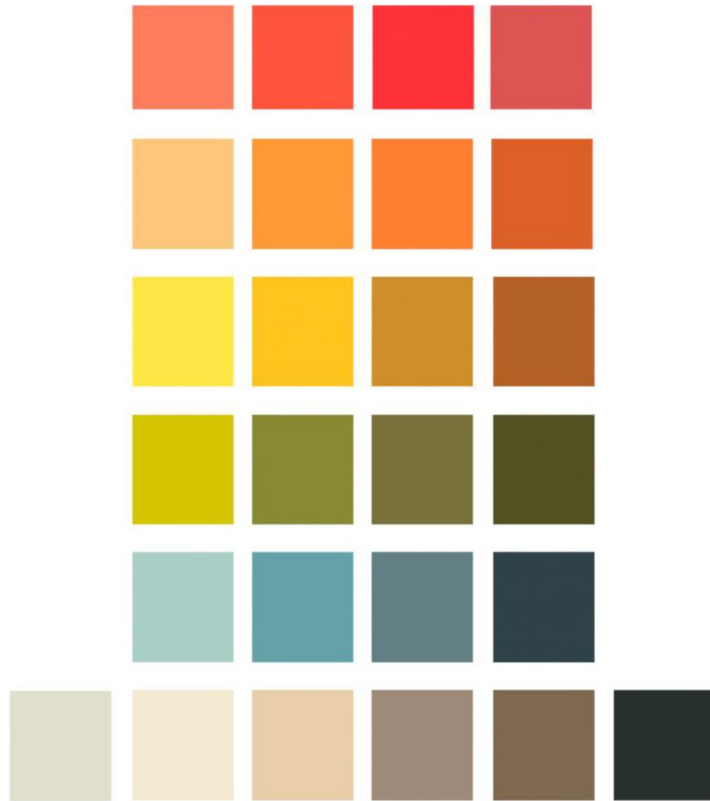
SOUTH DAKOTA PASSPORTS

LAUNCHED AND UPCOMING

- SD Great Finds - Launched
- State of Create - Launched
- Black to Yellow - Upcoming
- Peaks to Plains - Upcoming
- Tribal Nations Oceti Sakowin - 2023 Launch
- Food and Drink - 2023 Launch

PASSPORT ENHANCEMENTS

EVOLVING WITH BRAND EVOLUTIONS



South Dakota

SIGN UP AND LEARN MORE



SIGN UP AT
TRAVELSOUTHDAKOTA.COM



LEARN MORE AT
SDVISIT.COM





CONTACT US

SOUTH DAKOTA DEPARTMENT OF TOURISM

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THANK YOU!

South Dakota