

SOUTH DAKOTA DEPARTMENT OF TOURISM

INTERSTATE WELCOME CENTERS PUBLICATION PROGRAM

Interested in displaying your publication at an Interstate Welcome Center?

In 2022 our seasonal Travel Counselors assisted approximately 180,000 visitors with their South Dakota travel plans.

Below are the things you need to know if you plan on participating in the 2023 Interstate Welcome Center Publication Program.

These program policies and requirements are designed to maximize the effectiveness of the literature the Welcome Centers display and create consistency in the program so that our Travel Counselors can better plan and prepare for each season. We appreciate your cooperation very much!

① All five Interstate Welcome Center locations will open to the public on Monday, May 22, 2023.

- Wilmot (I-29 Exit 213, Northbound and Southbound)
- Vermillion (I-29 Exit 26, Northbound and Southbound)
- Valley Springs (I-90 between MN Exit 1 and SD Exit 410, Westbound Only)
- Chamberlain (I-90 between Exits 265 and 263, Westbound and Eastbound)
- Spearfish I-90 between WY Exit 205 and SD Exit 2, Eastbound Only)

② All publications must be registered.

- The online Registration Form can be found on our industry website at www.SDVisit.com in the Training & Hospitality section.
- Online registration is available from **January 9 through April 21, 2023**.
- A front cover image of your publication will be required this year.

③ Each registrant will receive a Confirmation Number.

- After submitting the online Registration Form, you will receive an email containing a four-digit Confirmation Number. This number is how we will identify your publication(s) and must be included with any shipments or deliveries of publications to our Welcome Centers.

4 In late April, you will receive an email confirming the quantity of publications you will need to provide to each Welcome Center.

- Please do not send more publications than requested and do not send publications that are not registered.

5 All initial shipments/deliveries of publications must arrive at the Welcome Centers between May 22 and May 26, 2023.

- Shipping instructions and addresses can be found on our industry website at www.SDVisit.com.
- Please note that most of the Interstate Welcome Centers are not on a United State Postal Service mailing route. Because of this, the Post Office and some other couriers will not deliver to our Welcome Centers. **Be sure to check with your courier to ensure that they will deliver to these locations.**

6 All Publication Program Participants are strongly encouraged to participate in the annual Literature Swaps.

- This is the preferred method for receiving printed material at the Interstate Welcome Centers.
- The Literature Swaps allow participants to drop off their material at a central location, which is then shipped to the Welcome Centers *at no cost to you*.
- If you are interested in participating in a Literature Swap, please contact your Regional Tourism Association.

Southeast South Dakota Tourism Association - Kasi Haberman, Kasi@SoutheastSouthDakota.com

South Dakota Missouri River Tourism - Lyssa Bruzelius, Director@SDMissouriRiver.com

Glacial Lakes & Prairies Tourism Association - Rosie Smith, Rosie@SDGlacialLakes.com

Black Hills & Badlands Tourism Association - Michelle Thomson, Michelle@BlackHillsBadlands.com

7 All requests for ordering or fulfillment will come from Mandy Lemmel, the Welcome Center Manager.

- In an effort to streamline the way we request and receive inventory, all orders will come from the Welcome Center Manager.
- There is no need to contact the Welcome Centers regarding your publication. If you have any questions, please feel free to contact the Welcome Center Manager.

For any questions regarding the Interstate Welcome Centers or the Publication Program, contact Mandy Lemmel, Welcome Center Manager, at 605-773-3301 or Mandy.Lemmel@TravelSouthDakota.com.