

2023 Marketing Plans

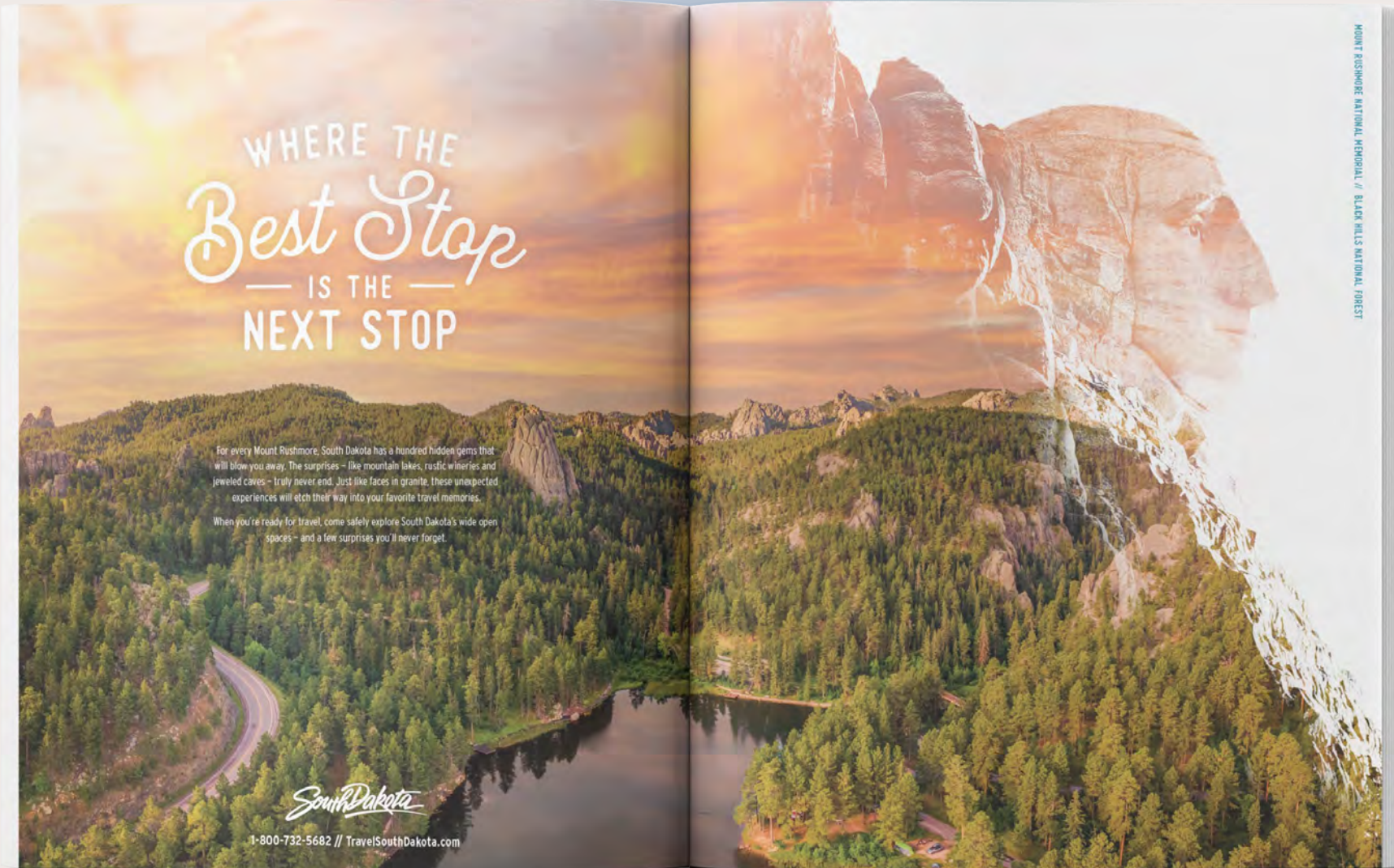
January 19, 2023



TODAY'S AGENDA

- NEW TEAMS, NEW BRAND, NEW LOOKS
- CO-OP PROGRAMS & CAMPAIGN TIMELINES
- NEW STRATEGIES
- WHAT CAN YOU DO





WHERE THE
Best Stop
— IS THE —
NEXT STOP

For every Mount Rushmore, South Dakota has a hundred hidden gems that will blow you away. The surprises – like mountain lakes, rustic wineries and jeweled caves – truly never end. Just like faces in granite, these unexpected experiences will etch their way into your favorite travel memories. When you're ready for travel, come safely explore South Dakota's wide open spaces – and a few surprises you'll never forget.

South Dakota

1-800-732-5682 // TravelSouthDakota.com

MOUNT RUSHMORE NATIONAL MEMORIAL / BLACK HILLS NATIONAL FOREST



\$61:1

Visitor Spending ROI
On Marketing Spend

\$112.8M

Incremental Visitor
Spending

\$5:1

Tax ROI
On Marketing Spend



Exciting

Unaware 2022



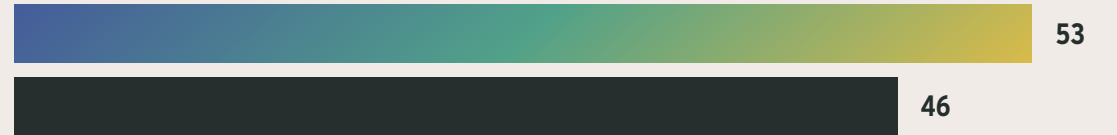
Adult Vacation

Unaware 2022



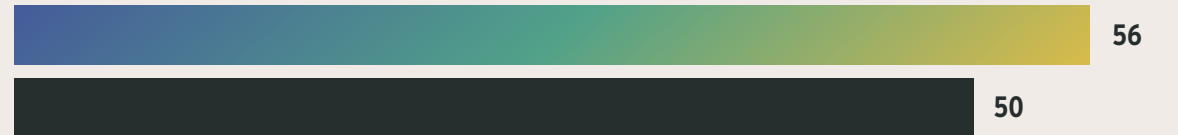
Family Atmosphere

Unaware 2022



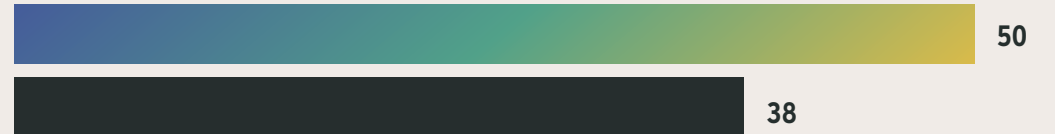
Welcoming

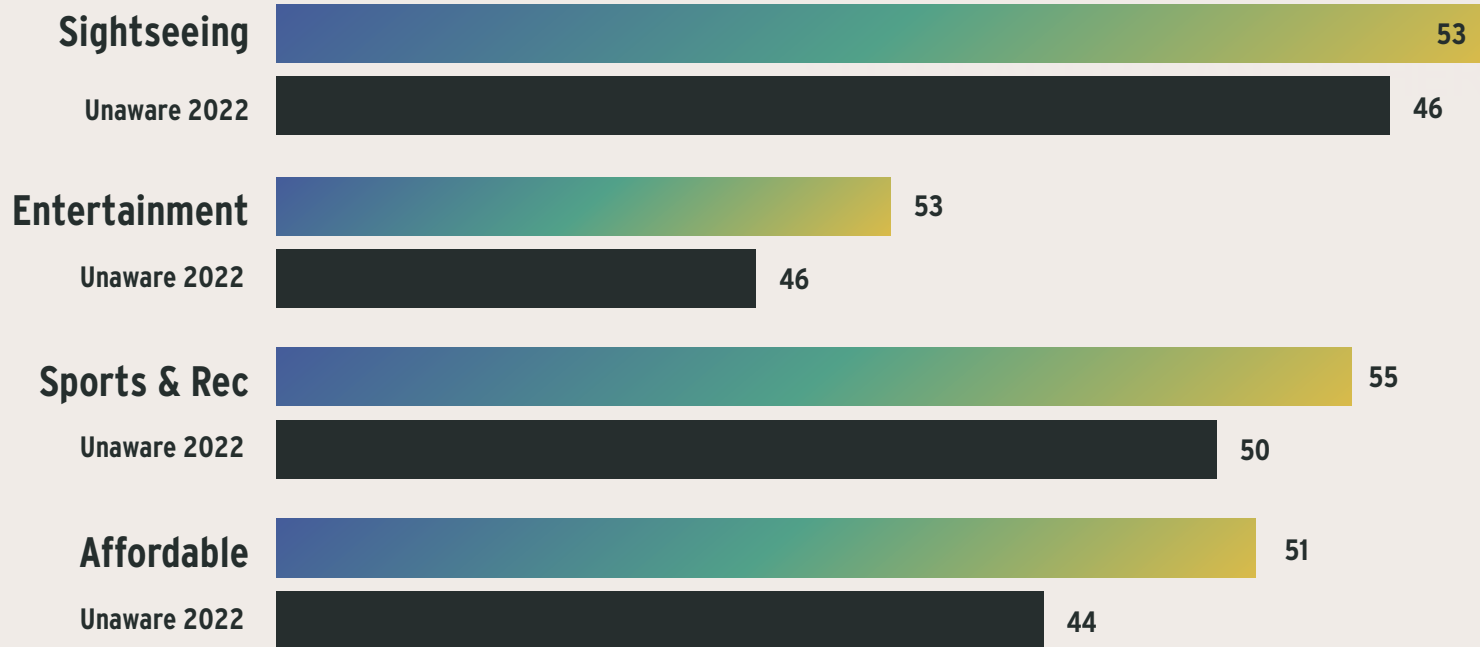
Unaware 2022



Popular

Unaware 2022









NEBRASKA

... the
good life



Home of  Arbor Day





WHAT TRAVELERS WANT

ACCORDING TO LONGWOODS INTERNATIONAL, FOR A DESTINATION IN OUR TARGET MARKETS TO GET ON A TRAVELERS' CONSIDERATION LIST, IT MUST, FIRST AND FOREMOST, BE PERCEIVED AS:

- Exciting-being seen as exciting, fun, and having a real sense of adventure
- Good for adults
- Unique

**NOT THIS KIND OF UNIQUE
MIDWEST EXCITEMENT**



OR THIS FOR
FAMILY FUN

Fargo Moorhead





**BUT THIS KIND, THE
TRANSFORMATIONAL KIND**



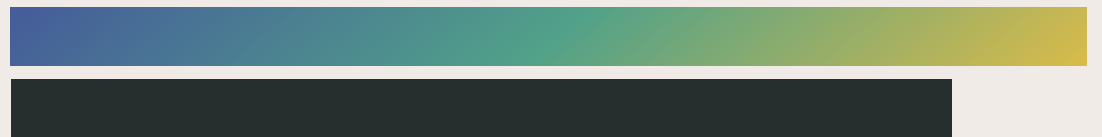
Exciting

Unaware 2022



Adult Vacation

Unaware 2022



Unique

Unaware 2022





Exciting



Adult Vacation



Unique



1.

NEW TEAMS, NEW BRAND, NEW LOOKS

South Dakota

KARSH ▲ HAGAN



Love



two x four



UNLIKE OUR COMPETITORS, SOUTH DAKOTA STILL HAS THE INCREASINGLY RARE ELEMENT OF SURPRISE THAT USED TO GO HAND-IN-HAND WITH TRAVEL.

-Karsh Hagan



The New York Times



PHOTO ESSAY

How Crowded Are America's National Parks? See for Yourself.

Americans are flocking to national parks in record numbers, in many cases leading to long lines and overcrowded facilities. Here's what four parks looked like over the holiday weekend.

SURVEY SAYS

Social media is ruining our vacations

For insecure travelers, vacation fun is now determined by clicks and likes.

By Christopher Muther Globe Staff, Updated November 16, 2022, 10:43 a.m.



Is social media ruining our vacations? AU

The Boston Globe

INSIDER

24 destinations in North America that were ruined by tourists over the past decade

Ben Mack Jan 8, 2020, 11:02 AM



Read in app



Crowds in the French Quarter of New Orleans for Mardi Gras. Sean Gardner / Getty Images

- The 2010s saw global tourism reach record numbers — including in North America — according to The Guardian.
- Attractions like the Grand Canyon and Niagara Falls have long been popular, but as increasing numbers of people visit, National Geographic reports there are serious concerns for their future.




GV


@GV02000261

Replying to @pnl43

I hate that Instagram made travel more about checking boxes and photo ops...ruins travel as an experience to be enjoyed while you are there. It also ruined surprises in new places.

A decorative graphic consisting of two slanted rectangular blocks, one teal and one yellow, positioned to the left of the text.

AUDIENCE TRUTH: Consumers are longing for a time when travel involved mystery and the unknown – they want the element of surprise back.

A decorative graphic consisting of two slanted rectangular blocks, one teal and one yellow, positioned to the right of the text.

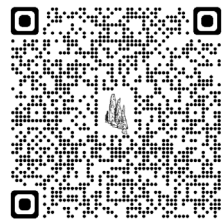


THE MYSTERY-STARVED TRAVELER




***NOTE - '90'S POP
CULTURE REFERENCE #4**

Click or
Scan to
Play
Evergreen
Display
Banner



WAKE UP,
DREAM,
REPEAT...



South Dakota

LEARN MORE



Click or
Scan to
Play
Evergreen
:30
Podcast
Spot



South Dakota



BRAND TRUTH: The undiscovered, uncomplicated nature of South Dakota opens hearts & souls and allows for mystery, self-discovery, growth and reconnection.



OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:
APPROACHABLE + RESERVED

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:
BEAUTIFUL + UNREFINED

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:

SOFT + RUGGED

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:

PAST + PRESENT

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:

REAL + ASPIRATIONAL

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:
CONTENT + CHALLENGING

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:

FEMININE + MASCULINE

OUR DUALITY

WE'RE NOT EITHER/OR,
BUT INSTEAD, WE ARE BOTH:
GRACE (80%) + GRIT (20%)



GRACE IS SOMETHING THAT COMES TO US WHEN WE SOMEHOW FIND OURSELVES COMPLETELY AVAILABLE, WHEN WE BECOME OPEN-HEARTED AND OPEN-MINDED, AND ARE WILLING TO ENTERTAIN THE POSSIBILITY THAT WE DON'T KNOW WHAT WE THINK WE KNOW.

- ADYASHANTI

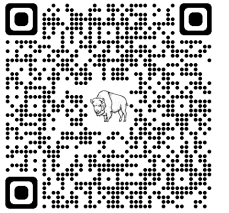






**FOR THE MYSTERY-STARVED
TRAVELERS, SOUTH DAKOTA ENABLES
BOUNDLESS DISCOVERY, BECAUSE IT'S
AN UNCOMPLICATED AND UNEXPECTED
JOURNEY THAT IS TRANSFORMATIONAL
AND FULFILLING**





Click or
Scan to
Play
Evergreen
30-sec
Video





2.

CO-OP PROGRAMS

Leveraging the South Dakota Department of Tourism's and other partner's efforts to build a cohesive strategy, making marketing efforts more effective.

South Dakota



\$61.3M+

Booking Revenue
From Peak '22
Co-op Efforts



\$46:1
ROI

COMMUNITY CO-OP PARTNERS



**BLACK HILLS
& BADLANDS**



CUSTER 



HILL  **CITY**
HEART OF THE BLACK HILLS™



TAKE THE RIDE
Sturgis

W★TERTOWN

Yankton

EVERGREEN

SOUTH DAKOTA TOURISM PEAK

SDT SHOULDER

EVERGREEN

SDT SHOULDER CO-OPS

SDT PEAK CO-OPS

SDT SHOULDER CO-OPS

BRAND USA CO-OP

SDT x GFP FISHING

SDT x GFP HUNTING

SDT x WYO BLACK TO YELLOW

SDT x DOL WORKFORCE

SDT x SD ARTS COUNCIL ARTS CAMPAIGN

NATIVE AMERICAN TOURISM CAMPAIGN

TRAVEL LOCAL + SUSTAINABLE TOURISM CAMPAIGN

A large steel truss bridge spans a wide river. The bridge's complex steel structure, including diagonal bracing and vertical supports, is prominent. The sun is low on the horizon, creating a warm, golden glow that reflects on the water and illuminates the bridge's metal. In the background, a small town with buildings and trees is visible across the river. The overall scene is serene and captures a moment of quiet beauty in a rural or semi-rural setting.

3.

NEW STRATEGIES

New brand strategies + a large influx of relief funds for dedicated efforts mean many new efforts in the next four years

South Dakota



\$35M ARPA FUNDS

MUCH OF ARPA-FUNDED CAMPAIGNS AND INITIATIVES LAUNCH IN 2023

- **\$35M Total Investment by Dec 31, 2026**
- **\$5M to fund DMO Marketing Assistance Program (more details coming soon)**
- **Funds will help launch six new campaigns**
- **Will also help level up existing marketing campaigns**
- **Expect efforts to generate over 1.4B+ incremental impressions (conservative estimate)**

JANUARY 19, 2023

South Dakota

**STARTING IN SHOULDER 2022, POTENTIAL
VISITORS HAVE SHOWN
TENTATIVENESS WITH THE RATE OF
BOOKINGS PER TRACKED IMPRESSION**

-25%

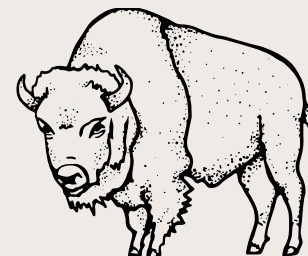
TO THE 2022 BOOKING RATE





GOING NATIONAL

- National reach with high-value traveler audience overlay
- Video (Hulu, Disney+, Paramount+, Outside TV, Nat Geo) + Audio (Podcasts)
- \$17M+ total spend over four years
- Estimated 650M+ impressions



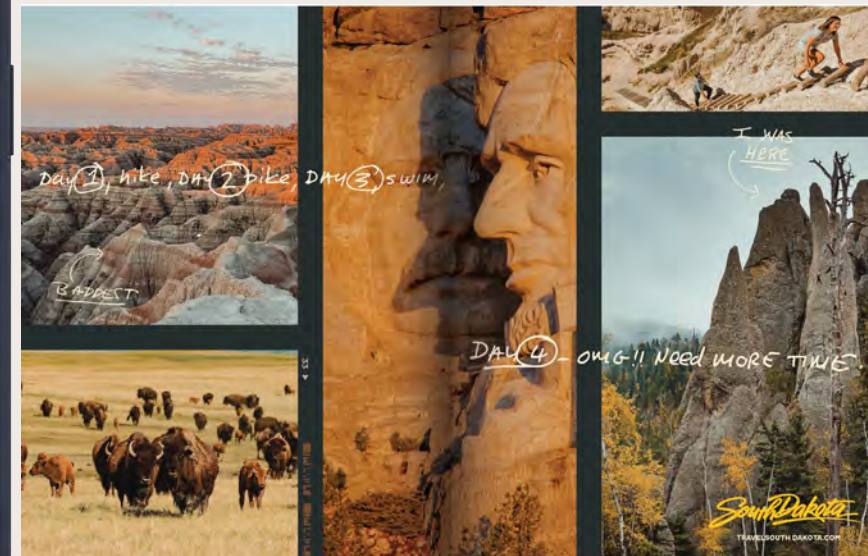
MEDIA STRATEGY

STRIVING FOR MULTI-CHANNEL MASTERY

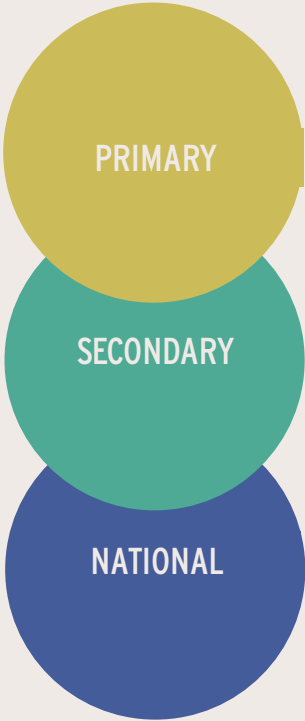
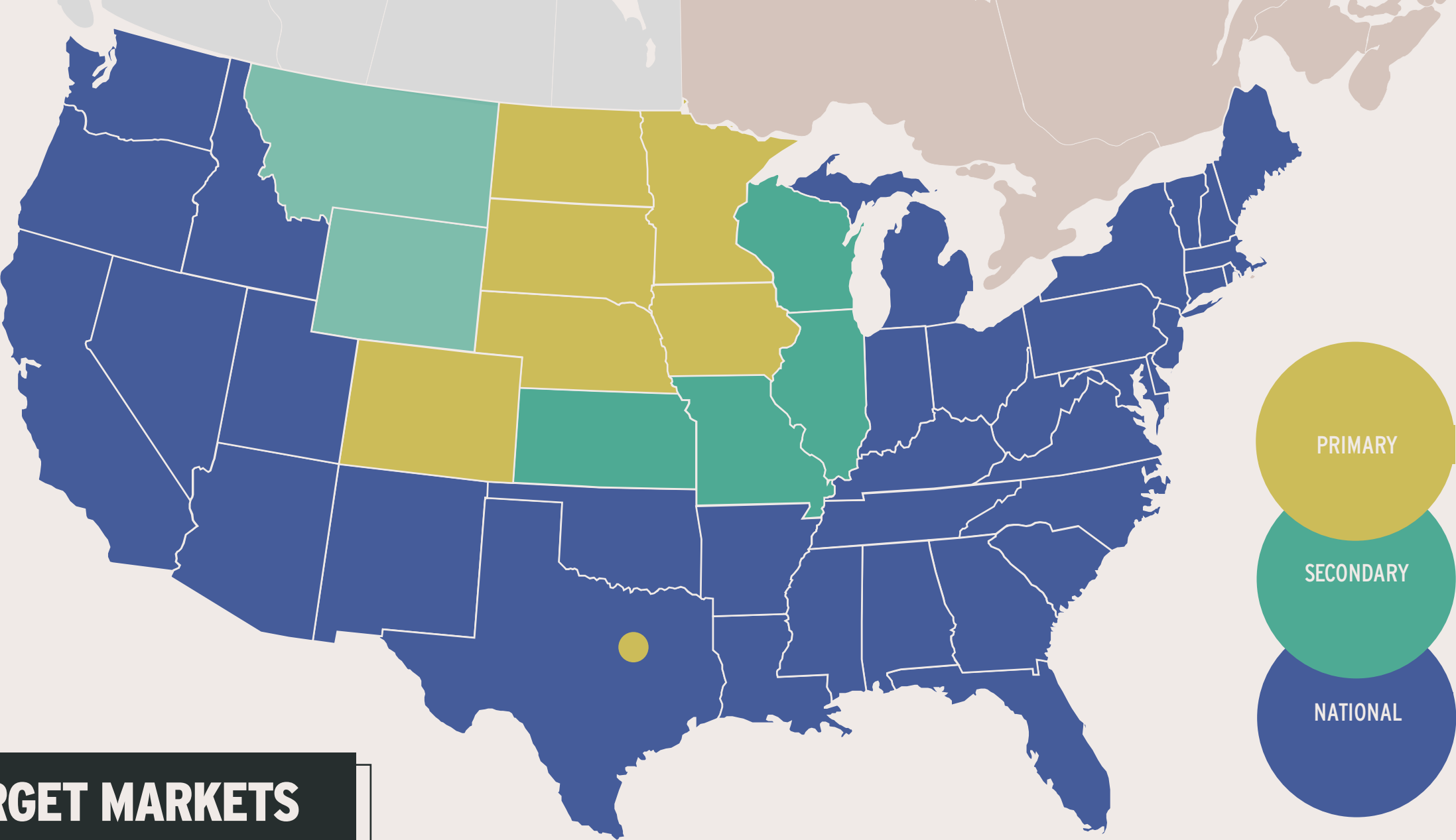
Always be ready

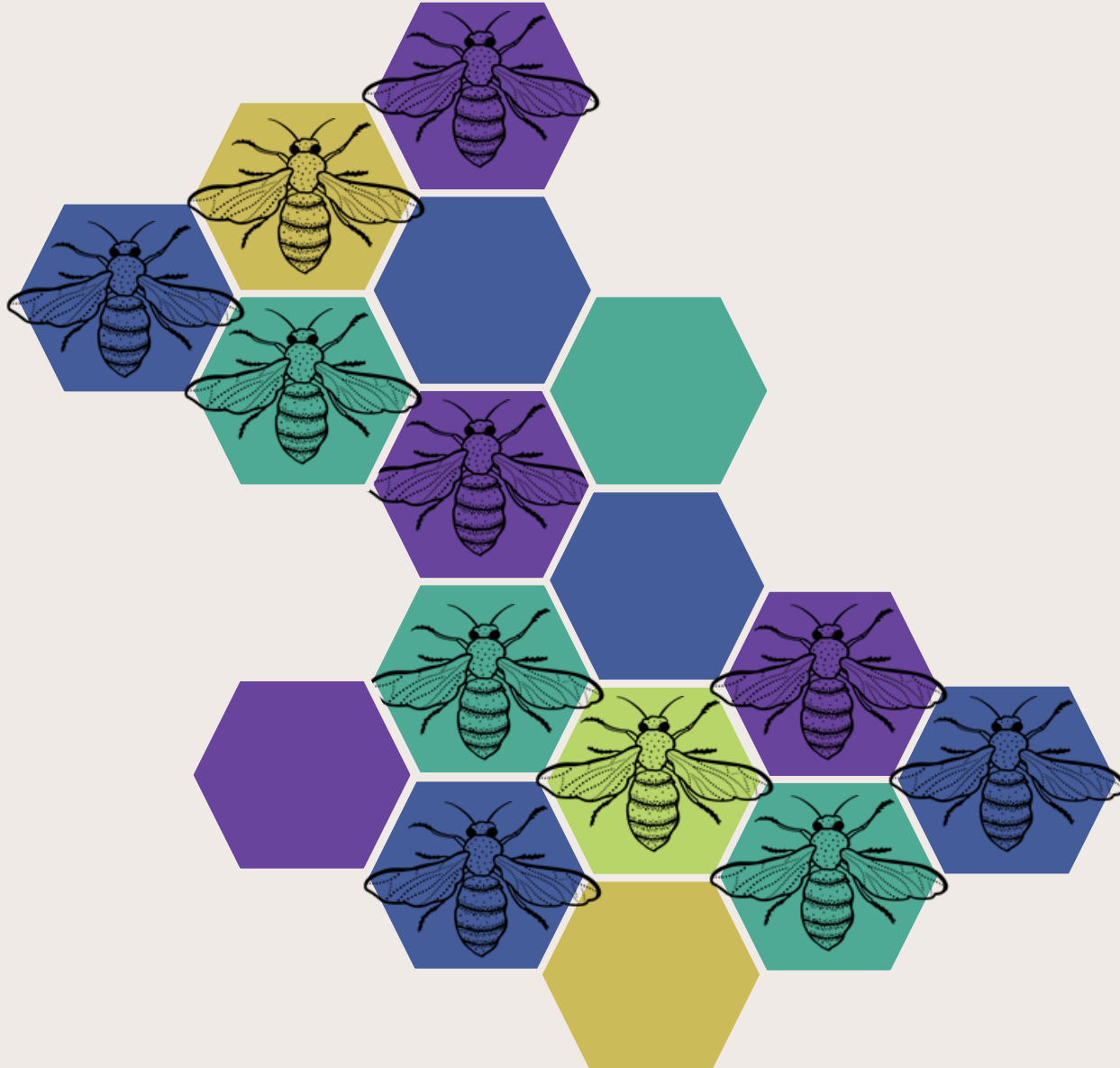
Build awareness and curiosity

Keep testing & adjusting



TARGET MARKETS





CUSTOMER JOURNEY

**POTENTIAL TRAVELERS
ARE CONSTANTLY
MOVING FROM PHASE TO
PHASE & BACK AGAIN**

MORE THE DANCE OF A BEE THAN A LINEAR PATH

DISCOVER

RESEARCH

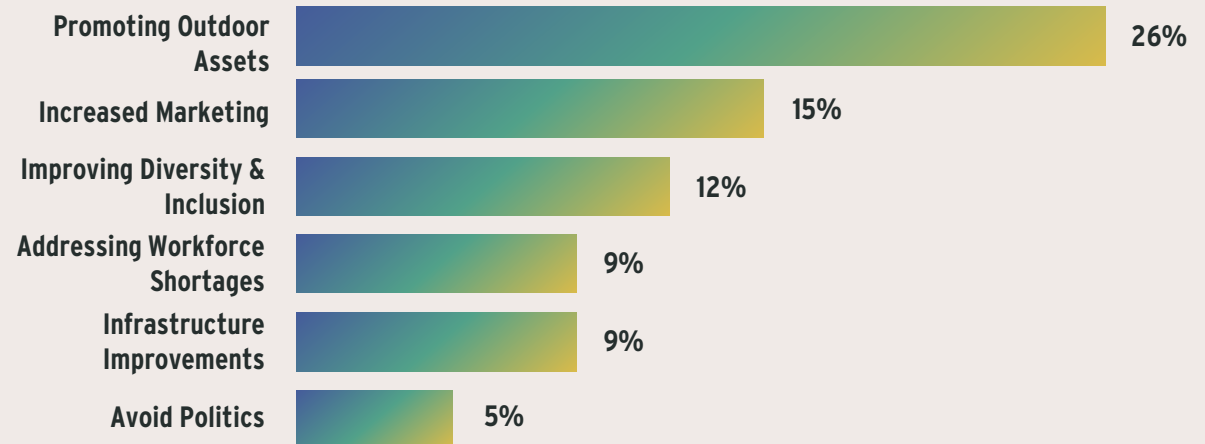
EVALUATE

COMMIT

EXPERIENCE

TOP STRATEGIC OPPORTUNITIES

WHAT TOURISM STAKEHOLDERS FEEL IS THE MOST SIGNIFICANT
OPPORTUNITY FOR SD AS A DESTINATION



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JANUARY 19, 2023

SDT X GFP FISHING

- Targeted digital campaign will engage our angler audience leading up to the spring fishing season. Explore Fall or potential growth outside of typical spring fishing season.
- \$400k total spend over four years
- Estimated 44M+ impressions



SDT X DOL WORKFORCE RECRUITING

- Work in partnership with the Department of Labor to continue workforce recruitment campaign efforts targeting individuals seeking employment in the tourism and hospitality industry
- Utilize strategic digital and social placements to drive individuals to learn more about working and living in the state
- \$800k total spend over four years
- Estimated 36M+ impressions



SDT X SD ARTS COUNCIL ARTS

- We will leverage the arts in and around the state to attract new and return visitors
- Paid digital & social media will highlight all areas of the state
- Content efforts focused on building art itineraries worth experiencing + highlighting some of the great faces in South Dakota's art scene
- \$400k over four years
- Estimated 44M+ impressions





NATIVE AMERICAN TOURISM CAMPAIGN

- Collaborate with the South Dakota Native Tourism Alliance on ways for individuals to experience our Native American culture
- Paid digital & social media, heavy lean on content and native
- \$480k over four years
- Estimated 25M+ impressions

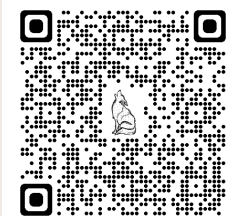
NEW VIDEO & CONTENT

NEW SERIES & FEATURES

- In-house Video series w/supporting pages on TravelSouthDakota.com
- Paid promotion across channels



Click or Scan to Play
Mato SD Artist
Feature Video



MOBILE PASSPORT PROGRAM

BLACK to YELLOW

SD  WY

PEAKS TO PLAINS



2022 SOUTH DAKOTA 2023
PARKS AND OUTDOORS

GREAT FINDS



SD



TRAVEL LOCAL & SUSTAINABLE TRAVEL

- Multi-channel campaign
- \$600k over four years
- Estimated 12M+ impressions





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





SPEAK UP!

Advocate. Let us know what you have going on, 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, and a part of conversations or promotions.

South Dakota





TAKE CARE!

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 perception as a destination.

Claim & update your digital listings, invest in service & experience, promote locally, build ambassadors, and prioritize upgrading your property – it's all marketing.

South Dakota





Mike.Gussiaas@
[TravelSouthDakota.com](mailto:Mike.Gussiaas@TravelSouthDakota.com)

QUESTIONS?