

# INSIGHTS THAT TAKE YOU PLACES

## 2019-21 SOUTH DAKOTA LEISURE TRAVELER SNAPSHOT

*Powered by MMGY Travel Intelligence's  
PERFORMANCE/Monitor™*

# MMGYGLOBAL

THE WORLD'S LARGEST TRAVEL AND TOURISM MARKETING COMPANY

MMGY Global is the world's largest integrated marketing company specializing in the travel, hospitality and entertainment industries. With nearly 40 years of experience in the industry, we offer services across all marketing channels in multiple markets throughout the world. Today, we represent five brands with one goal: *to inspire people to go places.*

**NJF**

PR, Social and  
Experiential



Public Relations  
and Marketing  
Communications



Integrated  
Marketing  
Communications

**MYRIAD**

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Representation

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**MMGYDC**

**MMGYTAIPEI**

**MMGYDUBAI**

**MMGYMADRID**

**MMGYLONDON**



How? When?



Online

Managed Panel

Monthly

Who? Where?



U.S. Residents

Any Destination

U.S. and Abroad

What?



Traveler Characteristics

Trip Characteristics

Spending

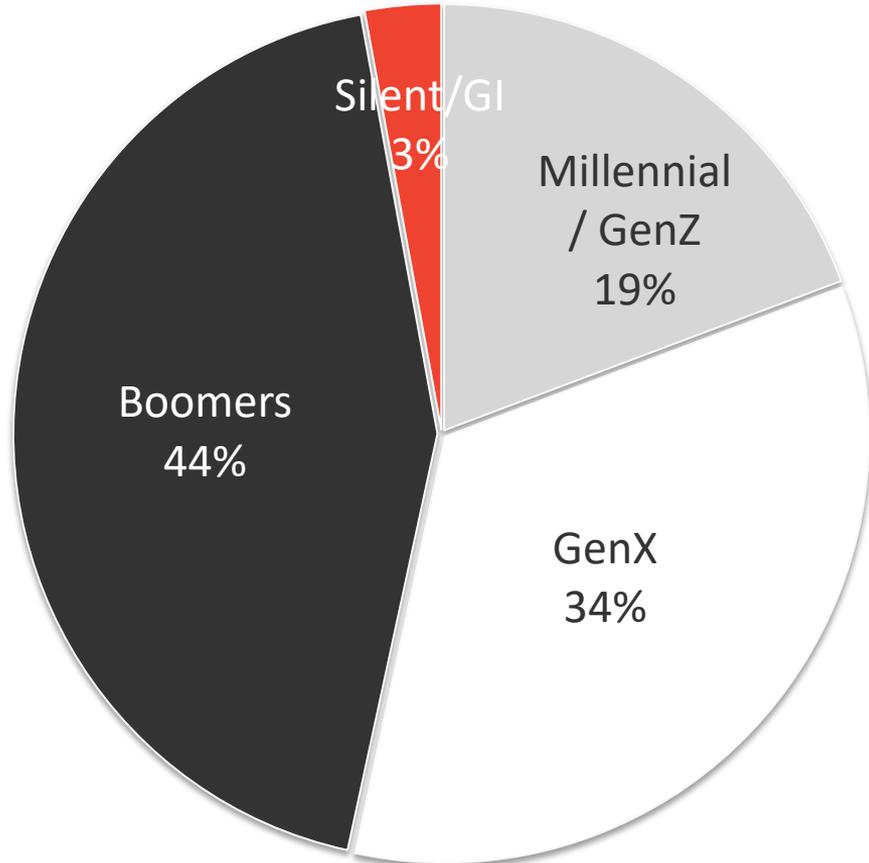
# 2019-21 VISITOR PROFILE



## Traveler Demographics

	US	South Dakota
	Total	Leisure
Average Age	50 years	53 years
Employed	61%	66%
Median Income (000)	\$85,964	\$72,215
Children in Household	32%	34%

# Boomers Leading the Way (Leisure)





## Trip Origin

- *Origin States*
- *Origin DMAs*

# 37%

Within South Dakota

15% Minnesota

7% Nebraska

6% Michigan

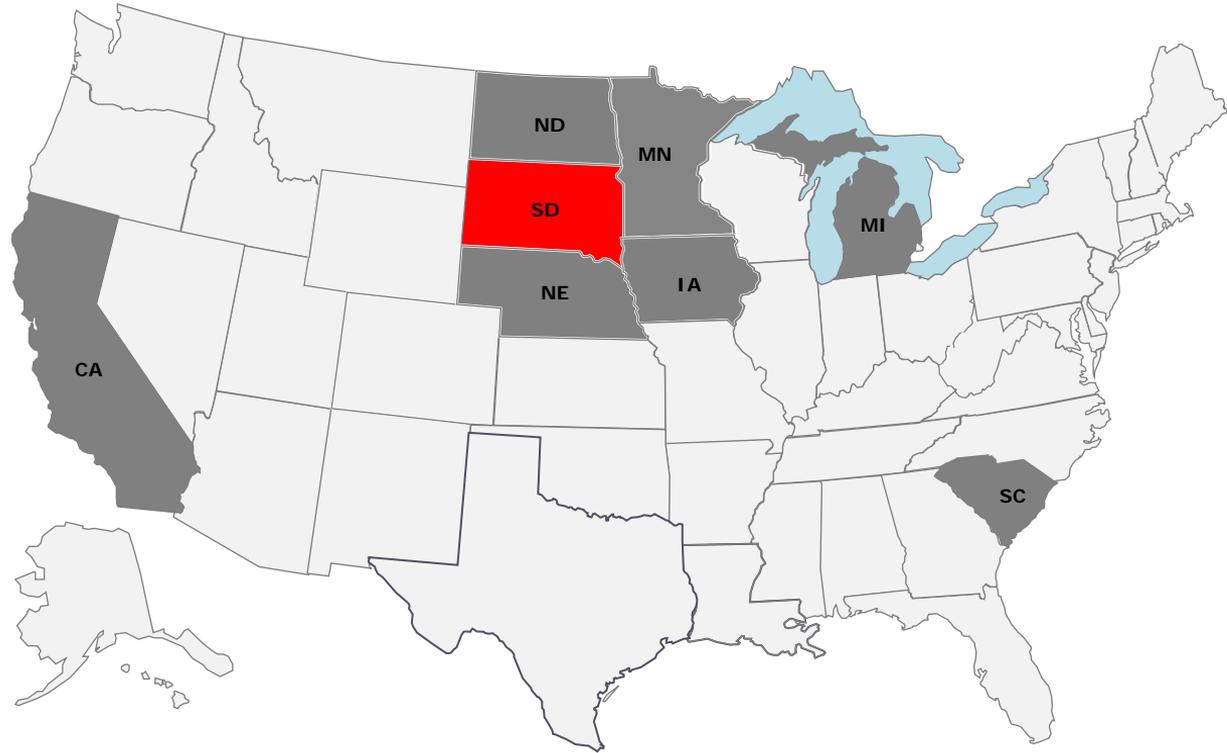
6% Iowa

4% North Dakota

3% South Carolina

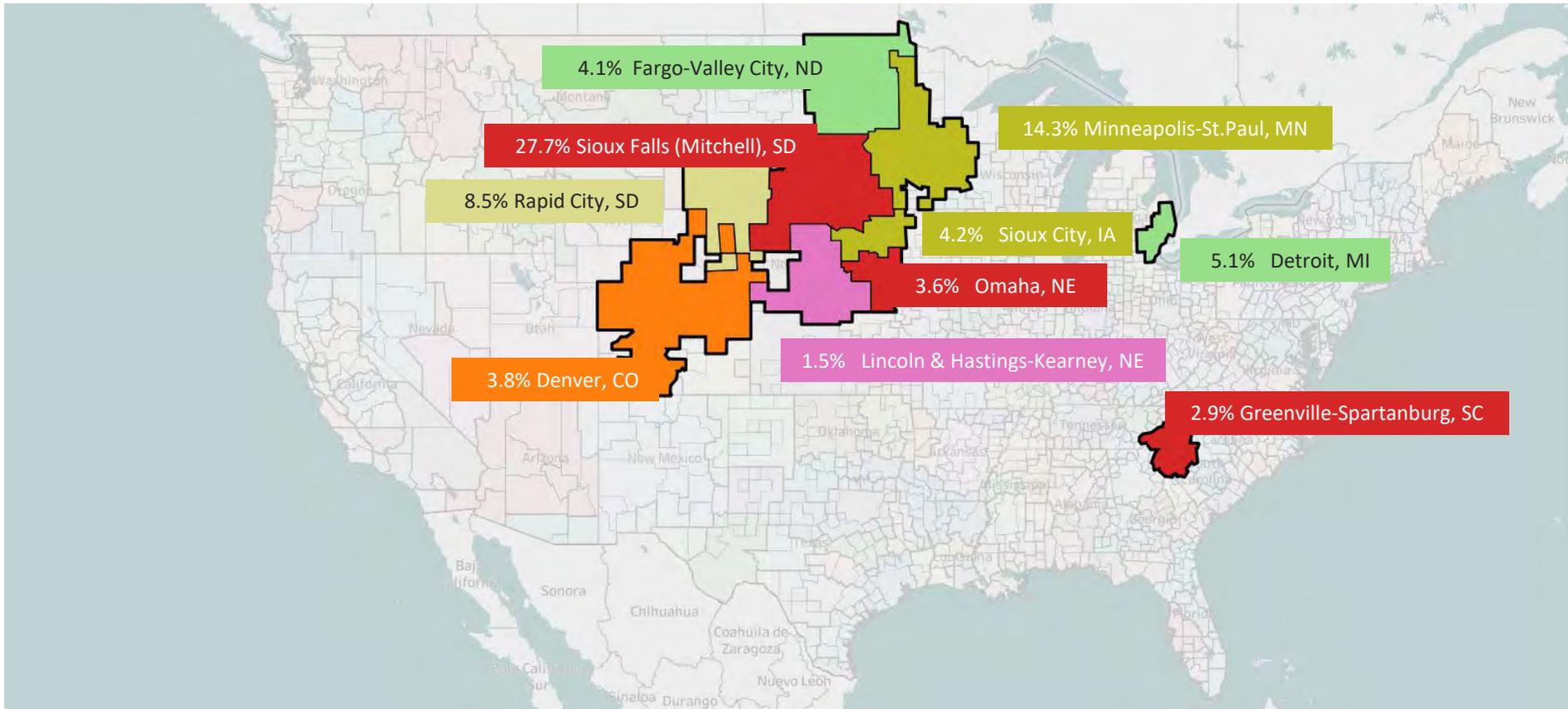
3% California

## ORIGIN STATES (Leisure)



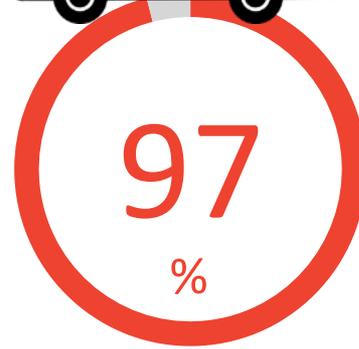


# Origin Designated Market Areas (DMA)



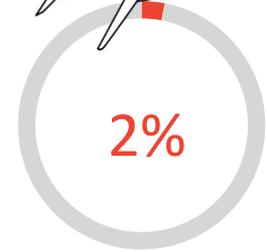


## Transportation to Destination



Auto

391 miles one-way



Airplane

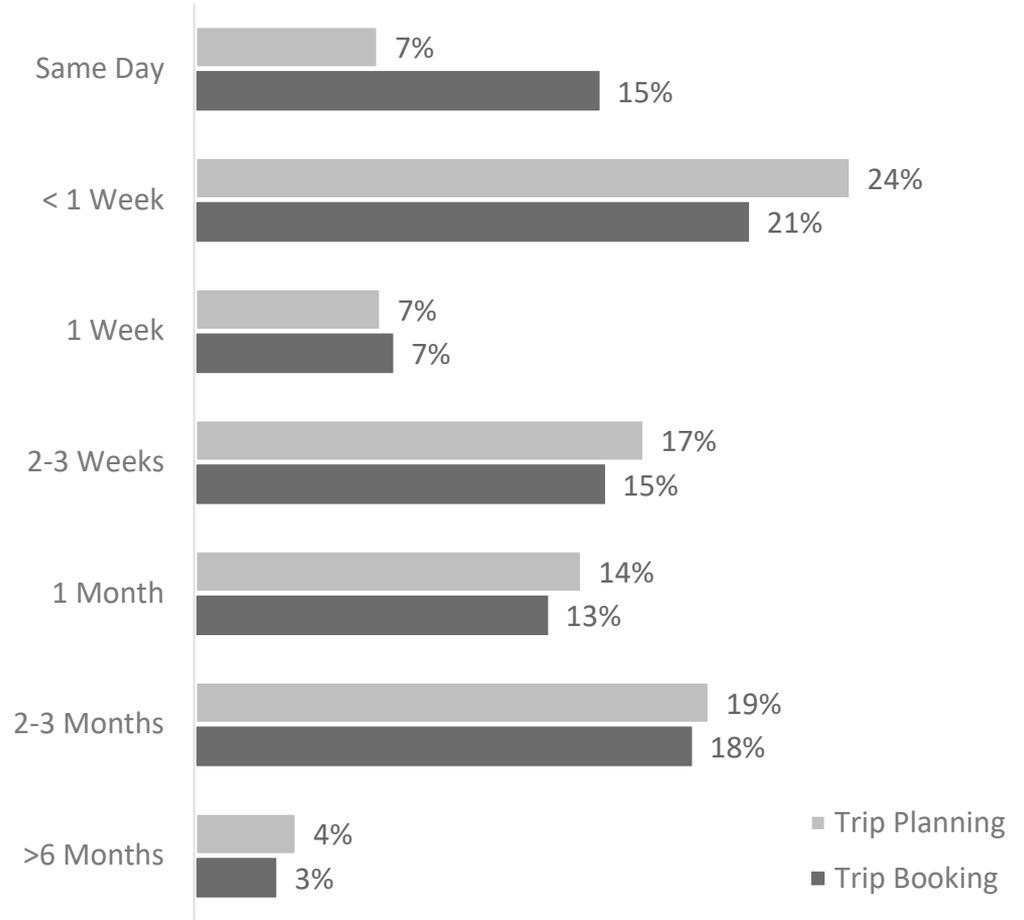
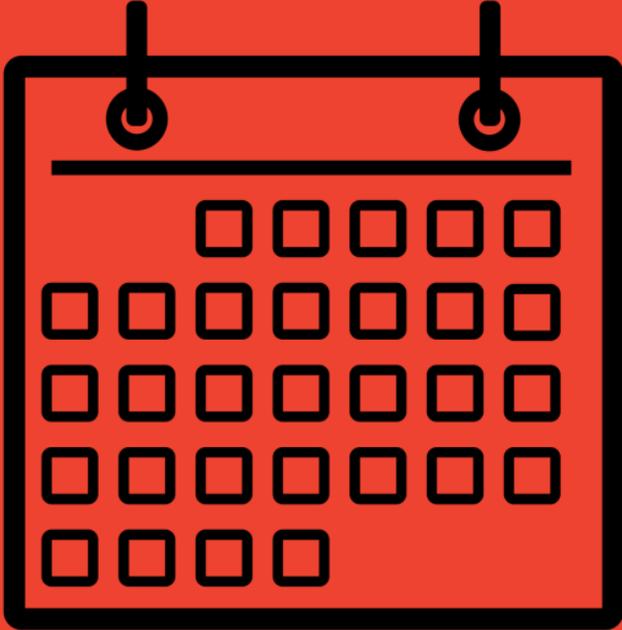
1,036 miles one-way



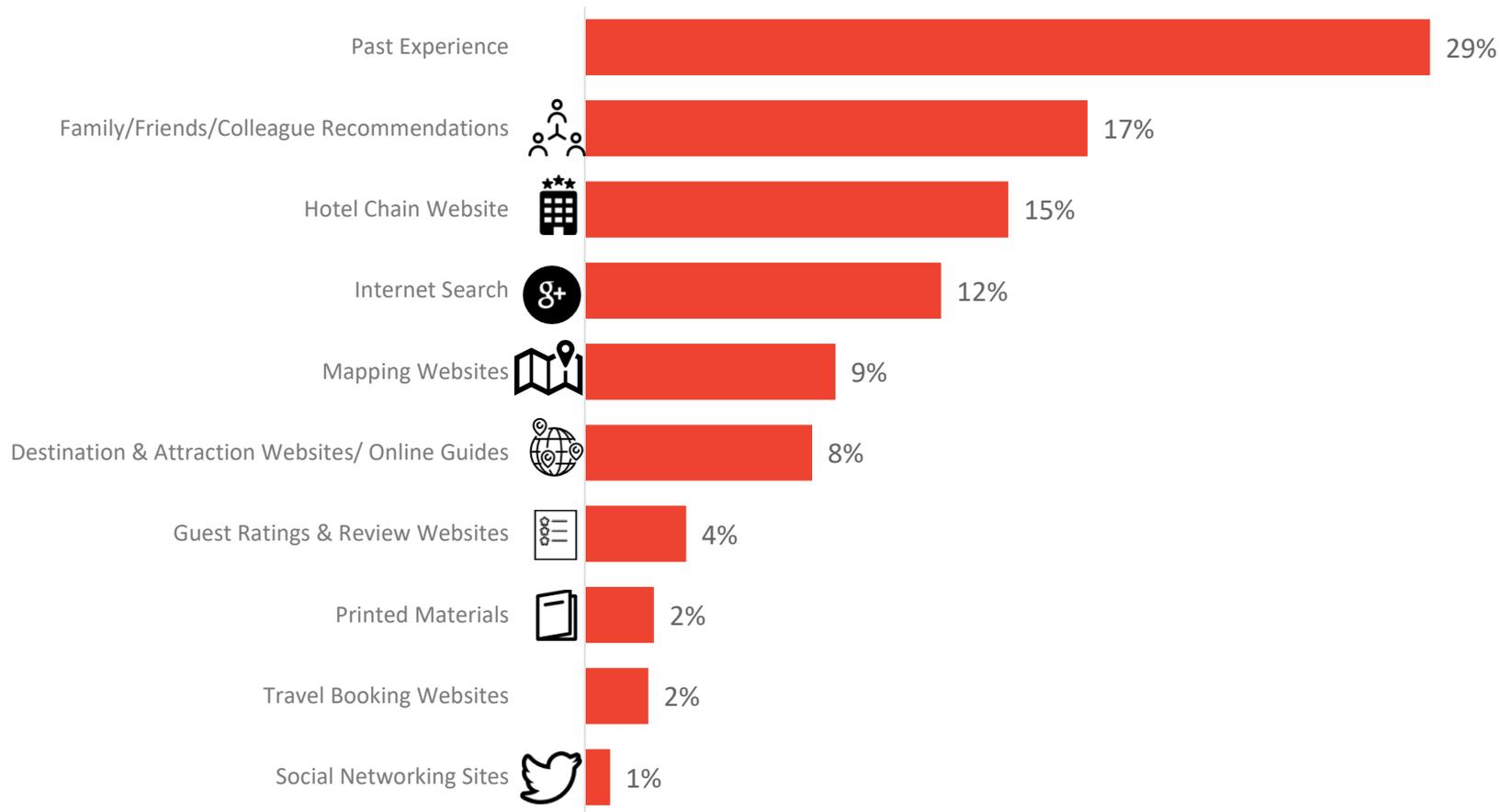
# Trip Planning

- *Booking Time Frame*
- *Trip Planning Resources Used*

# Trip Planning & Booking

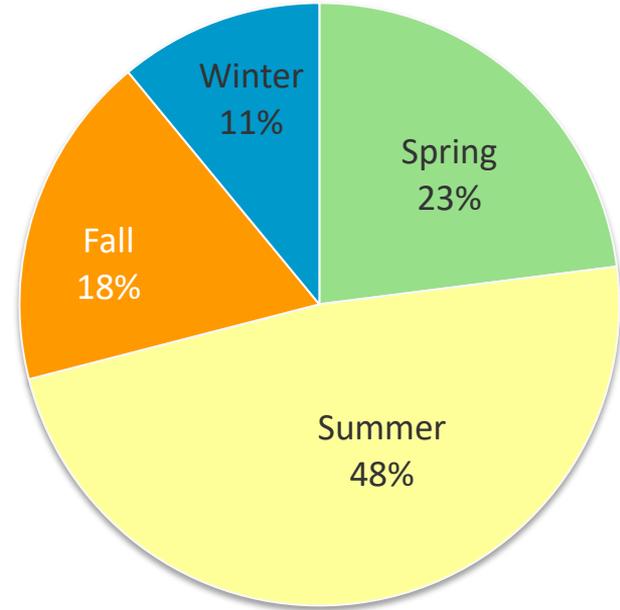


# Travel Planning Resources Used (Leisure)

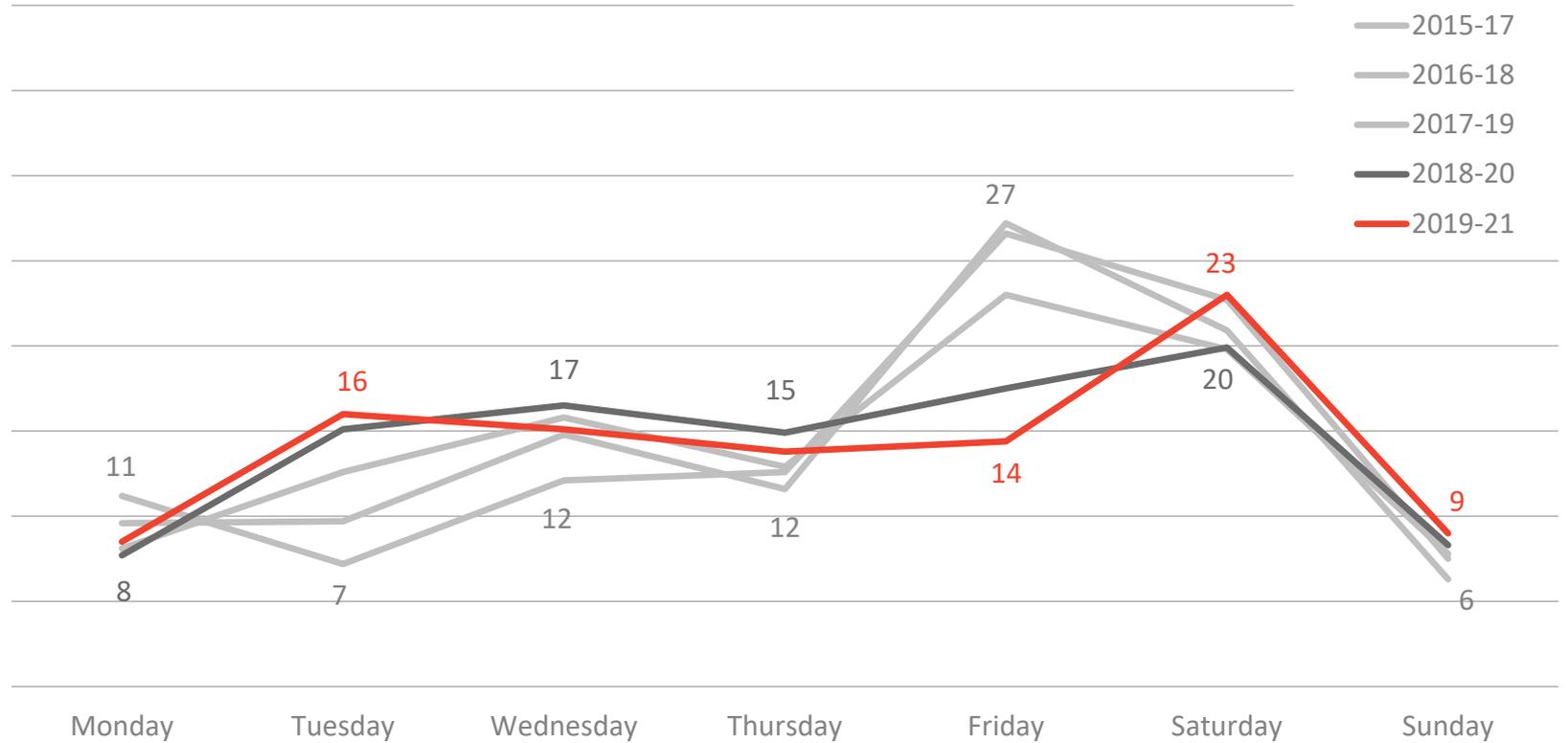




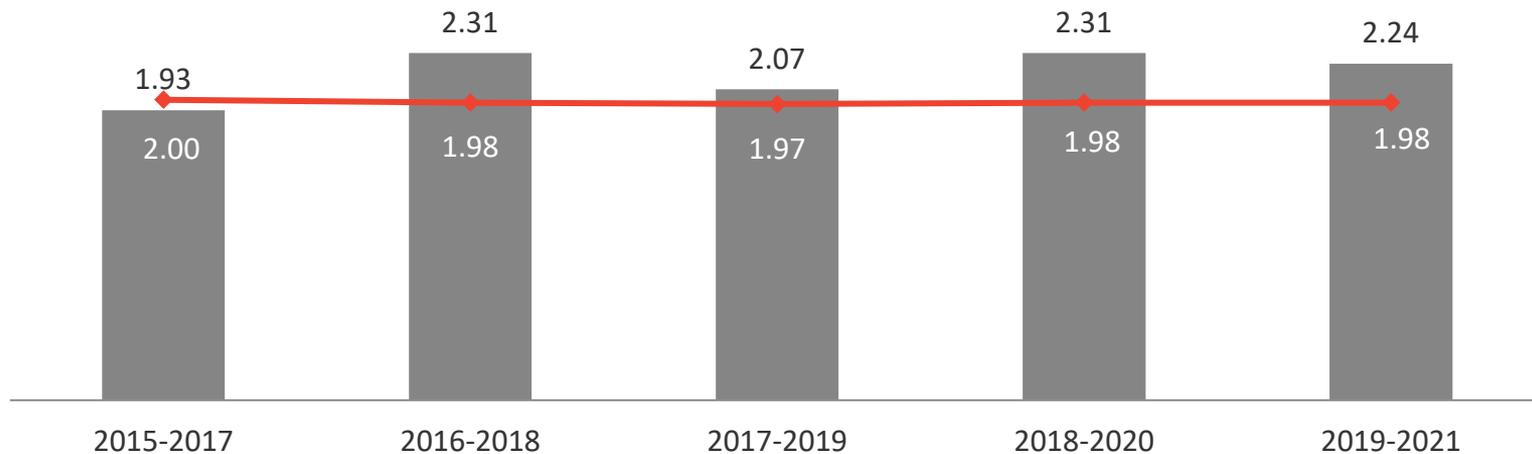
## Trip Timing



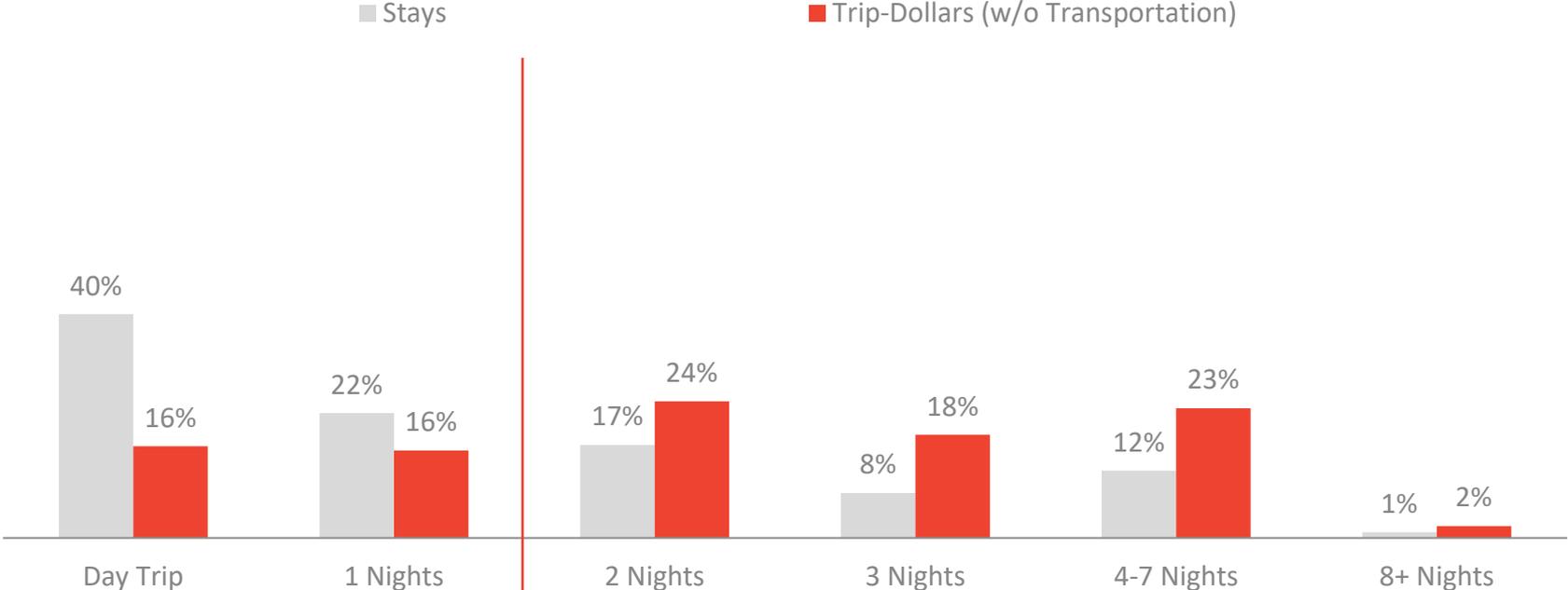
# Day of Arrival (Leisure)



# Average Length of Stay (Leisure)



# Length of Stay (Leisure 2019-21)



## Trip Characteristics

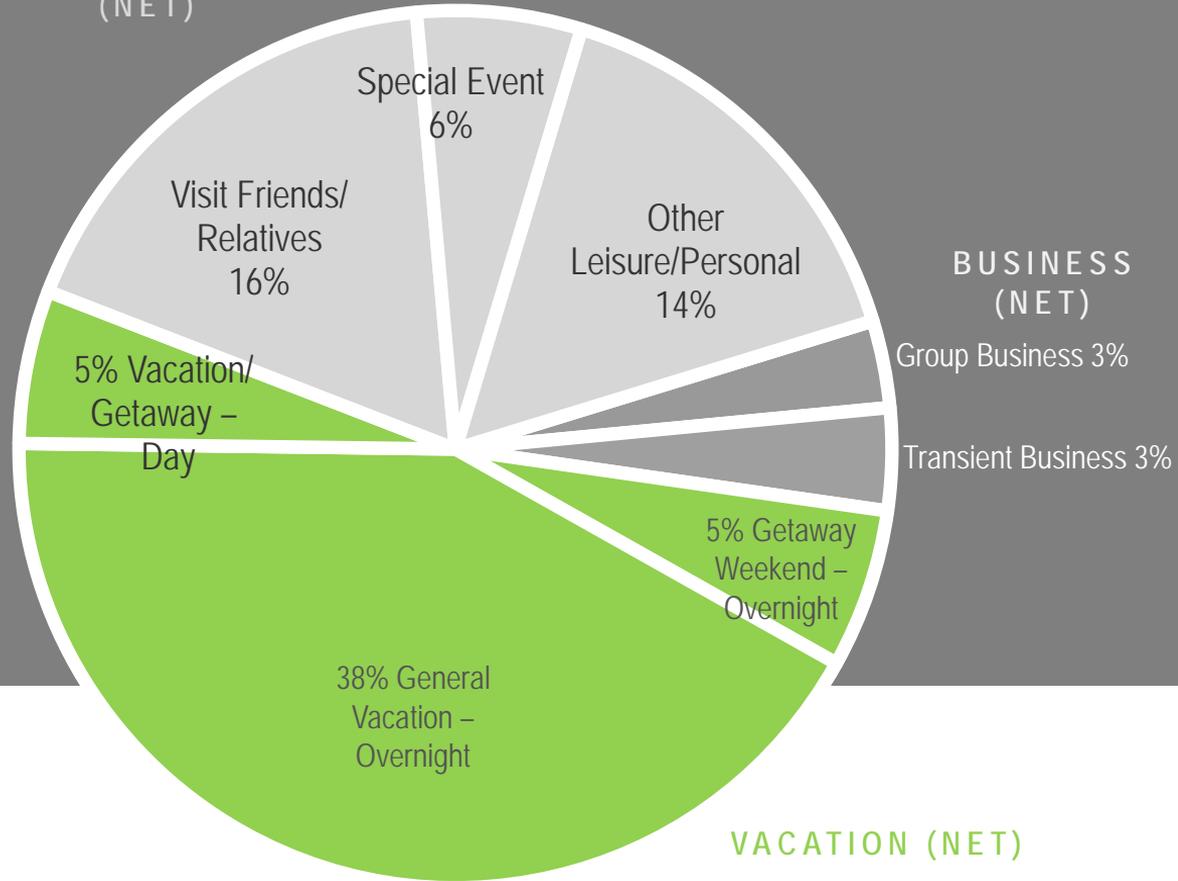
- *Travel Purpose*
- *Expenditure*
- *Party Composition*
- *Activities*
- *Accommodation*
- *Performance Ratings*



# South Dakota Purpose of Traveling to Destination

- Total -

NON-VACATION  
(NET)

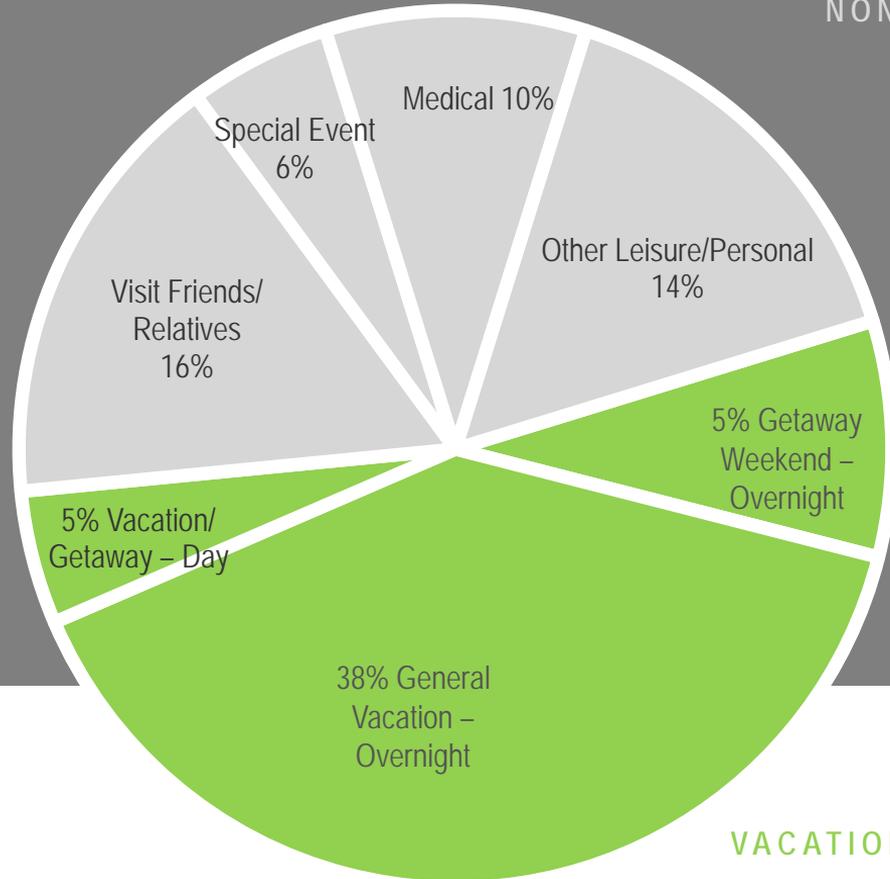


BUSINESS  
(NET)

VACATION (NET)

# South Dakota Purpose of Traveling to Destination

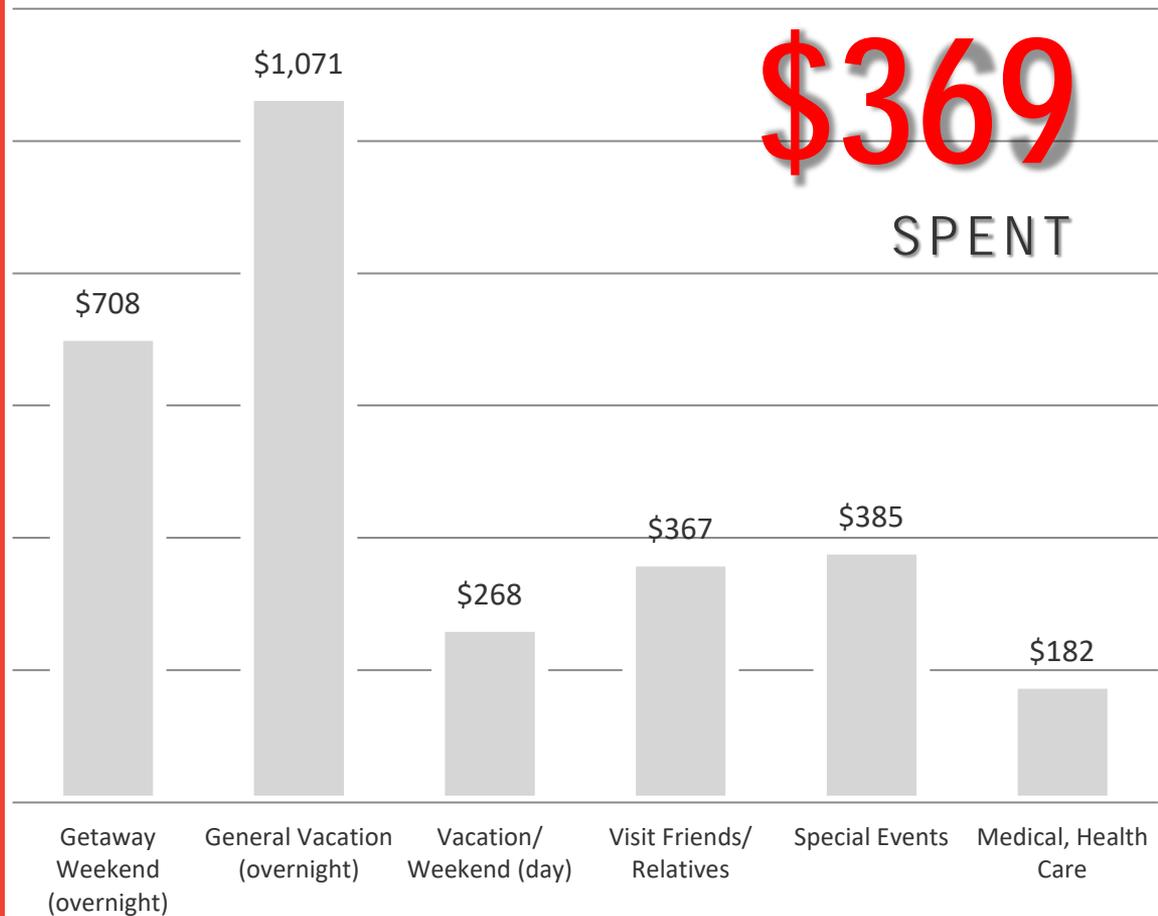
- Leisure -



NON-VACATION  
(NET)

VACATION (NET)

# Leisure Per-Party-Per-Stay Average Spending



Leisure  
Per-Person-Per-Day  
Average Spending



**\$130**  
SPENT

# Travel Party Composition



25%

TRAVEL  
ALONE



45%

TRAVEL IN  
PAIRS



8%

LARGE  
TRAVEL  
PARTIES



23%

TRAVEL WITH  
CHILDREN

# Overnight Leisure Accommodations

60%

STAY IN  
HOTELS

11%

STAY WITH  
FRIENDS/RELATIVES  
(non-paid)

29%

STAY IN  
OTHER LODGING

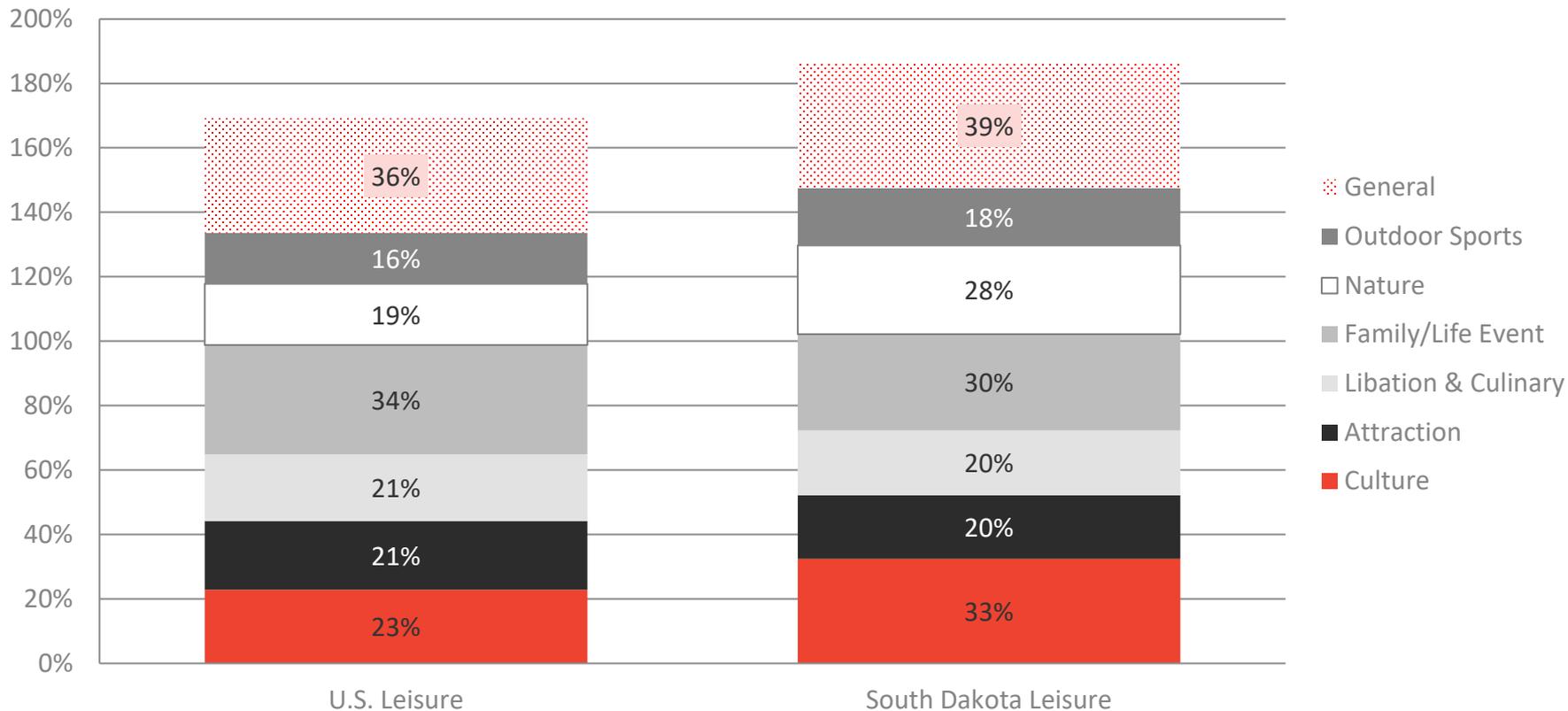
- Camping/RV
- Cabin, Lodge
- Other Paid Non-Hotel
- Other Non-Paid



# South Dakota Hotel Ratings

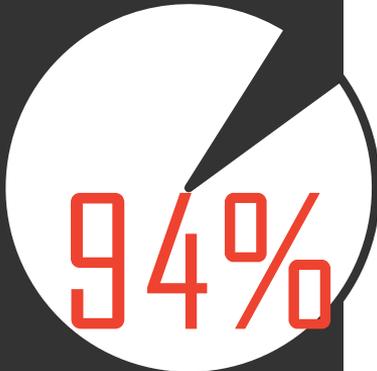


# Activity Participation (NET)



ACTIVITY PARTICIPATION

Leisure



**30% FAMILY/LIFE EVENTS**  
 20% Visit Friends/Relatives  
 3% Other Personal Celebration  
 3% Reunion/Graduation

**33% CULTURE**  
 21% Touring/ Sightseeing  
 21% Historic Sites  
 1% Live Music (2017+)  
 1% Movies  
 8% Museums, Art Exhibits

**20% LIBATION & CULINARY**  
 18% Culinary/Dining Experience  
 2% Winery/Distillery/Brewery Tours

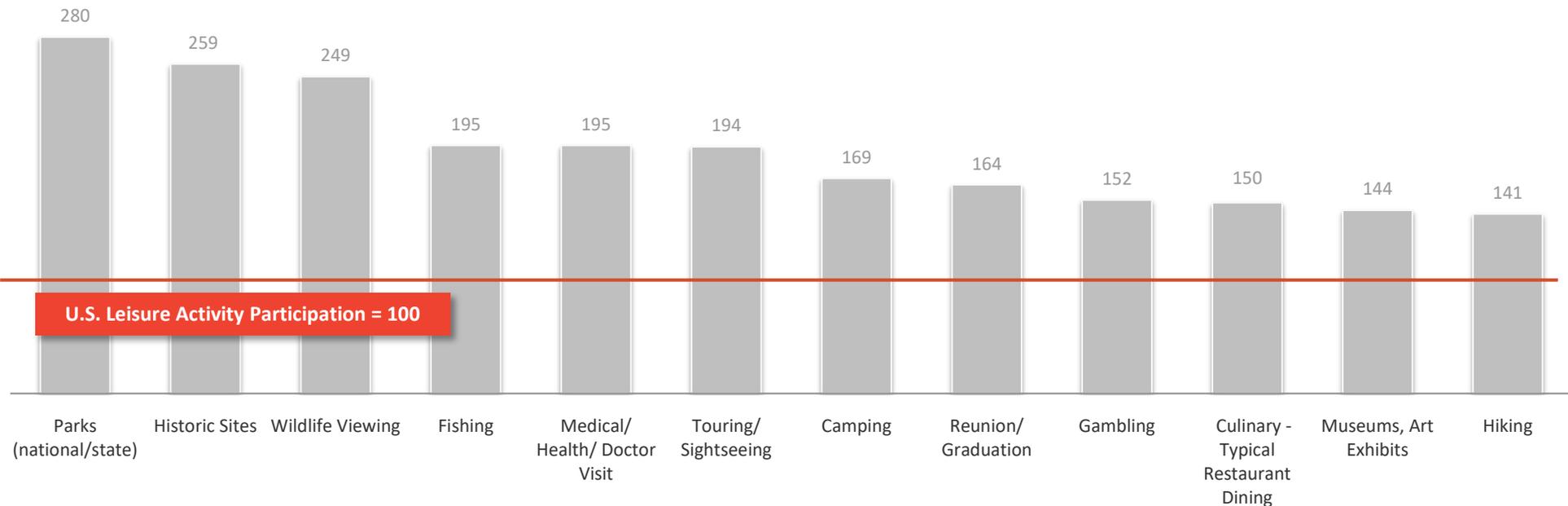
**28% NATURE**  
 22% Parks (national, state)  
 8% Wildlife viewing  
 6% Camping

**20% ATTRACTIONS**  
 11% Gambling  
 4% Nightlife  
 3% Attend/Participate Sports Event

**18% OUTDOOR SPORTS**  
 9% Hiking  
 7% Fishing

**39% GENERAL**  
 29% Shopping  
 10% Medical/Health/Doctor Visit

# South Dakota Activity Index (Leisure)



# South Dakota Destination Ratings





## Visitation of South Dakota in Past 3 Years

**70%**  
First-Time Visitor

Infrequent Visitor  
(2-3 times) **16%**

**14%**  
Frequent Visitor (4+ times)

# Number of Locations in South Dakota Visited for a Day

26%

One place

2 places 9%

38%

3 or more places





# Plan to Visit South Dakota in Next 3 Years (avg. 3.1 times)

30%

One More Visit

Infrequent Visits  
(2-3 times) 20%

12%

Frequent Visits (4+ times)

# THANK YOU, QUESTIONS

Sindy Diab  
Director, Client Services  
[skoehler@mmgyintel.com](mailto:skoehler@mmgyintel.com)

[MMGYINTEL.COM](http://MMGYINTEL.COM)

**DKSHIFFLET**