

INSIGHTS THAT TAKE YOU PLACES

2019-21 SOUTH DAKOTA LEISURE TRAVELER SNAPSHOT

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

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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.*

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PR, Social and
Experiential



Public Relations
and Marketing
Communications



Integrated
Marketing
Communications



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MMGYTAIPEI

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MMGYLONDON



How? When?

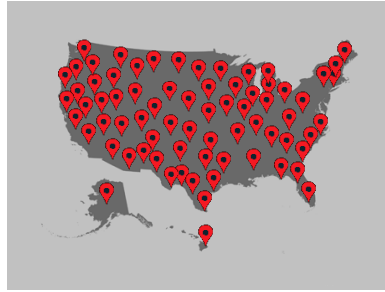


Online

Managed Panel

Monthly

Who? Where?



U.S. Residents

Any Destination

U.S. and Abroad

What?



Traveler Characteristics

Trip Characteristics

Spending

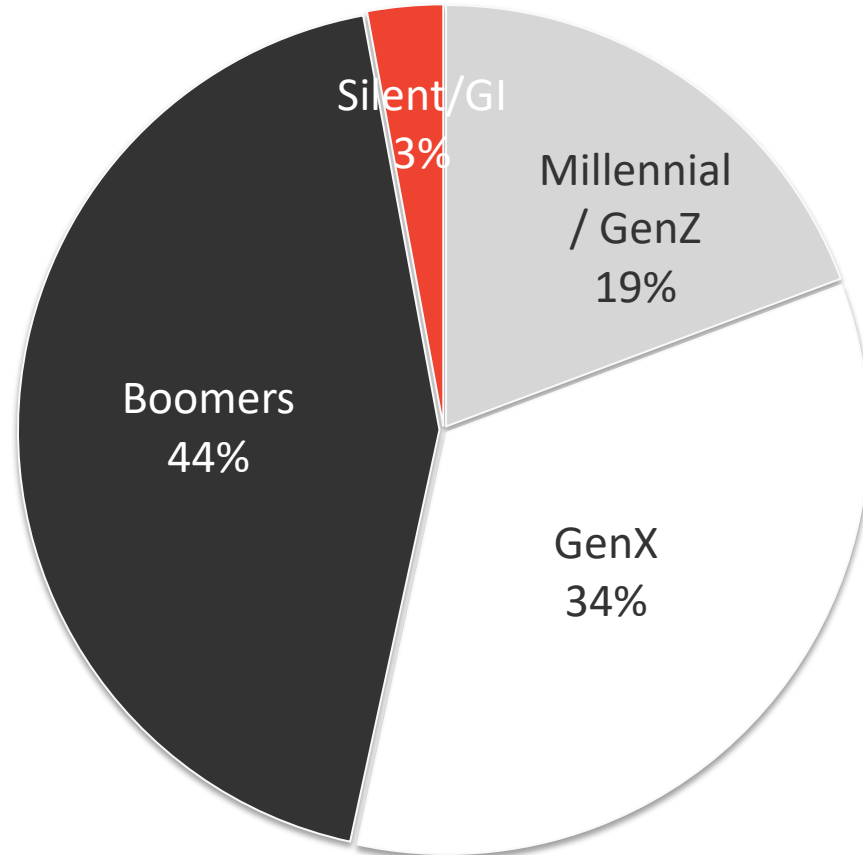
2019-21 VISITOR PROFILE



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

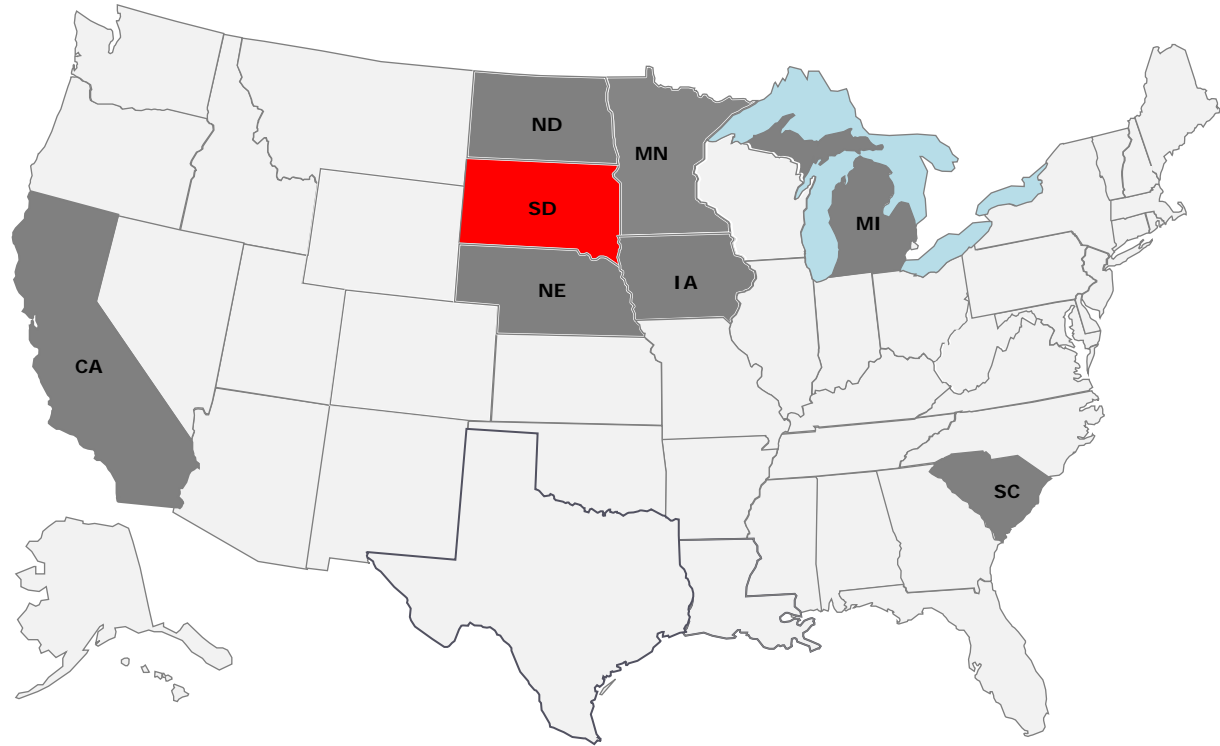
6% Iowa

4% North Dakota

3% South Carolina

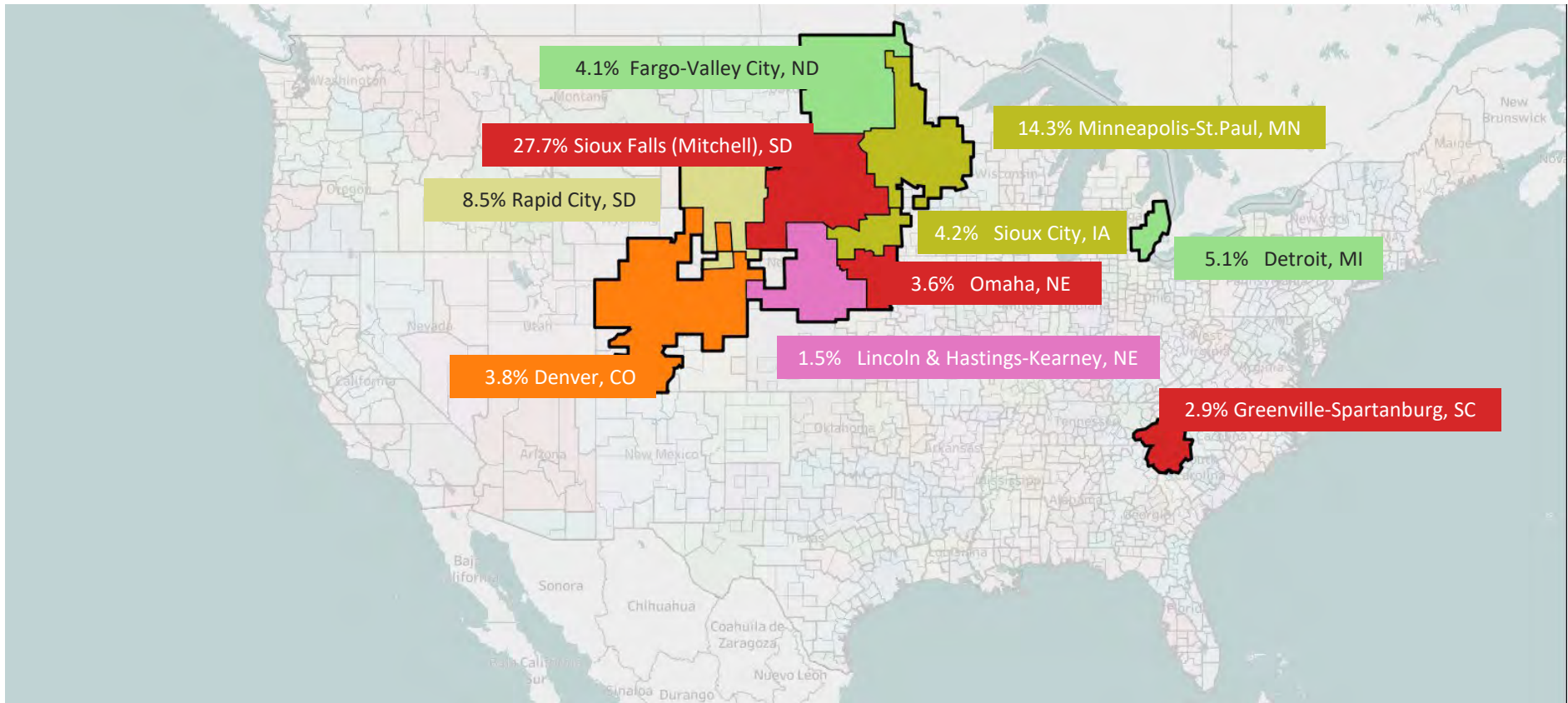
3% California

ORIGIN STATES (Leisure)



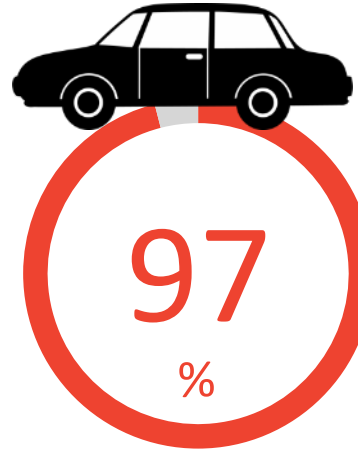


Origin Designated Market Areas (DMA)



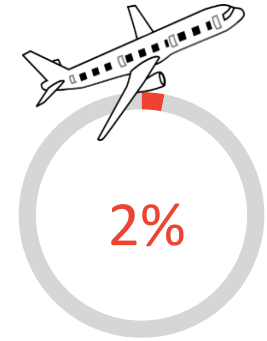


Transportation to Destination



Auto

391 miles one-way



Airplane

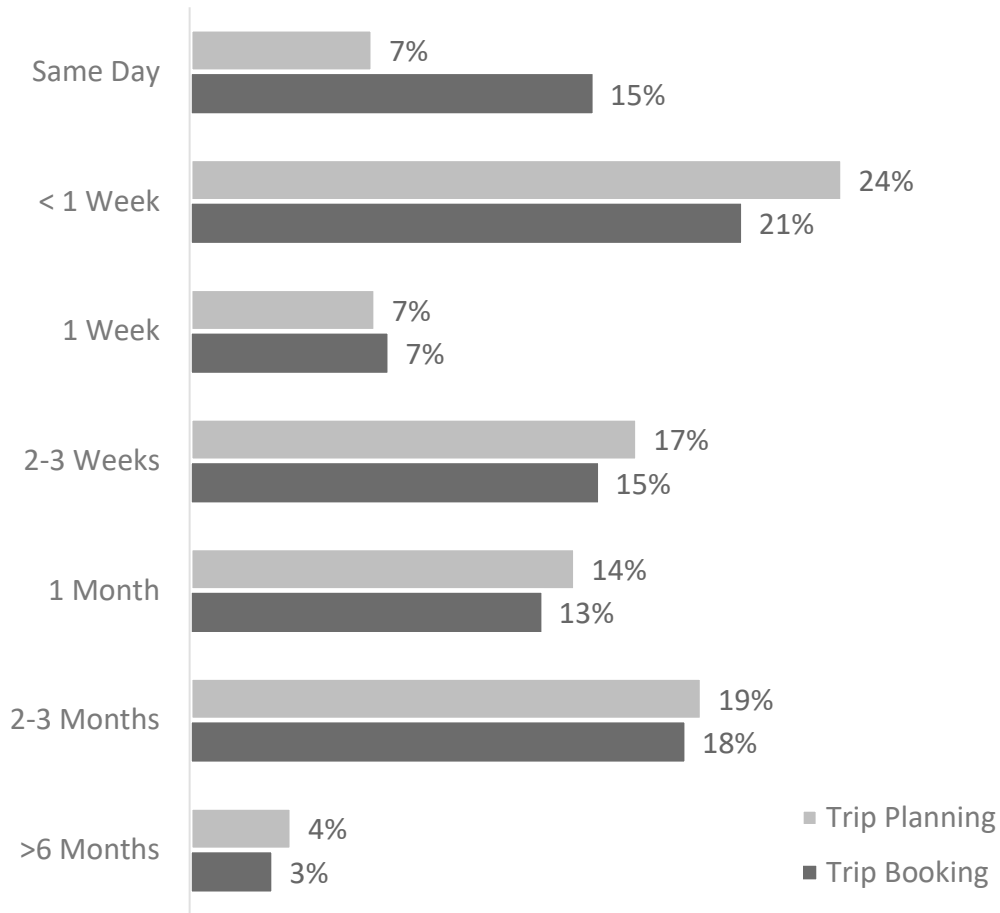
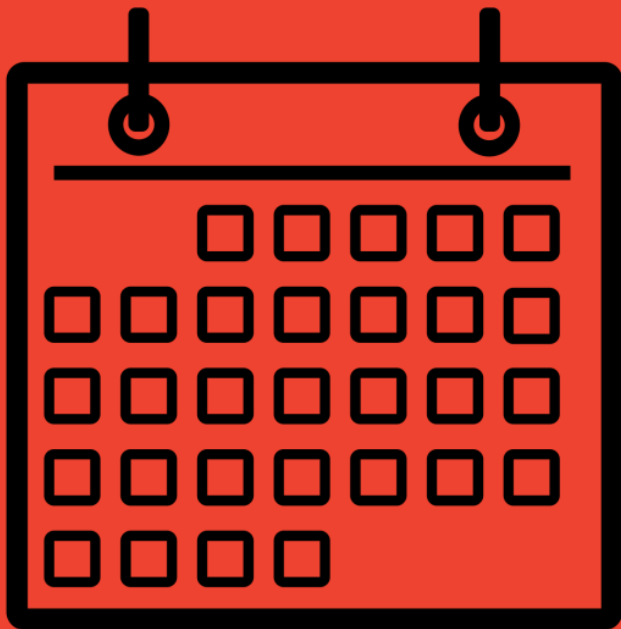
1,036 miles one-way



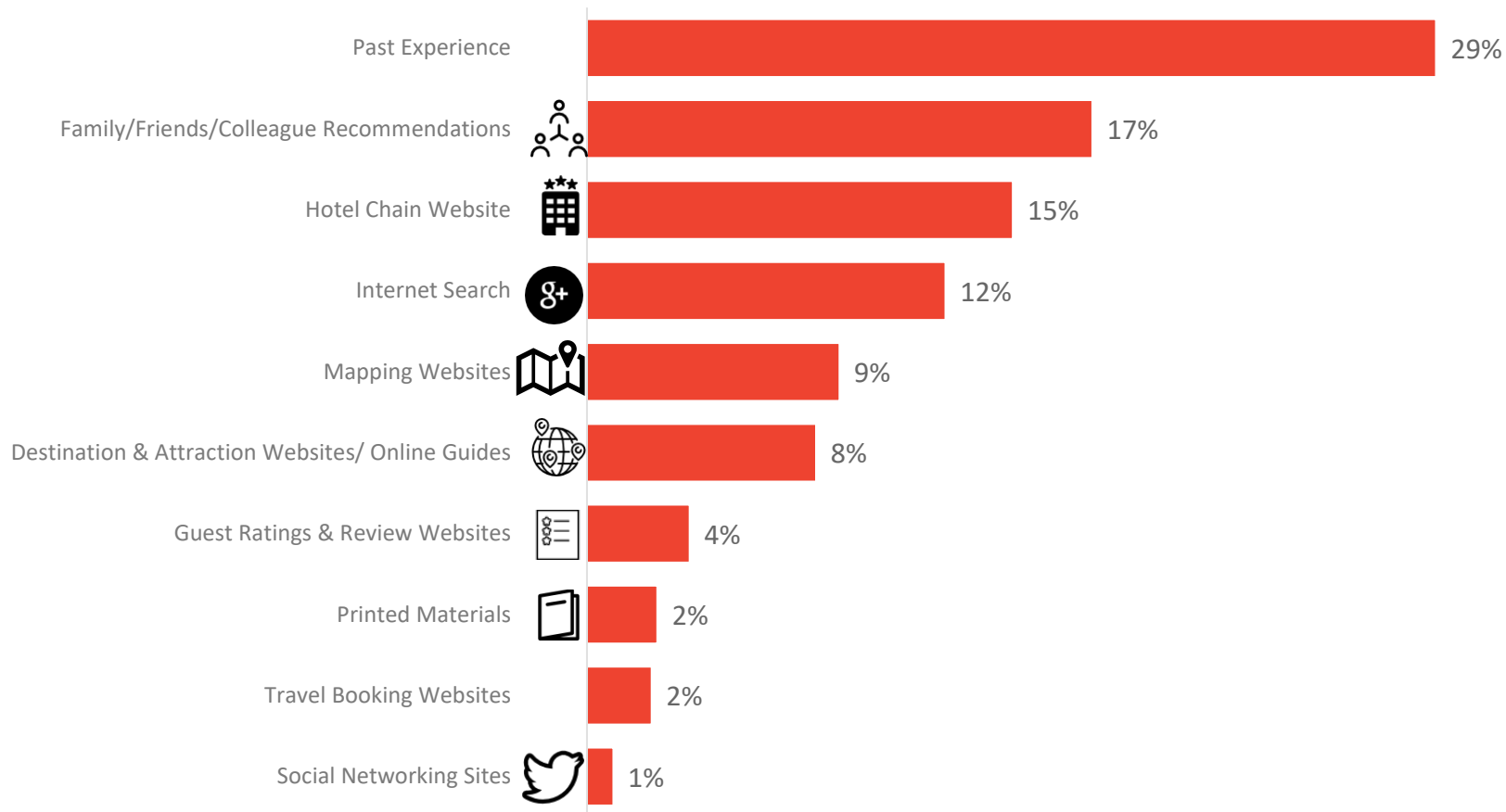
Trip Planning

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

Trip Planning & Booking

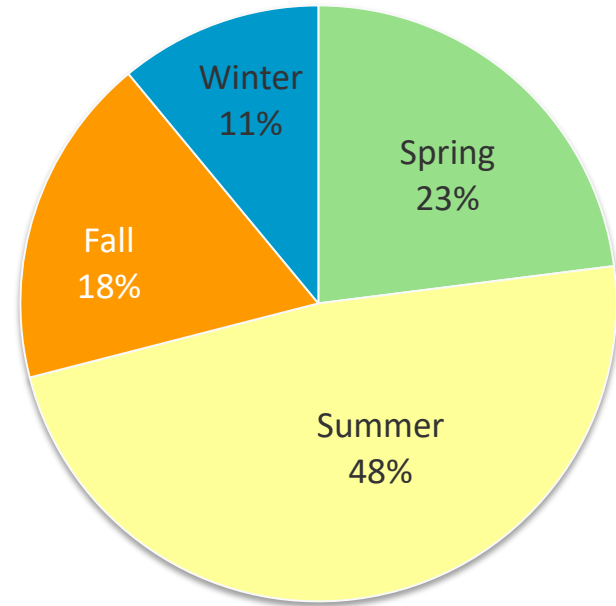


Travel Planning Resources Used (Leisure)

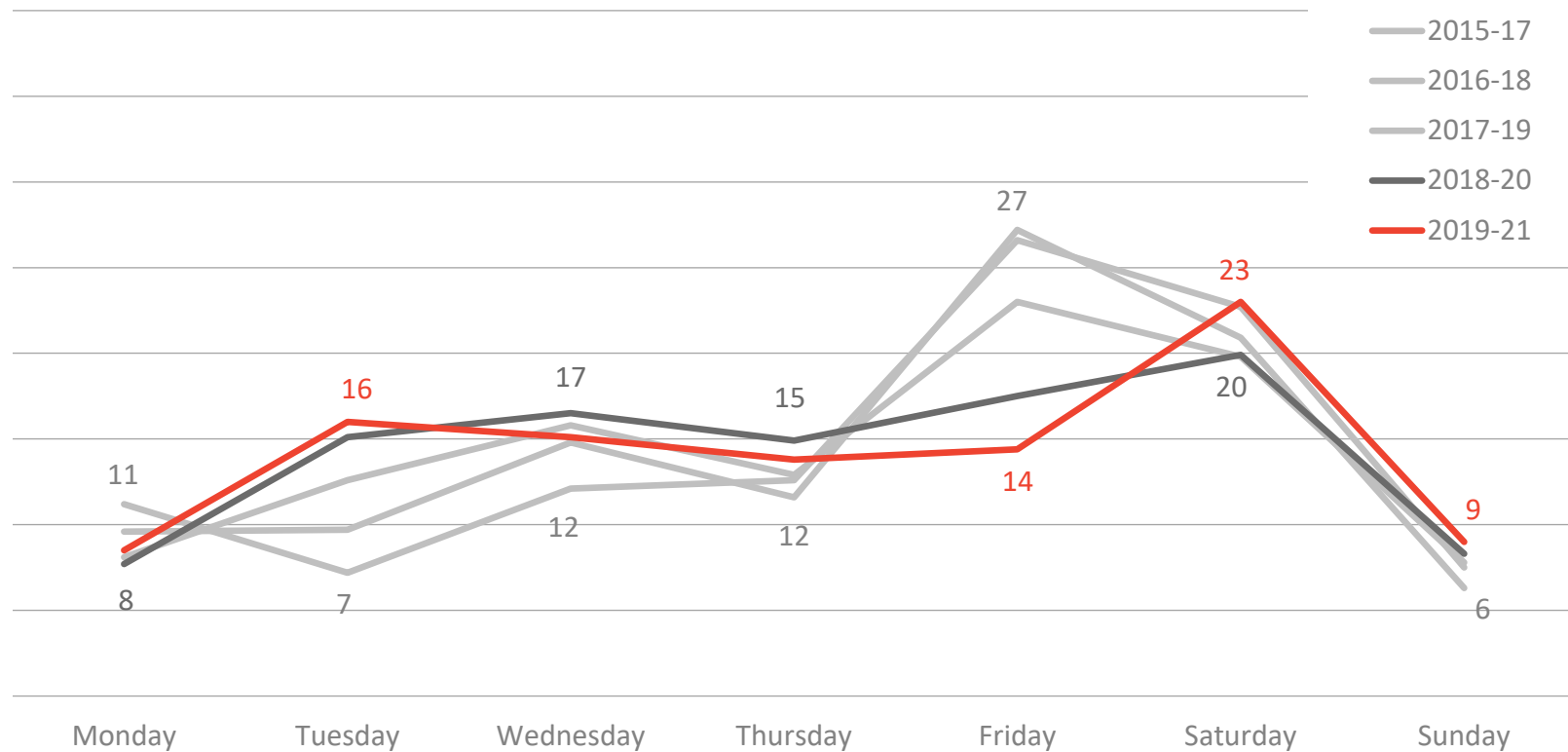




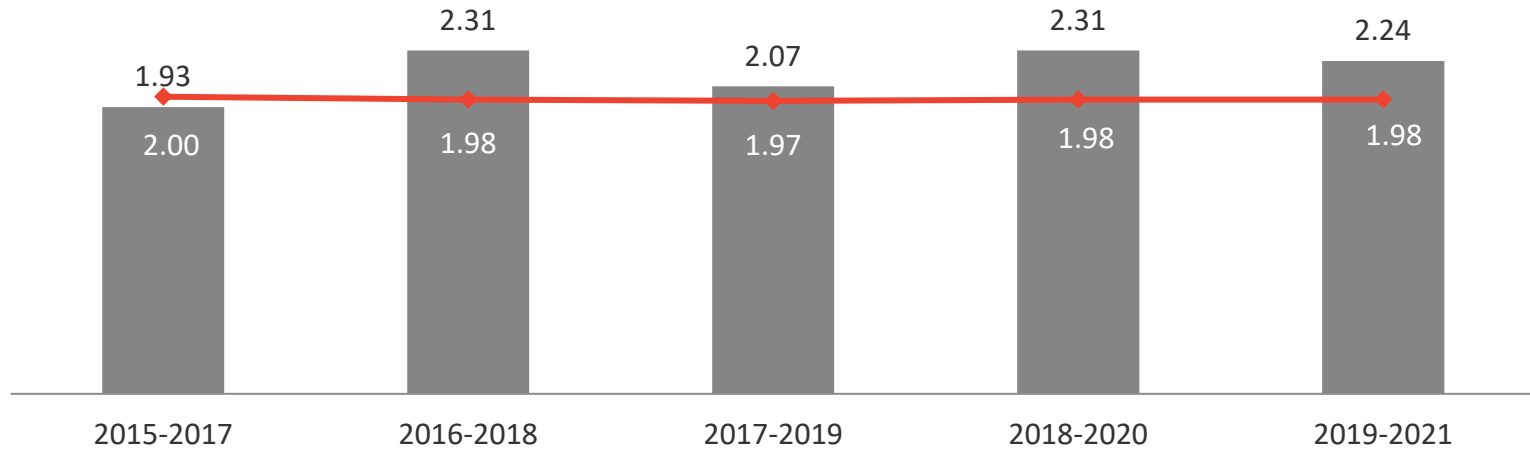
Trip Timing



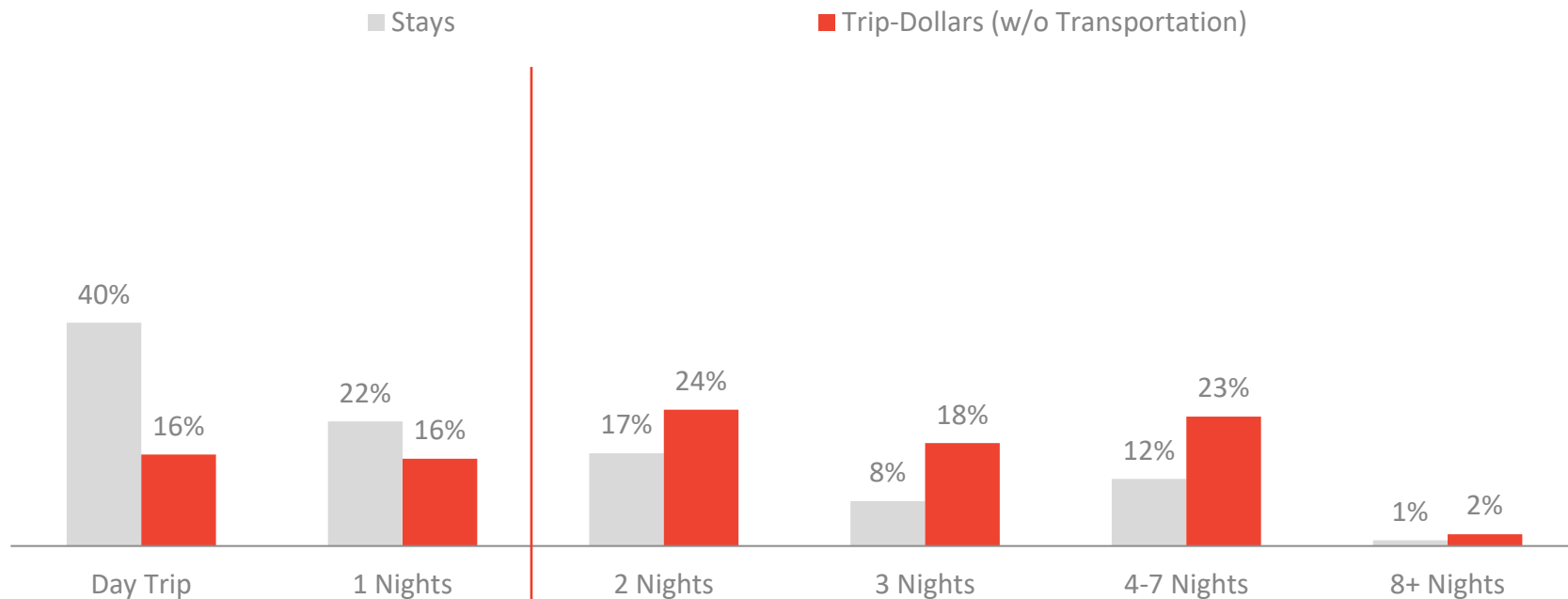
Day of Arrival (Leisure)



Average Length of Stay (Leisure)



Length of Stay (Leisure 2019-21)



Trip Characteristics

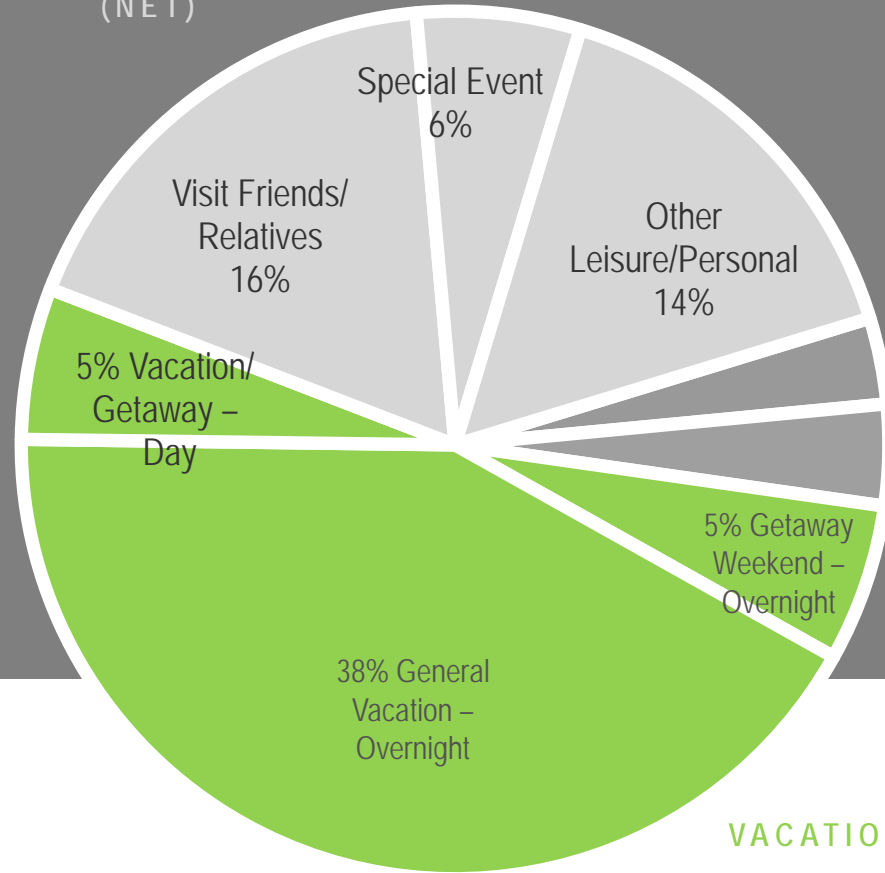
- *Travel Purpose*
- *Expenditure*
- *Party Composition*
- *Activities*
- *Accommodation*
- *Performance Ratings*



South Dakota Purpose of Traveling to Destination

- Total -

NON-VACATION
(NET)



BUSINESS
(NET)

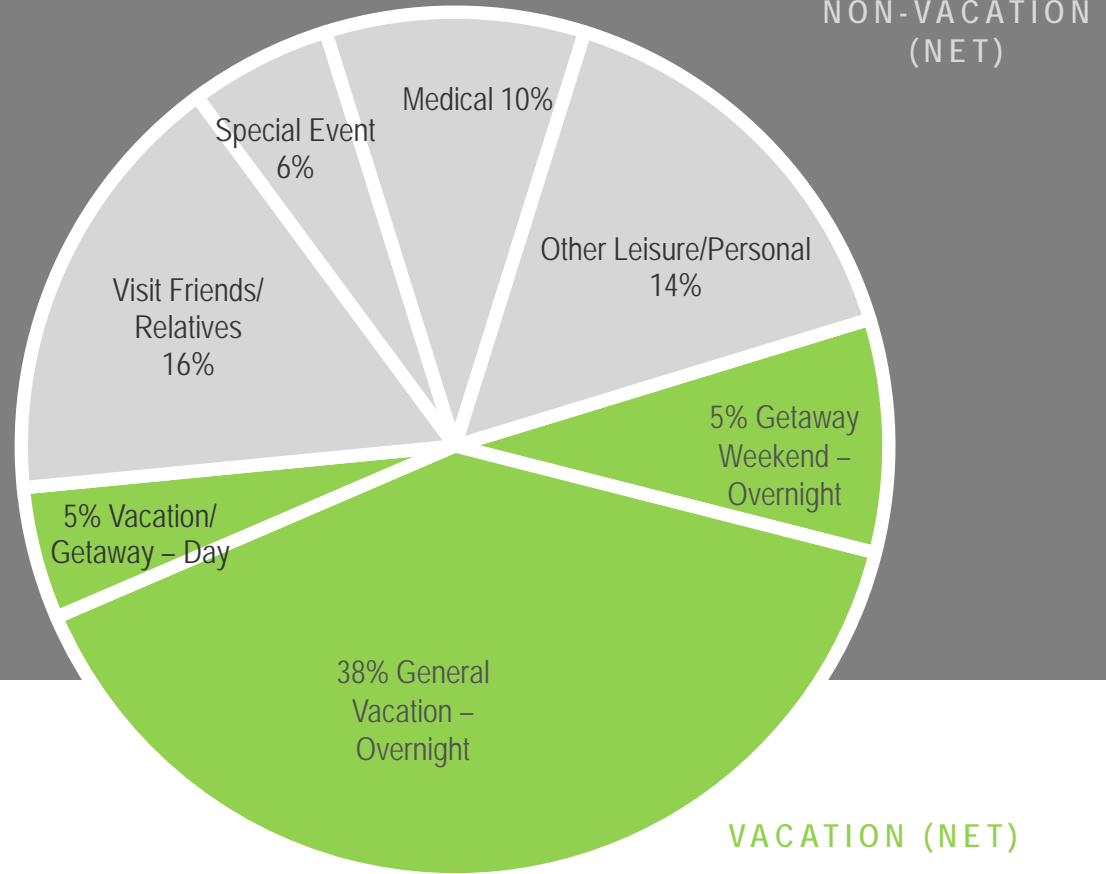
Group Business 3%

Transient Business 3%

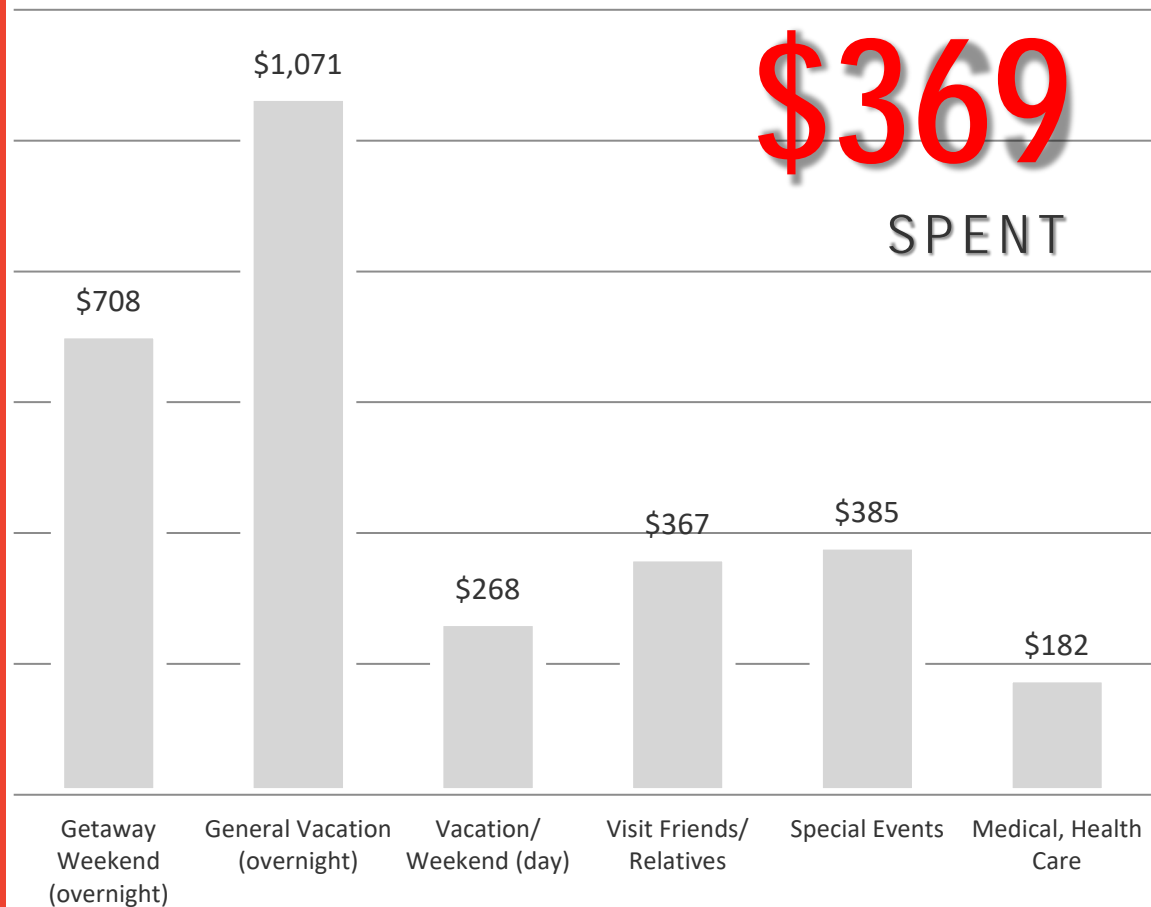
VACATION (NET)

South Dakota Purpose of Traveling to Destination

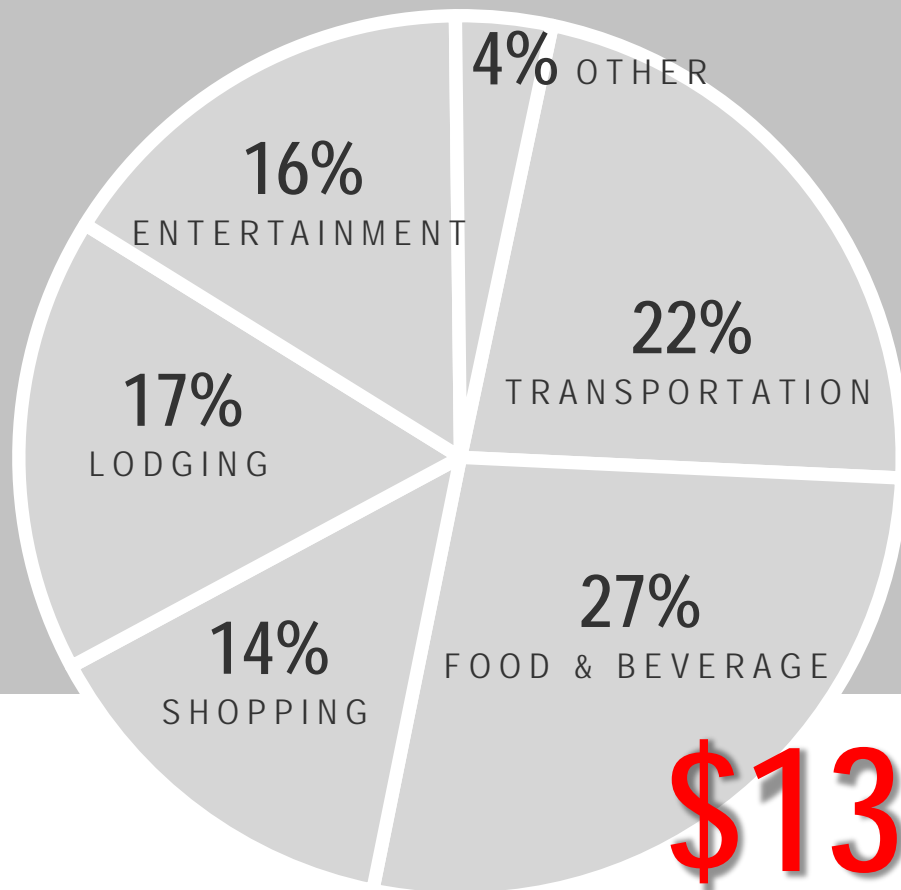
- Leisure -



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)

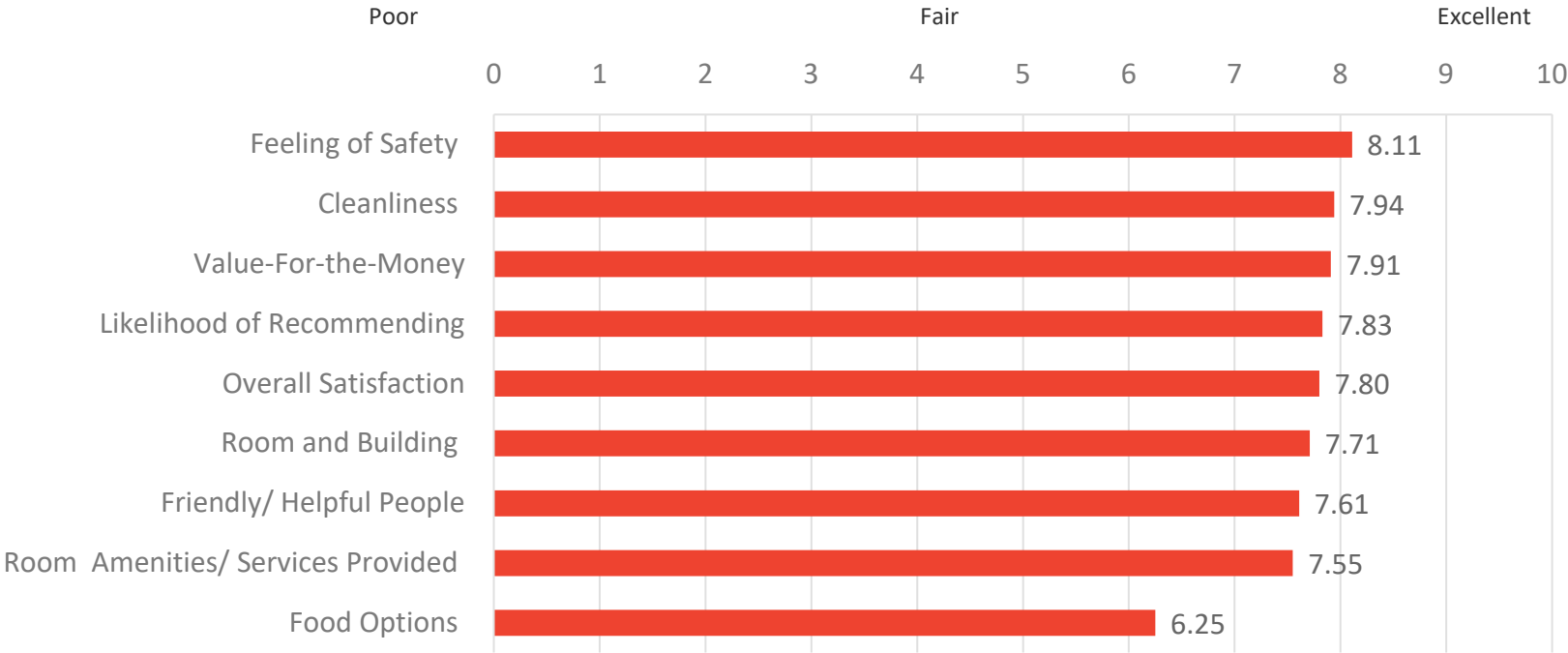
29%

STAY IN
OTHER LODGING

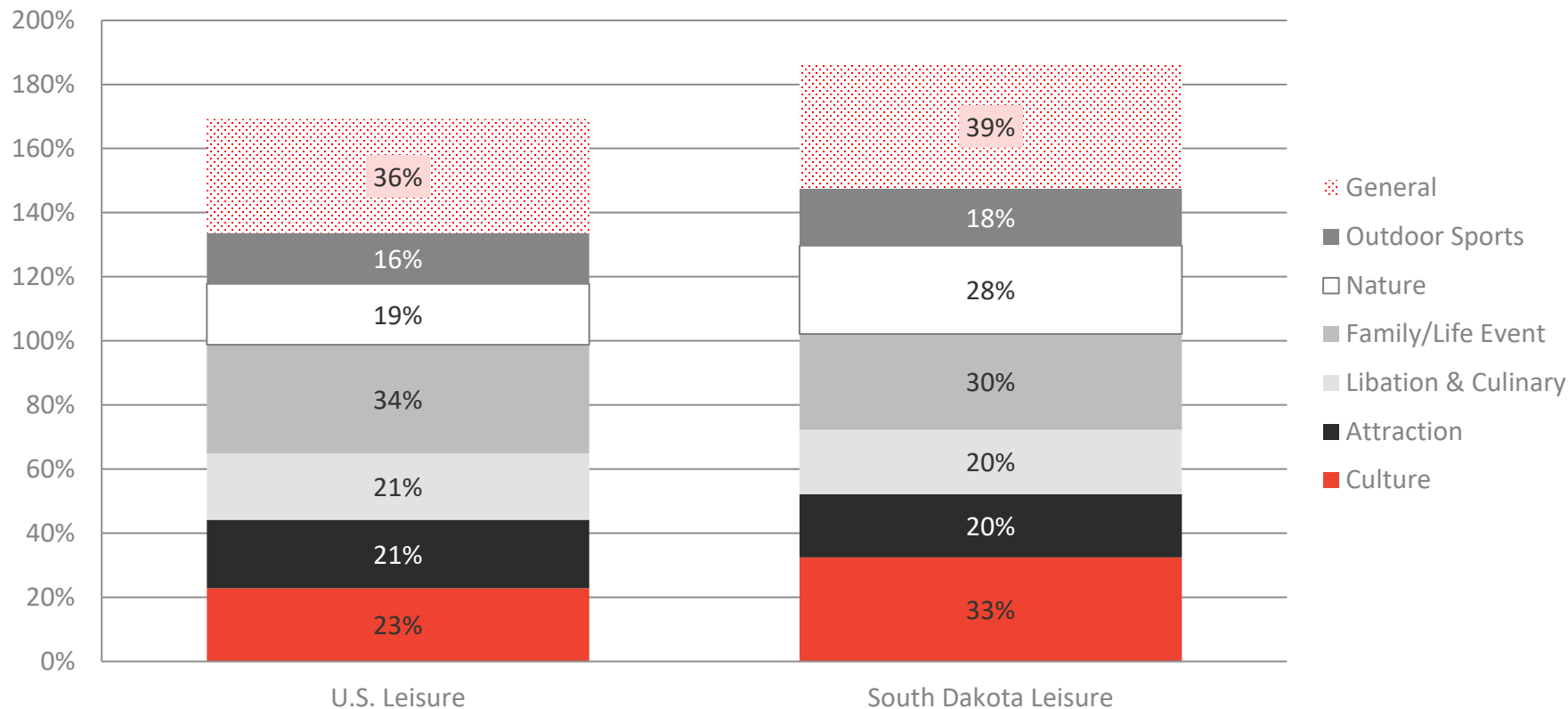
- Camping/RV
- Cabin, Lodge
- Other Paid Non-Hotel
- Other Non-Paid



South Dakota Hotel Ratings

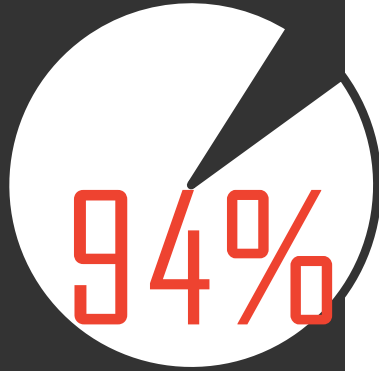


Activity Participation (NET)



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

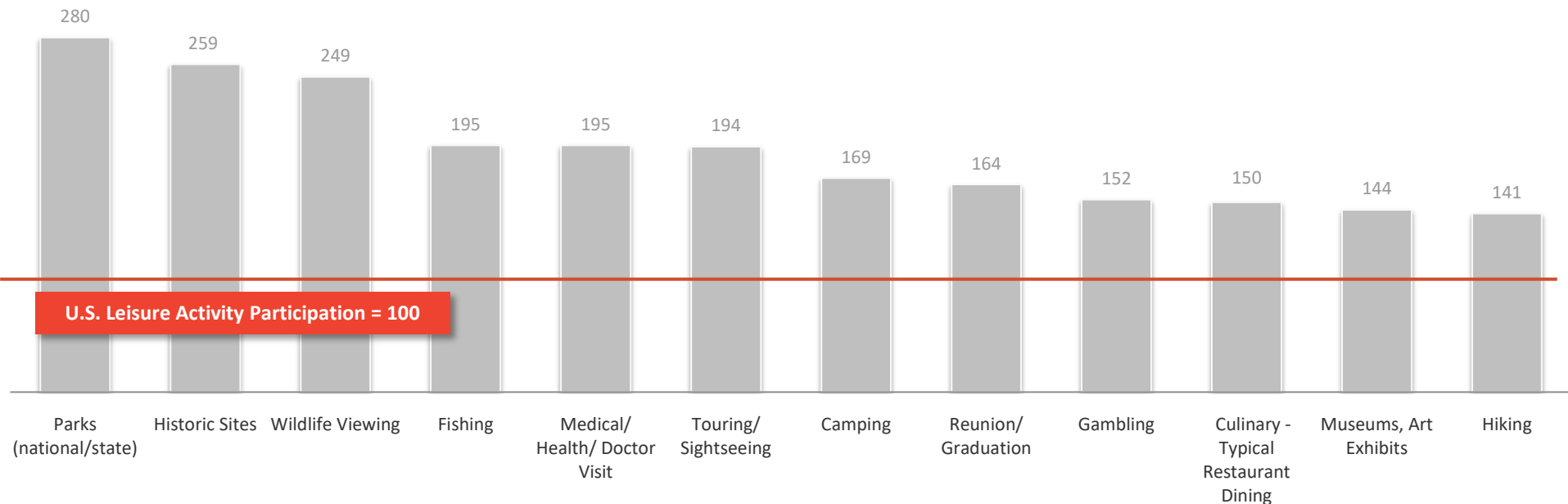
18% OUTDOOR SPORTS

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

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