

TALKING POINTS

PRIMARY MESSAGE:

This year, National Travel & Tourism Week honors the spirit of travel in recognition of the industry's impact on local economies and promotes moving Travel Forward.

South Dakota's tourism industry is a job-creating, revenue-generating machine, and it plays a significant role in supporting South Dakota's economy.

THE SOUTH DAKOTA TOURISM INDUSTRY IS VERY STRONG AND IMPACTFUL:

In 2022, 14.4 million people made South Dakota their vacation destination.

In 2022, visitors spent 4.7 billion dollars in South Dakota, an increase of 8% over 2021. This surpassed all previous records.

\$3.3 billion – amount of GDP contributed to the state's economy, representing **5.1 percent** of the South Dakota economy.

Without tourism in our state, each household would pay **\$1,011** more in taxes.

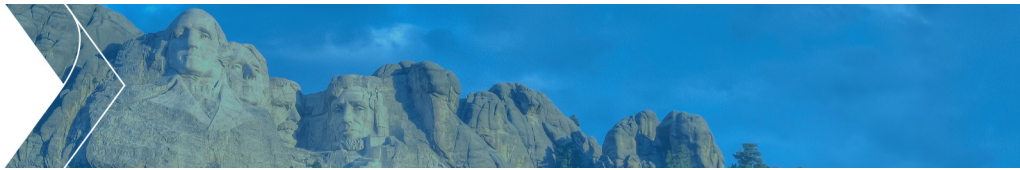
The tourism industry supported a total of **56,826** jobs in 2022. Tourism also generated **\$2.1 billion in household income** for those employed in those jobs.

US TRAVEL KEY POINTS:

National Travel and Tourism Week 2023 celebrates the industry's critical role in powering economies, communities and connections. By moving #TravelForward, we can demonstrate our industry's critical importance—in every corner of our country.

Travel is an economic powerhouse for every state and countless destinations across the country and is vital to our nation's global competitiveness. When we move #TravelForward, we grow America's economy, enhance our communities and create quality job opportunities for millions of workers.

The travel industry supports nearly 20 million American jobs and is a critical component to the economic vitality of communities in every state.



CONSUMER SENTIMENT RESEARCH:

53% of Americans say they are prioritizing travel in the coming year over other expenditures such as home improvement, clothing, entertainment and dining out regularly.

84% of Americans have a trip planned, but we can expect their spending behavior to shift. Most claim they will reduce the amount they spend on retail, entertainment and recreation while on vacation.

The top three activities planned for American leisure travelers on their next trip are: Visiting friends & family (47%); Shopping (41%); Exploring a city or visiting a beach (both tied at 38%). Road trips (36%) and visits to national/state parks (29%) remain very popular as well.

SOCIAL MEDIA & COMMUNITY ENGAGEMENT:

Connect with us on social media! Tag South Dakota in your photos and videos and use the hashtags #HiFromSD and #TravelFoward to join the conversation.

We are encouraging industry members to instill hometown pride with their residents and teach visitors something new by asking trivia questions, sharing fun historical facts, or virtual experiences.

Finally, we are lighting up the entire state in RED to honor National Travel & Tourism Week. Watch for businesses, attractions and local landmarks to be shining in red this week, and we encourage you to do the same.