



Contact: *Your name here*

## Why Travel Matters in **DESTINATION**

We pass popular tourist sites like **LOCAL ATTRACTION** every day; we may not even think of how it supports our community. But **SAME LOCAL ATTRACTION** and others like **MORE EXAMPLES, LIKE RESTAURANTS OR HISTORICAL SITES** are the backbone of **DESTINATION**. These places define our community, provide our families with jobs and have played a part in hosting 14.4 million visitors in South Dakota in 2022.

Travel matters, and it improves **DESTINATION** in ways that have a wide-reaching impact on **LOCAL RESIDENTS**. Travel supports 56,826 jobs across South Dakota, and it also has an impact that we do not always see: travel can strengthen families, support local infrastructure and emergency services, and fosters hometown pride.

Visitor spending in South Dakota totaled \$4.7 billion in 2022, an increase of 8 percent over the previous year, even exceeding 2021's surge of travel spending that was up 30% over 2020. Visitation to the state grew to 14.4 million visitors, an increase of .6% over 2022.

Most importantly, the income generated by jobs in South Dakota's tourism industry provided 2.1 billion dollars income for those families. The bottom line is, travel is an economic powerhouse in South Dakota, impacting the economy and workforce.

This is also displayed on the local level. In **DESTINATION, INSERT CITY/STATE-SPECIFIC ECONOMIC IMPACT NUMBERS, I.E. JOBS SUPPORTED, SMALL BUSINESS STATS.**

Think back to your first job. Maybe you worked at **LOCAL BUSINESSES OR ATTRACTION THAT HAS BEEN AROUND A WHILE**, or maybe your kids work there now. For many, travel is the front door to a promising career. Businesses in every corner of the country rely on the travel industry for their success.

Those are only a few reasons why it's so important to keep welcoming visitors to **DESTINATION**. Travel is an essential industry, and we must continue to support it. During National Travel and Tourism Week (NTTW) May 7-13, we're celebrating travel's impact on South Dakota. We encourage you to join us in observing NTTW this year, and celebrate all that travel does for **DESTINATION**, for South Dakota, and for our country.

Here are a few ways to get involved:

- **Join our travel celebration event on DATE/TIME at LOCATION.**
- **Watch for DESTINATION to be lit up red to honor National Travel and Tourism Week! Feel free to light up your business or home in red this week to celebrate this important industry.**
- **Contact our member of Congress and tell them why travel is important to DESTINATION.**
- Get social and engage with the #TravelForward, #NTTW23, and #HiFromSD hashtag on Twitter, Facebook and Instagram. Share how travel matters in your community. Let's celebrate the travel industry as a primary driver in the U.S. economy, and as an important part of our daily lives in **CITY/STATE.**