

An aerial photograph of a winding asphalt road that snakes through a dense, green forest. The road has several sharp turns and curves. A small white car is visible on the road, providing a sense of scale. The lighting is soft, suggesting a late afternoon or early morning setting. The overall mood is serene and scenic.

South Dakota

TRAVEL SOUTH DAKOTA 2023 MARKETING PLANS

MARCH 21, 2023

- New Teams, New Brand, New Strategies
- Co-op Programs & Campaign Timelines
- What Can You Do



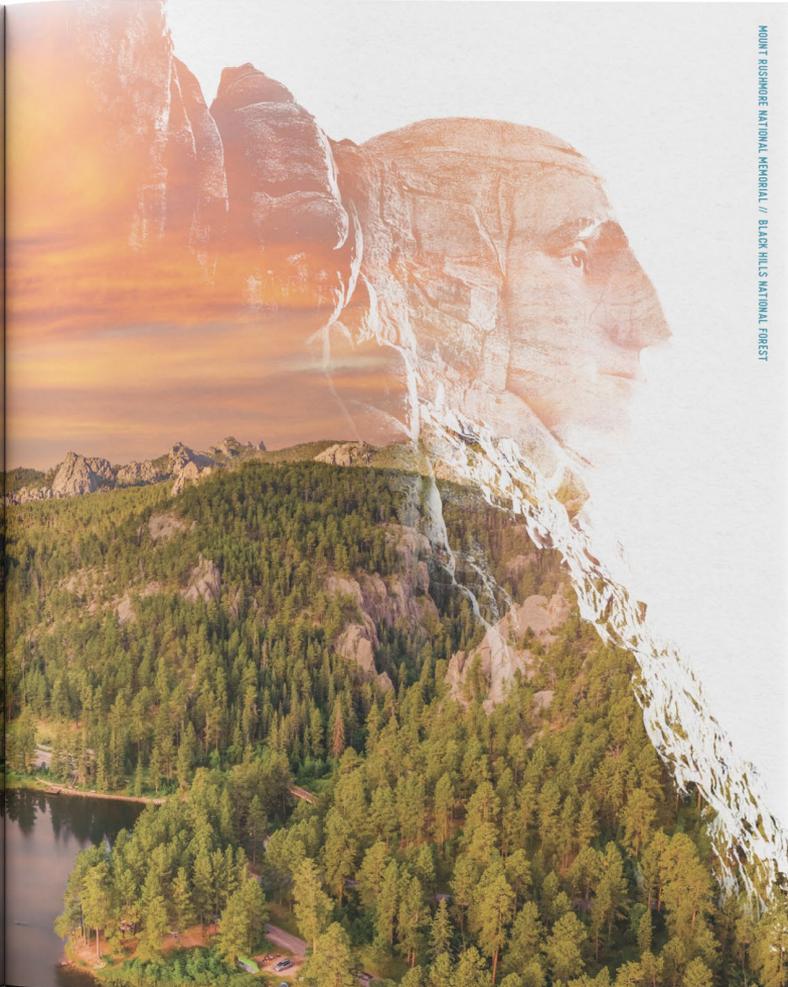
WHERE THE
Best Stop
— IS THE —
NEXT STOP

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



2022 PEAK MARKETING RESULTS

\$61:1

Visitor Spending ROI
On Marketing Spend

\$112.8M

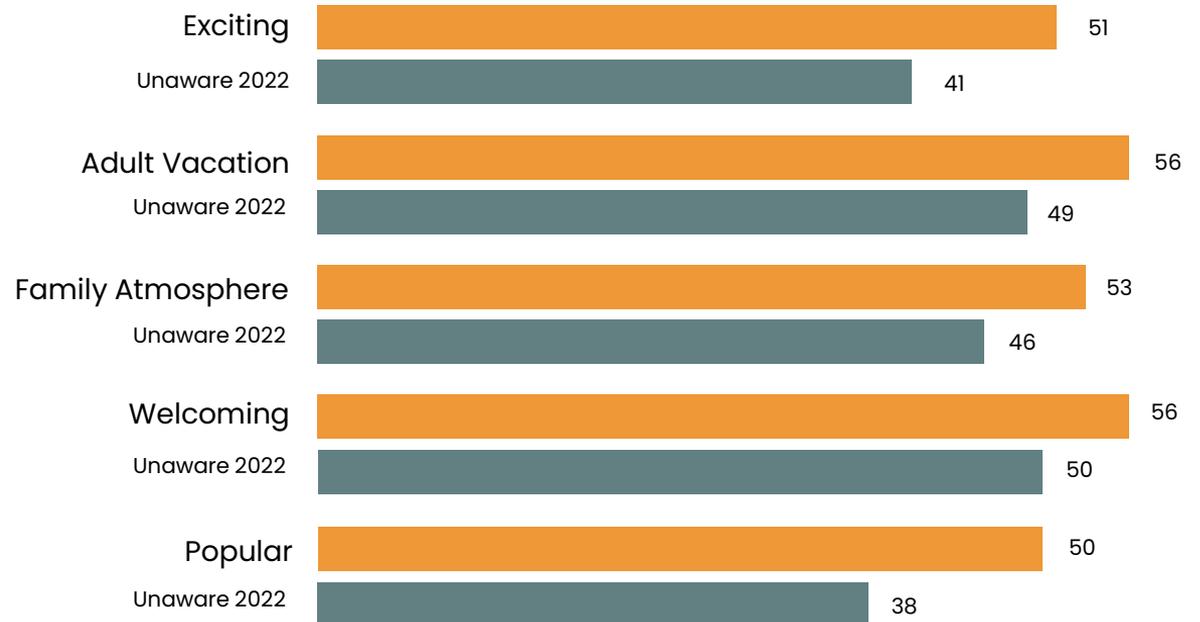
Incremental Visitor
Spending

\$5:1

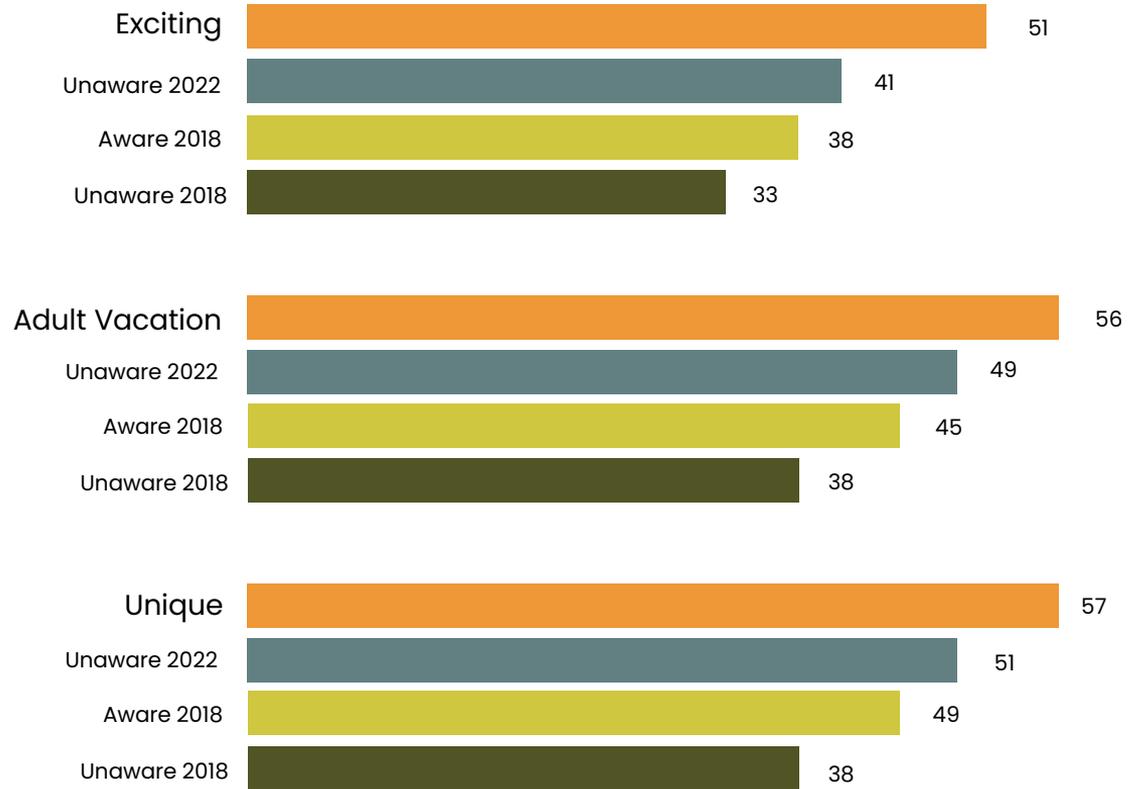
Tax ROI
On Marketing Spend

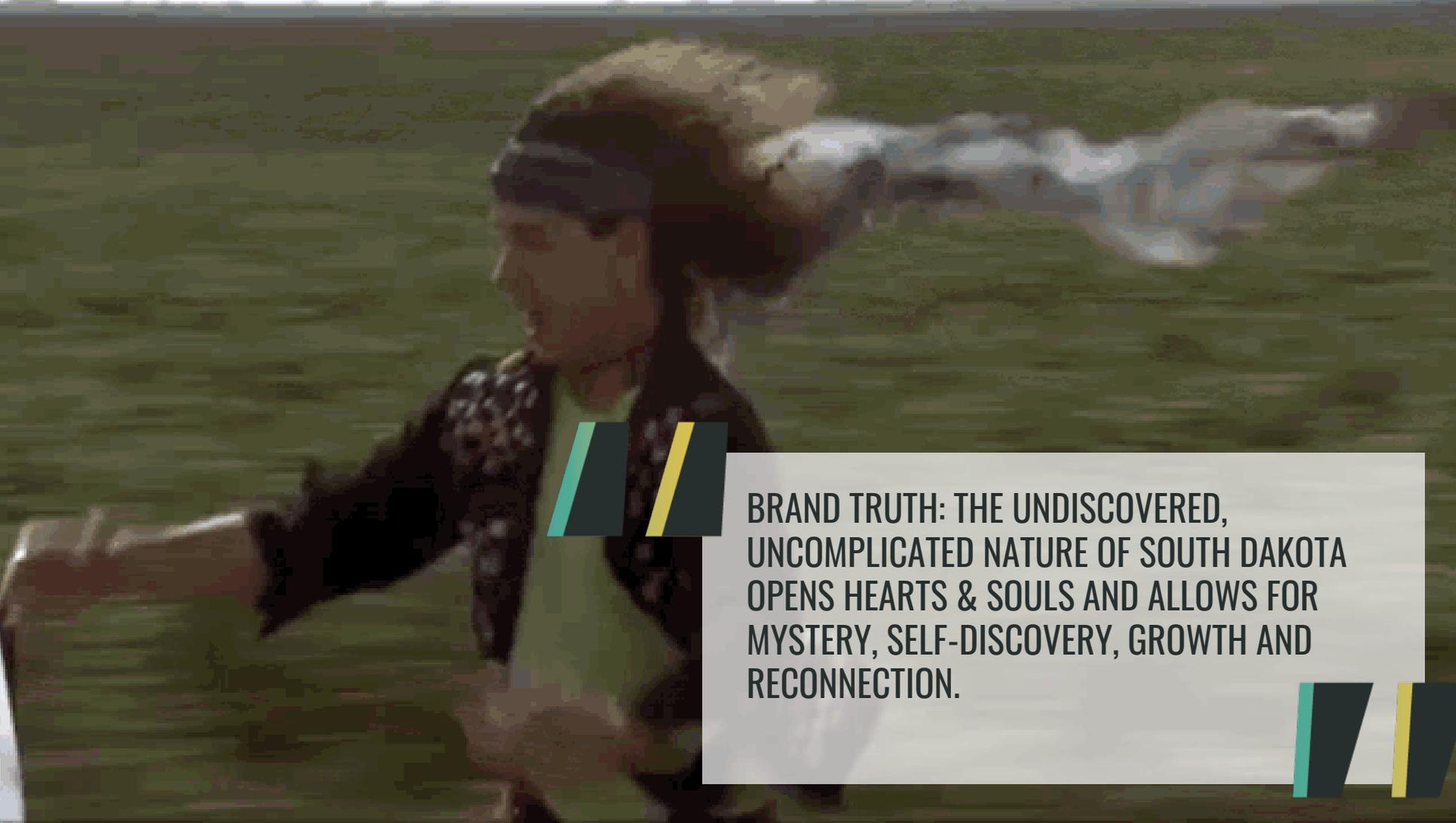


TOP TRAVEL MOTIVATORS FOR 2022 TARGET AUDIENCES



TOP TRAVEL MOTIVATORS 2022 v. 2018





**BRAND TRUTH: THE UNDISCOVERED,
UNCOMPLICATED NATURE OF SOUTH DAKOTA
OPENS HEARTS & SOULS AND ALLOWS FOR
MYSTERY, SELF-DISCOVERY, GROWTH AND
RECONNECTION.**

**NEW:
AGENCY TEAMS
BRAND
STRATEGIES**



South Dakota

..... NEW AGENCY PARTNERS

KARSH HAGAN

Love

LHG
LOU HAMMOND GROUP

twoxfour





**AUDIENCE TRUTH: CONSUMERS ARE
LONGING FOR A TIME WHEN TRAVEL
INVOLVED MYSTERY AND THE
UNKNOWN – THEY WANT THE
ELEMENT OF SURPRISE BACK.**

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.

GV
@GV02000281

Replying to @ph143

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.

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.

SURVEY SAYS

Social media is ruining our vacations

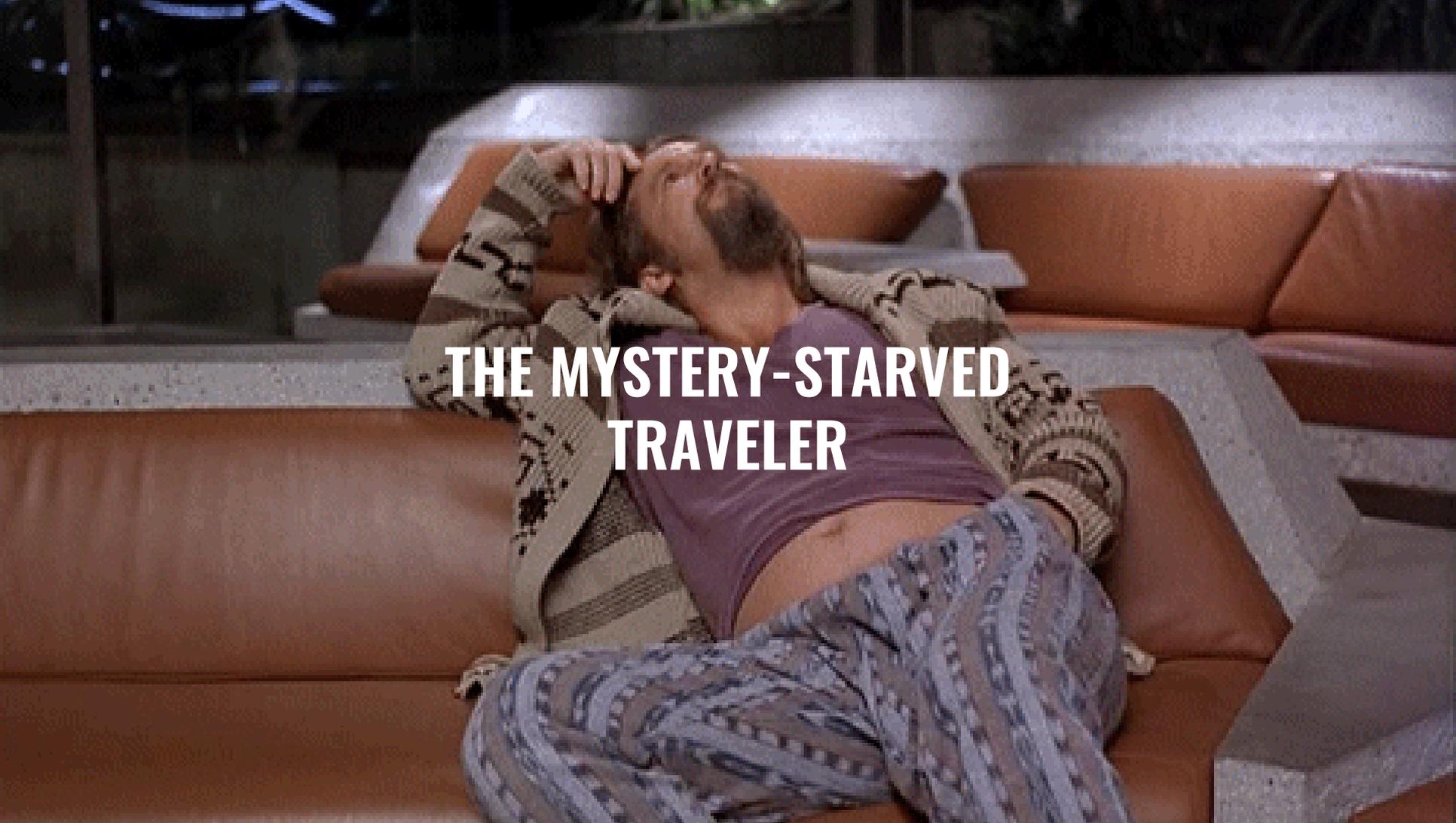
For insecure travelers, vacation fun is now determined by clicks and likes.

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



Is social media ruining our vacations? ALI

The Boston Globe



**THE MYSTERY-STARVED
TRAVELER**



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



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

APPROACHABLE + RESERVED

BEAUTIFUL + UNREFINED

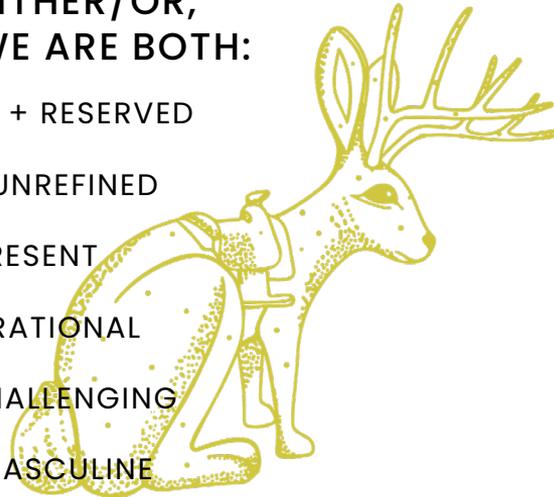
PAST + PRESENT

REAL + ASPIRATIONAL

CONTENT + CHALLENGING

FEMININE + MASCULINE

GRACE + GRIT



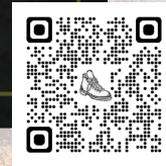


GRACE IS SOMETHING THAT COMES TO US WHEN WE SOMEHOW FIND OURSELVES COMPLETELY AVAILABLE, WHEN WE BECOME OPEN-HEARTED AND OPEN-MINDED, AND ARE WILLING TO ENTERTAIN THE POSSIBILITY THAT WE DON'T KNOW WHAT WE THINK WE KNOW.”

- ADYASHANTI



South Dakota



[Click or Scan to Watch on Travel South Dakota YouTube Channel](#)

South Dakota

Sometimes
the road less
TRAVELED



isn't even
a ROAD.

LEARN MORE

South Dakota

Sometimes
the road less
TRAVELED



isn't even a ROAD.

LEARN MORE

South Dakota

Sometimes
the road less
TRAVELED



isn't even
a ROAD.

LEARN MORE

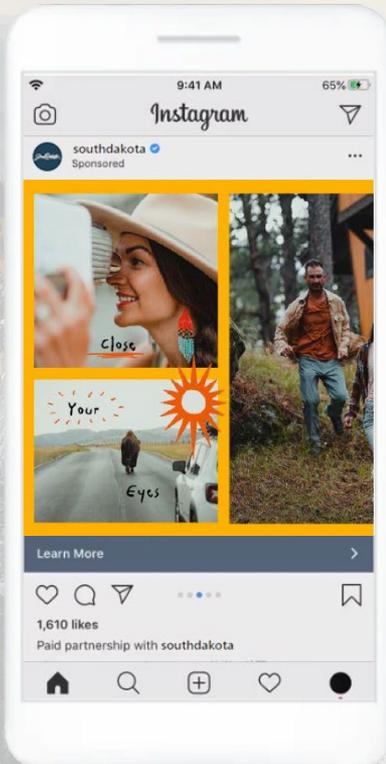
SO MUCH *South Dakota* LEARN MORE

Sometimes
the road less
TRAVELED



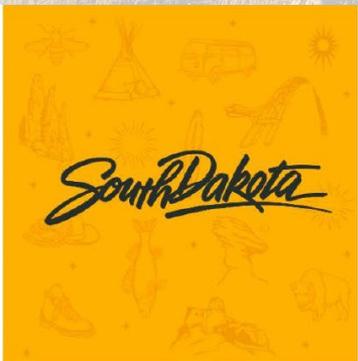
isn't even
a ROAD.

South Dakota LEARN MORE



Headline: There's So Much South Dakota

Body: So you wanna see new horizons? Trek new trails? Feel new cultures? There's so much South Dakota, so little time.



SO MUCH
South Dakota
SO LITTLE TIME

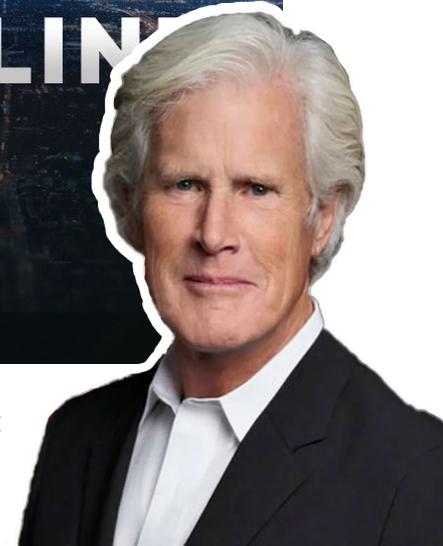
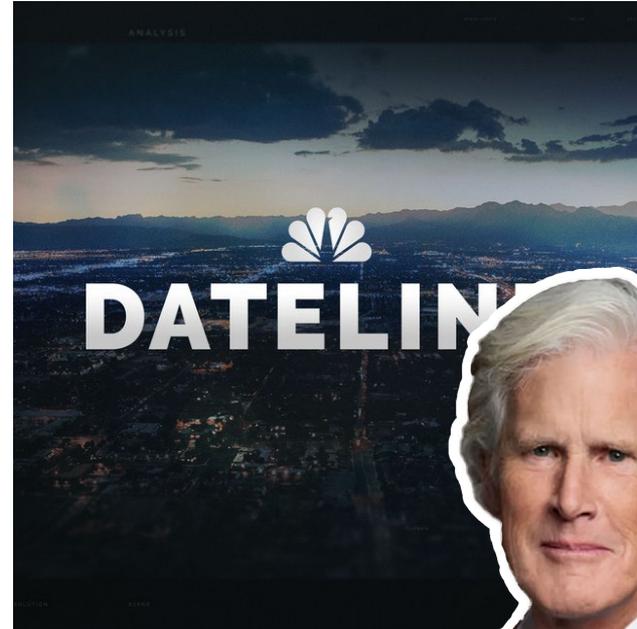
LEARN MORE



[Click or Scan to Hear 30-sec Pandora Audio Spot](#)



..... 2023 PEAK PLACEMENTS



(No Keith Morrison Visit
– maybe thankfully)

→ Taste the thrill of NO COMFORT ZONE



South Dakota

LEARN MORE

→ Taste the thrill of NO COMFORT ZONE



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LEARN MORE

→ Taste the thrill of NO COMFORT ZONE



South Dakota LEARN MORE

SO MUCH *South Dakota* LEARN MORE

→ Taste the thrill of NO COMFORT ZONE



South Dakota LEARN MORE



Out-wild the WILDLIFE



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LEARN MORE

Out-wild the WILDLIFE



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LEARN MORE

Out-wild the WILDLIFE



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LEARN MORE

SO MUCH *South Dakota*

LEARN MORE

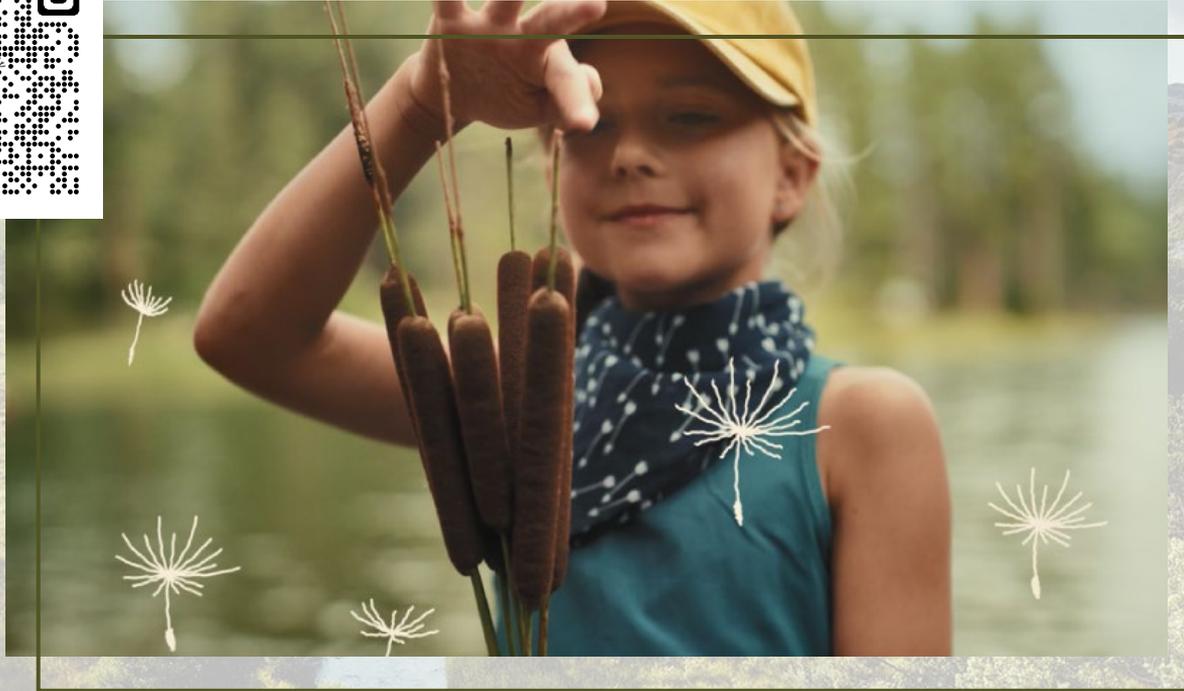
Out-wild the WILDLIFE



South Dakota

LEARN MORE

[Click or Scan to Watch on Travel South Dakota YouTube Channel](#)



**NEW
STRATEGIES**



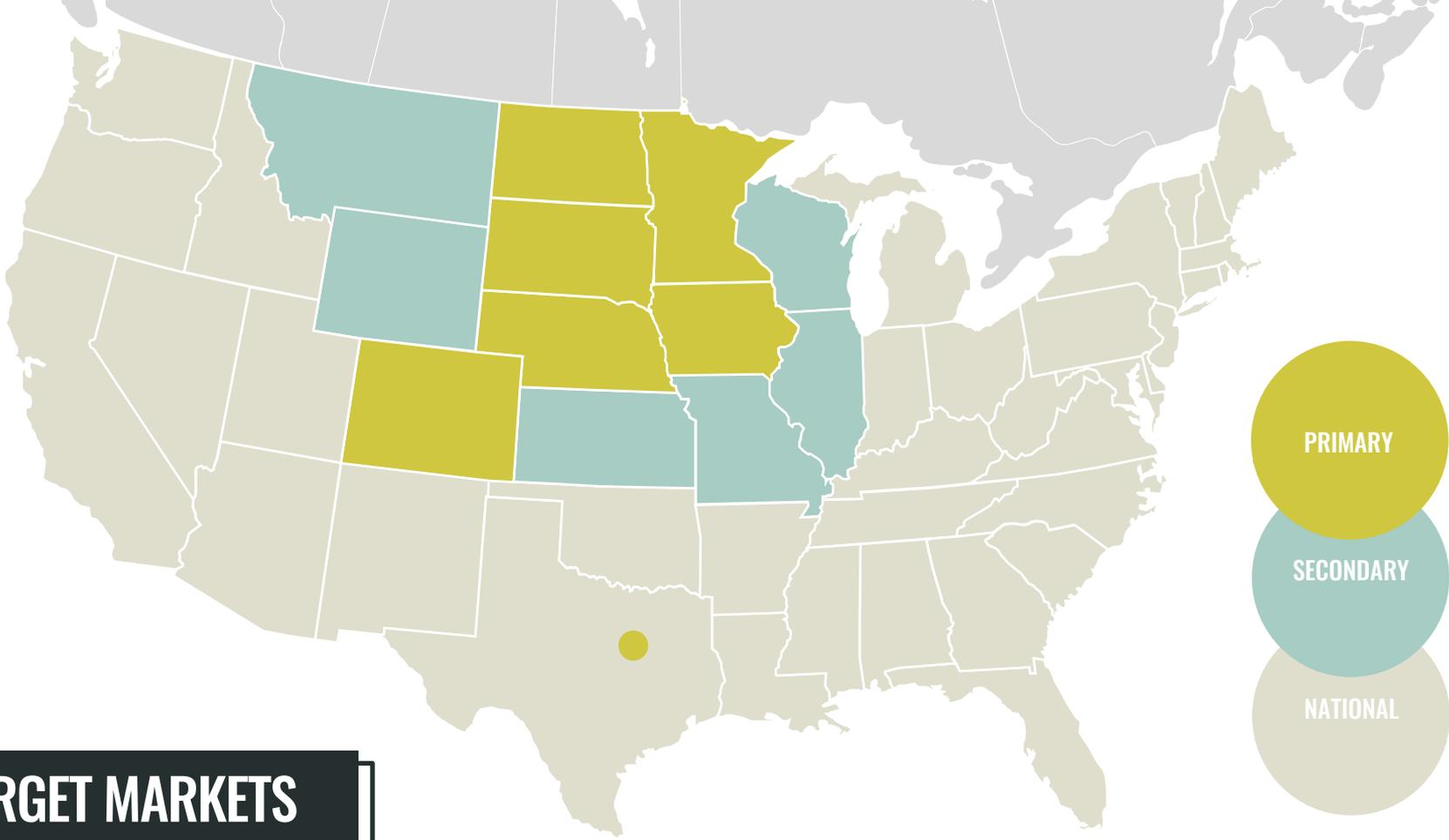
\$35M

Total Investment between now
And Dec 31, 2026



- \$5M to fund DMO Marketing Assistance Program
- Funds will help launch six new campaigns
- Will also help level-up existing marketing campaigns
- Expect efforts to conservatively generate over 1.4B+ incremental imp.

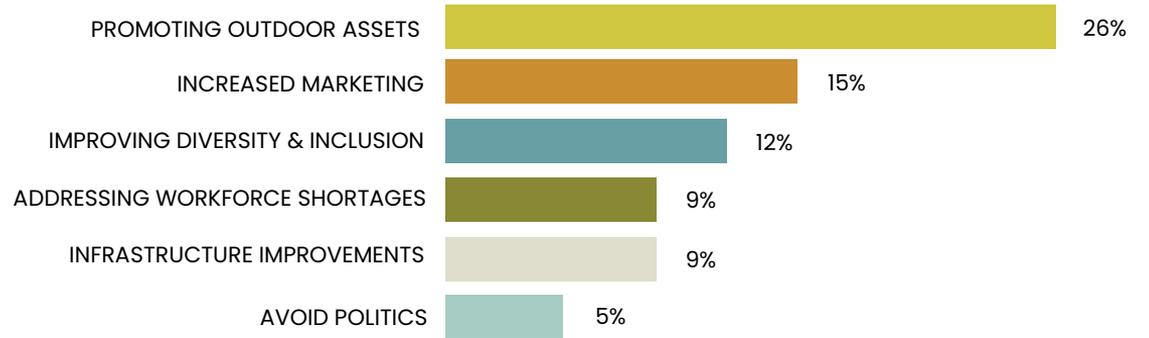
TARGET MARKETS



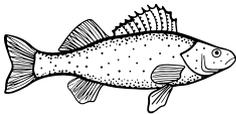


Source: Coraggio Group, "South Dakota Dept. of Tourism Situation Assessment 2021"

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



- Targeted digital campaign will engage our angler audience. Explore Fall potential for growth outside of typical early season.
- \$400k total spend over four years
- Estimated 44M+ impressions





- Utilize strategic digital and social placements to drive individuals to learn more about working and living in SD
- \$800k total spend over four years
- Estimated 36M+ impressions



SDT x SD ARTS COUNCIL ARTS

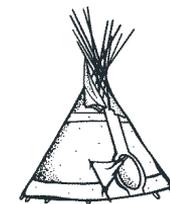


- We will leverage the arts in and around the state to attract new and return visitors
- Paid digital & social media will highlight all areas of the state
- Content efforts focused on building art itineraries worth experiencing + highlighting some of the great faces in South Dakota's art scene
- \$400k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





- 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



OCETI SAKOWIN

South Dakota



[Click or Scan to Watch Full-length Video on the Travel South Dakota YouTube Channel!](#)



“SOUTH DAKOTA’S OWN MATO WAYUHI” TEASER

MOBILE PASSPORT PROGRAM





→ Multi-channel campaign

→ \$600k over four years

→ Estimated 12M+ impressions



YEARLY MARKETING TIMELINES

JAN

FEB

MAR

APRIL

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

EVERGREEN

SOUTH DAKOTA TOURISM PEAK

SDT SHOULDER

EVERGREEN

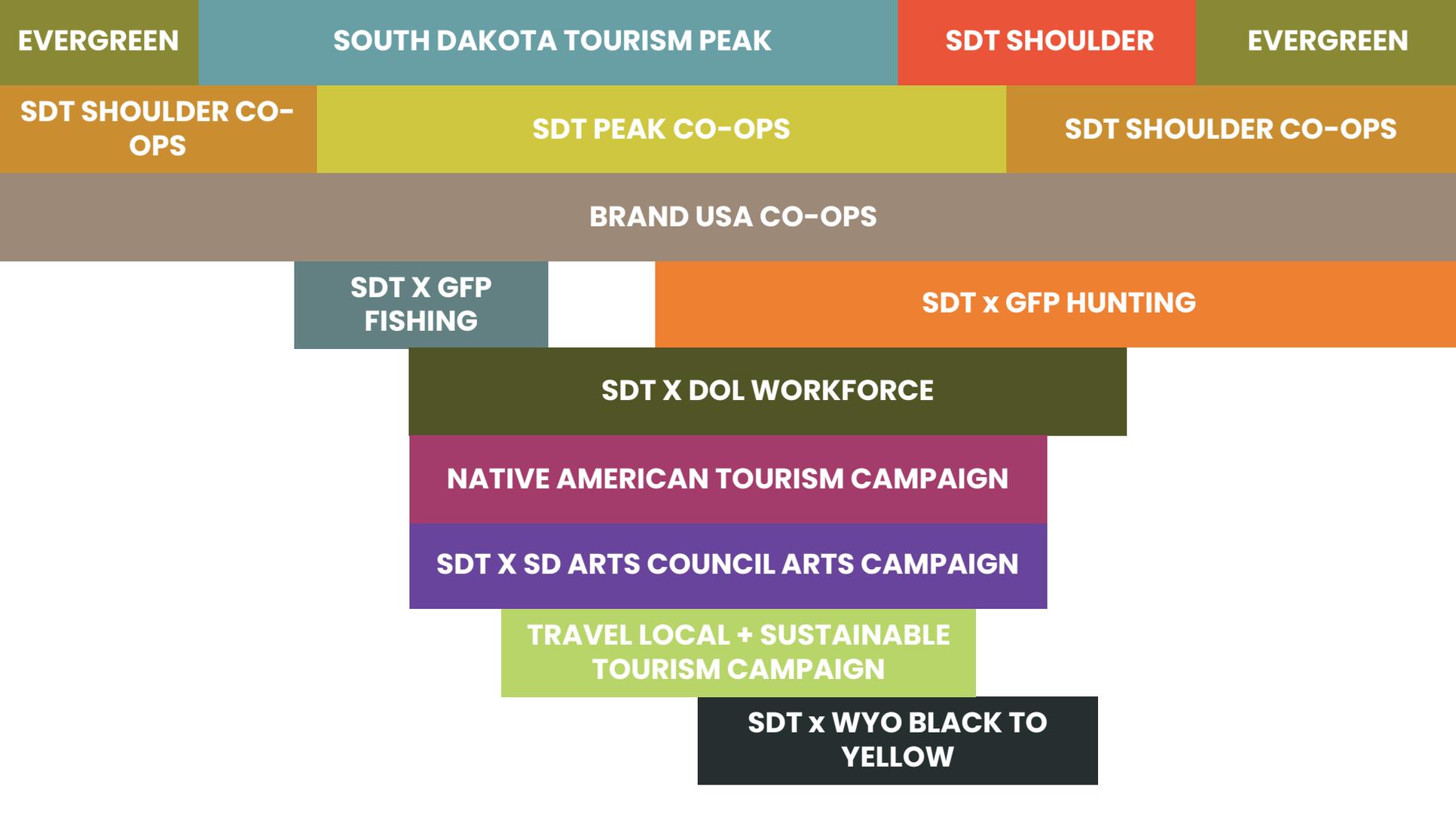
SDT SHOULDER CO-OPS

SDT PEAK CO-OPS

SDT SHOULDER CO-OPS

BRAND USA CO-OPS

SDT x GFP HUNTING



EVERGREEN

SOUTH DAKOTA TOURISM PEAK

SDT SHOULDER

EVERGREEN

SDT SHOULDER CO-OPS

SDT PEAK CO-OPS

SDT SHOULDER CO-OPS

BRAND USA CO-OPS

SDT X GFP FISHING

SDT x GFP HUNTING

SDT X DOL WORKFORCE

NATIVE AMERICAN TOURISM CAMPAIGN

SDT X SD ARTS COUNCIL ARTS CAMPAIGN

**TRAVEL LOCAL + SUSTAINABLE
TOURISM CAMPAIGN**

**SDT x WYO BLACK TO
YELLOW**



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

COMMUNITY CO-OP PROGRAM

\$61.3M

Booking Revenue
From Peak '22
Co-op Efforts

\$46:1

Booking Revenue ROI per
co-op spend

2023 COMMUNITY CO-OP PARTNERS



BLACK HILLS
& BADLANDS



CUSTER 



WHAT CAN YOU DO?

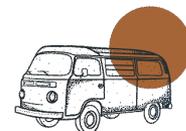




WHAT CAN YOU DO



- Speak up! Advocate! Let us know what you have going on, what's happening around you
- Partner up! Explore offerings by SDT, your Region, Your CVB, local media outlets or create your own
- Take care! Claim & update your digital listings, invest in service & experience, promote locally, build ambassadors, and prioritize upgrading your property – it's all marketing.



READY TO ROAM

South Dakota

QUESTIONS?

Mike.Gussiaas@TravelSouthDakota.com

MARCH 21, 2023