

An aerial photograph of a winding asphalt road that snakes through a dense, dark green forest. The road has several sharp turns and curves. A small white car is visible on the road, positioned between the main title and the 'South Dakota' logo. The overall lighting is somewhat dim, suggesting a late afternoon or early morning setting.

TRAVEL SOUTH DAKOTA
GREAT FINDS PASSPORT

South Dakota

Main Objective:

TO HIGHLIGHT EVERY AREA OF SOUTH DAKOTA

Encourage individuals through gamification to explore and experience hidden treasures found throughout the state.



SOUTH DAKOTA PASSPORT



EXPLORE THE DIFFERENT PASSPORTS



GREAT FINDS PASSPORT

Somewhere off the beaten path, that's where you'll find the most remarkable adventures. Explore hidden gem attractions - the small towns, the local favorites, the best-kept secrets - and even secret South Dakota prizes along the way. Make sure to share your pictures along the way with #SDGreatFinds.

LEARN MORE »



STATE OF CREATE PASSPORT

Explore a state full of artistic wonders. From towering works to hidden gems, the magic of creation awaits your discovery. Hit the road and see why South Dakota is truly a #StateOfCreate.

LEARN MORE »



PEAKS TO PLAINS PASSPORT



TRIBAL NATIONS: OCETI SAKOWIN

SOUTH DAKOTA PASSPORT PROGRAM LAUNCHED JANUARY 2022

HOW THE PASSPORT WORKS

THREE SIMPLE STEPS



01

GET YOUR PASS

A mobile-exclusive passport of curated attractions, retailers, restaurants, parks and more.



02

RECEIVE TEXT

Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone.

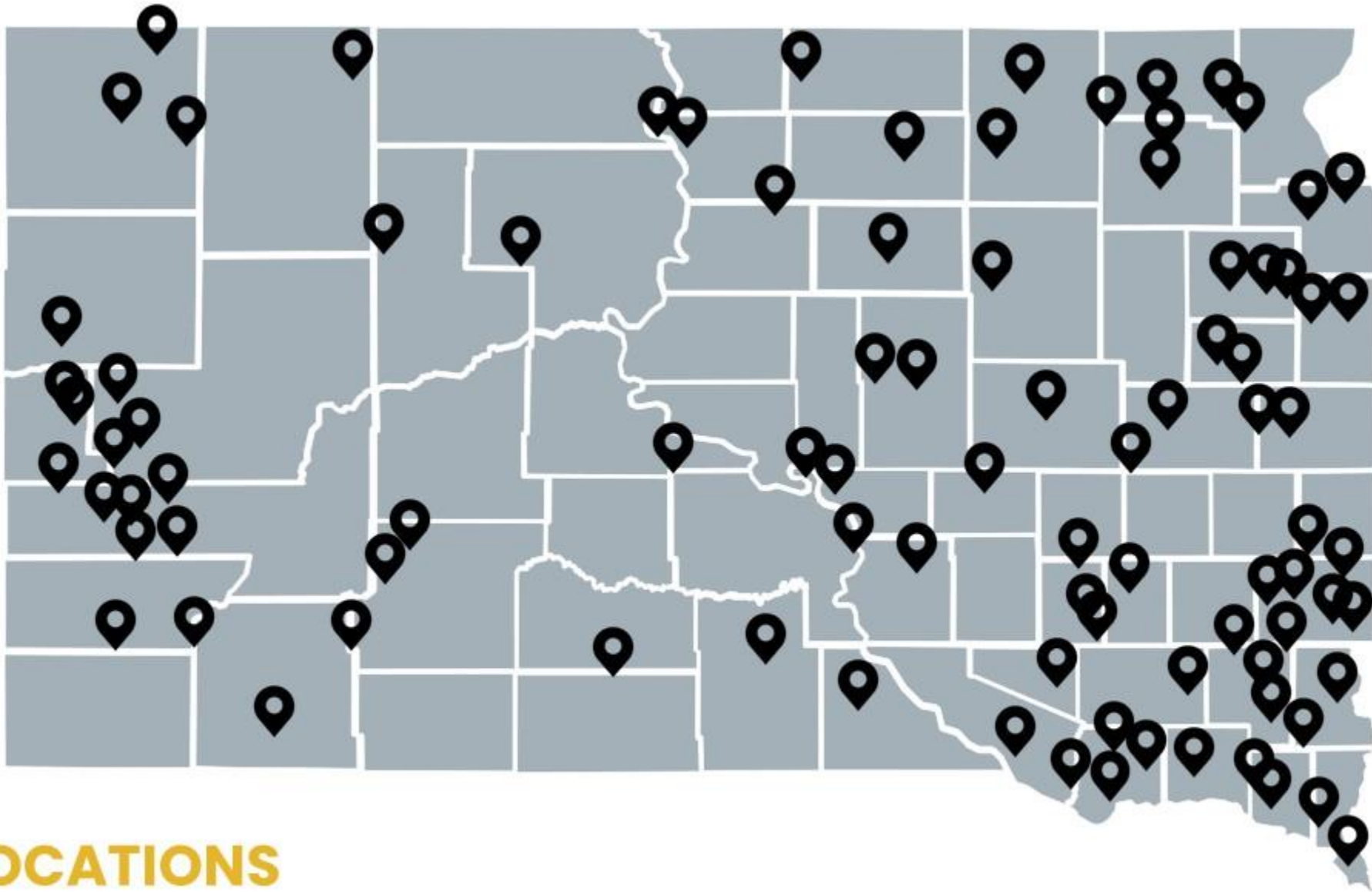


03

REDEEM

When visiting a participating location, simply check-in, through geolocation services, to count a visit for points and prizes.

SD GREAT FINDS PASSPORT

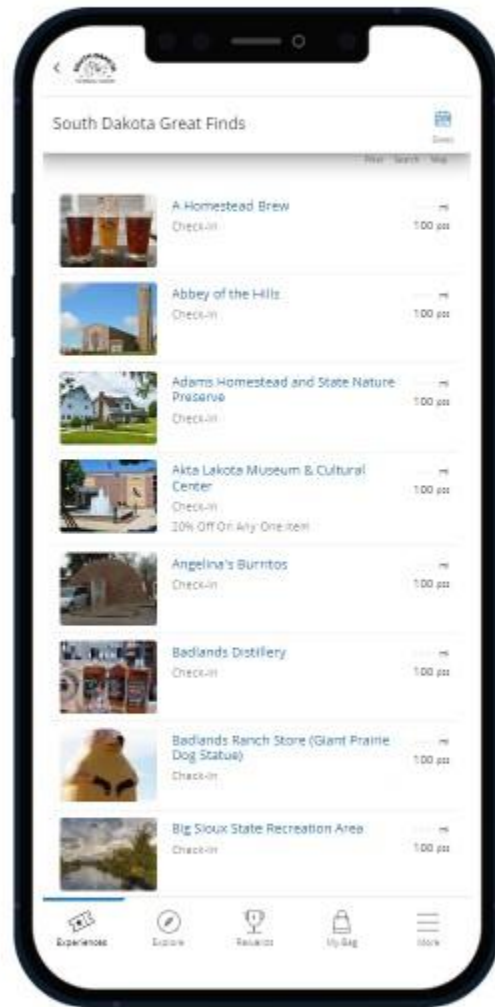


110 LOCATIONS

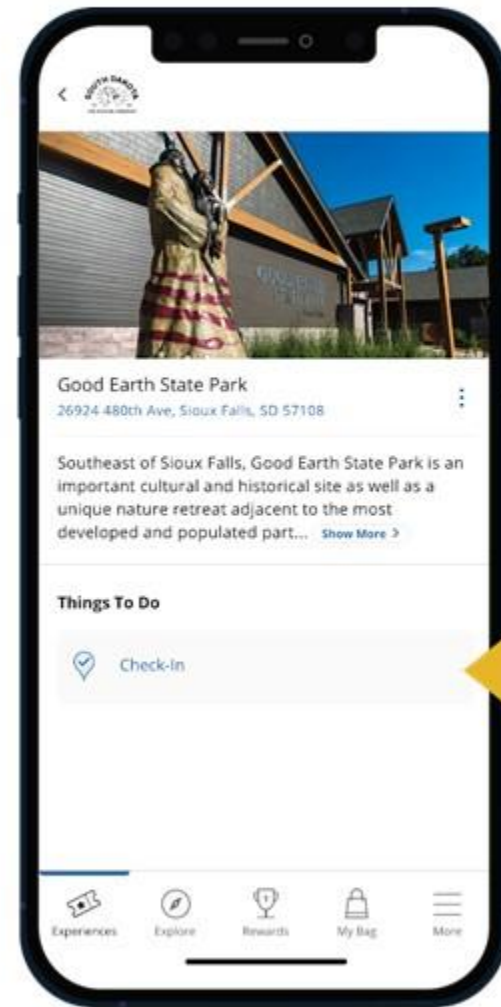
ACROSS EACH FOUR REGIONS



1. Customers will access the pass on their phone.

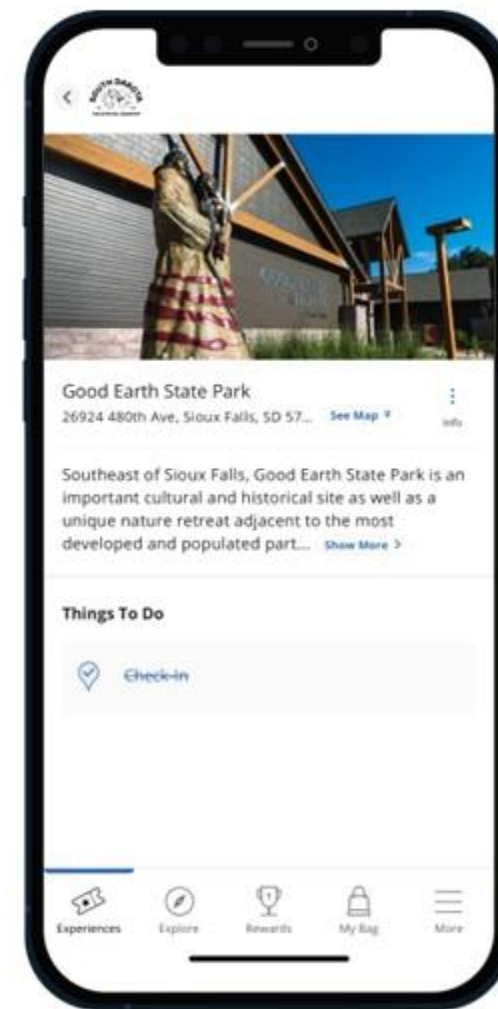
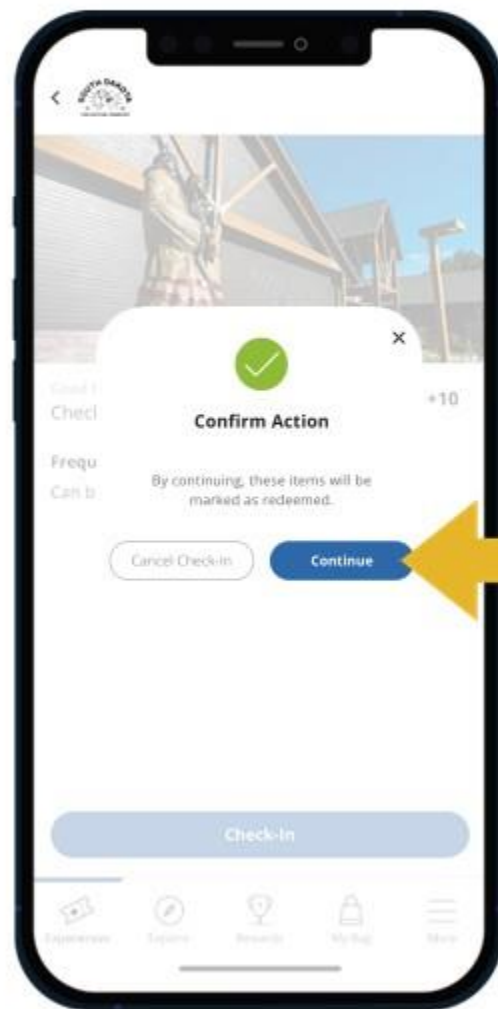


2. Users will locate participating business or location within the passport's Experience tab.





3. When a customer checks-in, they'll need to make sure their location services are on, and they'll need to be within 0.25 miles of the business.



4. A checkmark will be present upon successful check-in.



EXPLORATION AWARDS

PRIZE DETAILS

→ **100 POINTS** (10 Stops)

- Local Artist Stickers

→ **200 POINTS** (20 Stops)

- Custom South Dakota Posters

→ **300 POINTS** (30 Stops)

- South Dakota Field Notes
- Big Frig Rambler
- South Dakota Carhartt Cap

→ **400 POINTS** (40 Stops)

- South Dakota Buffalo T-Shirt
- SoDak Pine T-Shirt

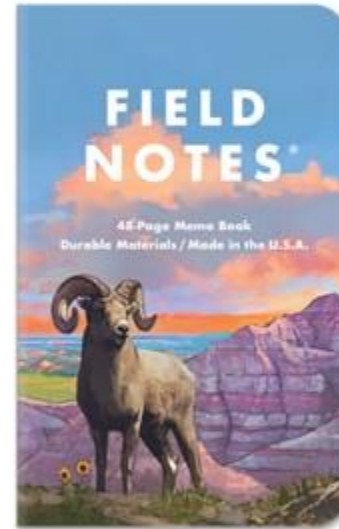
→ **500 POINTS** (50 Stops)

- ENO Hammock + Accessories
- South Dakota Osprey Backpack



EXPLORATION AWARDS

PRIZE SAMPLING



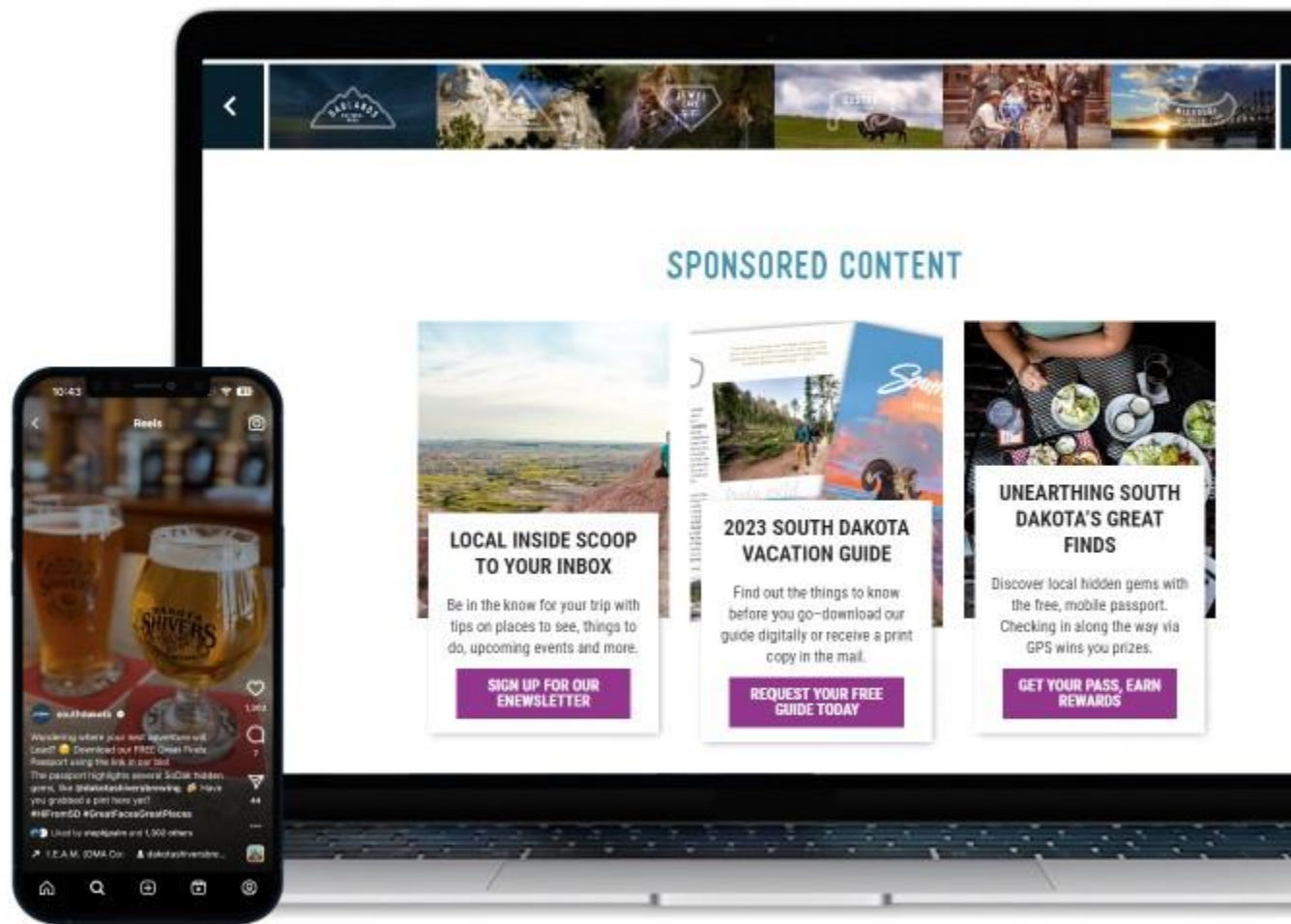
PASSPORT PROMOTION



PROMOTION DETAILS

PASSPORT MARKETING

- South Dakota Vacation Guide
- Welcome Centers
- Email Marketing
- Digital and Social
- TravelSouthDakota.com



FUTURE PASSPORTS

WHAT'S AHEAD

FUTURE PASSPORTS

- Expand SD Great Finds
- Tribal Tourism Passport
- Black to Yellow Passport
- Agritourism Passport
- Food & Drink Passport



FREQUENTLY ASKED QUESTIONS



FREQUENTLY ASKED QUESTIONS

→ **How do people get their prizes?**

Once visitors have checked into the required number of locations resulting in point accumulation, participants will redeem their points for the desired prize from within the passport application. The Department will then send prize recipients the designated prize(s) by mail.

→ **Is there a separate sign up for each passport, or are the passports interconnected?**

Each passport is independent, so participants need to sign up for each pass they wish to use. However, once you've signed up for multiple passports, they can all be accessed through the same home screen application. Point accumulation is collective between all passports to redeem for all Travel South Dakota Rewards.

→ **Who do I contact if I'm having trouble with my passport?**

Call or text 888-921-5333 or email support@bandwango.com

→ **How do I add my passport to my mobile device's home screen?**

Learn more on the steps to add your passport to your mobile device's home screen by visiting the 'Frequently Asked Questions' on [TravelSouthDakota.com](https://www.TravelSouthDakota.com).

→ **Know of a hidden gem you think should be a part of a South Dakota Passport?**

Email your location suggestion(s) for any of the South Dakota Passports to [Travel South Dakota](https://www.TravelSouthDakota.com).

South Dakota

CONTACT US

TRAVEL SOUTH DAKOTA

Erin Weinzettel, Global Marketing & Brand Manager | Erin.Weinzettel@TravelSouthDakota.com