



South Dakota Resident Sentiment

AMIR EYLON
MARCH 2023





WHO WE ARE

Established in 1978 as a market research consultancy

Headquartered in Columbus, OH and Toronto, ON

Focused in tourism since 1985

Working with over 175 Destinations and Brands



South Dakota



Why is South Dakota reaching out to their residents?

- To better understand residents' views on tourism
- Learn what impacts tourism has on the residents
- Gain insight for residents to better understand and support the tourism economy
- Because your RESIDENTS are the most important customer!

South Dakota



2022 South Dakota Resident Sentiment Study

- This study analyzed the public perceptions of South Dakota residents from all sides, including the positives and negatives of economic development, environmental impacts, overtourism, and quality of life
- 401 respondents residing in South Dakota
- Data weighed to match the U.S. Census reporting of South Dakota's population across key demographic variables, making the results proportional to and representative of the community
- In-field December 2022

South Dakota Residents – Tourism Employment



6%

At least one person in household is employed in tourism and hospitality industry

1%

Don't Know



93%

No one in household is employed in tourism and hospitality industry

AGENDA

- What Do Residents Think About Tourism?
- Tourism Growth and Development
- Tourism Promotion
- Tourism Economy
- Tourism Employment
- The Environment
- Tourism Ambassadors
- Key Takeaways
- Questions

01

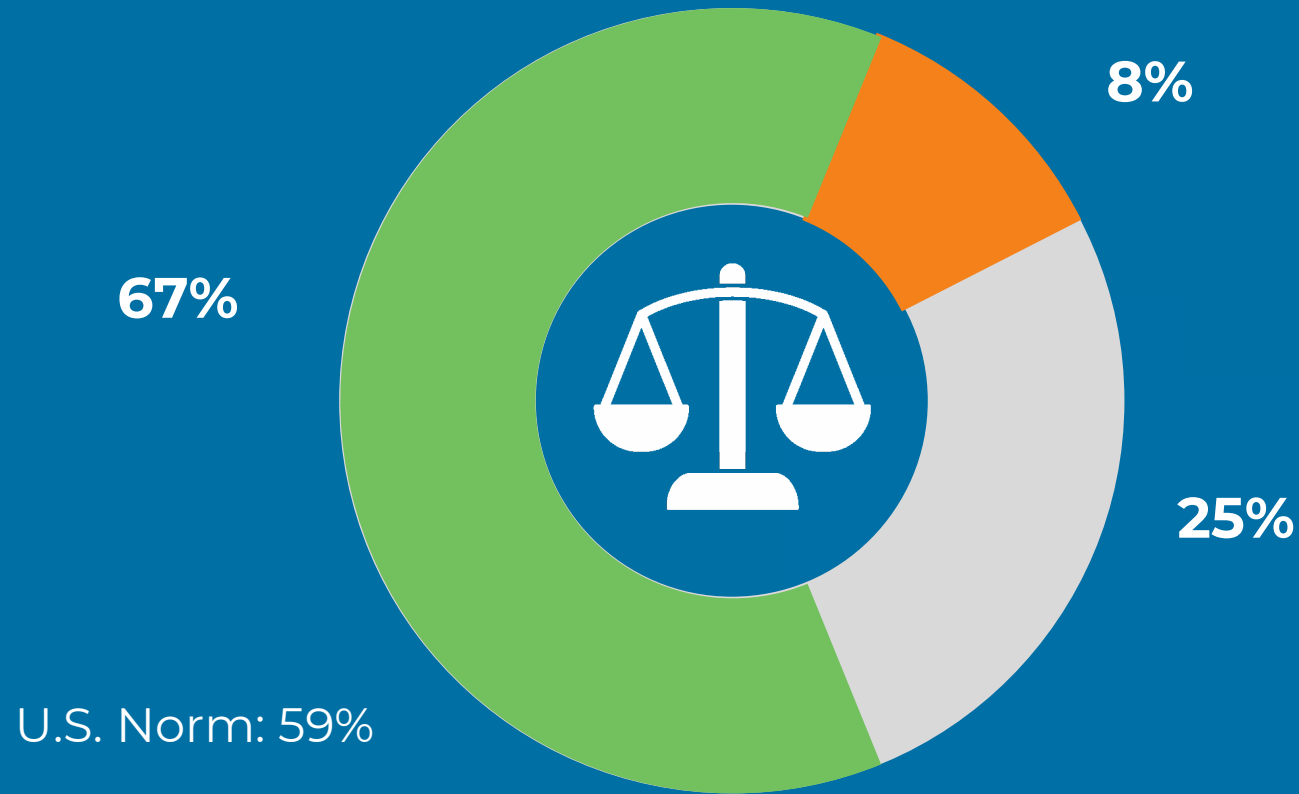
What Do Residents Think About Tourism?



South Dakota Residents - Tourism Sentiment



In general, the positive benefits of tourism outweigh the negative impacts



South Dakota Residents - Tourism Sentiment



81%

Overall, I think tourism is good for my state

U.S. Norm: 66%

80%

My state benefits from a strong tourism industry

U.S. Norm: 62%



74%

**I want tourism to be
important in my state**

Disagree: 8%

South Dakota Residents – Overall Sentiment



78%

I want to see tourism thrive in my state

U.S. Norm: 63%

72%

I care about the success of the tourism industry in my state

U.S. Norm: 58%

South Dakota Residents – Overall Sentiment



77%

Think tourism is good for my local area

U.S. Norm: 58%

71%

Want to see tourism thrive in my local area

U.S. Norm: 57%

67%

My local area benefits from a strong tourism industry

U.S. Norm: 50%

66%

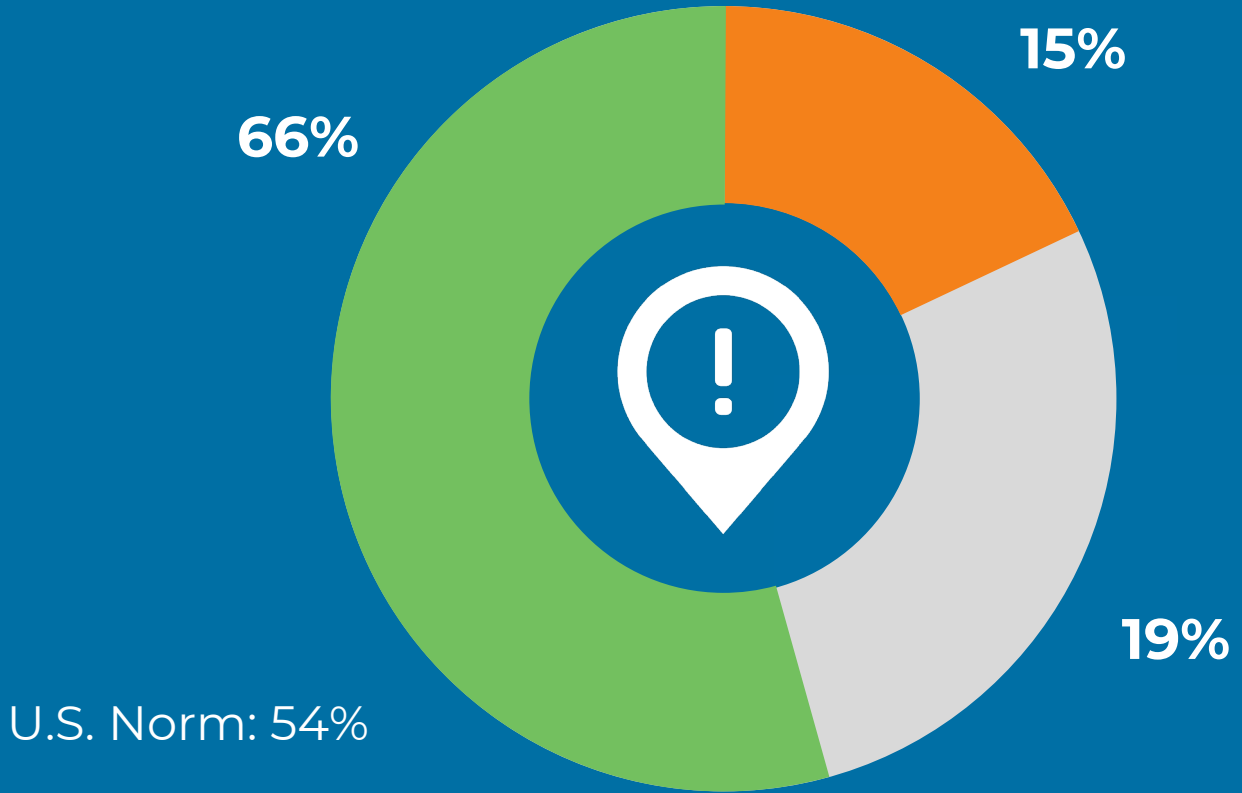
Care about the success of the tourism industry in my local area

U.S. Norm: 54%

South Dakota Residents – Overall Sentiment



I want tourism to be important in my local area



Longwoods
INTERNATIONAL

South Dakota

02

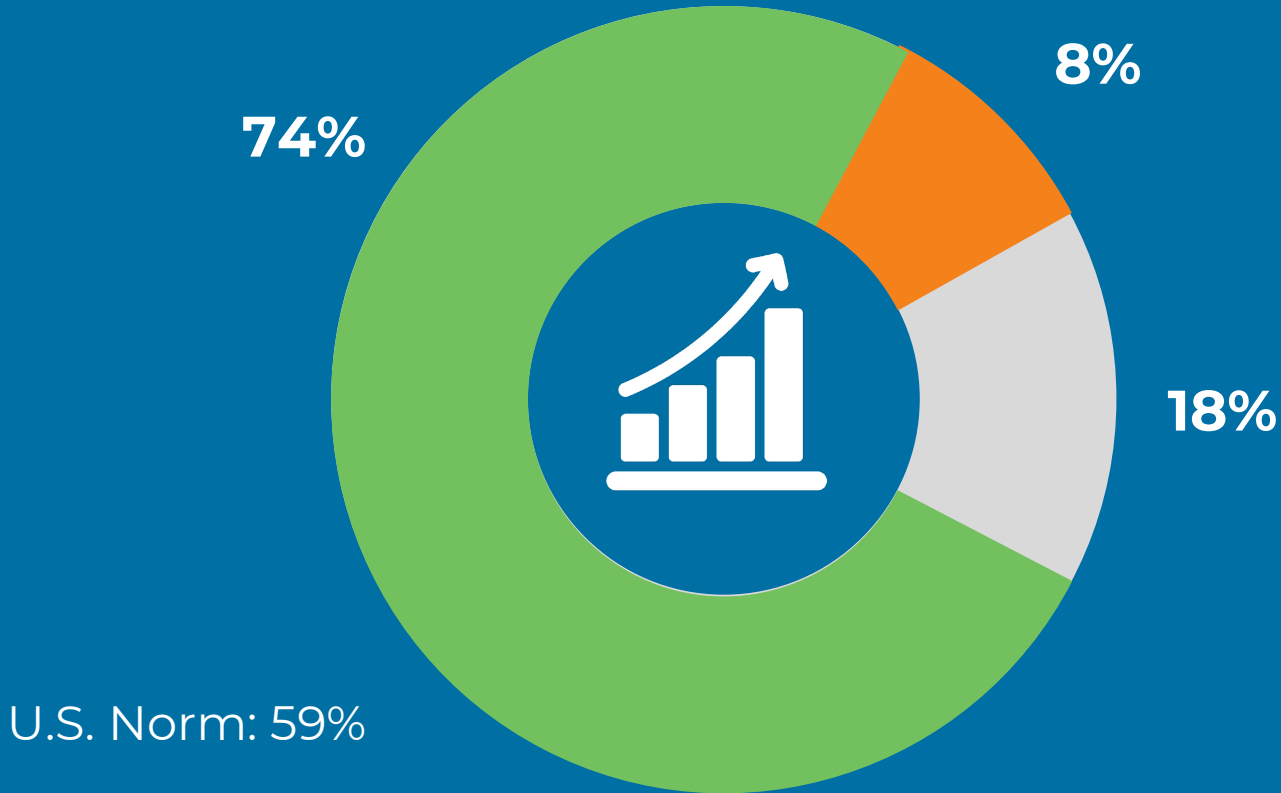
Tourism Growth and Development



South Dakota Residents - Tourism Sentiment



I support tourism growth



71%

Believe tourism should be
encouraged here

Disagree: 10%



South Dakota Residents - Development



60%

We should develop/host more major events to attract tourists to our area

U.S. Norm: 50%

56%

Support building new tourism facilities that will attract visitors to this area

U.S. Norm: 49%

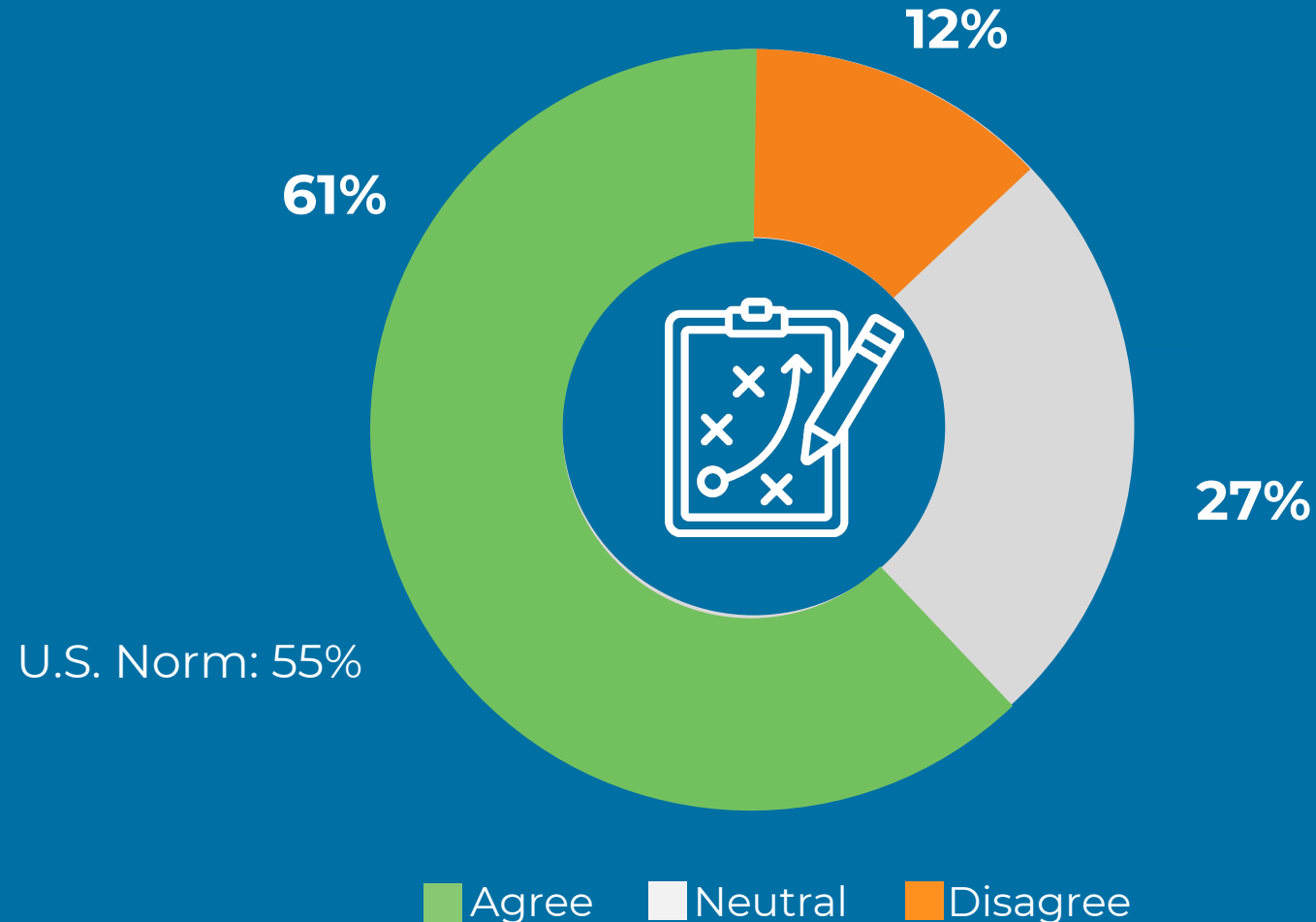
59%

I would like to see more tourists
coming to my area

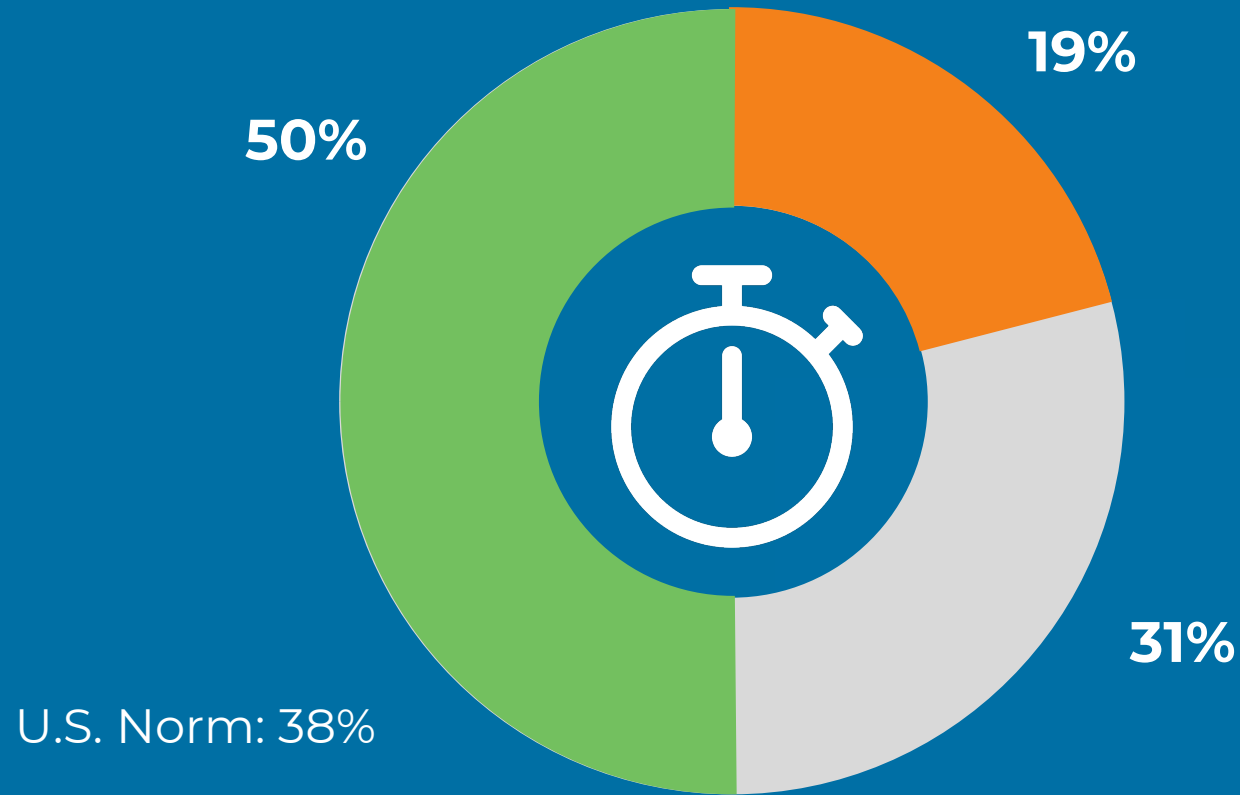
Disagree: 16%



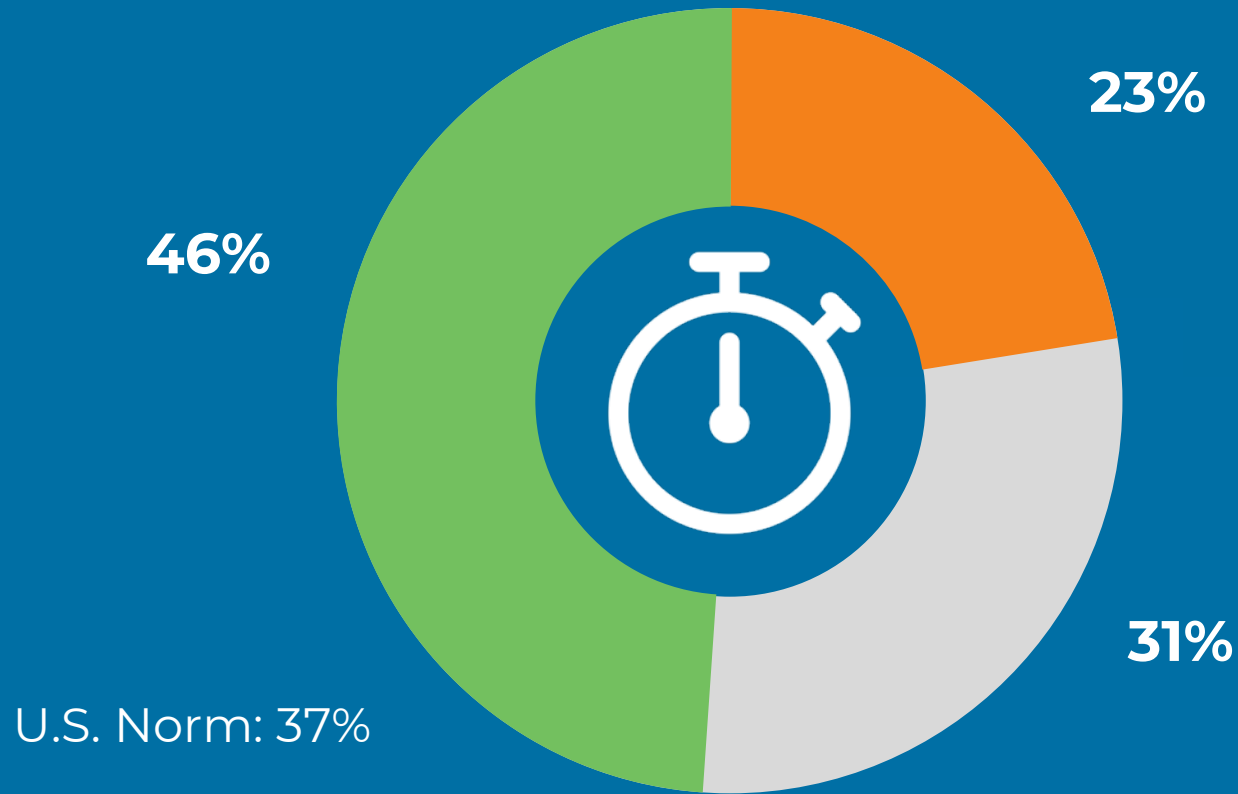
We need planned and controlled tourism development



My state government is doing a good job managing the pace of tourism development



My local government is doing a good job managing the pace of tourism development



U.S. Norm: 37%

Agree Neutral Disagree



South Dakota

Longwoods
INTERNATIONAL

57%

**Disagree that tourism
development is happening too
fast in this area**

Agree: 19%

Longwoods
INTERNATIONAL

South Dakota

03

Tourism Promotion



South Dakota Residents - Tourism Sentiment



62%

Like the way local tourism advertising represents my home

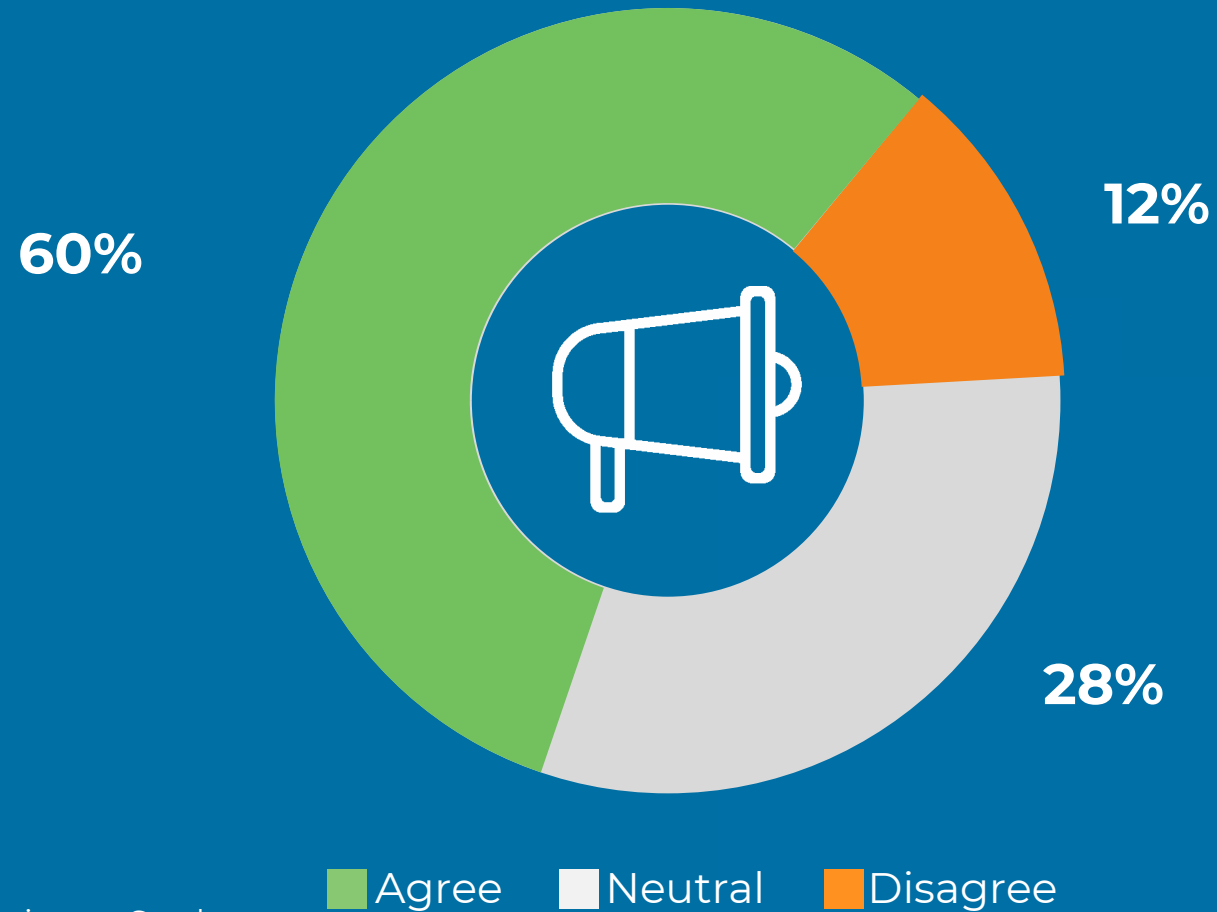
U.S. Norm: 46%

61%

Like the way my state's tourism advertising represents my home

U.S. Norm: 49%

My state Department of Tourism is doing a good/effective job at promoting tourism to out-of-state visitors





South Dakota

Longwoods
INTERNATIONAL

51%

**Understand what the role of my
state Department of Tourism is**

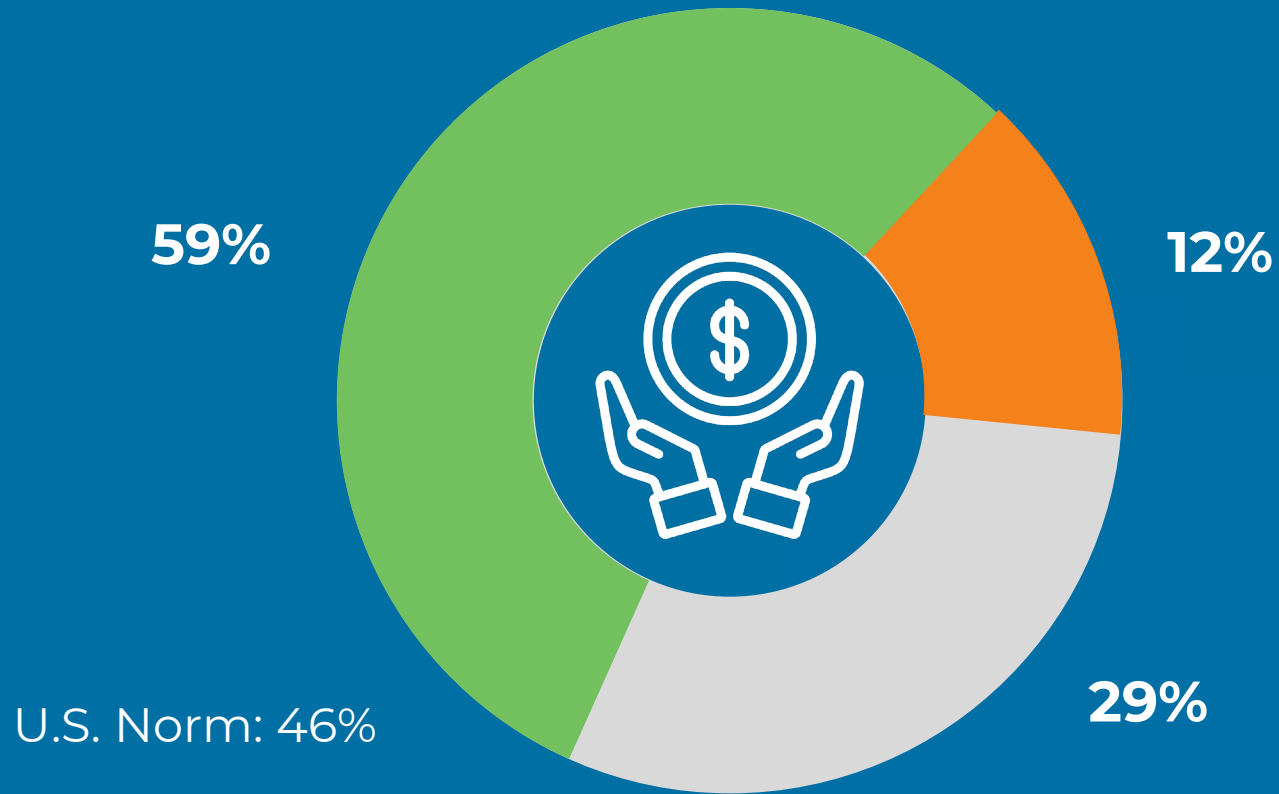
Disagree: 18%

2022 Buffalo Resident Sentiment Study

South Dakota Residents - Tourism Promotion



My state government should support/help fund the promotion of tourism



South Dakota Residents - Tourism Promotion



55%

Tourism marketing reflects the diversity in my state

Disagree: 15%

52%

Tourism marketing reflects the diversity in my local area

Disagree: 16%

South Dakota Residents - Tourism Promotion



52%

My local government should support/help fund the promotion of tourism

Disagree: 16%

47%

My local government is doing a good job at promoting tourism to this area

Disagree: 21%

04

Economy



South Dakota Residents - Tourism Economy



63%

Tourism is important to my local economy

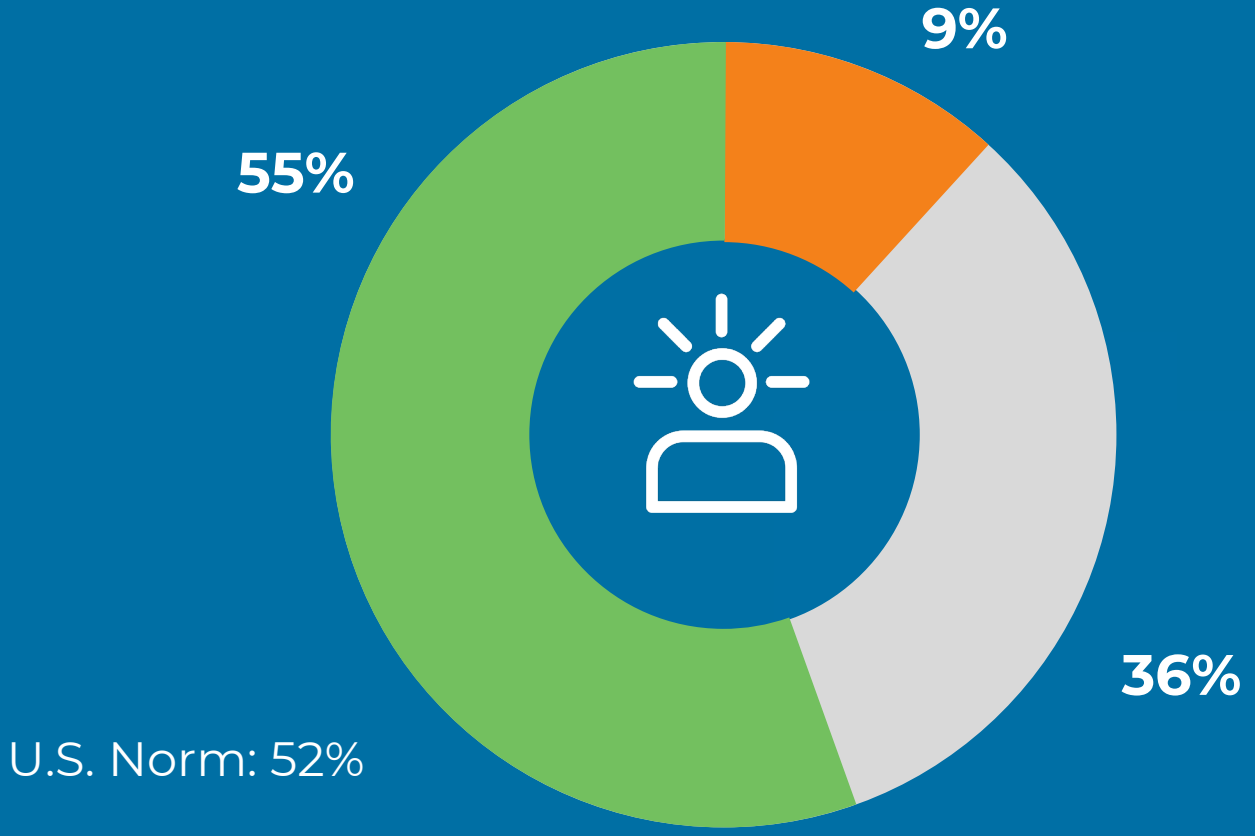
U.S. Norm: 54%

53%

Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services

U.S. Norm: 44%

Tourism attracts new residents to our local area

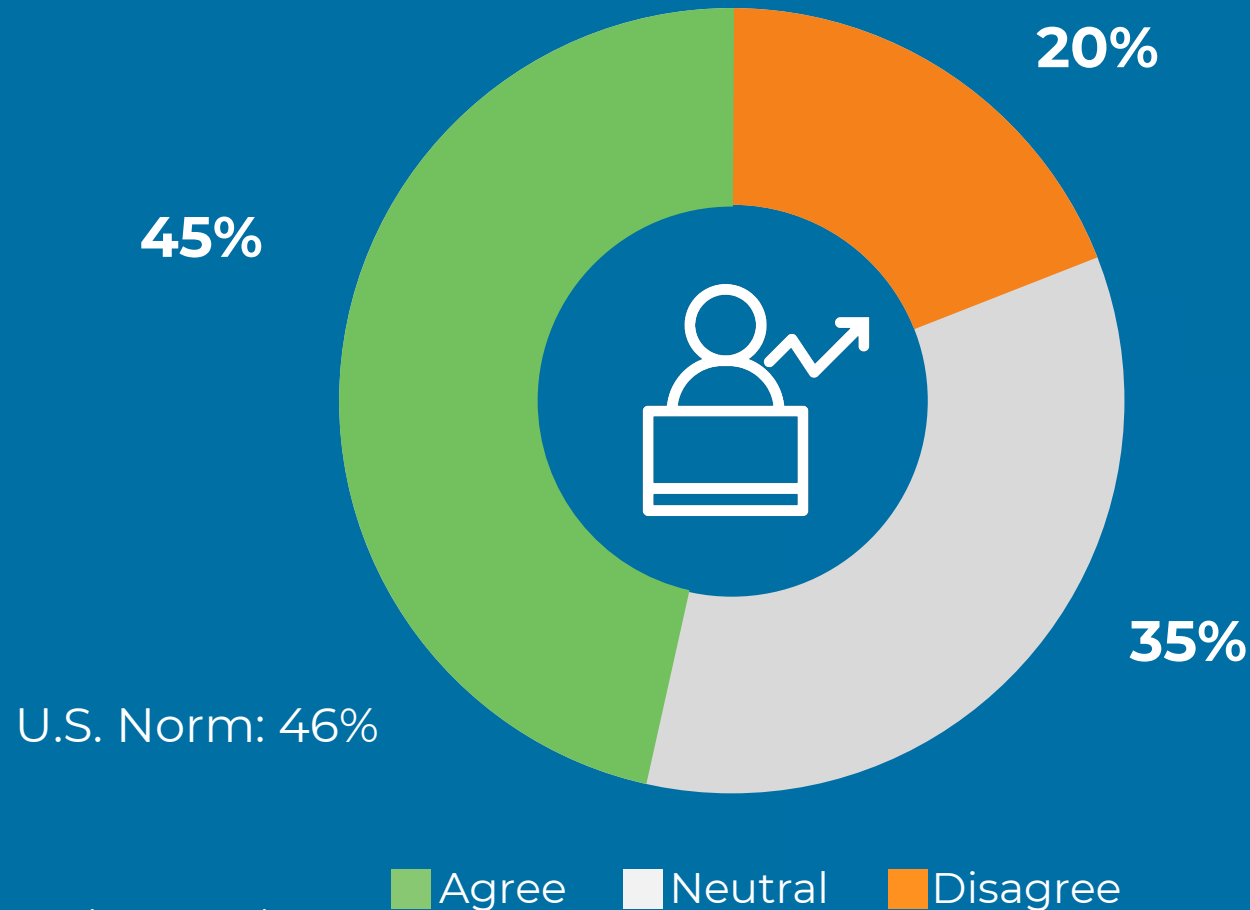


05

Tourism Employment



There are opportunities for career advancement in the tourism industry



06

The Environment



South Dakota Residents - Tourism Environment



63%

Long-term planning can limit environmental impacts caused by tourism

U.S. Norm: 52%

51%

Tourism is a good alternative to more environmentally-damaging development

U.S. Norm: 42%

Longwoods
INTERNATIONAL

South Dakota

07

Tourism Ambassadors



South Dakota Residents - Tourism Ambassadors



74%

Welcome tourists to South
Dakota

Disagree: 8%

71%

Proud of what South Dakota
offers tourists

Disagree: 10%

Key Takeaways

Residents see the Benefits of Tourism

South Dakota receives strong support from residents for the positive benefits vs negative impacts of tourism.

State Government Should Support Tourism

The residents see the success of tourism promotion and contend the State Government should fund the efforts.

Engage Residents in Tourism Planning

Residents strongly support planned and controlled tourism development, including new assets and tourism facilities, but want to be involved.

Further Educate the Residents on the Values of Tourism

Engage the residents in recognizing how tourism improves their quality of life and recreational activities.