



*South Dakota*

**STEWARDSHIP CAMPAIGN WEBINAR**

JUNE 15, 2023

# WHO WE ARE

Travel South Dakota enhances the quality of life for South Dakotans and visitors by strengthening the communities, encouraging responsible stewardship, and creating meaningful experiences for all to enjoy.

# STRATEGY

This land is full of footprints. They're old, new, pedestrian, and wild. However they got here, they came from somewhere. Yet they all abide by the same code: To keep SoDak a land of wild rivers, clean trails, western skies, rolling prairie, and towering hills. Join us on an adventure that starts with locals and extends to visitors.

# WHAT WE KNOW

- The overall quality of a destination's visitor experience includes what local communities value, and how residents are striving to achieve their collective goals.
- In fact, consumers now name a brand being true to its values – and matching their own – as the most important factor in purchase decisions.
- Virtuoso found in 2021 that 72% of people said travel should support local communities and economies, preserve destinations' cultural heritage and protect the planet.

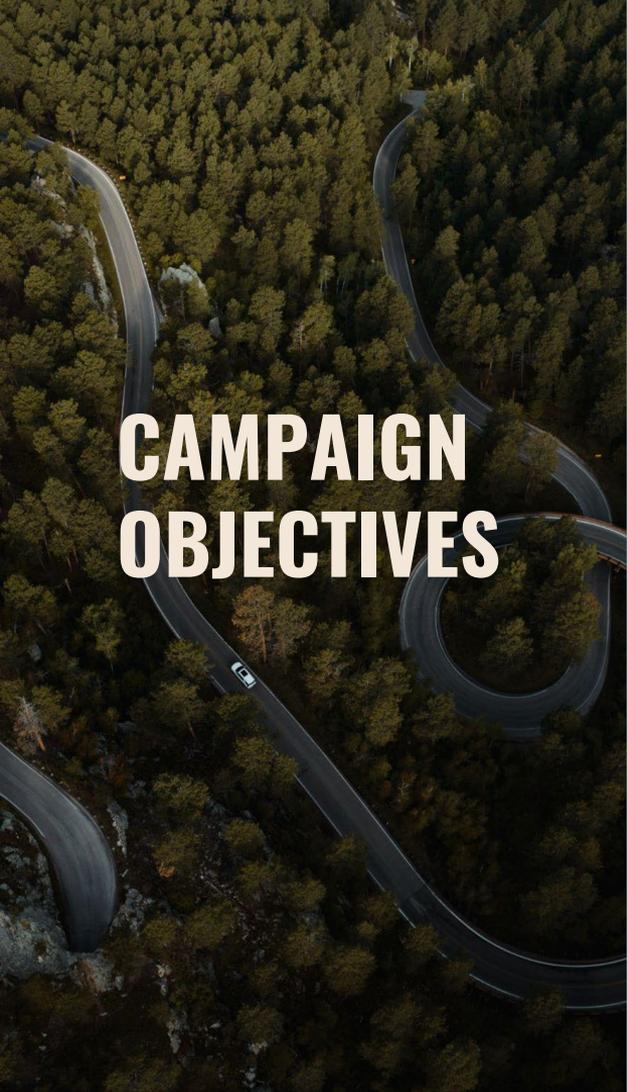
# WHY THIS MATTERS

Travel & Tourism is at a crossroads. As international travel returns, it can bounce back and return to business as usual, which may at times place an unsustainable burden on destinations and communities, or it can proactively bounce forward and adopt a stewardship approach that balances the needs of visitors with the needs of destinations and residents.

An aerial photograph of a dark asphalt road that winds through a dense, green forest. The road curves and loops through the trees, with a small white car visible on one of the straight sections. The lighting suggests a bright day, with shadows cast across the road and forest floor.

# STRATEGIC VISION

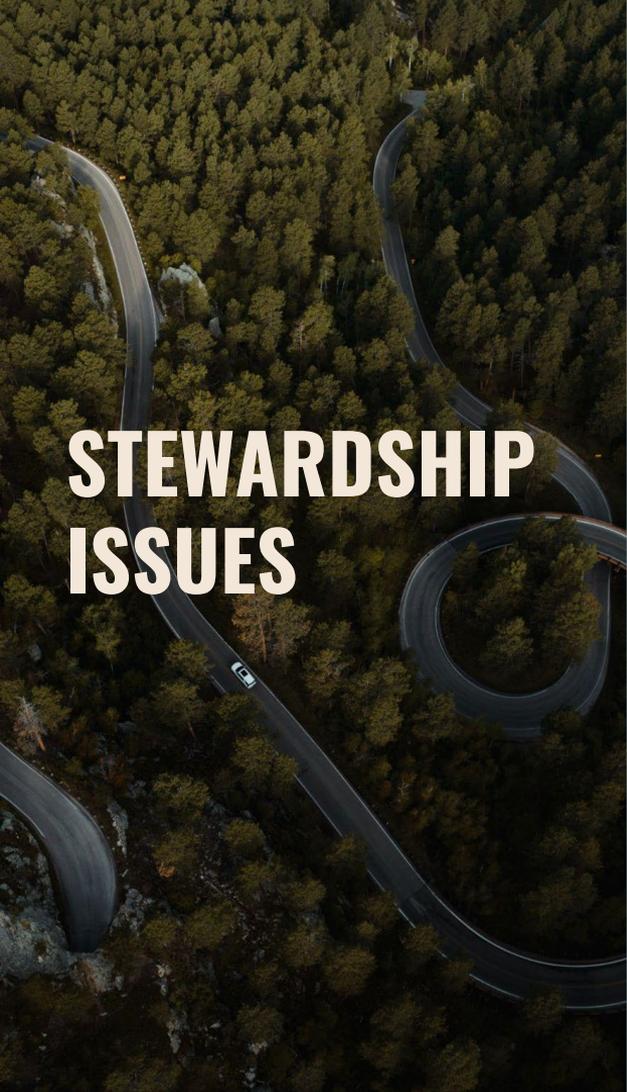
In accordance with Travel South Dakota's strategic vision, our campaign strives to strike the right balance between the positive economic impacts of visitors to our communities and the correlated implications for responsible utilization and maintenance of our natural resources, stewardship of our community assets, and the preservation of the state tourism industry's world-famous hospitality and of our South Dakota way of life.

An aerial photograph of a dark asphalt road that winds through a dense, green forest. The road has several sharp curves and a hairpin turn. A single white car is visible on the road, moving away from the viewer. The text "CAMPAIGN OBJECTIVES" is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

# CAMPAIGN OBJECTIVES

The campaign must be flexible to focus on the following:

- Building awareness of lesser-known visitor experiences statewide and proactively promoting South Dakota as a year-round destination
- Educating residents and visitors on the importance of responsible travel practices
- Preserving cultural heritage and supporting local businesses
- Consistently connecting with residents, listening to their perspectives and proactively sharing the positive contribution tourism makes to South Dakota's way of life

An aerial photograph of a dark asphalt road that winds through a dense, green forest. The road curves sharply in several places, including a prominent loop. A small white car is visible on the road. The text "STEWARDSHIP ISSUES" is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

# STEWARDSHIP ISSUES

What issues we hope to positively impact:

- Picking up trash
- Staying on the trail
- Seasonal outdoor preparedness tips
- Respecting wildlife
- Shopping locally
- Respecting frontline workers
- Roadtrip preparedness
- Cultural integrity
- Hunting/Fishing best practices

**FOREVER**



• **TRAVEL  
RESPECTFULLY** •





IT'S BIGGER THAN A STATE. IT'S A STATE OF MIND.  
FOR THOSE BOLD ENOUGH TO FOLLOW OUR TRAILS,  
PASSIONATE ENOUGH TO FOLLOW OUR CODE:

OF EXPLORING THIS STATE. ENJOYING THIS STATE. EMBRACING THIS STATE. RESPECTING THIS STATE.

TO SET A FIRE IN YOUR SOUL, BUT EXTINGUISH THE ONE ON YOUR CAMPGROUND.

TO LEAVE NOTHING BEHIND BUT BOOT PRINTS, AND BRING BACK ONLY THE DIRT UNDER YOUR NAILS.

TO EXPLORE ALL POINTS ON THE MAP, AND NOT OVERCROWD JUST A FEW OF THEM.

TO TRAVEL FAR, BUT SHOP LOCAL.

TO EMBRACE THE MOMENT, BUT RESPECT THE PAST.

TO LET THE WILD BE WILD, AND KEEP NATURE IN NATURE.

TO GIVE JUST AS MUCH TO THE 605 STATE AS THIS PLACE WILL GIVE TO YOU.

TO FOREVER BE CURIOUS.

FOREVER BE ADVENTUROUS.

FOREVER WILD.

FOREVER PROUD.

FOREVER 605.

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# ROLLOUT PLAN

## **PHASE 1 – Gain Industry Traction**

- Webinar
- Industry Emails
- Toolkit for Industry

## **PHASE 2 – Program Launch**

- Pledge / Landing Page
- Paid Media – OOH + Digital + Social
- Press Release
- Video

## **PHASE 3 – Destination Stewardship Industry Input**

- Tackle Specific Issues
- Industry Training

## **PHASE 4 – Program Growth**

- Program Extensions

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2023 STEWARDSHIP — VIDEO :30



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TRAVEL RESPECTFULLY

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# Full Page Ad



EXPLORE  
LIKE A  
WANDERER.



EXPLORE RESPONSIBLE TRAVEL IN  
SOUTH DAKOTA AT [FOREVER605.COM](https://www.forever605.com)

## Display Banners

 <p>EXPLORE LIKE A WANDERER</p>  <p>LEARN MORE</p>	 <p>CARE LIKE A LOCAL</p>  <p>LEARN MORE</p>	 <p>FOREVER 605 TRAVEL RESPECTFULLY</p> <p>LEARN MORE</p>	 <p>FOREVER 605 TRAVEL RESPECTFULLY</p> <p>LEARN MORE</p>
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121 FREE GUIDE THINGS TO DO PLACES TO GO *South Dakota* PLAN YOUR TRIP *8* SEARCH



**FOREVER 605**

**77,000 SQUARE MILES,  
ONE CODE TO FOLLOW**

It's bigger than a state. It's a state of mind.  
 For those bold enough to follow our trails, smart enough to follow our code.  
 Of exploring this state. Enjoying this state. Embracing this state. Respecting this state.  
 To set a fire in your soul, but extinguish the one on your campground.  
 To leave nothing behind but boot prints, and bring back only the dirt under your nails.  
 To explore all points on the map, and not overcrowd just a few of them.  
 To travel far, but shop local. To embrace the moment, but respect the past.  
 To let the wild be wild, and keep nature in nature.  
 To give just as much to the 605 state as this place will give to you.  
 To forever be curious. Forever be adventurous. Forever wild. Forever proud. Forever 605.

TAKE THE FOREVER 605 PLEDGE

I PLEDGE TO BE BOTH A BRAVE  
WANDERER AND A PASSIONATE  
STEWARD OF THE 605 STATE.

YOUR NAME \_\_\_\_\_

Sign the pledge for a FREE Forever 605 sticker and the chance to win more.




TRAVEL FAR. CLOSE TO HOME

There's a lot more than Mount Rushmore. With over 77,000 square miles, there's so much South Dakota to explore. And by choosing some of the lesser-known destinations, you're alleviating pressure on the more overcrowded travel points and bringing the benefits of tourism to the undiscovered ones.



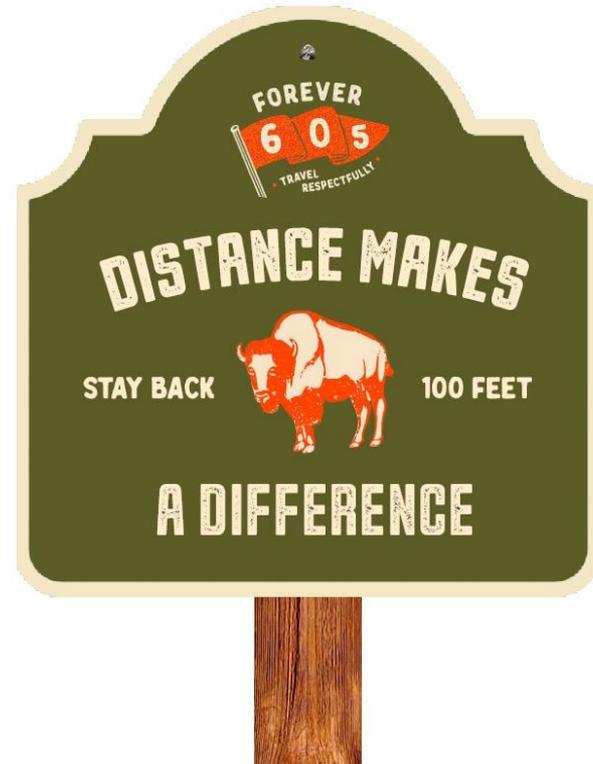
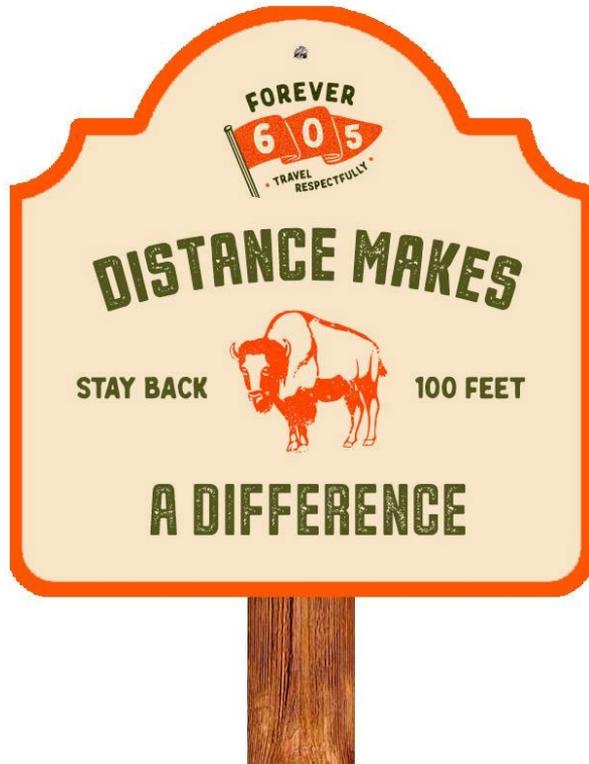


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# EXTENSION IDEAS

- Tourism Conference Integration / Workshops
- Co-Op Opportunities
- Physical Presence (Signage at Trailheads)
- Certifications
- Low-Impact Travel Itineraries and Audience Focus
- Engaging Influencers

## STATE PARK SIGNAGE



*South Dakota*

**THANK YOU**

