

Travel South Dakota 2024 Marketing Update Webinar

March 6, 2024

2023 TRAVEL SOUTH DAKOTA MARKETING RESULTS



TRAVEL
South Dakota

2023 RESULTS



\$4.96B+

Total Visitor Spending in 2023



2023 RESULTS



PEAK FY24 CAMPAIGNS

PEAK FY24 CAMPAIGNS

We're closed off from the indescribable.

Apathy, numbness, cynicism, and worry are kryptonite to the indescribable.

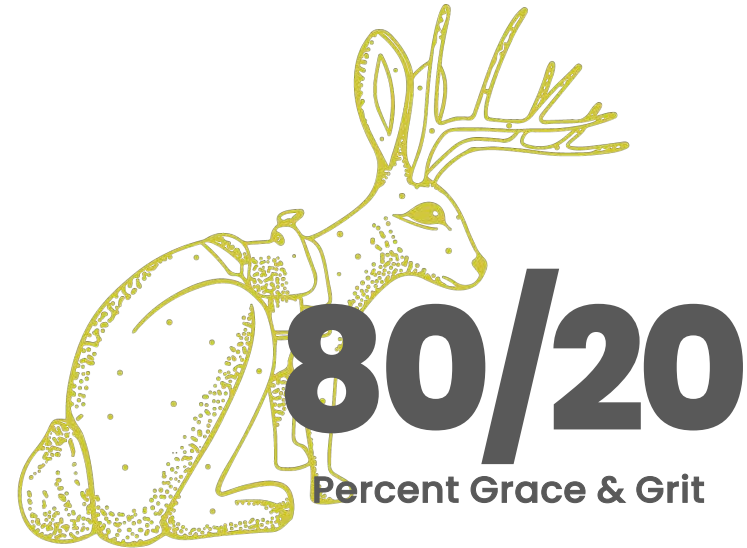
Being open to the indescribable requires the capacity to be present with life and show yourself grace as you take chances and choose vulnerability.

PEAK FY24 CAMPAIGNS OVERVIEW



- Remind people of the joys that can arise from letting go + offer them opportunities to do so
- Help people remember that this consciousness offers plenty of awe, wonder and meaningful experiences
- Show the beauty in the REAL... the raw, unfiltered, unplanned and uncurated
- We're sick of negative surprises + shocks, reacquaint people with the pleasant version
- Escapism is trending – offer people a temporary escape with South Dakota way of life

PEAK FY24 CAMPAIGNS



PEAK FY24 CAMPAIGNS

Updated Look





TRAVEL ESSENTIALS INCLUDE LETTING GO.

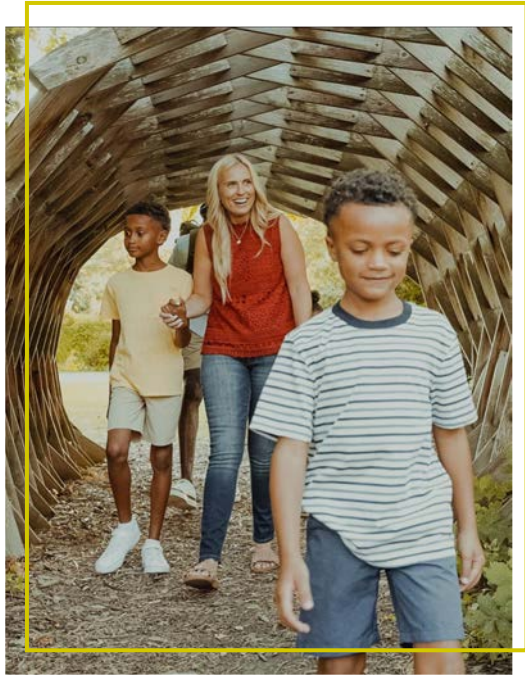
✦ Lewis and Clark Lake



SO MUCH
South Dakota
SO LITTLE TIME

TravelSouthDakota.com

PEAK FY24 AUDIENCES



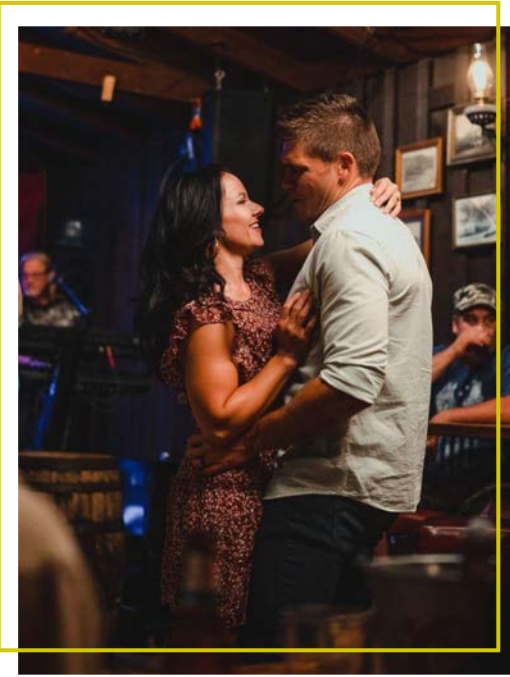
MEMORY MAKERS

FAMILIES, 25-44, HHI: \$60-150K, CHILDREN IN HH, FAMILY IS EVERYTHING



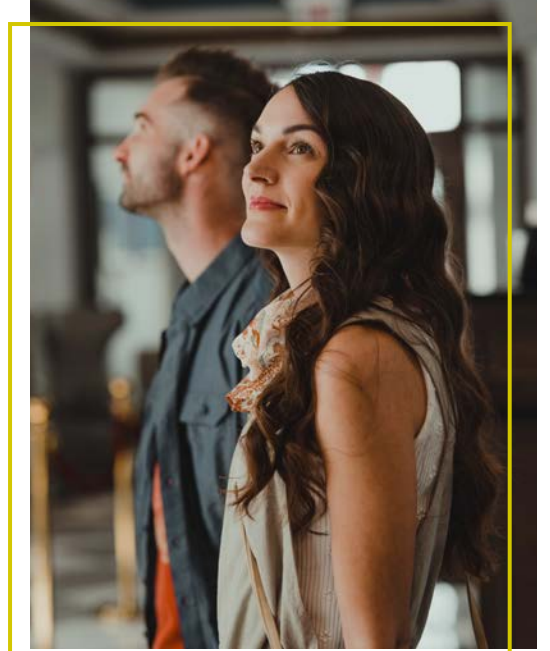
MOMENT SEEKERS

OLDER COUPLES, AGE 50+, HHI: \$100K+, NO CHILDREN



THRILL CHASERS

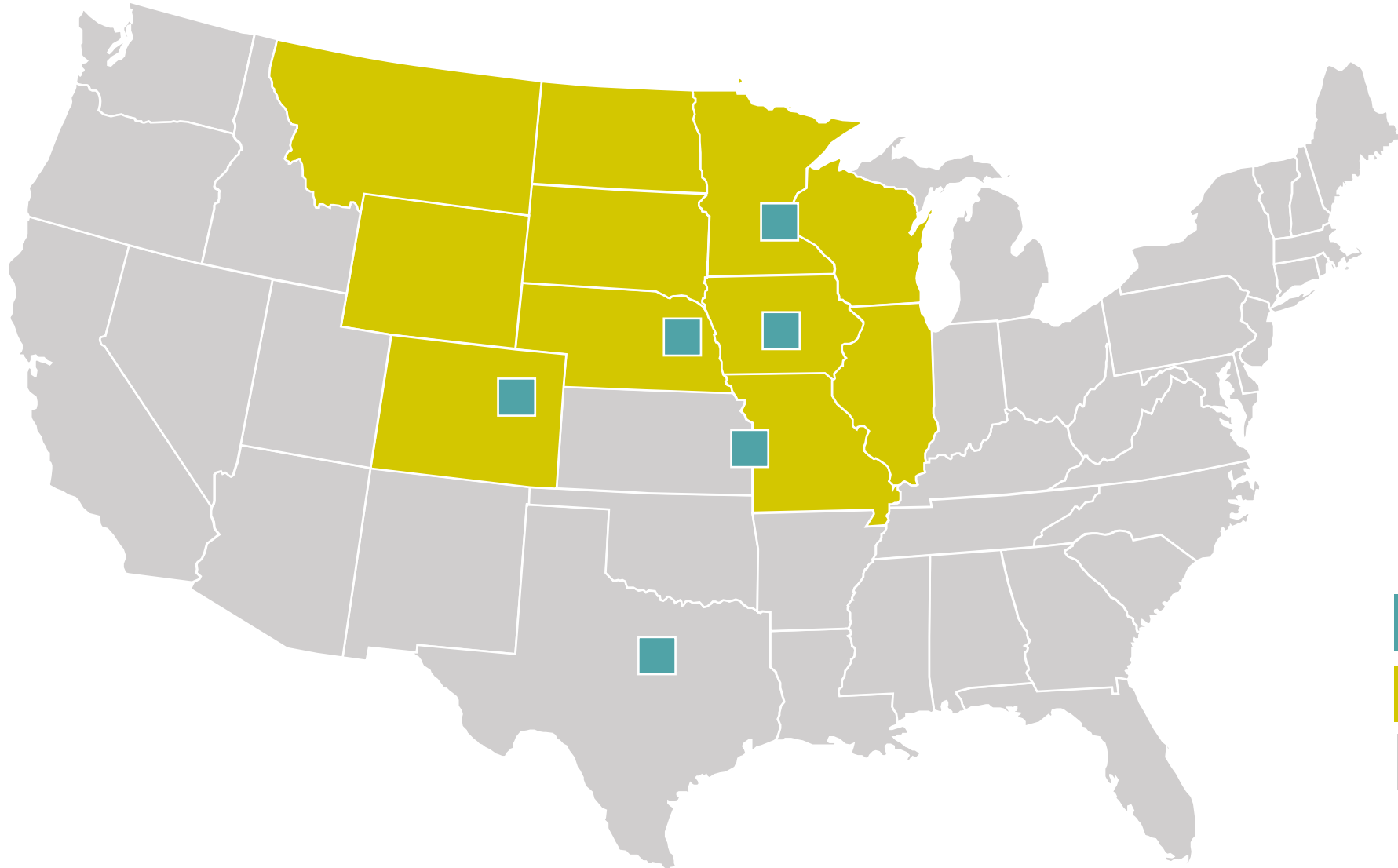
YOUNGER COUPLES, 25-44, HHI: \$50-100K, NO CHILDREN



KNOWN TRAVELERS

WITHIN OUR GENERAL AUDIENCE BUT HAVE ALREADY SHOWN BOOKING INTENT

PEAK FY24 MARKETS



PRIMARY

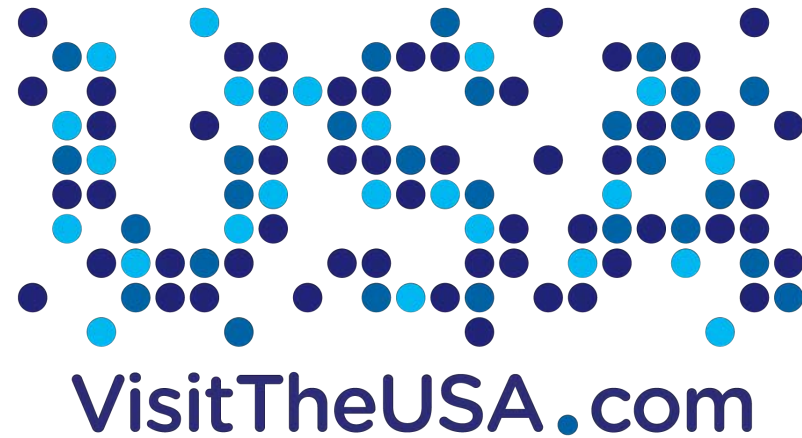
REGIONAL

NATIONAL






PEAK FY24 CAMPAIGNS

Brand USA International
Co-op Efforts


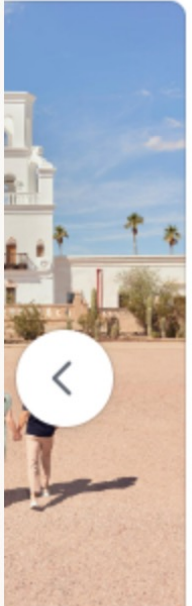



PEAK FY24 BRANDUSA

 **Visit The USA** 
Sponsored · 

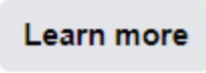
Découvrez des destinations inspirantes et des attractions uniques partout aux États-Unis.

[See Translation](#)





Visitez le Dakota du Sud
Road trip épique





Priority Markets

- Canada
- UK
- Germany
- France
- Australia
- India (Future Growth)

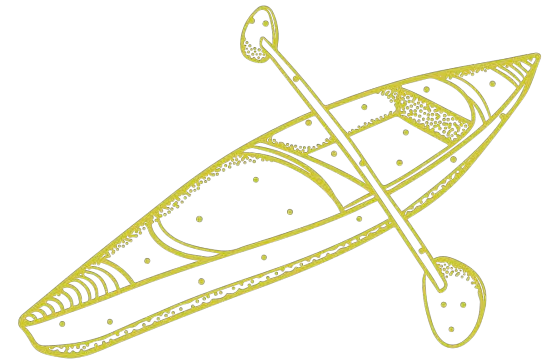
Campaign	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Peak National	Heavy-up in March/April and July/Aug										
Peak Regional		80% of Budget in March-July									
Peak Co-op											
Arts & Culture											
Native American			Lakota in Spring								
Forever 605	Heavy-up in June-August										
Sturgis O-G H-D			Second Flight of 2024								
Hunting & Fishing											

PEAK FY24 CAMPAIGNS



New For 2024

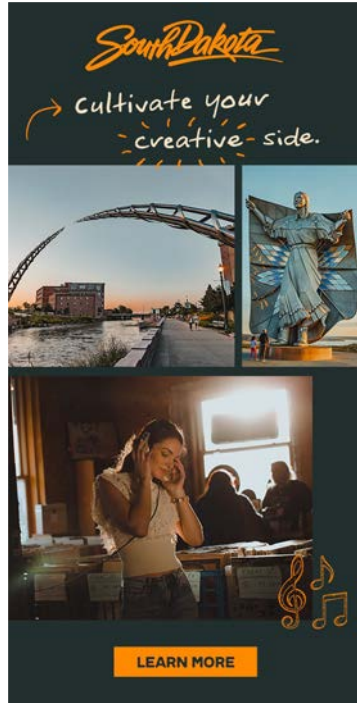
- Streamlined Mix
- More TV & Video
- Less Magazine and Billboards/Out-of-Home
- CTV 'Pause' Ads Format
- Extended Flighting
- New Vendors:
 - Hopper
 - Reddit



PEAK FY24 NICHE CAMPAIGNS



ARTS & CULTURE



INDIGENOUS + LAKOTA



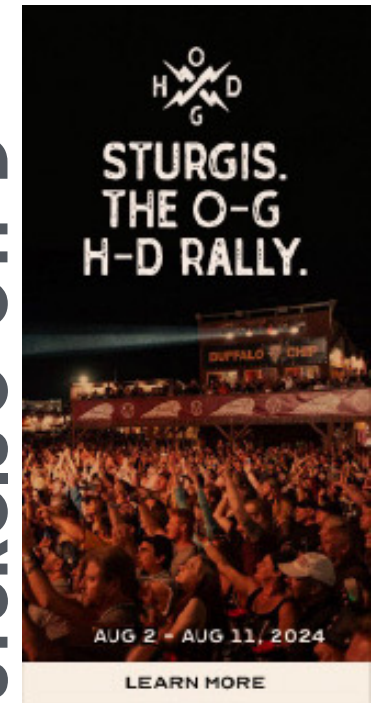
FOREVER 605



FISHING



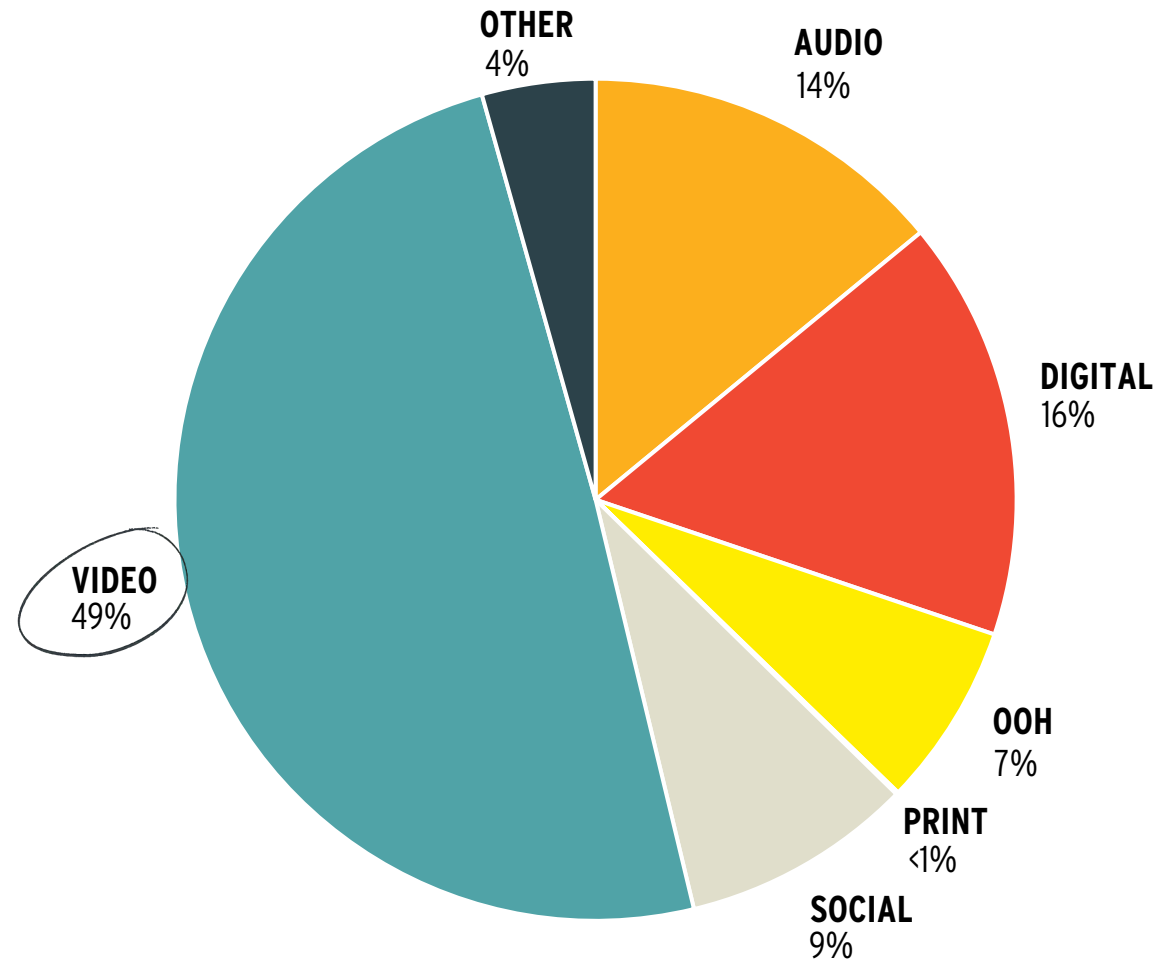
STURGIS O-G-H-D



PEAK FY24 CAMPAIGNS



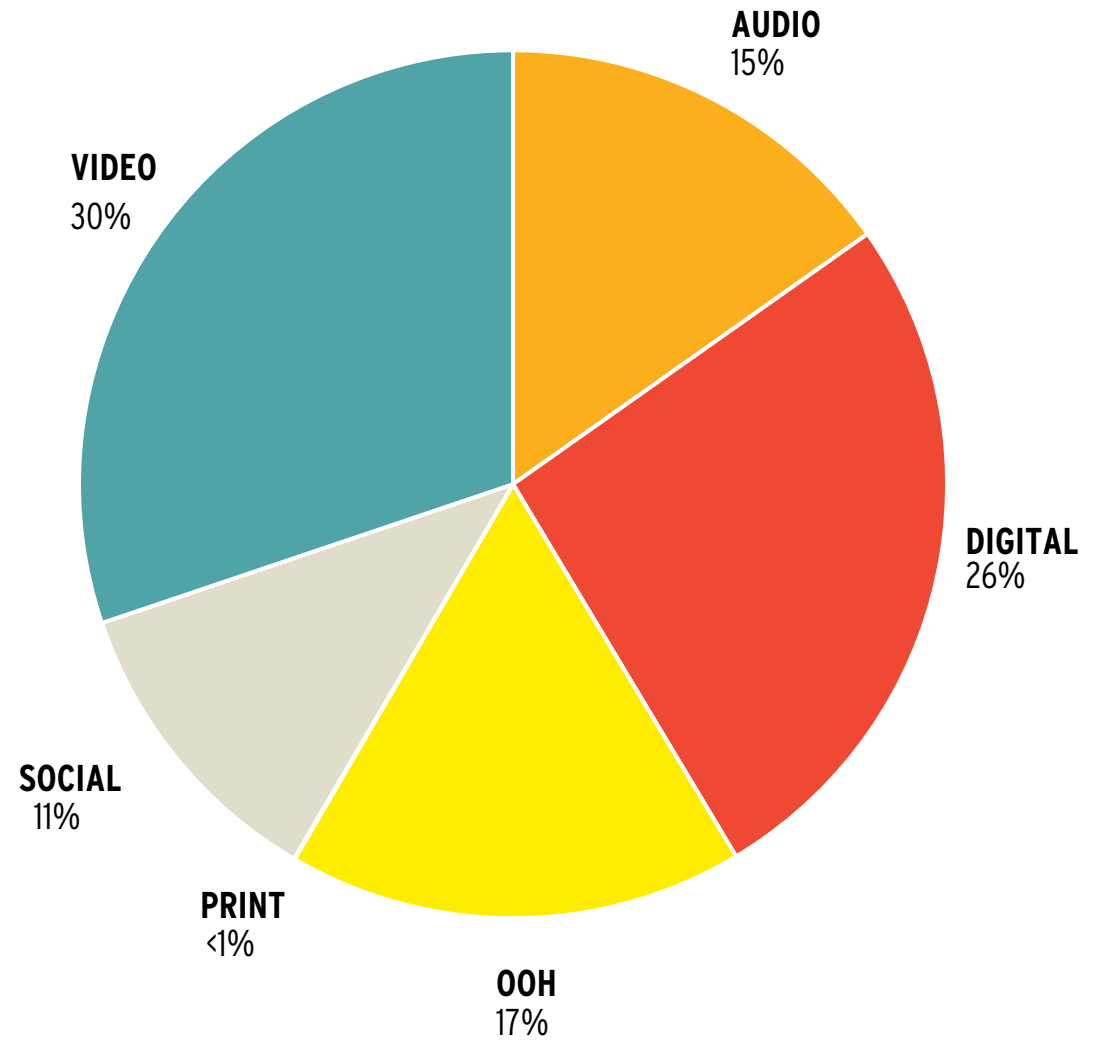
2024 MEDIA MIX – SPEND

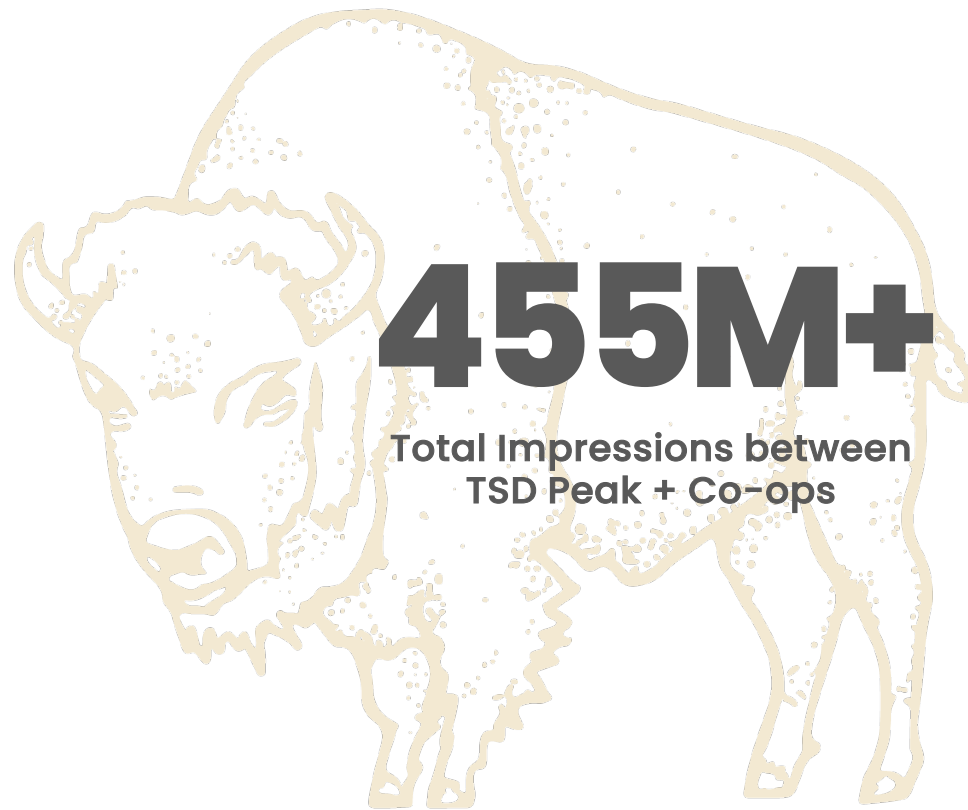


PEAK FY24 CAMPAIGNS



2024 MEDIA MIX – IMP





PEAK FY24 CAMPAIGNS

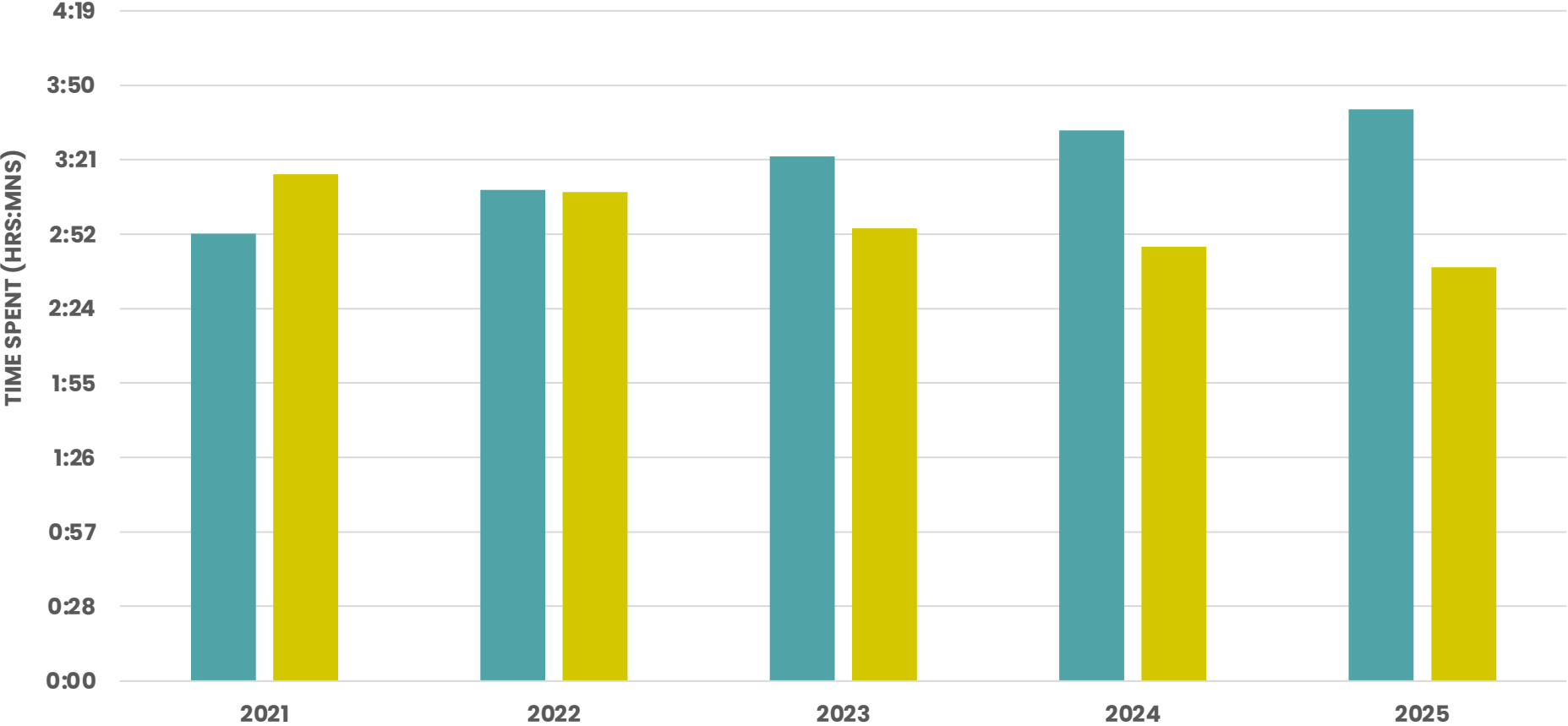
Super Bowl Kickoff





 **Click to play**

AVG DAILY TIME SPENT WITH DIGITAL VIDEO VS. TV

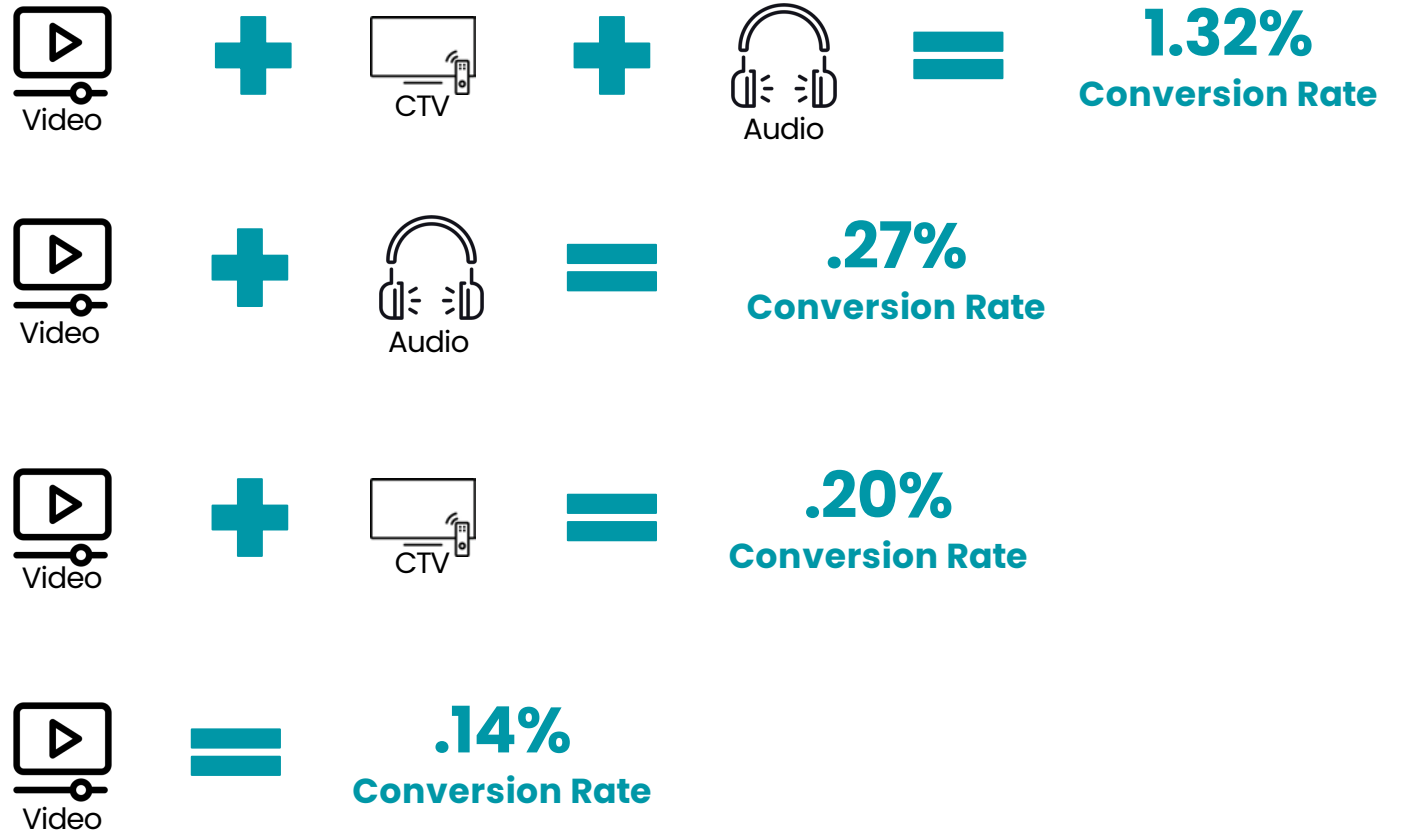


 Click to play



DRIVING FREQUENCY AND CONVERSION WITH OMNICHANNEL

Case Study Results:
Households that saw impressions on **multiple channels** converted at a higher rate than those exposed to a single channel only



PEAK FY24 PODCASTS



National Digital Audio

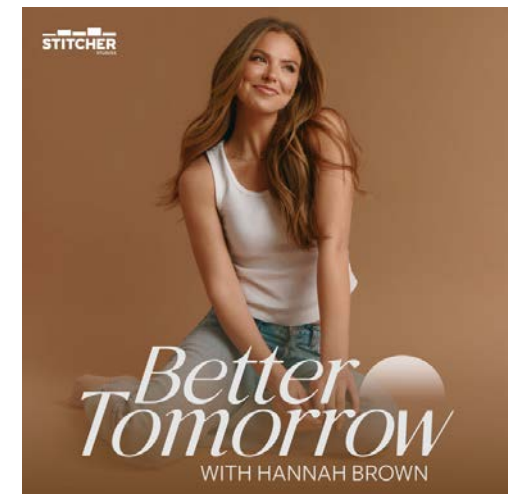
- SXM Host Reads
- Pandora Podcasts

Regional Digital Audio

- Pandora Podcasts
- Pandora Streaming Audio & Banners
- Pandora Display
- iHeart Podcasts

PEAK FY24 CAMPAIGNS

Podcast Partnerships

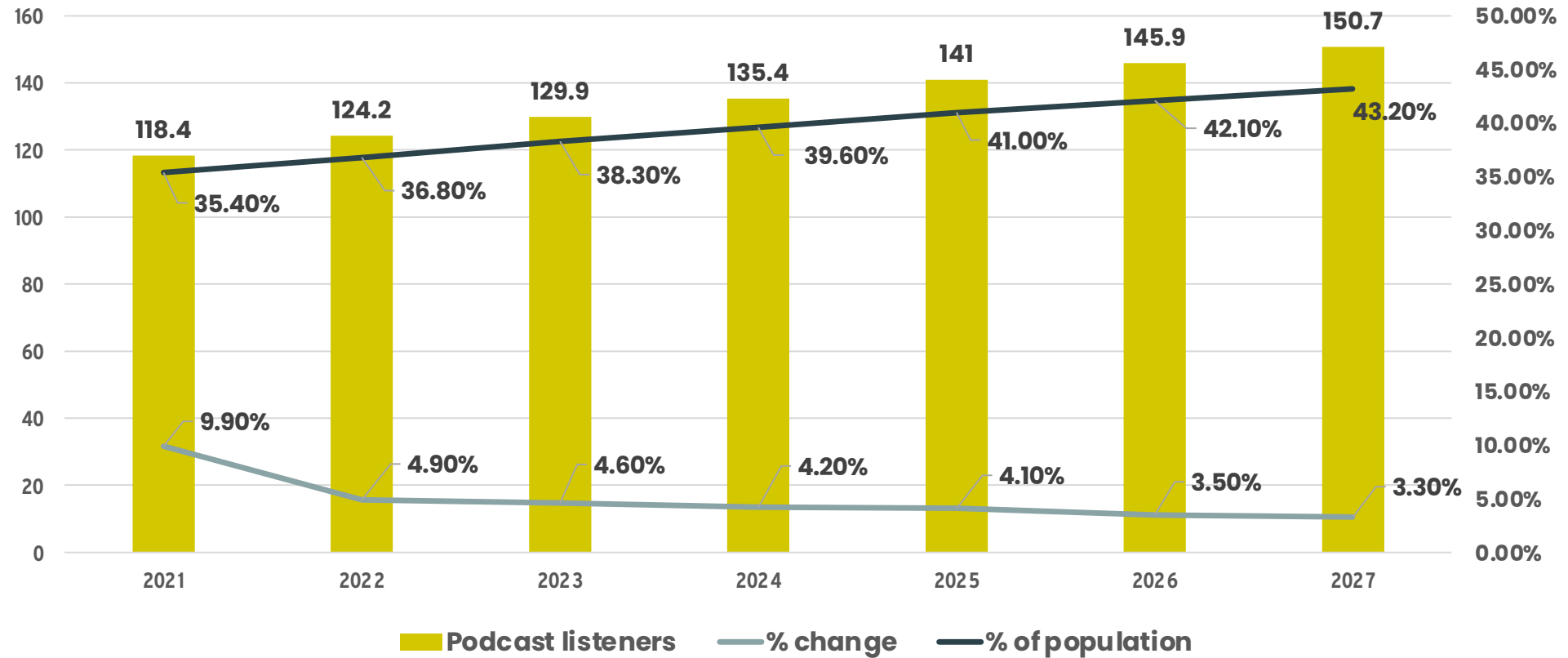




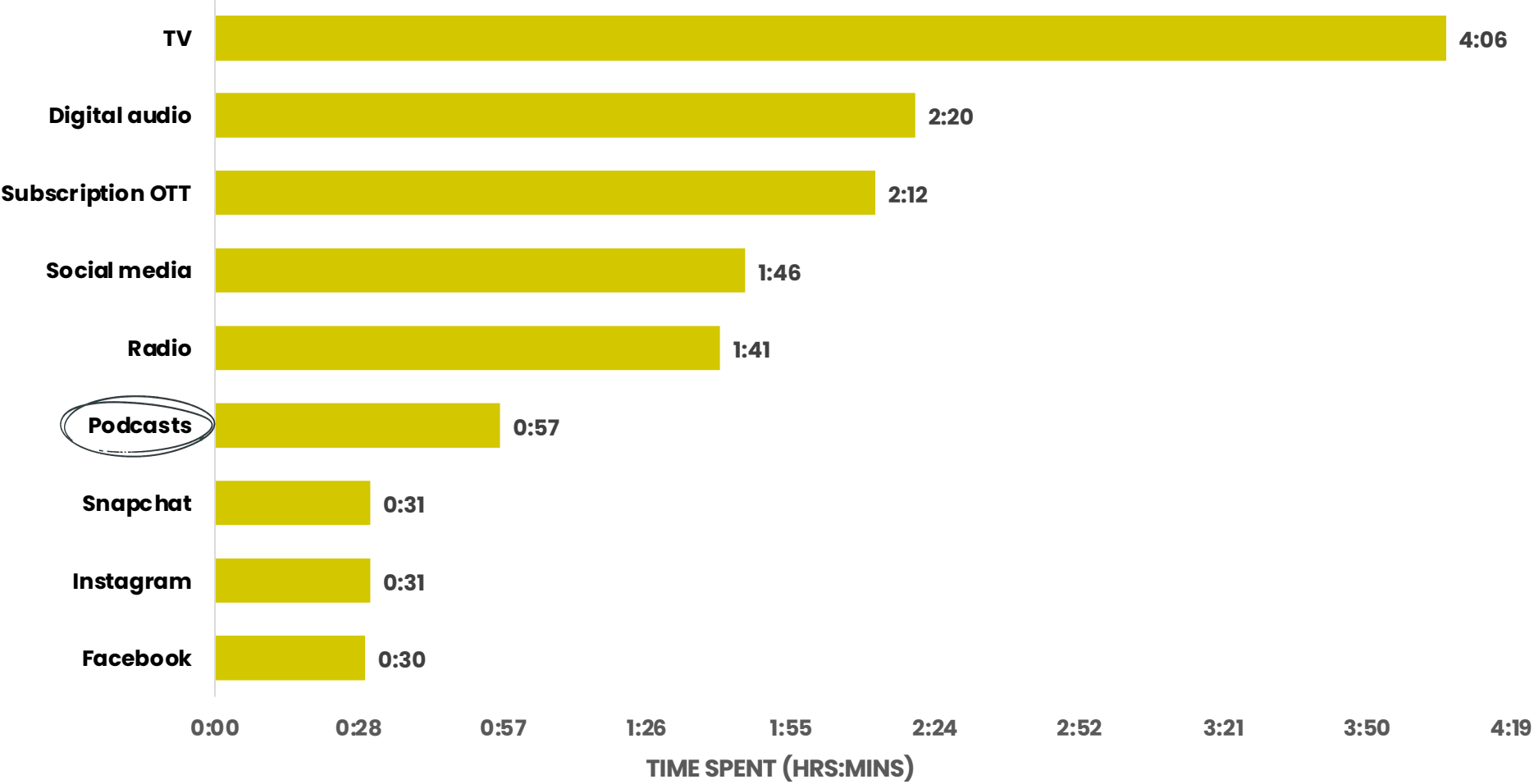
[▶ Click to play](#)

US PODCAST LISTENERS

(Millions, % Change and % Population)



US AVERAGE MEDIA DAILY TIME SPENT 2023





WINTER 2024

Three Episodes • Recorded January 29th – February 4th

Episode Four

The Black Hills Stock Show & Rodeo

Episode Five

Winter Escapes

Episode Six

Tasting Trail

SPRING 2024

Three Episodes • Recorded May/June 2024

Episode Seven

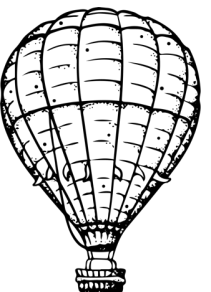
The Pioneers

Episode Eight

Prehistoric South Dakota

Episode Nine

Badlands





2024 Strategy

Push the boundaries in not only becoming inspirational but also more informational:

→ Sharing more industry posts

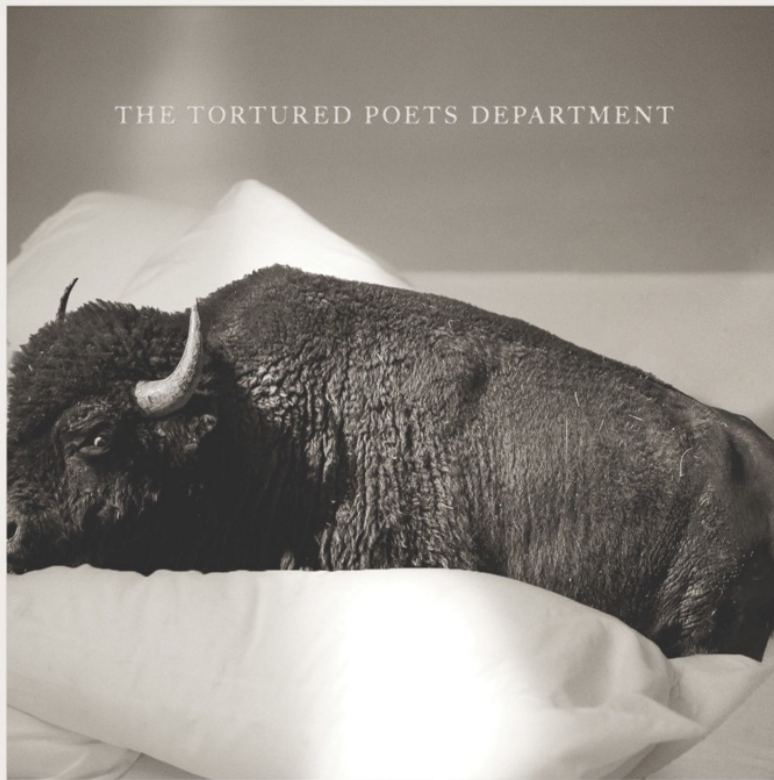
Social content shoots

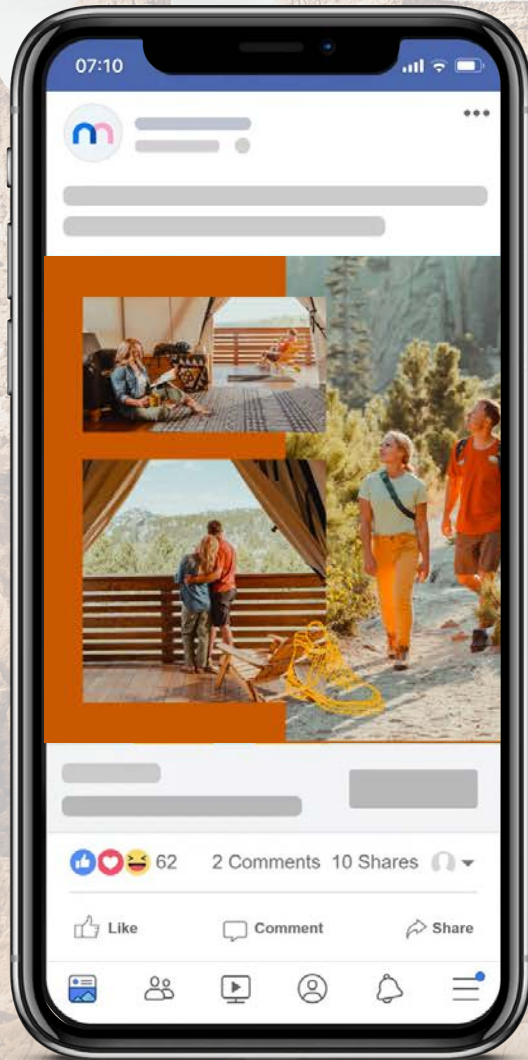
→ Prioritizing video

Designing content to engage and retain younger audiences in target markets – following trends.



[Click to play](#)

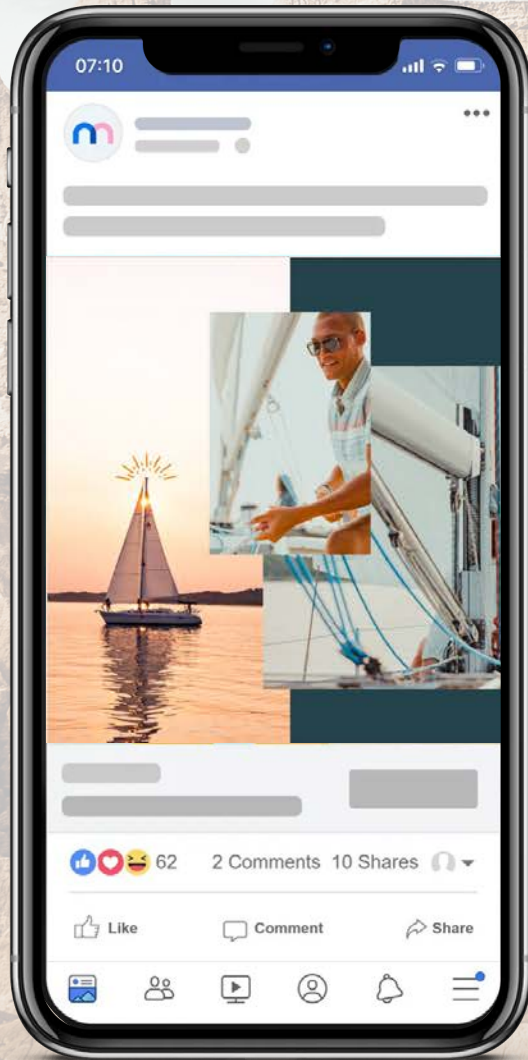




Savor The Love Of Summer: Make More Memories



From forks in the trail to feet kicked up, rediscovering your favorite connection is just another South Dakota summer day.



The Best Kind of Friend Zone: Make Memories



Go from group chat to group trip. Set your sails for South Dakota and soak in your best summer yet.



School's Out, Summer's In: Make More Memories



With all the sand, splash fights, and photobombs your family needs, a South Dakota summer sells itself.



**THE
CAPITAL
OF IRL.**

SouthDakota

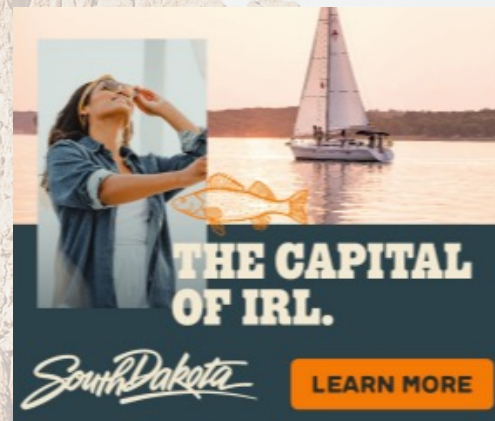
[LEARN MORE](#)



**THE
CAPITAL
OF IRL.**

SouthDakota
SO MUCH SO LITTLE TIME

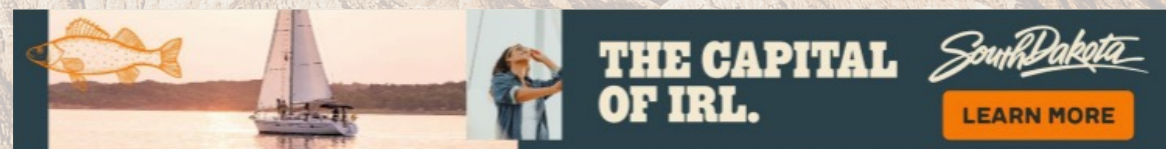
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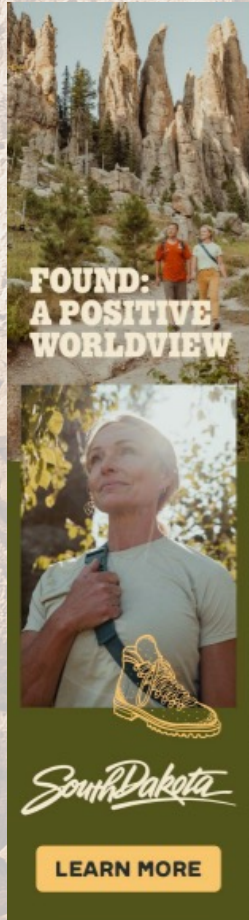
[LEARN MORE](#)



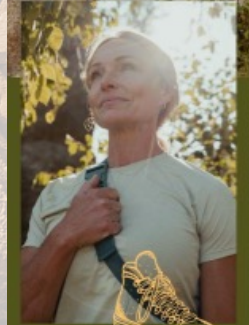
**THE CAPITAL
OF IRL.**

SouthDakota

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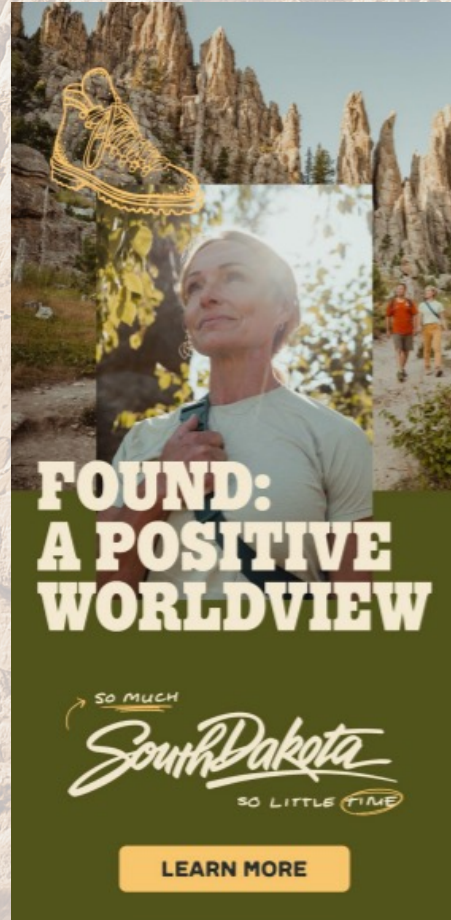


FOUND:
A POSITIVE
WORLDVIEW

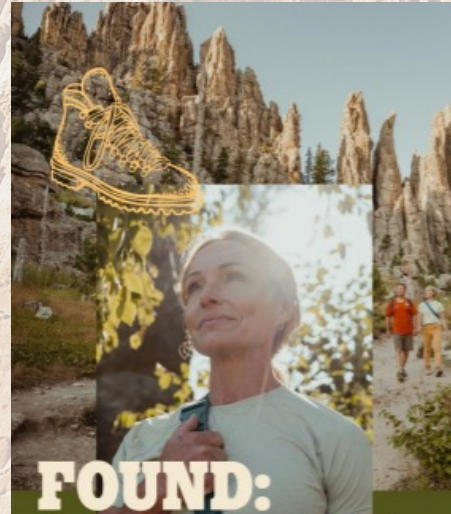


South Dakota

LEARN MORE

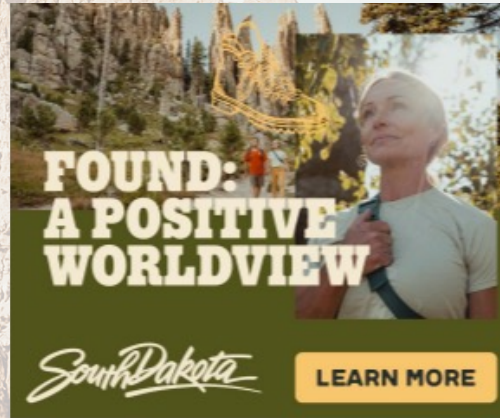


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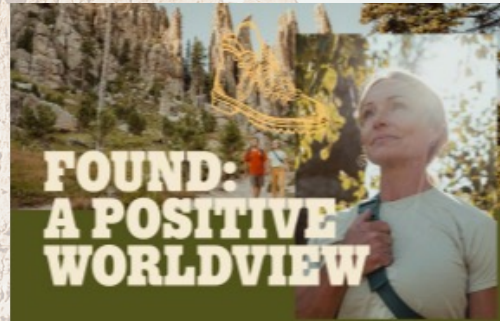


SO MUCH
South Dakota
SO LITTLE TIME

LEARN MORE



FOUND:
A POSITIVE
WORLDVIEW



South Dakota

LEARN MORE



FOUND:
A POSITIVE
WORLDVIEW



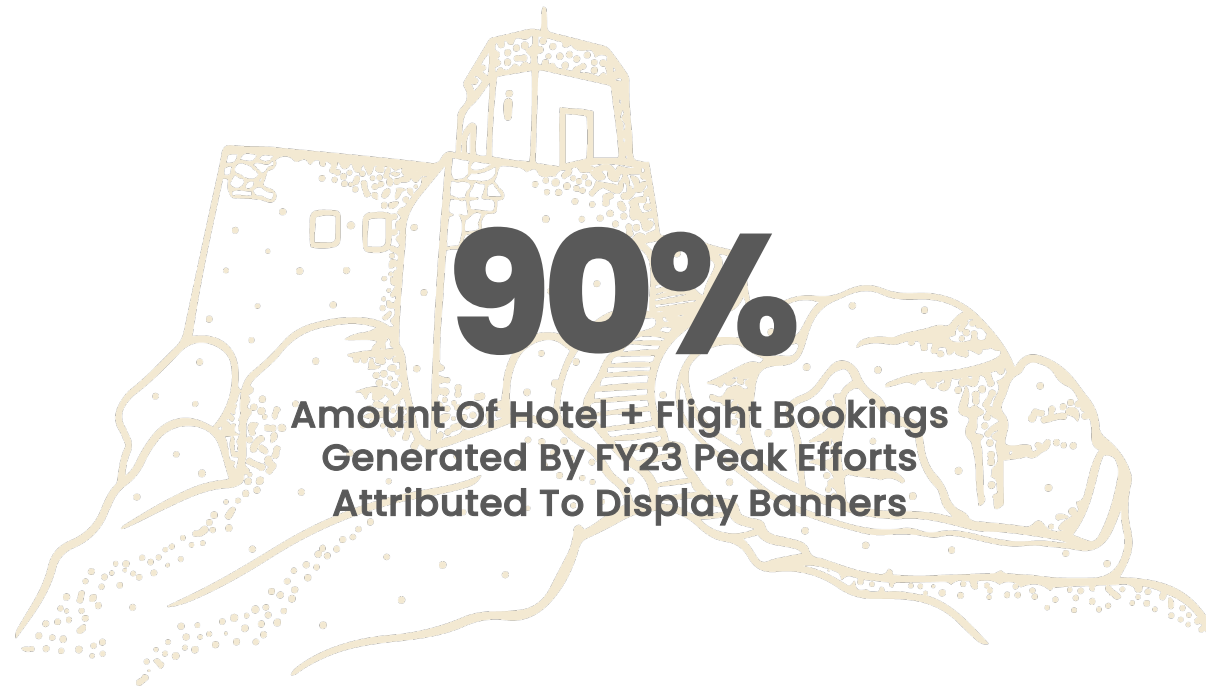
South Dakota

LEARN MORE

PEAK FY24 CAMPAIGNS



Source: ADARA Impact, Jan 1-Dec 31, 2023



PIERRE
SOUTH DAKOTA

The Adventure Capital

Pierre.org

South Dakota

This banner promotes Pierre, South Dakota, as 'The Adventure Capital'. It features two main images: a woman and a child paddleboarding on a calm lake under a blue sky, and two people biking on a trail at sunset. The text 'The Adventure Capital' is written in a handwritten style. The Pierre.org website is listed at the bottom left, and the South Dakota logo is at the bottom right.

South Dakota

Find Black Hills Bliss

Whether you'd rather dive into nature or dig into history, there's so much for you to discover in Hot Springs, South Dakota. Soak in rest and relaxation at Hot Springs Natural Mineral Spa or make a splash with the whole family at Evening Plunge. Then, experience hand-drawn history at The Mammoth Site or explore the artistic murals and culinary delights of "The Picture City". However you choose to get away, Hot Springs offers the perfect escape.

Hot Springs

Hot Springs, SD

Travel South Dakota

This banner for Hot Springs, South Dakota, features a large, colorful mural of a bison. Text describes various activities like soaking at the Hot Springs Natural Mineral Spa, family fun at the Evening Plunge, and exploring history at the Mammoth Site. It also mentions 'The Picture City' for its artistic murals and culinary delights. The South Dakota logo is at the top, and 'Hot Springs' and 'Hot Springs, SD' are at the bottom.

1876

DEADWOOD
SOUTH DAKOTA

UNTAMED SINCE 1876

SILVERADO FRANKLIN

South Dakota

LEARN MORE

This banner for Deadwood, South Dakota, features a cowboy riding a horse. The text '1876' is at the top, followed by 'DEADWOOD SOUTH DAKOTA' and 'UNTAMED SINCE 1876'. A sign for 'SILVERADO FRANKLIN' is visible in the background. The South Dakota logo is at the bottom left, and a 'LEARN MORE' button is at the bottom right.

aberdēen

TRIP OF WHIMSY

South Dakota

LEARN MORE

This banner for Aberdeen, South Dakota, features a young child smiling on a carousel horse. The text 'aberdēen' is in a stylized font, followed by 'TRIP OF WHIMSY'. The South Dakota logo is at the bottom left, and a 'LEARN MORE' button is at the bottom right.

DEADWOOD
SOUTH DAKOTA

BRINGING HISTORY TO LIFE

WHERE THE WEST IS STILL WILD

DEADWOOD.COM

UNTAMED SINCE 1876

This banner for Deadwood, South Dakota, features a group of cowboys standing in a street and a rider on a horse. The text 'DEADWOOD SOUTH DAKOTA' is at the top, followed by 'BRINGING HISTORY TO LIFE' and 'WHERE THE WEST IS STILL WILD'. The website 'DEADWOOD.COM' is at the bottom left, and 'UNTAMED SINCE 1876' is at the bottom right.

STURGIS

HEAR THE ROAR

South Dakota

LEARN MORE

This banner for Sturgis, South Dakota, features a person riding a motorcycle. The text 'STURGIS' is at the top, followed by 'HEAR THE ROAR'. The South Dakota logo is at the bottom left, and a 'LEARN MORE' button is at the bottom right.

Mitchell

SOUTH DAKOTA

more than a roadside attraction

South Dakota

LEARN MORE

This banner for Mitchell, South Dakota, features a large, ornate building. The text 'Mitchell SOUTH DAKOTA' is at the top, followed by 'more than a roadside attraction'. The South Dakota logo is at the bottom left, and a 'LEARN MORE' button is at the bottom right.

2024 PEAK COMMUNITY PARTNERS



**BLACK HILLS
& BADLANDS**



CUSTER 



HILL CITY 
HEART OF THE BLACK HILLS




SOUTHEAST
South Dakota



TAKE THE RIDE
Sturgis

W★TERTOWN

Yankton

PEAK FY24 COMMUNITY CO-OP



Hotel + Flight Booking Revenue
From Peak '23 Co-op Efforts

PEAK FY24 COMMUNITY CO-OP



Total In-State Credit Card
Spend From Out-of-State
Visitors Exposed To Peak 2023
Co-op & A La Carte Campaigns



TRAVELSOUTHDAKOTA.COM FY24 PLANS



Site rebuild

- Content audit & work plan
- Studies launched
- Work on-site to begin in spring
- New look and ux


Content efforts

- Content audit updates (Q1)
- SEO updates (Q1: Great 8 + city pages)
- Miles quarterly plans
- Accessibility


EMAIL CAMPAIGNS

2024 Plans







PLACES TO GO



SO MUCH SOUTH DAKOTA


CHILLS THE WINTER EX



HOW TO: EXPECT THE


Join Brandon Eckroth, an adventure-life Minnesota, on his eye-opening journey through Custer State Park

READ ON




WINT

Discover how our annual 150 inches of pe




PLACES TO GO | FREE TRAVEL GUIDE | GREAT 8



OF MONSTERS & M
ART ALLEY

The sun is shining on a downtown Rapid City. Headphones on and paint brush in hand, a focused man. But he's not worried about pe for vandalism...


READ ON



CULTURE & NATURE
THE NATIVE AME
SCENIC BYWA

There's a quiet beauty along the Missouri River to those who slow down to stop and t

EXPLORE





PLACES TO GO | FREE TRAVEL GUIDE | GREAT 8



IT'S NEVER-TOO-LATE
SEASON

Start the new year with a bang in South Dakota. Our season runs a little longer now (until January 31). Which means more time for the greatest upland adventures you'll find anywhere. Grab your license, grab your buds, and hit the road!

ROAD JOURNAL: LATE SEASON HUNTS

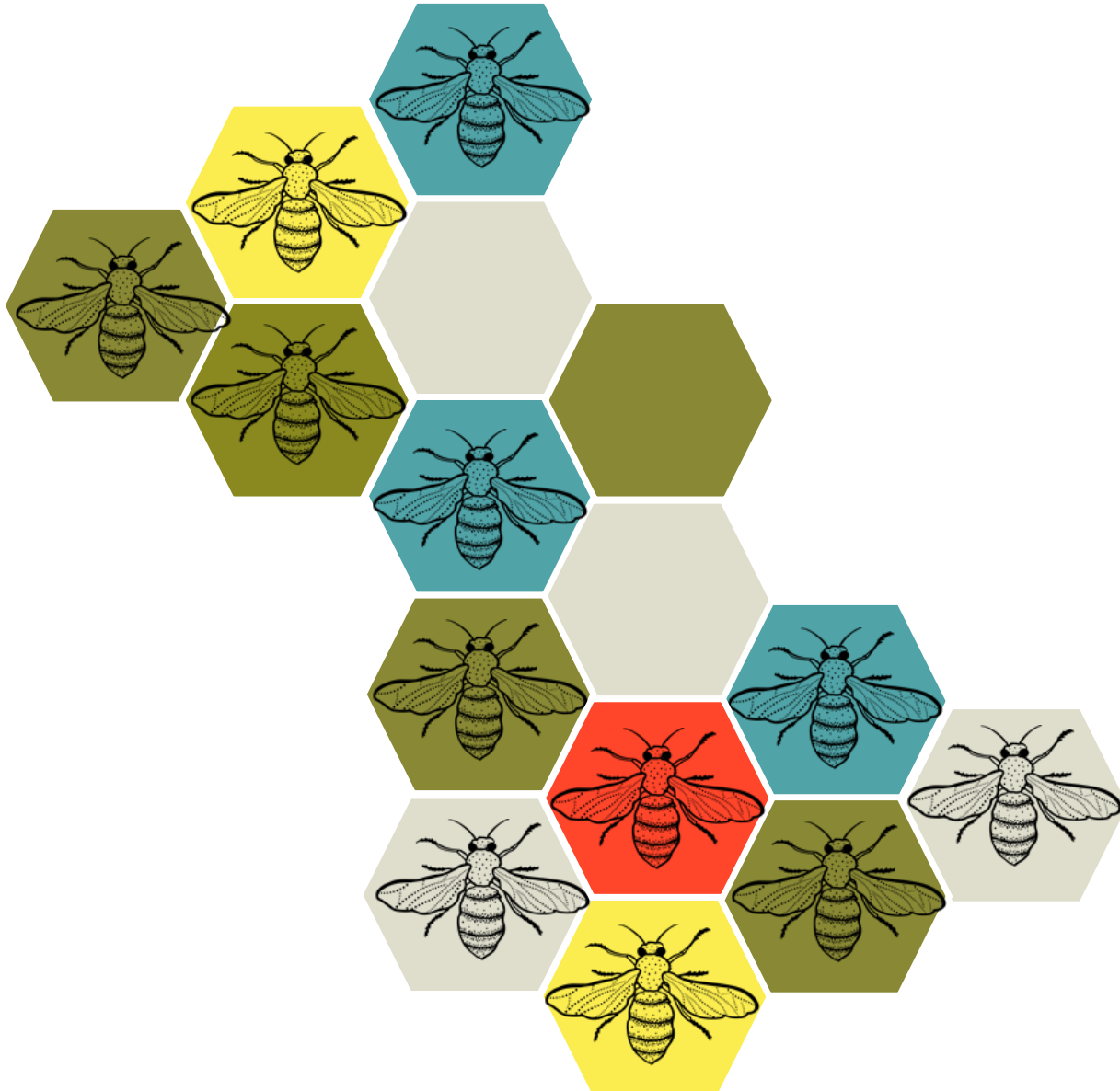
Stick to the thick stuff. Layer up. Have fun. Follow these simple tips for any late-season hunt.



READ ON

PLANNING TOOLS





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

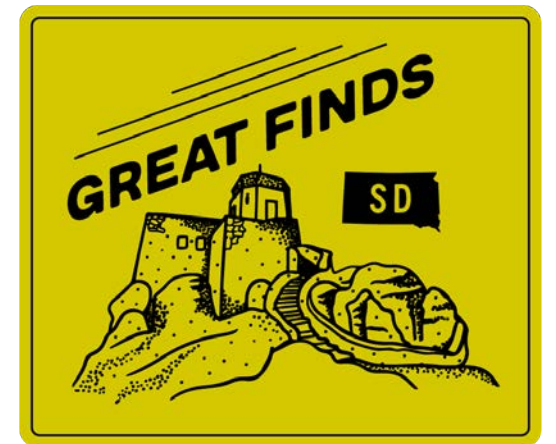
EVALUATE

COMMIT

EXPERIENCE

PASSPORT PROGRAM

2024 Plans



PEAK FY24 CAMPAIGNS

Forever 605 YR2 Expansion



An aerial photograph of a vast South Dakota landscape. The foreground and middle ground are filled with rolling green hills, scattered trees, and dense forest patches. In the distance, low mountain ranges are visible under a soft, hazy sky. Three hot air balloons are floating in the air: a large one on the left, a smaller one in the center distance, and another large one on the right. The balloons have a colorful, segmented design. The word "Questions?" is superimposed in the center of the image in a large, white, serif font.

Questions?

Mike Gussiaas | Chief Marketing & Creative Officer
mike.gussiaas@travelsouthdakota.com

TRAVEL
South Dakota