

Travel South Dakota Forever 605 Webinar

April 2, 2024

An aerial photograph of a winding asphalt road that snakes through a dense, dark green forest. The road curves sharply in several places, creating a sense of movement and depth. The lighting is soft, suggesting either dawn or dusk, with some highlights on the road's surface and the tops of the trees.

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.

STRATEGIC VISION

The Forever 605 campaign strives to find the balance between the positive economic impact of visitors while being good stewards of our state's resources, assets and way of life.

CAMPAIGN OBJECTIVES

The Campaign Must Be Flexible To Focus On The Following:

- Educating residents and visitors on the importance of responsible travel practices
- Building awareness of lesser-known visitor experiences statewide
- Proactively promoting South Dakota as a year-round destination.

CAMPAIGN OBJECTIVES

The Campaign Must Be Flexible To Focus On The Following:

- Creating cultural awareness
- Supporting local businesses
- Consistently connecting with residents and listening to their perspectives
- Proactively sharing the positive contribution tourism makes to South Dakota's way of life

STEWARDSHIP ISSUES

What issues we hope to impact positively:

- Picking up trash
- Respecting wildlife
- Trail care and etiquette
- Seasonal outdoor preparedness tips
- Shopping locally

STEWARDSHIP ISSUES


What issues we hope to impact positively:

- Respecting frontline workers
- Roadtrip preparedness
- Cultural awareness
- Hunting/Fishing best practices




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.

South Dakota

An aerial photograph of a rugged coastline. On the left, a steep, layered rock cliff meets a dark, pebbly beach. To the right, a calm body of water reflects the sky. Three people are seen on kayaks in the water. The background shows a dense forest of green trees under a bright, hazy sky.

“The overall quality of a destination’s visitor experience includes what local communities value and how residents are striving to achieve their collective goals.”

– Destination Next



“In fact, consumers now name a brand being true to its values – and matching their own – as the most important factor in purchase decisions.”

– Destination Next



2024 FOCUSED EFFORTS

What's New, What Next?

2024 FOREVER 605 EFFORTS

2024 Focused Efforts:

- Toolkit Rollout (Winter '23/'24)
- Tourism Conference 2024 Update & Promotion
- Year-Round Paid Marketing Efforts
- Industry-focused Paid & PR Efforts incl. Swag, Promos, Email Campaign (Spring/Summer)
- **Industry Partnerships (Spring/Summer)**
- PR Strategy incl. Press Releases, Story Pitches, Paid Content efforts (Spring/Summer)
- Social Media Strategy ("Forever 605 Day", Summer)

2024 PAID MARKETING EFFORTS

Year-Round Media Calendar

[▶ Click to Play](#)



MEDIA CADENCE



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											
Indigenous			Lakota in Spring								
Forever 605	Heavy-up in June-August										
Sturgis O-G H-D			Second Flight of 2024								
Hunting & Fishing											

FOREVER 605 TRAVEL RESPECTFULLY

EXPLORE
LIKE A
WANDERER.

Care
LIKE A
LOCAL.

South Dakota

EXPLORE RESPONSIBLE TRAVEL IN SOUTH DAKOTA AT FOREVER605.COM

For those bold enough to
FOLLOW OUR TRAILS

& PASSIONATE ENOUGH TO
Follow our code

FOREVER 605 TRAVEL RESPECTFULLY

South Dakota

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South Dakota

EXPLORE
- LIKE A -
WANDERER

LEARN MORE

South Dakota

CARE
- LIKE A -
LOCAL

LEARN MORE

South Dakota

FOREVER 605 TRAVEL RESPECTFULLY

LEARN MORE

South Dakota

FOREVER 605 TRAVEL RESPECTFULLY

LEARN MORE

South Dakota

EXPLORE
- LIKE A -
WANDERER

LEARN NOW

South Dakota

EXPLORE
- LIKE A -
WANDERER

LEARN NOW

South Dakota

FOREVER 605 TRAVEL RESPECTFULLY

LEARN NOW

FOREVER 605 TRAVEL RESPECTFULLY

CARE LIKE A WANDERER

Care Like A Local.

FOREVER 605

FOREVER 605 TRAVEL RESPECTFULLY



I PLEDGE

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

South Dakota

**FOREVER
605**
TRAVEL
RESPECTFULLY

SCAN TO SIGN THE FOREVER 605 PLEDGE
AND RECEIVE A FREE STICKER.

INDUSTRY PARTNERSHIPS

How Can We Work Together?

INDUSTRY PARTNERSHIPS

How Can We Work Together to Promote Stewardship?

- Order a toolkit or check out on SDVisit.com
- Think about issues in your area that you feel could be positively addressed
- Reach out to work together on messaging and developing a plan

FOREVER 605 INDUSTRY TOOLKIT



FOREVER 605
TRAVEL RESPECTFULLY

South Dakota

Greetings Industry Friends,

It is with great pride and excitement that we share with you our Forever 605 Toolkit. Forever 605 is Travel South Dakota's stewardship program that harmonizes the needs of visitors with the needs of our destinations and residents. The campaign aims to balance the positive economic impacts of tourism and its correlated implications for our communities.

While we're just getting started, Forever 605 lays a strong foundation for responsible utilization and maintenance of our natural resources, conservation of our community assets, and preservation of our South Dakota way of life.

Inside this toolkit, you'll find assets that will aid in your participation and dissemination of the Forever 605 efforts. We hope you'll embrace this program just as much as we do.

All our best,

Jim Hagen
Secretary of Tourism



FOREVER 605
Wander Boundlessly
SUPPORT LOCALLY



FOREVER 605
TRAVEL RESPECTFULLY

PRINTED WITH SOY INK

I PLEDGE
TO BE WITH A GREAT MINDSET AND
A RESPONSIBLE ATTITUDE IN THE LAND STATE

South Dakota

FOREVER 605

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

Forever 605 is a state stewardship program for visitors and residents that raises awareness about caring for South Dakota's natural resources. The program is named after South Dakota's single area code, nodding to all the beauty, wonder, and fun that the state has to offer. Through these efforts, we're laying the foundation for responsible utilization and maintenance of our community assets, and preservation of our South Dakota way of life.

By amplifying the four points below, visitors are inspired to respect South Dakota's natural resources.

BOUNDLESS

INDUSTRY PARTNERSHIPS

How Can We Work Together to Promote Stewardship?

- Encourage awareness and promote pledge signups for both visitors and local stakeholders.
- Carry Forever 605 swag and invite people to “join the club!”

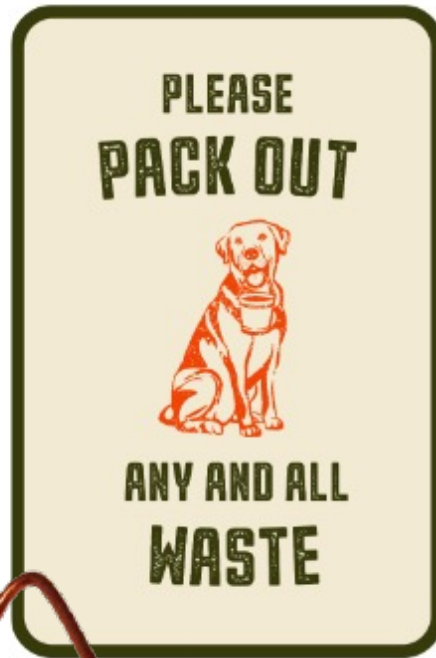
FOREVER 605 SWAG - GEAR



**FOREVER 605
SWAG - STICKERS**



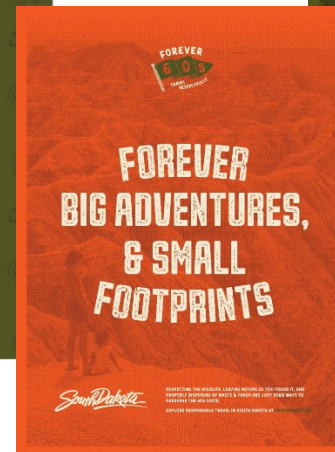
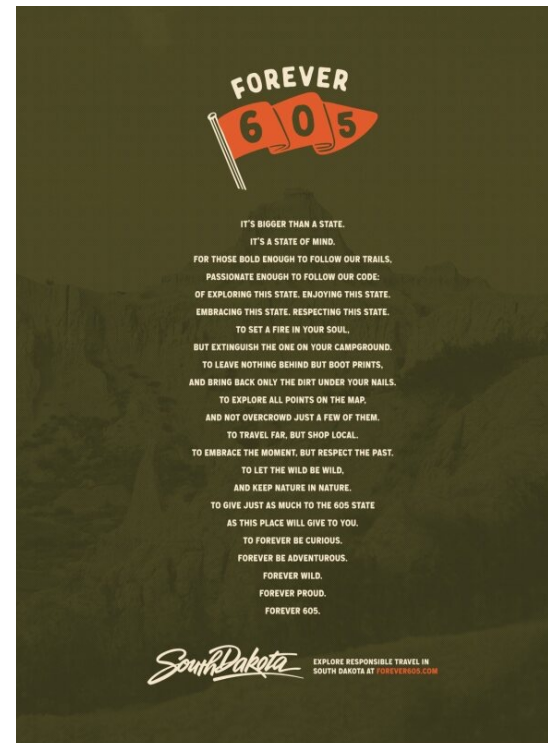
FOREVER 605 SWAG - SIGNAGE



FOREVER 605 LOCAL POSTER

11" x 17"

TRAVEL
South Dakota



FOREVER 605 SWAG - SIGNAGE



INDUSTRY PARTNERSHIPS

How Can We Work Together to Promote Stewardship?

- Let us know about stewardship events or efforts in your area, so we can celebrate and share successes

SIoux FALLS

Downtown Ambassador
Program



DEADWOOD

The (Cigarette) Butt
Brigade Main Street
Cleanup Effort



Black Hills National Forest

Various Groups

BH National Forest Volunteers

Some of the groups that have helped clean up trails and the forest picked up and hauled out trash or even helped build/maintain trails :

- Norbeck Society
- Black Hills Backcountry Horsemen of South Dakota
- South Dakota Off-Road Vehicle Coalition
- Off-Road Riders Motorcycle and ATV Club
- Black Hills Jeeps
- Ridge Riders Mountain Bike Club
- Black Hills Trails
- Black Hills Nordic Ski Club



QUESTIONS?

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THANK YOU!

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