

SOUTH DAKOTA TRAVEL – 2023 ECONOMIC IMPACT OF TOURISM – COUNTIES & REGIONS

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Storyline

Big picture

State results

Counties

Storyline

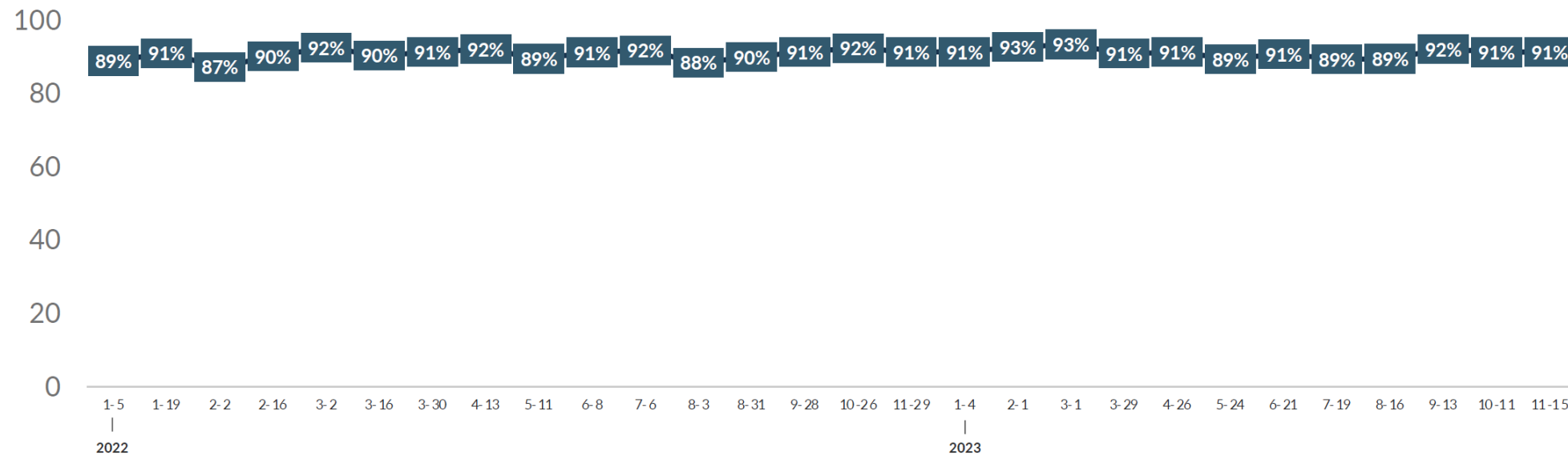
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Travel planning remains stable

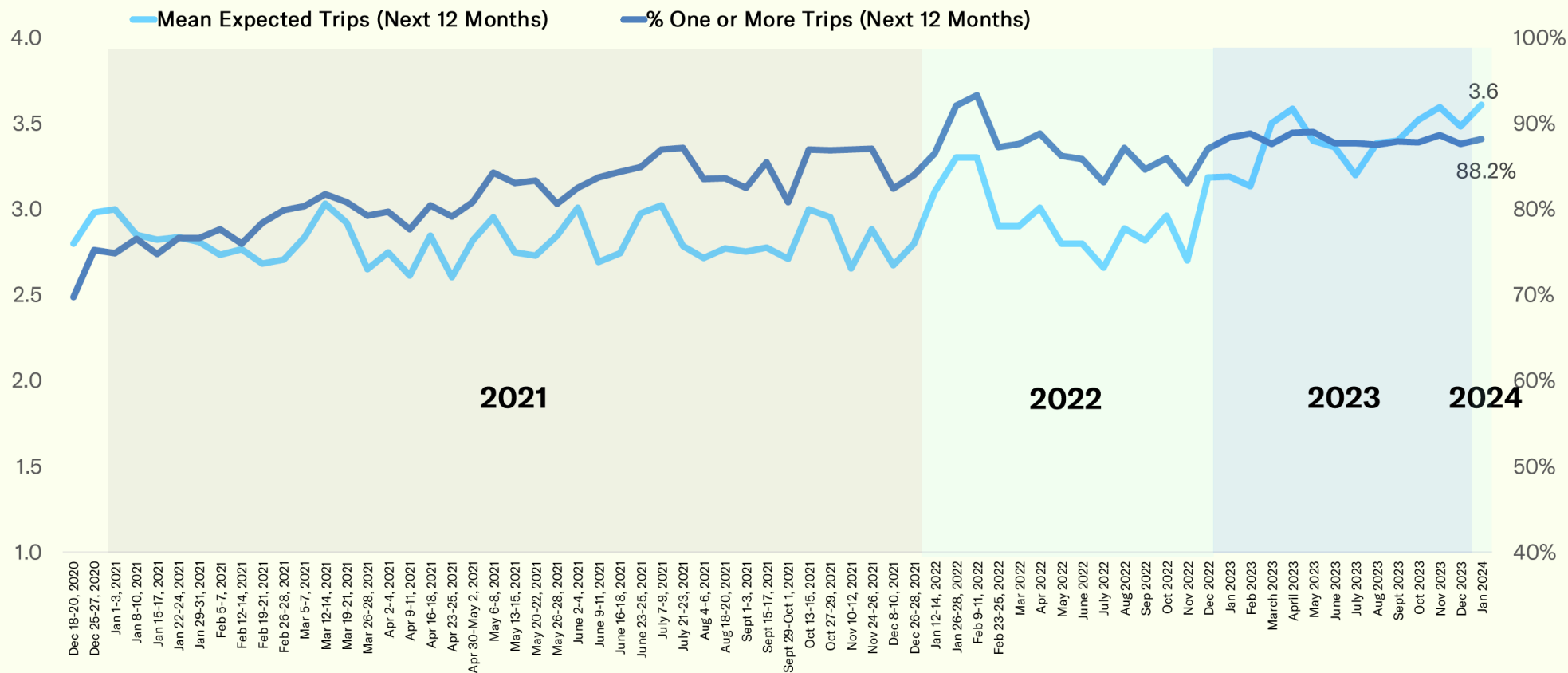
Travelers with Travel Plans in the Next Six Months Comparison



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 80

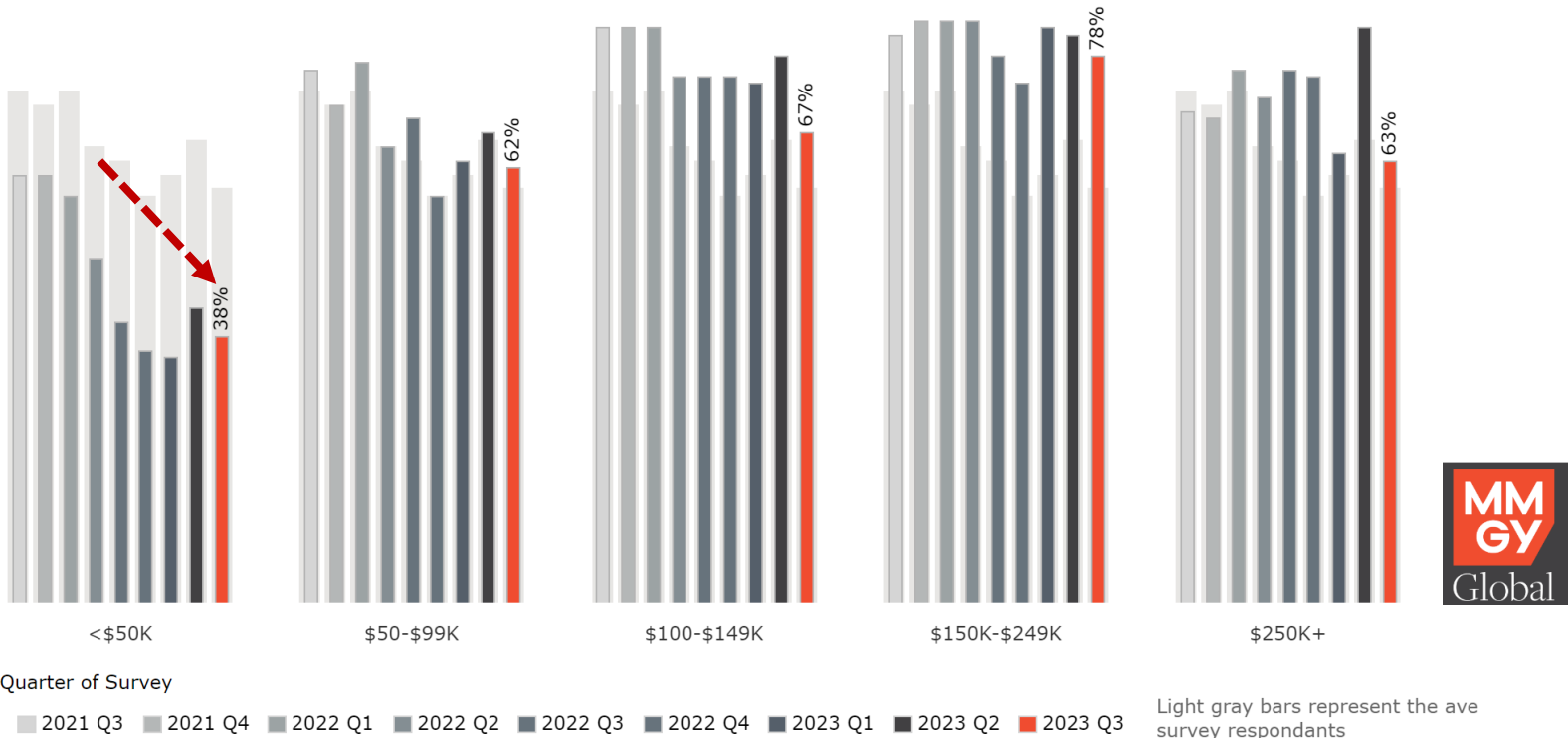
Leisure trip expectations hit a new high

Question:
IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one)



Slippage evident among lower income earners

Planning Leisure Travel Within the Next 6 Months
% of American Consumers

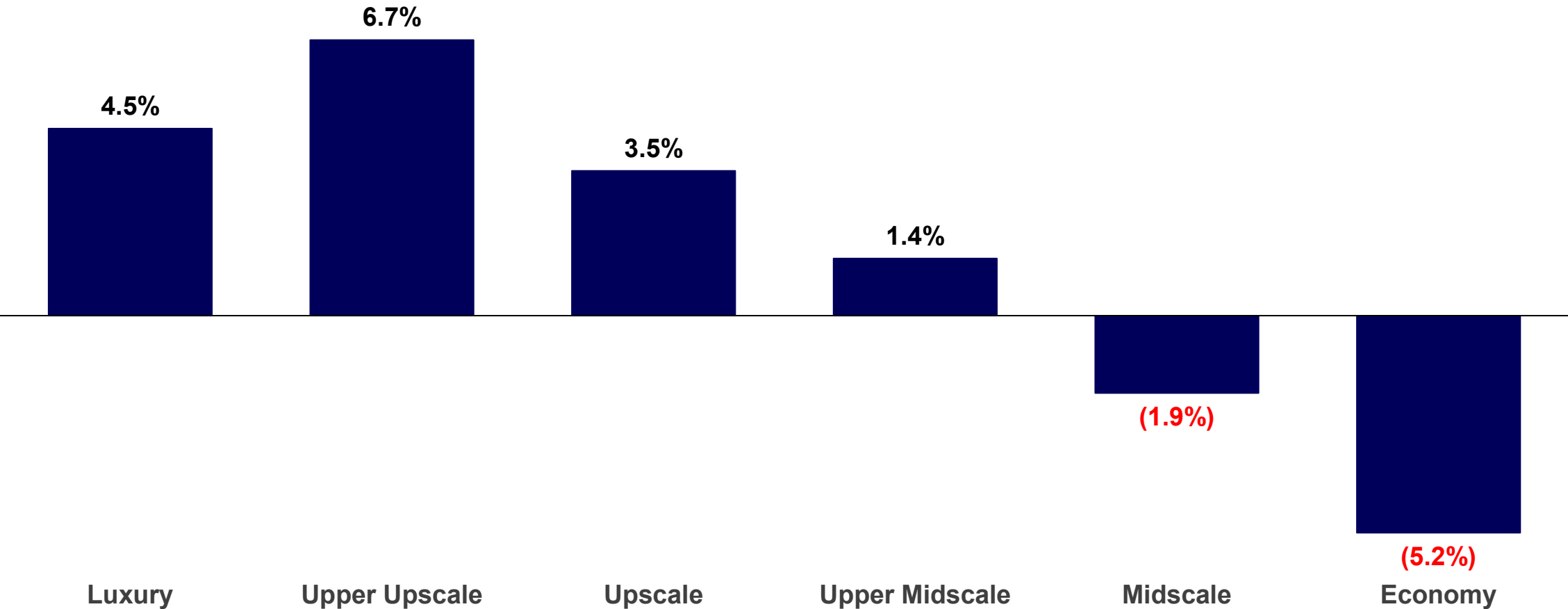


“We're seeing a little bit of softness in our overall kind of demand relative to Q3.”

Airbnb, Q3 Earnings Call

2023 Demand drop led by Economy and Midscale class hotels

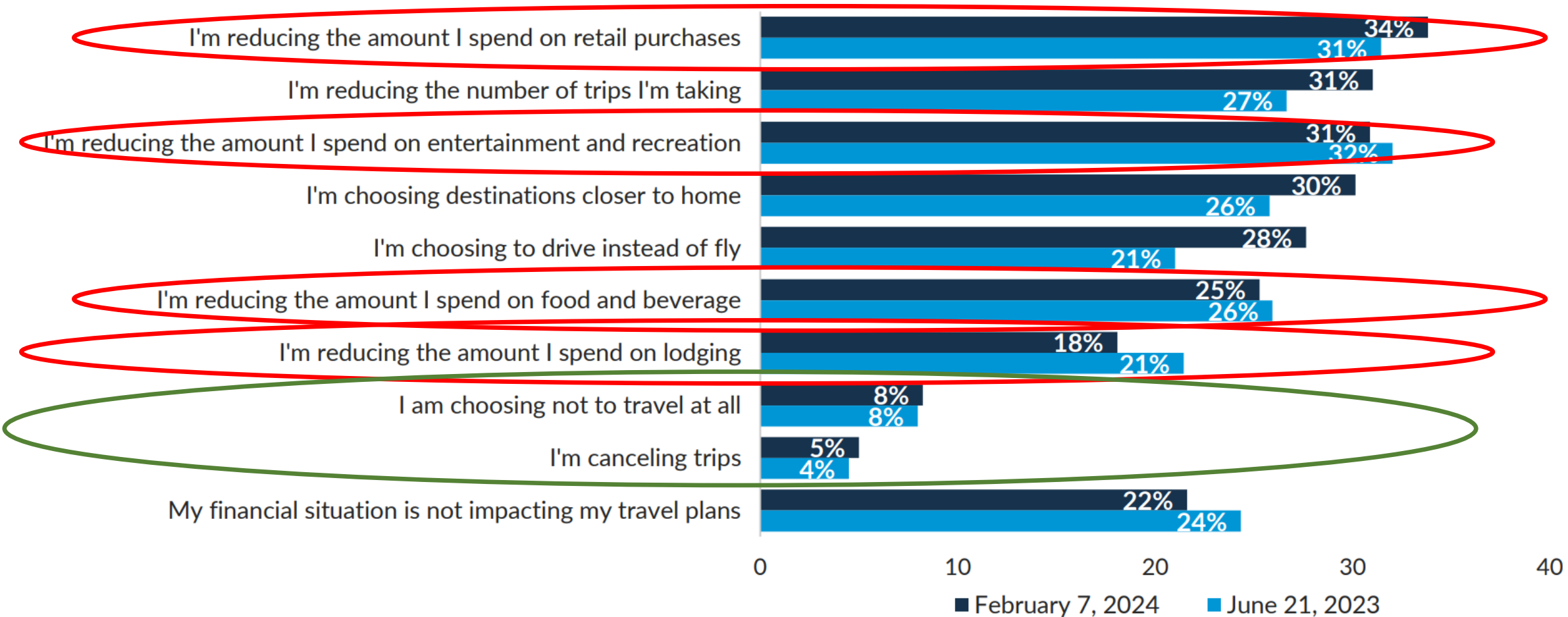
U.S. room demand change by class, 2023 compared to 2022, percentage change



*Includes December preliminary results

IMPACT ON TRAVEL PLANS

Impact of Personal Financial Situation on Travel Plans



Storyline

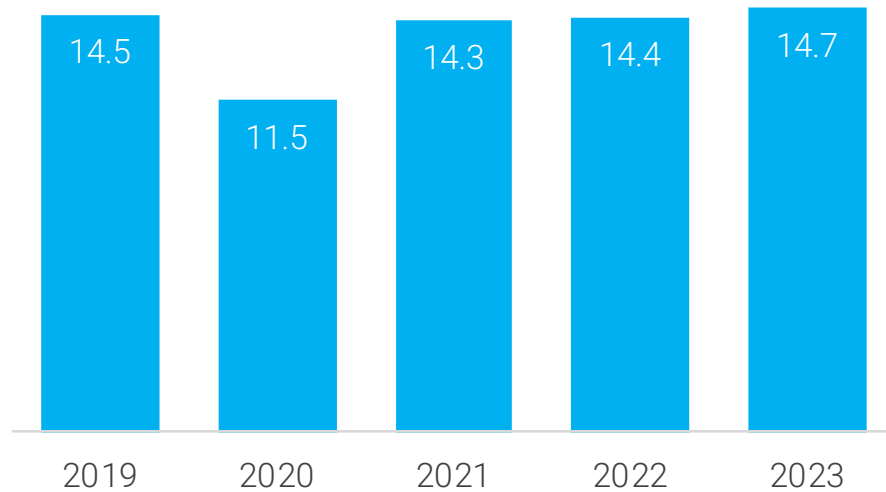
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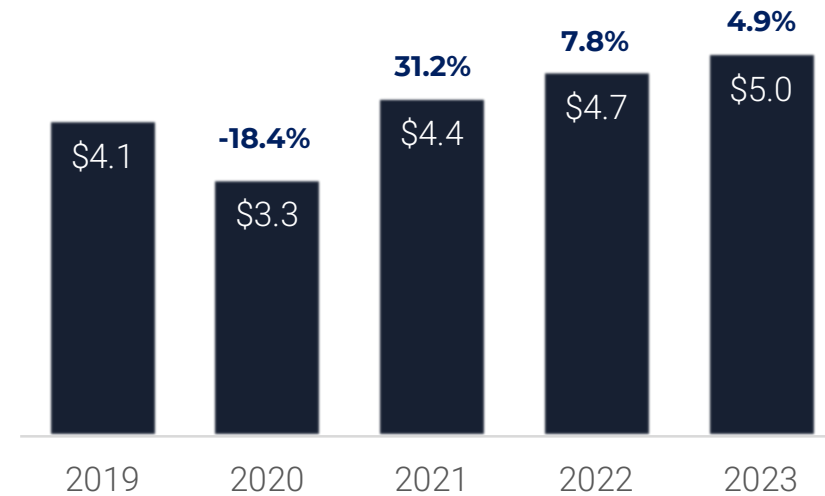
Topline results

South Dakota visitation levels (millions)



Source: D. K. Shifflet, Tourism Economics

South Dakota visitor spending (\$ billions)



Source: D. K. Shifflet, Tourism Economics

Visitor spending results – South Dakota

South Dakota visitor spending and annual growth

Amounts in \$ millions, 2023 % change, and % recovered relative to 2019

	2019	2020	2021	2022	2023	2023 Growth	% relative to 2019
Total visitor spending	\$4,098	\$3,343	\$4,387	\$4,730	\$4,963	4.9%	121.1%
Lodging*	\$769	\$604	\$888	\$898	\$966	7.6%	125.6%
Food & beverage	\$917	\$806	\$1,014	\$1,064	\$1,102	3.6%	120.2%
Retail	\$863	\$745	\$914	\$1,008	\$1,043	3.4%	120.8%
Recreation	\$605	\$489	\$669	\$720	\$751	4.3%	124.1%
Transportation**	\$944	\$700	\$902	\$1,040	\$1,101	5.8%	116.6%

Source: Tourism Economics

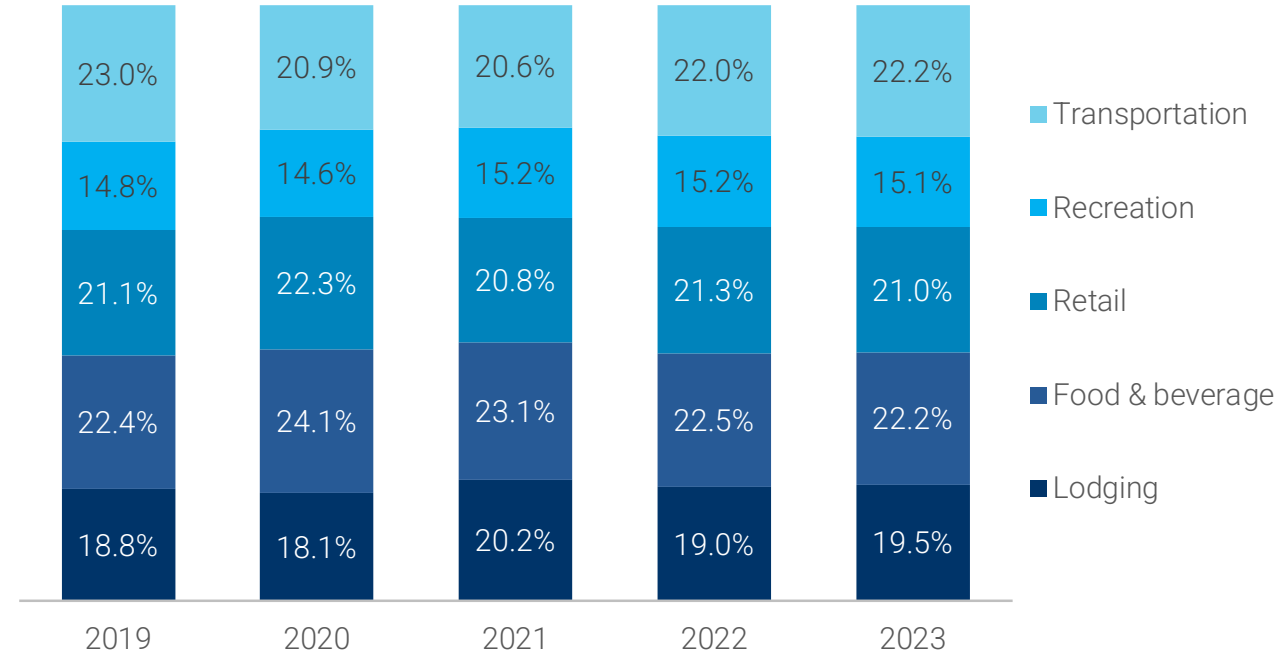
* Lodging includes short-term rentals and other second home spending

** Transportation includes both ground and air transportation

Where visitor dollar is being spent - trends

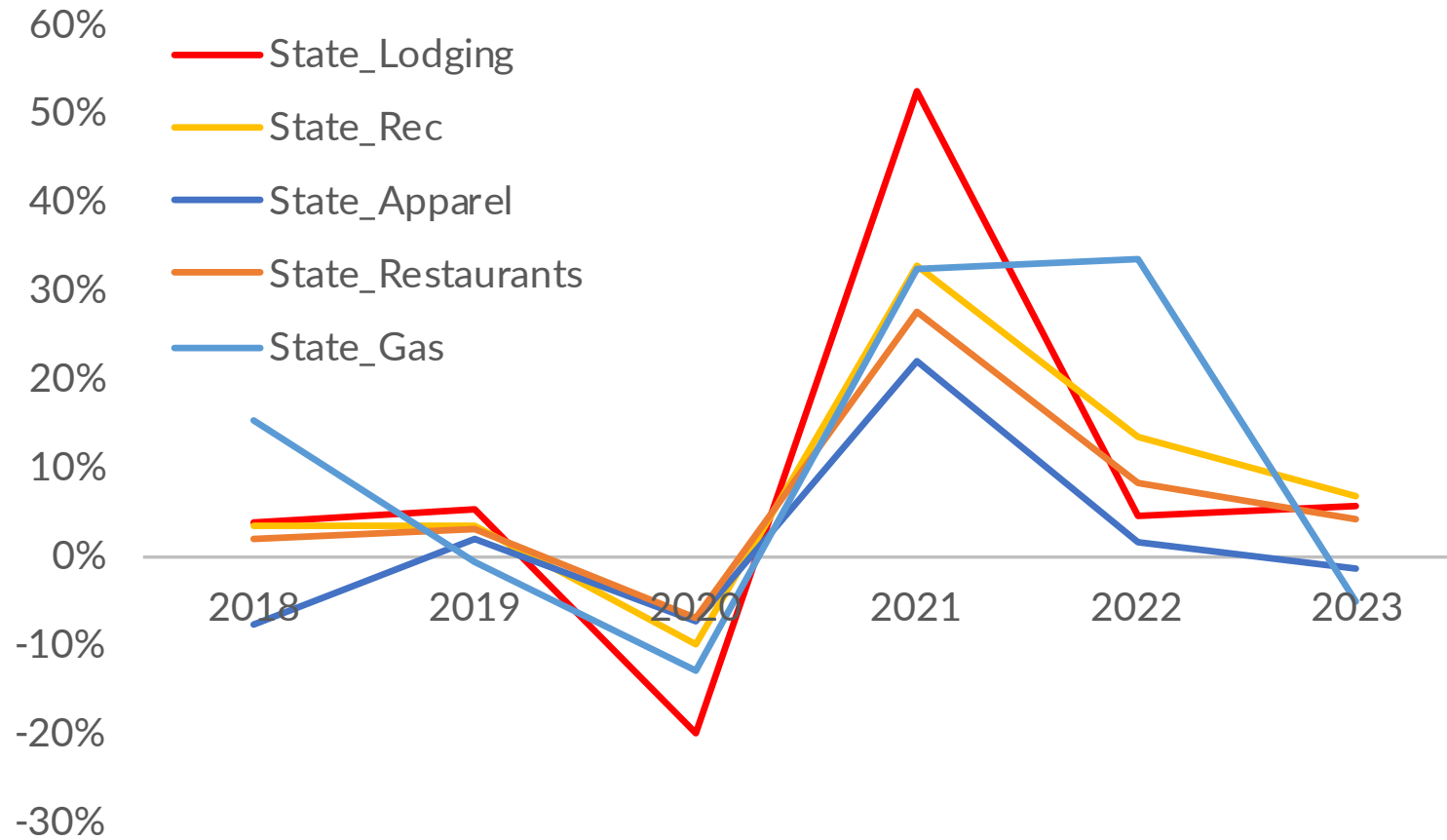
Visitor spending shares in South Dakota, 2019-2023

By category, %



Sources: D. K. Shifflet, Tourism Economics

Trends from sales tax data



Storyline

Big picture

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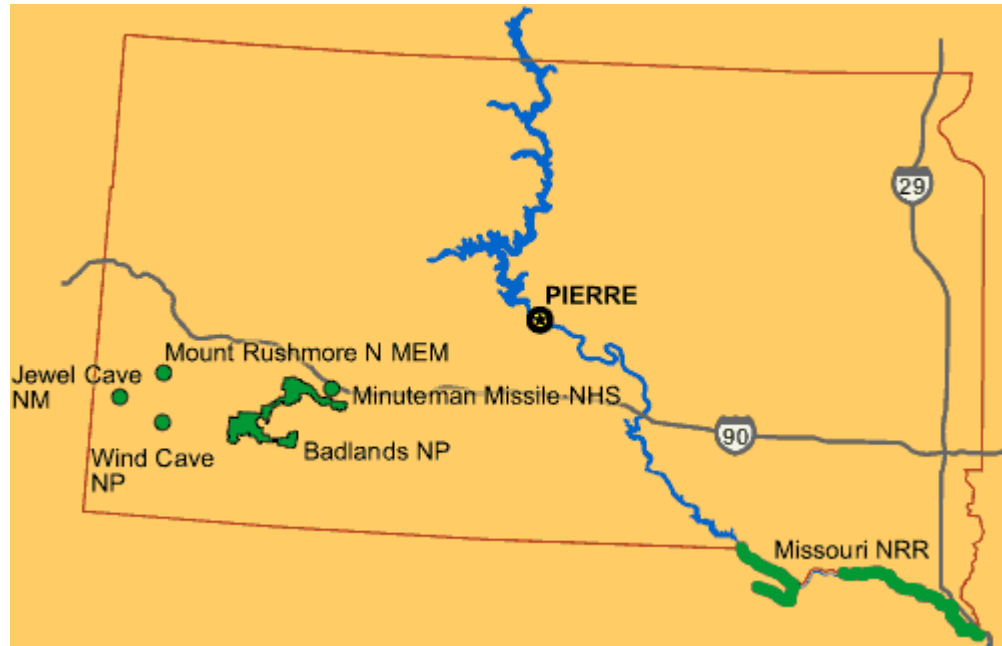
Data Sources

Sales tax data

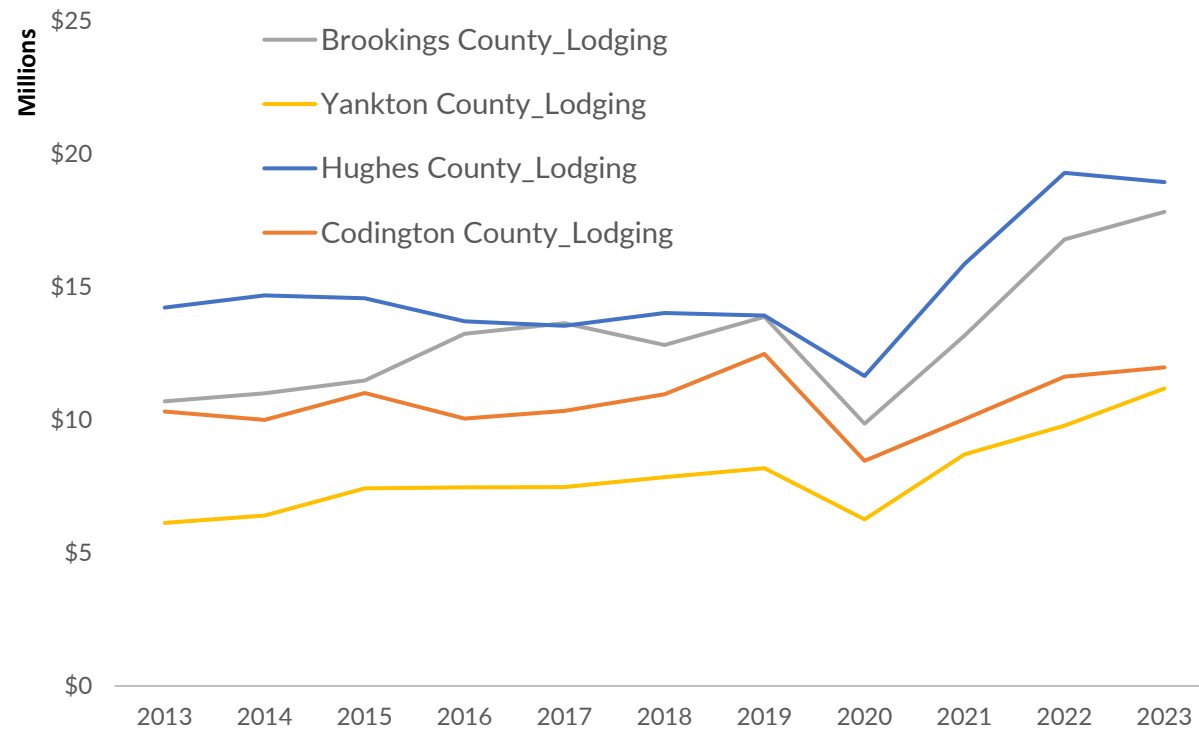
Industry information

State/National Parks

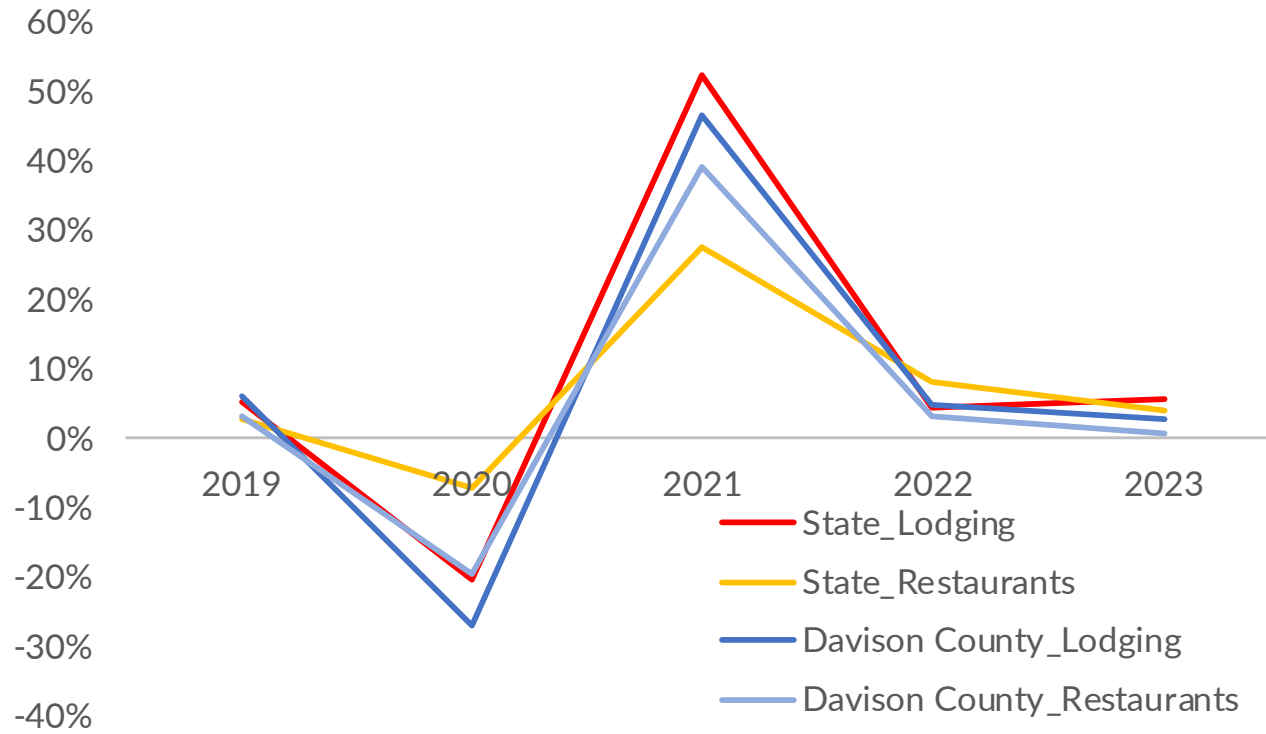
What does attract visitors to certain areas



Sales tax data provides insights between counties



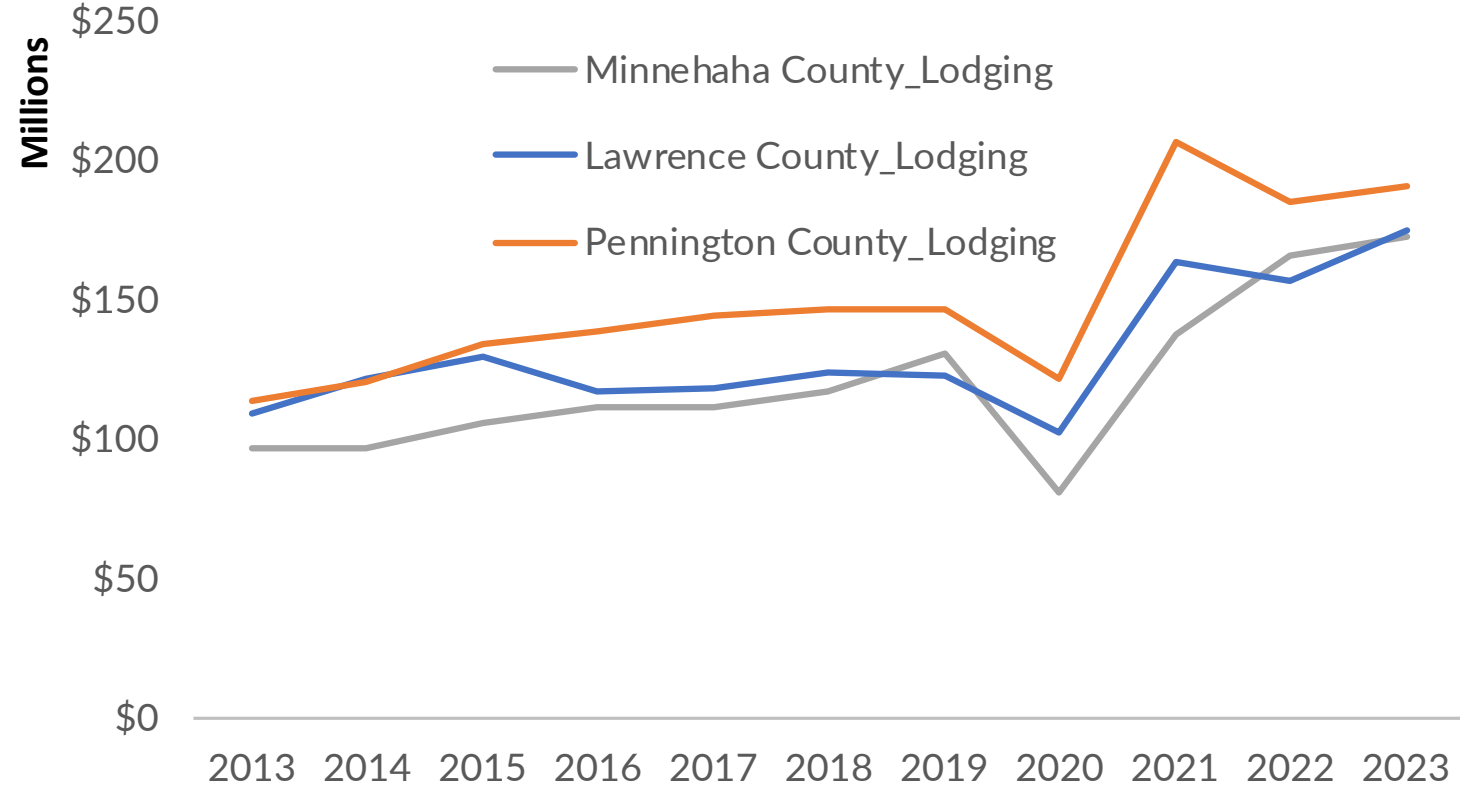
Sales tax data provides insights between counties and the state



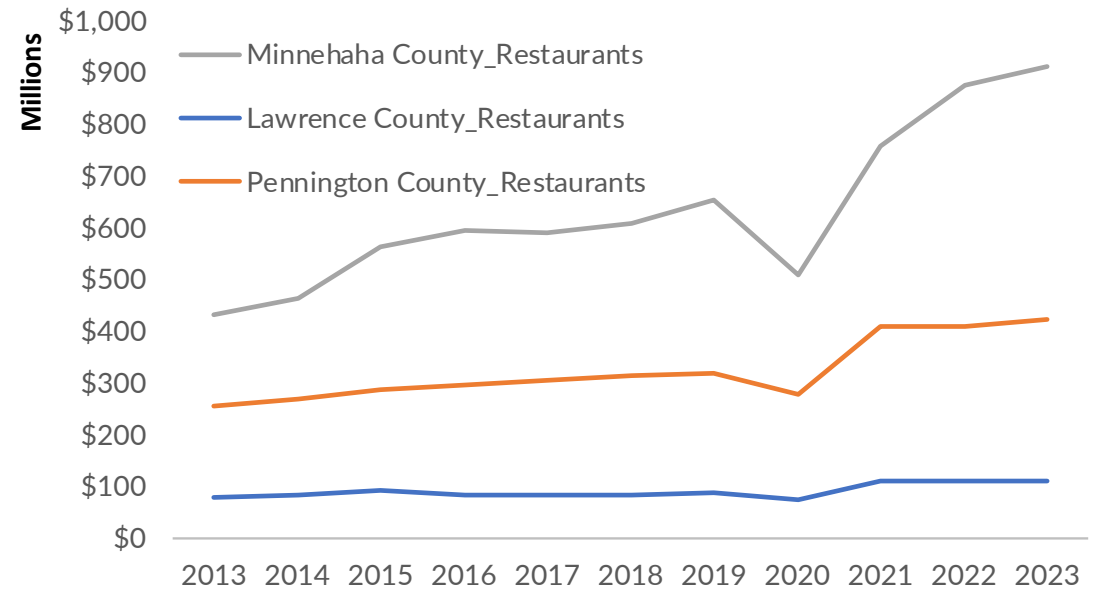
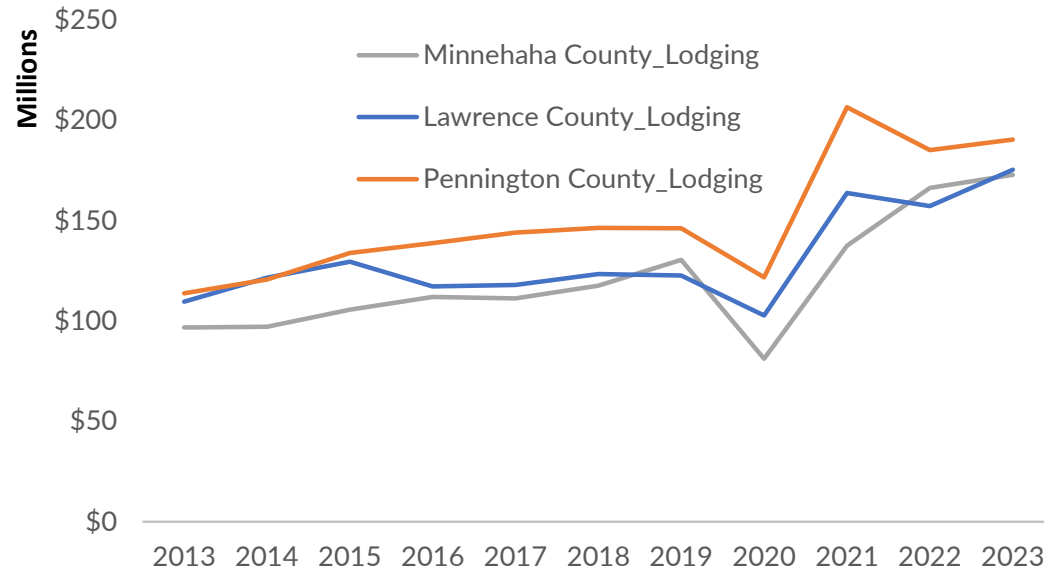
Comparisons with population – understanding potential demand

County Share of state					
County	Population	Lodging	Recreation	Retail	2nd homes
Lawrence County	3.0%	21.6%	9.8%	1.1%	13.8%
Minnehaha County	12.6%	23.5%	14.8%	12.1%	10.0%
Lincoln County	7.8%	1.0%	7.0%	0.5%	0.7%
Aurora County	0.3%	0.1%	0.1%	0.0%	0.3%

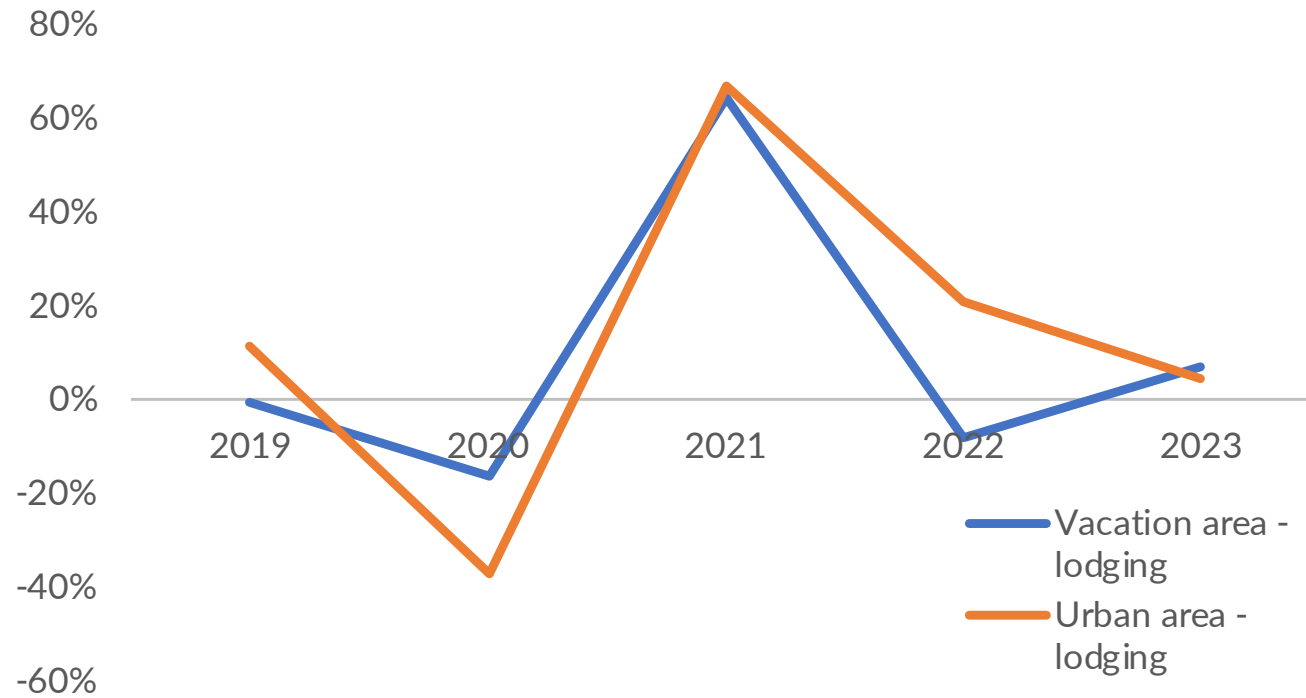
The fight at the top



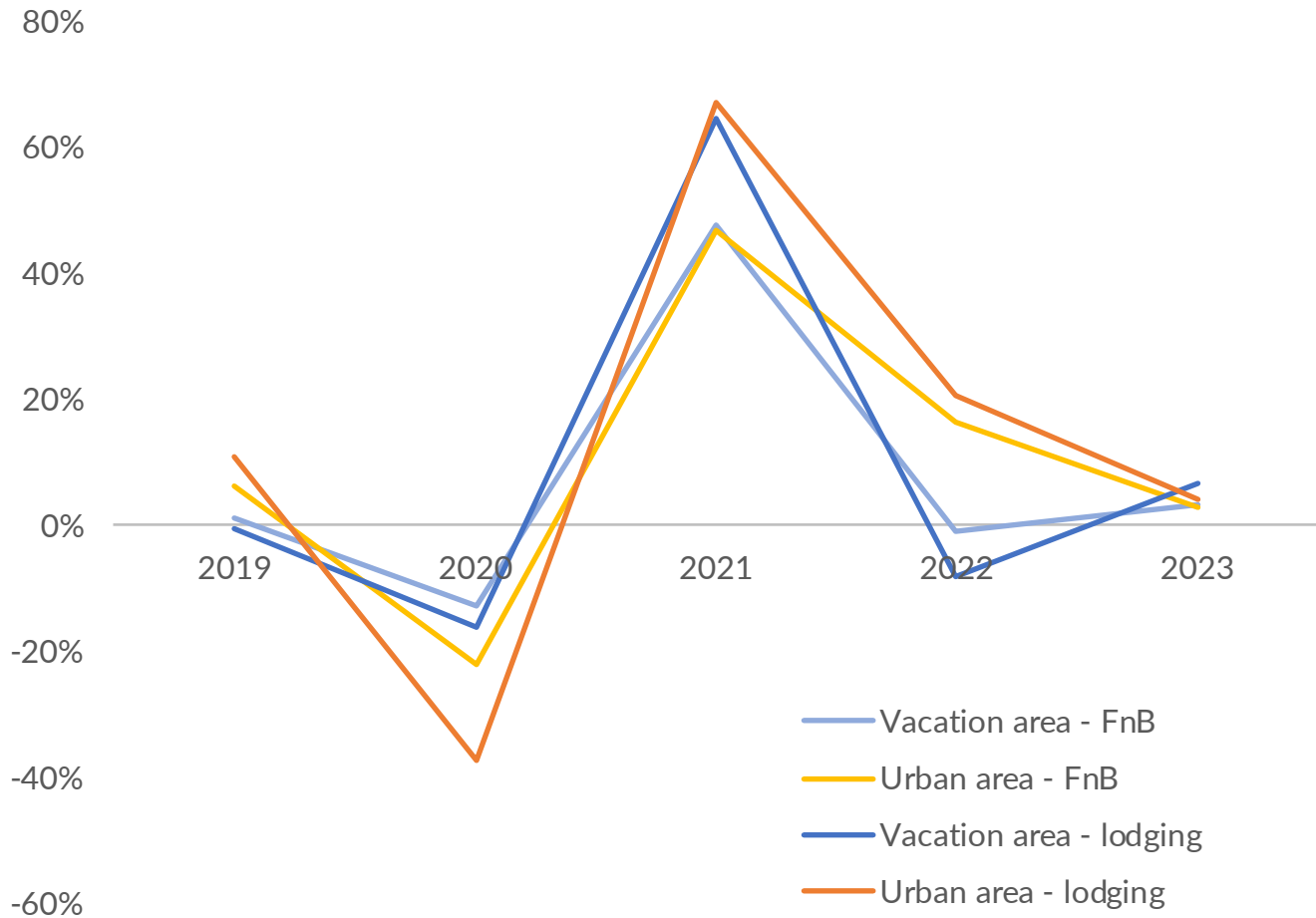
The fight at the top



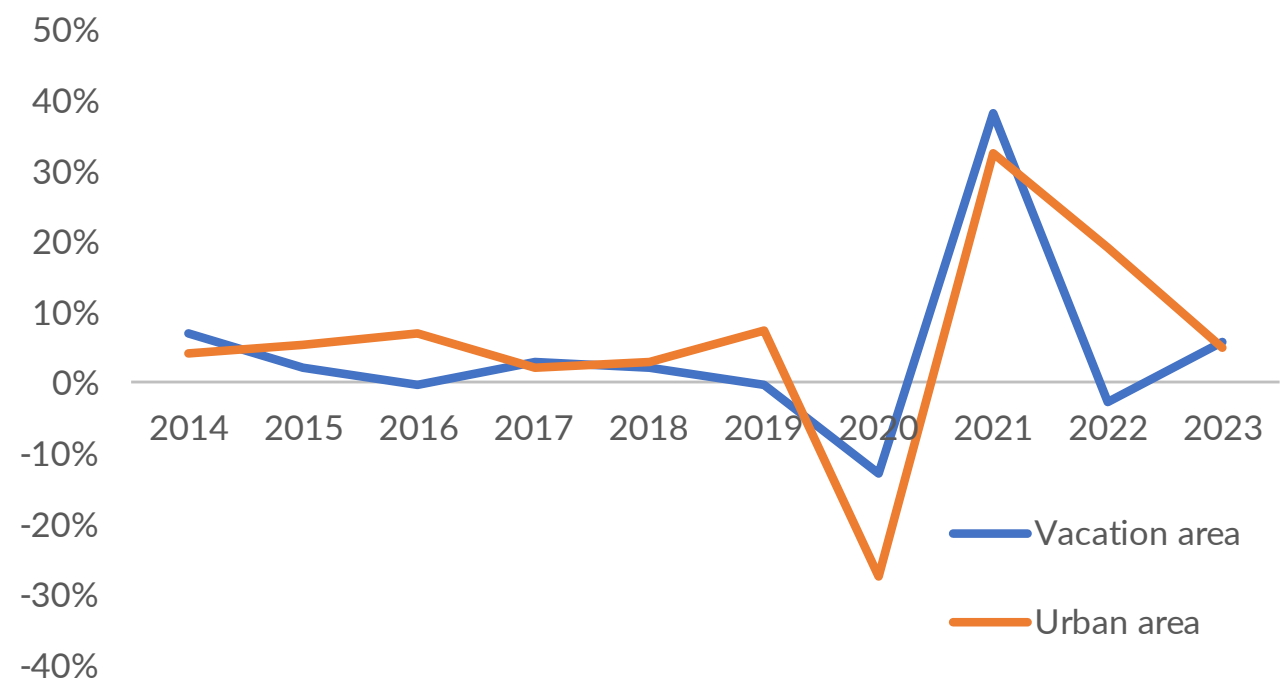
Lodging growth rates



Adding other industry performance into the picture



Visitor spending results



Regional performance

Regional spending timeline

Amounts in \$ millions

	2019	2020	2021	2022	2023	2023 growth	Share of state
Region							
Black Hills & Badlands	\$1,557.7	\$1,355.2	\$1,863.6	\$1,813.1	\$1,917.5	5.8%	38.6%
Glacial Lakes & Prairies	\$611.2	\$502.4	\$598.0	\$679.3	\$699.2	2.9%	14.1%
Missouri River	\$311.5	\$276.9	\$329.5	\$374.8	\$386.0	3.0%	7.8%
Southeast	\$1,617.3	\$1,209.1	\$1,596.1	\$1,862.7	\$1,959.9	5.2%	39.5%
State Total	\$4,097.8	\$3,343.5	\$4,387.1	\$4,729.9	\$4,962.7	4.9%	100.0%

Source: Tourism Economics

2023 top 10 counties - growth

County	Region	Growth Rate
Bon Homme County	Southeast Region	21.1%
Potter County	Great Lakes Region	20.2%
Hyde County	Great Lakes Region	17.0%
Hanson County	Southeast Region	15.4%
Kingsbury County	Glacial Lakes and Prairies Region	15.3%
Jackson County	Black Hills Badlands and Lakes	15.1%
Haakon County	Black Hills Badlands and Lakes	14.3%
Sanborn County	Glacial Lakes and Prairies Region	13.3%
Clay County	Southeast Region	11.4%
Yankton County	Southeast Region	11.0%

A couple of clusters in:

- Southeast with Bon Homme, Clay & Yankton
- Potter & Hyde – driving distance from Pierre

Top counties by size – growth rate for 2023

County	Region	Growth Rate
Minnehaha County	Southeast Region	5.0%
Pennington County	Black Hills Badlands and Lakes	2.8%
Lawrence County	Black Hills Badlands and Lakes	10.7%
Brown County	Glacial Lakes and Prairies Region	-0.1%
Custer County	Black Hills Badlands and Lakes	10.1%
Brookings County	Glacial Lakes and Prairies Region	8.4%
Davison County	Southeast Region	2.6%
Codington County	Glacial Lakes and Prairies Region	3.5%
Lincoln County	Southeast Region	5.3%
Yankton County	Southeast Region	11.0%

Custer, Lawrence and Yankton all had 10%+ growth in lodging sales with support from other industry sectors to support growth.

Brown had declines in lodging and recreational shares.

SOUTH DAKOTA TOURISM – 2023 COUNTY ANALYSIS

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