How To Best Utilize The Welcome Centers

December 10, 2024

TODAY'S TOPICS

→ Welcome Center Improvements

→ Publication Programs

→ Digital Display Programs

→ Welcome Center Community Takeovers

WELCOME CENTER IMPROVEMENTS

TRAVEL *South Dakota*

Buffalo Exhibit

Traditional Medicines

Archery

Beadwork & Quillwork

Ledger Art

Tap a Skill to Learn More

Indigenous Skills Walkthrough

Lewis and Clark Welcome Center

Maka Tipi

You're here! The Welcome Center along I-90 at Chamberlain affords breathtaking views of Lake Francis Case, a sprawling Missouri River reservoir. Step out onto the two-story balcony to photograph the river and its gentle bluffs. The balcony is shaped like a keelboat, the expedition's primary form of transportation in South Dakota. Just across the river, you can see present-day Oacoma, where the expedition camped both leaving and returning. Enjoy the exhibits inside the center that depict items the explorers brought on their journey and show examples of the wildlife the Corps encountered. Don't miss the stunning Dignity statue on your way out!

Tap to Maximize

The Lewis and Clark Welcome Center is a place where history comes to life.

VISIT THE SITE. SCAN FOR DIRECTIONS

view on map

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CHAMBERLAIN WELCOME CENTER

Missouri River Travelogue Map

UPDATES TO COME

→ Current Welcome Center

→ Expected Timeline

→ Existing Location

PUBLICATION PROGRAM

TRAVEL
SouthDakota

POLICIES

→   All new publications must be registered

→   Four-digit confirmation/publication number

→   Confirmation emails

→   Quantity requested

TRAVEL
SouthDakota

REQUIREMENTS

→ At least 50% of the publication content must promote tourism in South Dakota

→ Publications must be up to date with current information

→ Title must be located at the top of the publication

REQUIREMENTS

→ Brochures, Rack Cards, Booklets, Magazines

→ Paperweight Requirements

→ Size recommendations available on SDVisit.com

UNACCEPTABLE PUBLICATIONS

➜ Inaccurate publications

➜ Publications advertising sale of real estate properties

➜ Publications promoting political or religious beliefs or soliciting donations

THE "WHY" BEHIND ALL THESE RULES:

Our goal with the Welcome Centers Publication Program is to better promote South Dakota businesses by increasing the visibility and awareness of destinations across the state to the thousands of visitors who stop at the Welcome Centers each summer. We implement the rules and policies to maximize the effectiveness of the literature we display.

TRAVEL
SouthDakota

HOW TO REGISTER

→ Registration is done through SDVisit.com

→ There is no fee to participate

→ Registration opens: January 2025

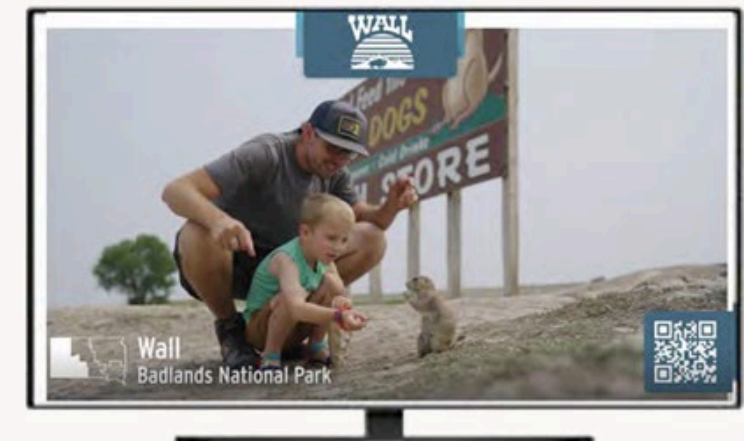→ Registration forms remain available all season

DIGITAL DISPLAY PROGRAM

TRAVEL
SouthDakota

TRAVEL
SouthDakota

WELCOME CENTER DISPLAY ADS

→ Key primary audience

→ :15 second spot ad placement

→ Timing: May through September

→ Cost: $1,000

→ Registration Deadline: April 16

WELCOME CENTER
COMMUNITY
TAKEOVER

TRAVEL *South Dakota*

- → Key primary audience
- → Include eligible promotional items
- → Cost: $250/Center
- → Registration Deadline: April 1

Thank You!

For any questions regarding the Welcome Centers, please contact Shay Moran at Shawntae.Moran@TravelSouthDakota.com