

# TRAVEL SOUTH DAKOTA

## Destination Development Program

### KEY PROGRAM ELEMENTS:

- Tourism product assessment and strategy development
- Stakeholder engagement and capacity building
- Product development and implementation support

### THIS PROGRAM WILL PROVIDE SELECTED COMMUNITIES WITH:

- Expert guidance on developing authentic tourism products & experiences
- Training on working together to manage tourism in a responsible way
- Small grants for tourism product development projects
- Access to Travel South Dakota marketing opportunities

### THIS PROGRAM IS FOR:

- Rural communities with populations under 30,000
- Areas with untapped tourism potential or those needing revitalization
- Eligible applicants:
  - >> Local Governments
  - >> DMOs / CVBs / Chamber of Commerce
  - >> Tourism Business Owners / Operators
  - >> Tribal Governments & Organizations

Applications are welcome from individual communities or from multiple communities collaborating on a regional project.

### BE PART OF THE JOURNEY!

We invite you to join the launch phase of the destination development program in 2025. Stay engaged and take note of these key dates:

- Webinar and Info Sessions: July 2025
- Applications Open: Early August 2025
- Application Deadline: Late August 2025
- Selected Communities Announced: September 2025

### TO LEARN MORE, PLEASE VISIT:

[SDVisit.com/Destination-Development](https://SDVisit.com/Destination-Development)

Travel South Dakota is launching a Destination Development Program designed to help rural communities and businesses harness tourism to strengthen local economies, enhance residents' quality of life, and protect their unique character and natural resources.

Expanding tourism opportunities throughout the state will enhance local economies, support businesses, and bring visitors to a range of destinations offering new authentic tourism products, experiences, and services. This approach will enable more residents and businesses to experience the positive impacts of tourism, creating a stronger, more inclusive foundation for prosperity in rural communities.

### WE NEED YOUR INPUT!

We aim to design a Destination Development Program that meets the needs of rural communities and businesses across the state. To do this, we need your feedback. Help us understand your community's tourism landscape—its opportunities, challenges, and the resources that would be most helpful to you.

Please take 10-15 minutes to complete our brief survey and share your thoughts. Your voice matters!



### CONTACT US

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