

# BLACK HILLS & BADLANDS SD

TOURISM ASSOCIATION

## DRIVING GROWTH & VISITATION THROUGH REGIONAL INITIATIVES





# MICHELLE THOMSON

BLACK HILLS & BADLANDS TOURISM ASSOCIATION  
PRESIDENT/CEO

*Celebrating 85 Years of Driving Growth & Visitation Through  
Regional Initiatives*



# A LOOK BACK AT 2023/2024

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**\$1,917.5 B | +5.8%**

BLACK HILLS  
VISITOR SPENDING

\*2023

**\$1.937 B | +3.8%**

\*Jan-Nov 2024



**20,840**

BLACK HILLS  
JOBS SUPPORTED

\*2023

**36% of jobs in SD**





**+ .6%**

HOTEL OCCUPANCY



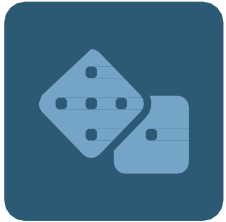
**+ .1%**

SHORT TERM RENTAL  
OCCUPANCY



**3.2 DAYS**

AVERAGE LENGTH OF STAY



**+4.5%**

DEADWOOD GAMING TAXES



**4.2M**

NATIONAL PARK  
RECREATIONAL VISITS

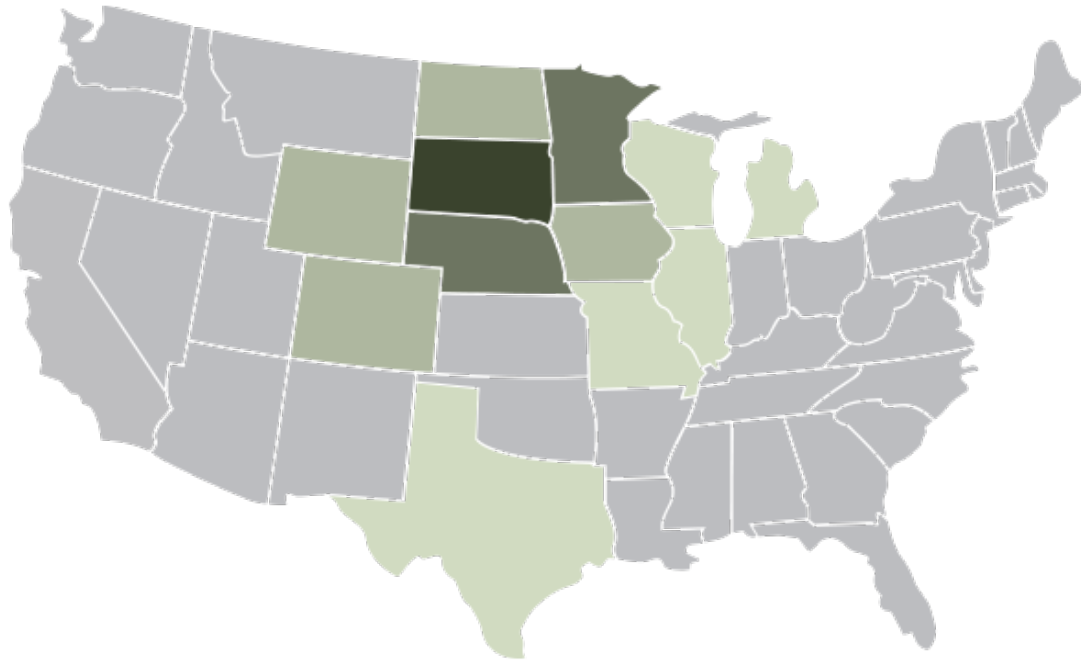


**+7.7%**

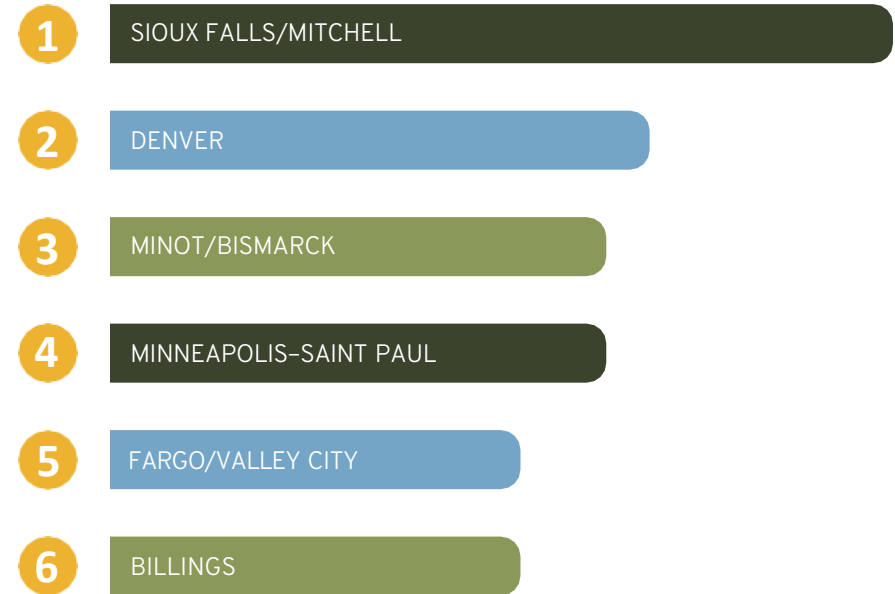
STATE PARK VISITATION

Year to Date Numbers Available for 2024.

## TRAVELER ORIGINS

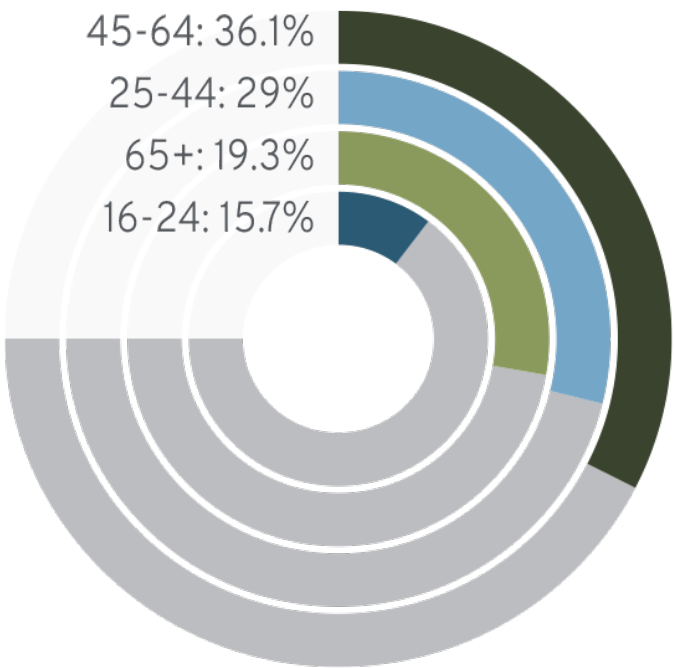


## TOP SPENDER MARKETS

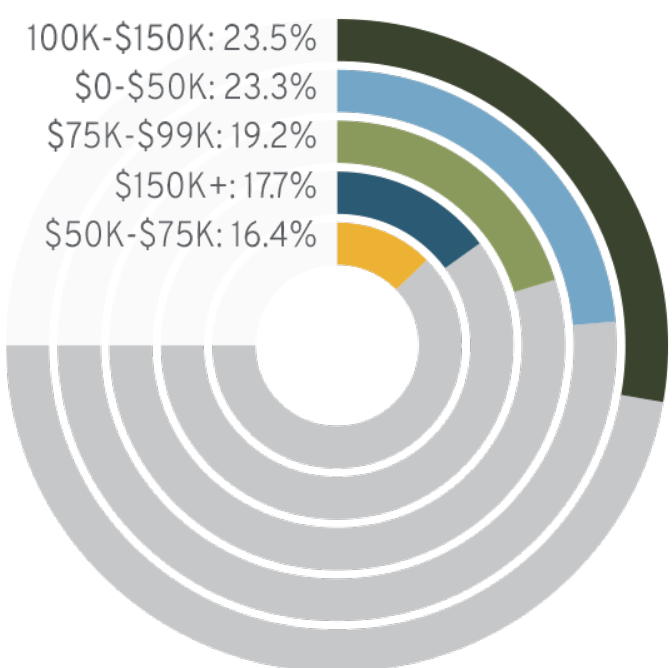


# DEMOGRAPHICS

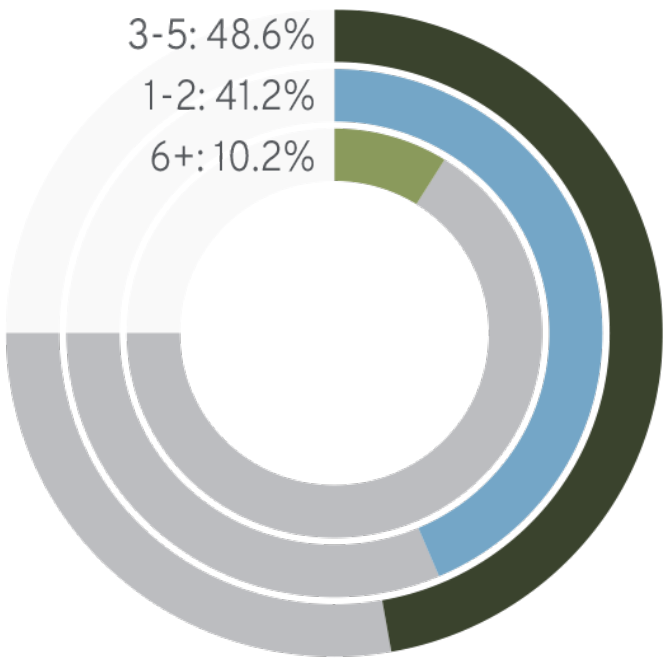
AGE



INCOME



HOUSEHOLD SIZE





# 2024 HIGHLIGHTS

- Purpose, Vision and Mission
- 2024 Strategic Goals
- BH&B Marketing Campaigns
- BHVIC Impact
- Membership Efforts









## PURPOSE

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To serve members by promoting, advocating and marketing the Black Hills and Badlands region.



## VISION

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Our vision is that the Black Hills and Badlands region will be the ultimate experience.



## MISSION

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Our mission is to serve as a unifying force to increase visitor numbers, trip duration and visitor sales for the economic benefit of our members and the communities we serve.

## 2024 STRATEGIC INITIATIVES



GROWING MEMBER RELATIONS



EXPANDING INDUSTRY ADVOCACY



ENHANCING  
MARKETING IMPACT



CULTIVATING REVENUE SOURCES



OPTIMIZING INTERNAL  
INFRASTRUCTURE



FACILITATING INFO  
NETWORKS

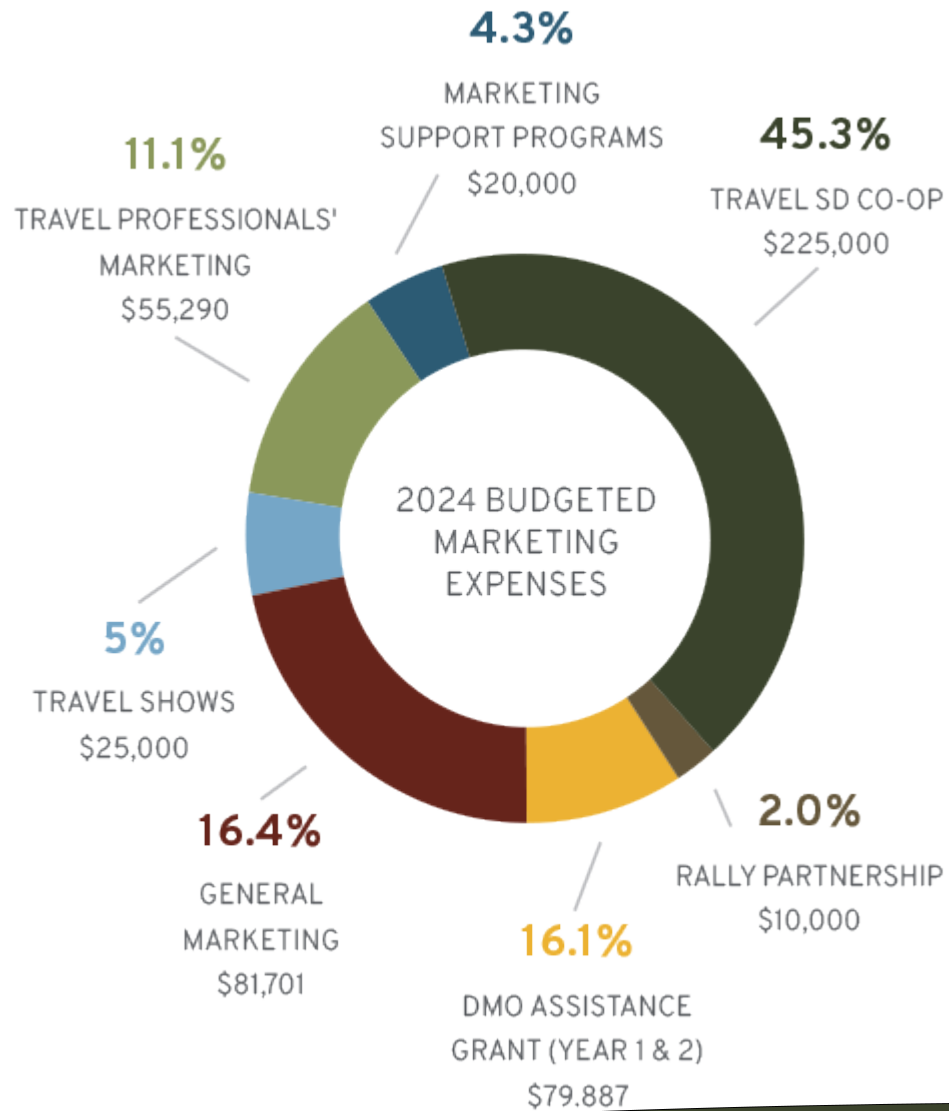
# YEAR-ROUND MARKETING CAMPAIGNS

**64.0M**

TOTAL IMPRESSIONS

**544.9K**

TOTAL ENGAGEMENTS







*South Dakota*

# PARTNERSHIP

**53.2M**

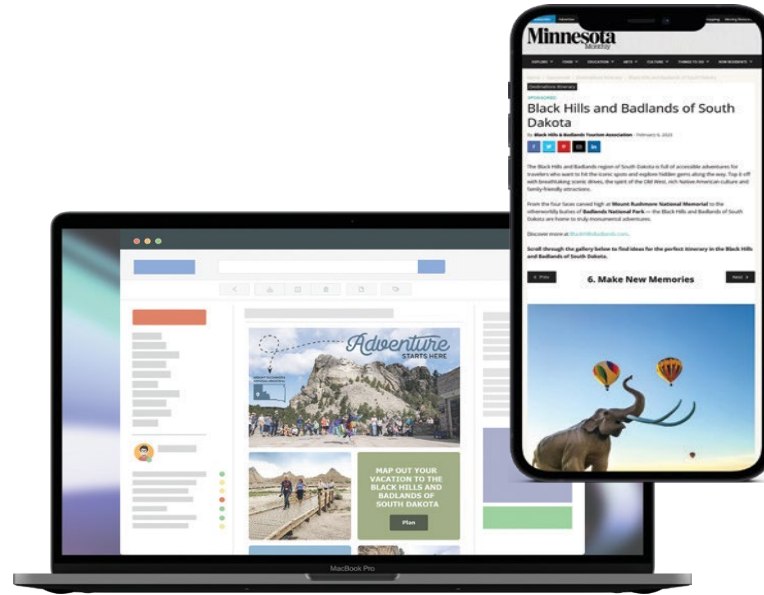
TOTAL IMPRESSIONS

**172.7K**

TOTAL ENGAGEMENTS

\* Combined Peak & Shoulder Marketing

**BLACK HILLS**  
& BADLANDS **SD**  
TOURISM ASSOCIATION



# BH&B DIGITAL CAMPAIGNS

10.7M

TOTAL IMPRESSIONS

371.9K

TOTAL ENGAGEMENTS

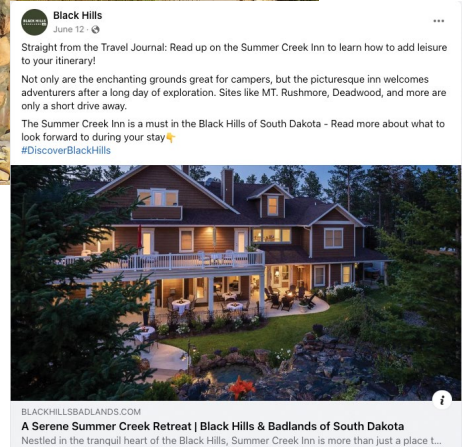
\$34.1M

EST. PAID DISPLAY ROI  
Source Datafy



**BLACK HILLS  
& BADLANDS SD**  
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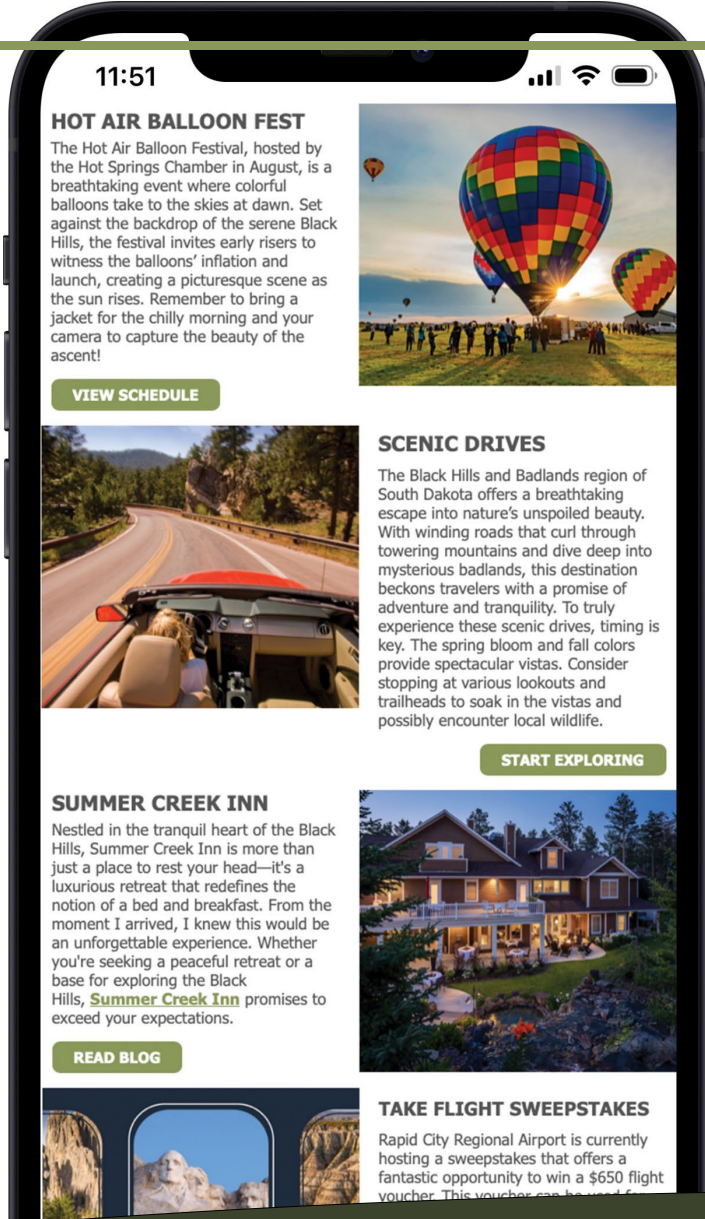
# SOCIAL MEDIA

6.7M

TOTAL IMPRESSIONS

224.9K

TOTAL ENGAGEMENTS



# EMAIL MARKETING

33.23%

TOTAL IMPRESSIONS

3.99%

CTOR

111.3K

SUBSCRIBERS



# BlackHills Badlands.com

1.5M

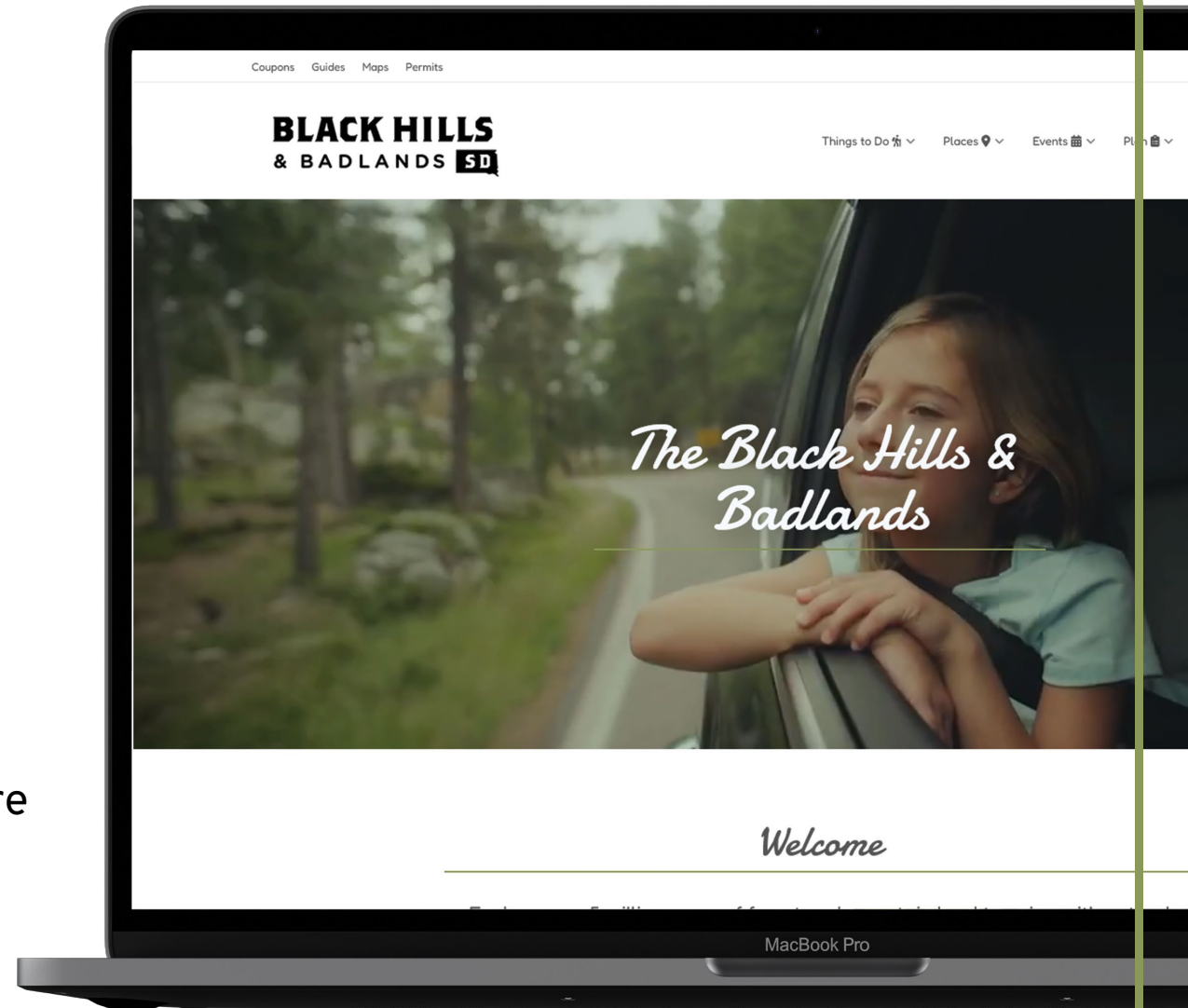
PAGEVIEWS

138K

BLOG ARTICLES READ

## TOP CONTENT

1. Maps
2. Things to Do
3. Events
4. Stay
5. Mount Rushmore
6. Permits



BLACKHILLSBADLANDS.COM

# SUPPORTING OUR MEMBERS

152.6K

MEMBER  
PAGEVIEWS

6.5K

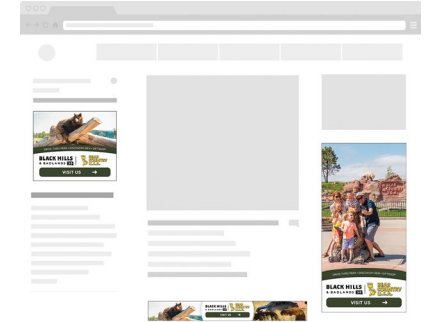
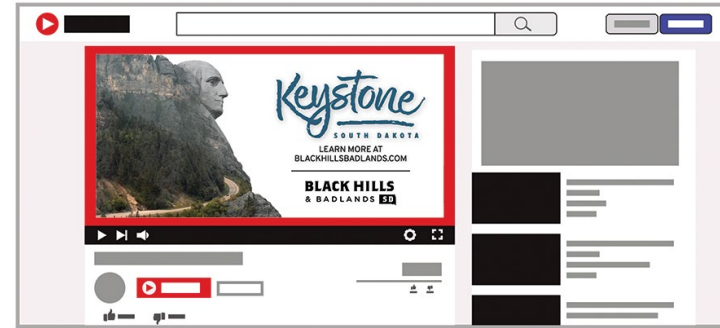
SD VACATION GUIDES  
REQUESTED

39K

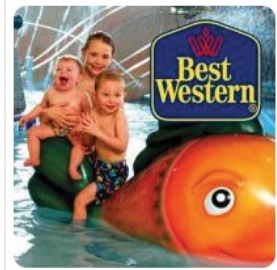
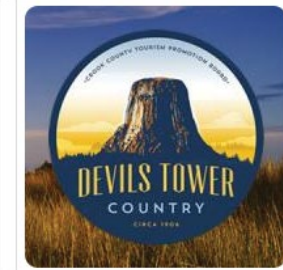
OUTBOUND MEMBER  
CLICKS

18K+

MEMBER LEADS  
GENERATED



I would like to learn more about these area businesses & communities:



**BLACK HILLS  
& BADLANDS SD**  
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# PRINTED PUBLICATIONS



SOUTH DAKOTA  
VACATION GUIDE



BLACK HILLS & BADLANDS  
VACATION GUIDE



TRAVEL PROFESSIONALS  
GUIDE



OFF-ROAD  
ADVENTURES GUIDE

# PUBLICATION IMPACT



**460K**

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TOTAL PRINTED  
PUBLICATIONS



**138.7K**

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TOTAL DIGITAL  
VIEWS



# MAPS & CALENDARS

- Attractions Tear-off Map
- Motorcycle Tear-off Map
- Tasting Trail Map (BHBVG Insert)
- Fourth of July Events Calendar
- Fall Events Calendar



## AUGUST

Aug. 27 – Sept. 1  
Sturgis Mustang Rally  
Sturgis • SturgisMustangRally.com  
31 Southern Hills Triathlon  
Hot Springs • TriSouthernHills.com

## SEPTEMBER

Sept. 1-Oct. 5 Living Treasures  
Indian Arts Cultural Exchange  
Crazy Horse Memorial  
CrazyHorseMemorial.org

Sept. 6 – Oct. 31 Spearfish  
Corn Maze & Pumpkin Patch  
Spearfish • SpearfishVillage.com

6 Cody Johnson  
& Friends in Concert  
The Monument, Rapid City  
TheMonumentLive

6 Crazy Horse & Korczak  
Remembrance Day  
Crazy Horse Memorial  
CrazyHorseMemorial.org

7-8 Hill City Quilt  
& Fiber Arts Show & Sale  
Hill City • HillCityQuilt.com

7 Rush No More & Dakota Roads  
Hill City • DakotaRoads.com

15 Black Hills Beer  
Fun Run/Walk  
Spearfish • SpearfishBeer.com

19-21 Black Hills Plain  
Air Paint Out  
Hill City • HillCityAir.org

20-21 Sturgis MusicFest  
& Fall Festival  
Sturgis • SturgisMusicFest.com

20-21 Black Hills  
Photo Shootout  
Hot Springs • PhotoShootout.com

20-21 Fall in Love with Lead  
Lead • LeadCity.com

20-21 Mickelson Tr.  
George S. Mickelson Trail

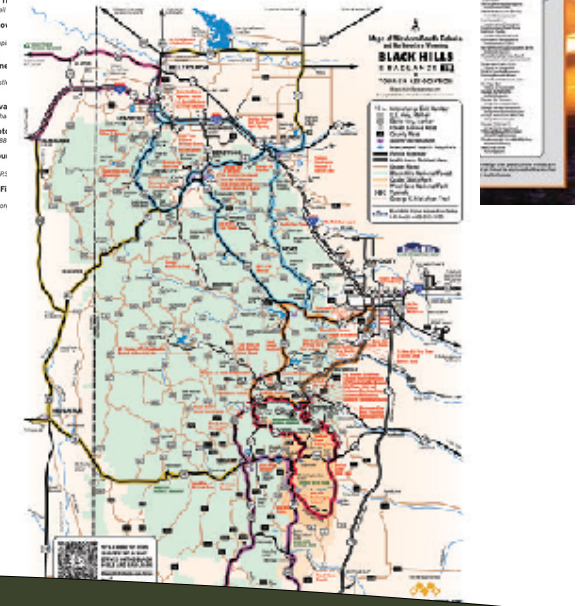
21 Cruiser Car Show  
& Street Fair  
Black Hills Square, Rapid City  
BlackHillsSquare.com

21 Newcastle Shine  
Newcastle, MT  
Facebook.com/NewcastleShine

21 Sturgis Fall  
Hot Pepper Festival  
Sturgis • SturgisFall.com

26-28 Buffalo Roue  
& Arts Festival  
Guthrie, Idaho Park • IDPA

27-29 Black Hills FI  
Rapid City & Hill City  
BlackHillsFireFestival.com



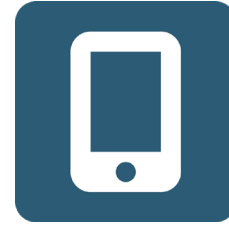
# MAPS & CALENDARS IMPACT



**925K+**

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TOTAL PRINTED  
MAPS & CALENDARS



**21K**

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TOTAL DIGITAL  
VIEWS

# CO-OP PROGRAMS

- BLACK HILLS**  
**& BADLANDS** **SD**  


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**TOURISM ASSOCIATION**





# TRAVEL TRADE

# ADVERTISING

## GROUP TOUR PUBLICATIONS

- Group Travel Leader
- Groups Today
- Leisure Group Travel
- Group Tour Magazine
- Destinations Magazine
- Select Traveler

## INTERNATIONAL PUBLICATIONS

- AMERICA Journal
- Great American West Guide & Map
- Brand USA Inspiration Program





# TRAVEL TRADE

## TRADE SHOWS

### GROUP TOUR

- National Tour Association Travel Exchange
- American Bus Association Marketplace

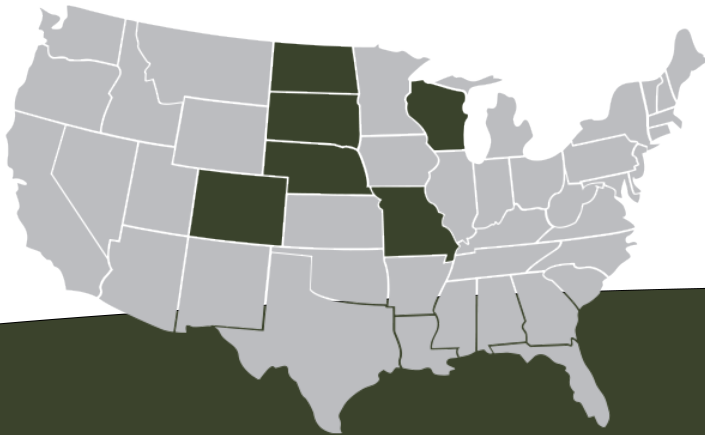
### INTERNATIONAL

- Go West Summit
- International Roundup
- IPW



# TRAVEL SHOWS '24

- The Ultimate RV Show - Denver, CO
- Kansas City RV Show – MO
- LaCrosse Boat, Sports, Travel, RV & Hunting Show - NE
- Omaha Boat, Sports & Travel Show - NE
- Red River Valley Sportsmen's Show – Fargo, ND
- Sioux Empire Sportsman's Show – SD
- Wisconsin Sport Show – Eau Claire, WI



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# BLACK HILLS VISITOR INFORMATION CENTER

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# BLACK HILLS VISITOR INFORMATION CENTER



24,643

VISITORS  
SERVED



13,575

OHV  
PERMITS SOLD



474

STATE PARK  
PASSES SOLD



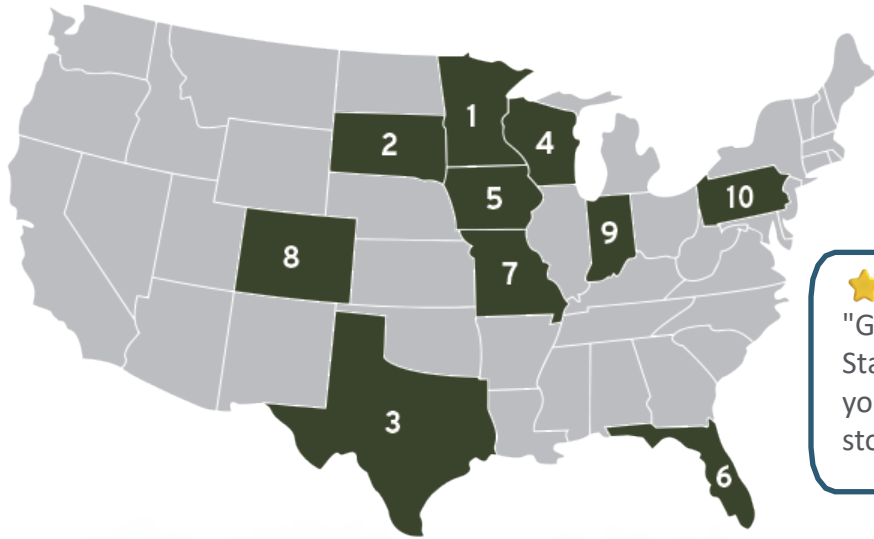
103

MICKELSON TRAIL  
PERMITS SOLD

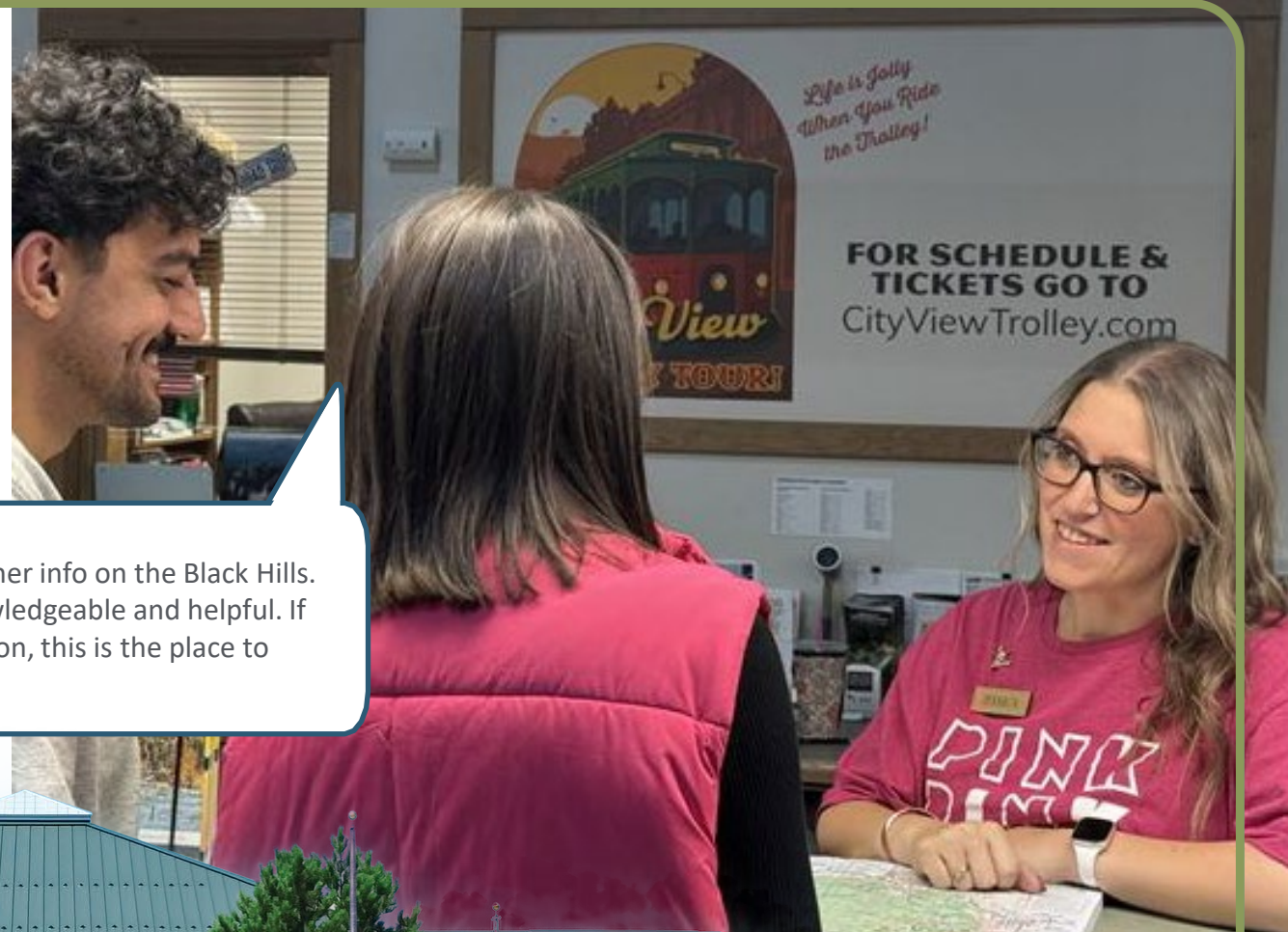




# GUESTS



"Great place to gather info on the Black Hills. Staff was very knowledgeable and helpful. If you need information, this is the place to stop."



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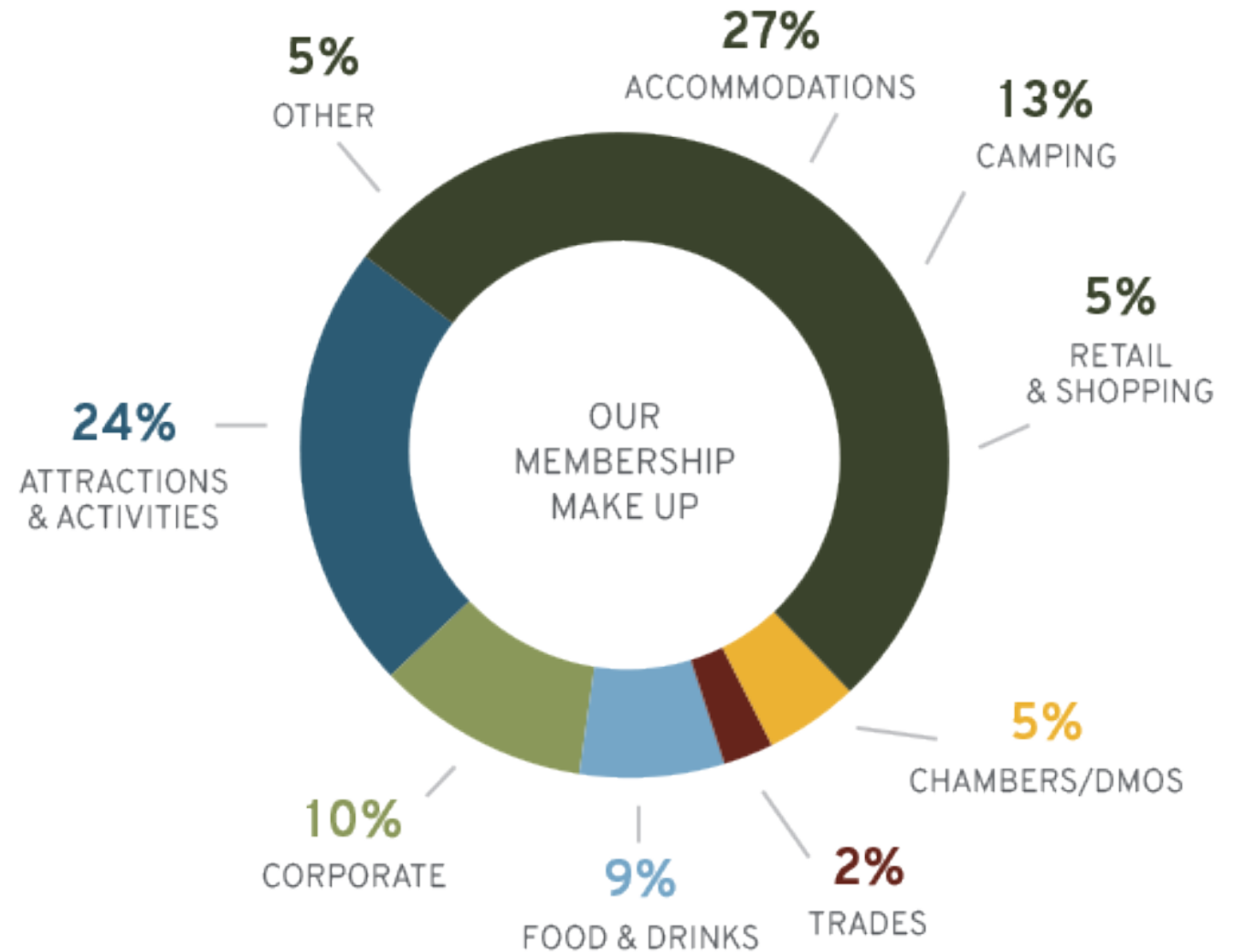
# MEMBERSHIP

483

TOTAL MEMBERS

91%

RETENTION RATE





# INDUSTRY SUPPORT

**39.8%**

MICROBYTES OPEN RATE

**10,705**

VIP CARDS DISTRIBUTED

**10K+**

DISTRIBUTION MILES DRIVEN

**123**

LIT SWAP BUSINESSES  
REPRESENTED



# *Thank You*

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*Driving Growth & Visitation Through Regional Initiatives*



# BLACK HILLS & BADLANDS SD

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## DRIVING GROWTH & VISITATION THROUGH REGIONAL INITIATIVES

