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a look at  
SOUTHEAST  
SOUTH DAKOTA

TOURISM ASSOCIATION

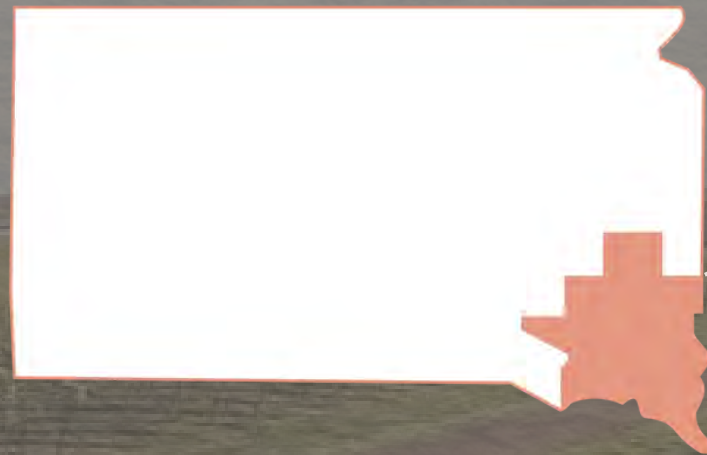


# ABOUT OUR ORG

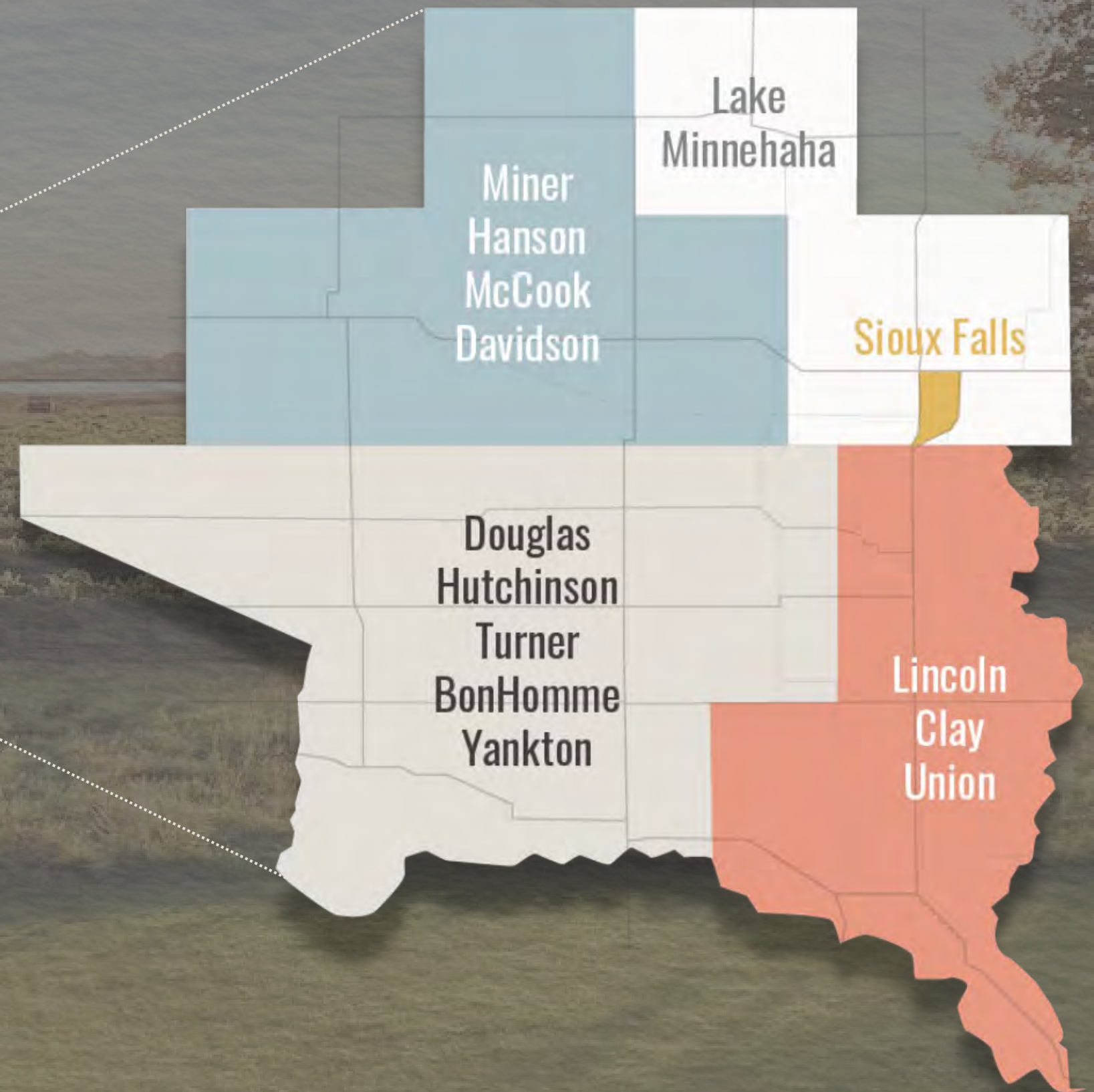




# THE REGION



- 5 Districts
- 14 Counties
- 3 Bordering States







# OUR PURPOSE

We are a non-profit organization dedicated to increasing the economic impact of the visitor industry in Southeastern South Dakota.



# STAFF



SUE

AMY

KASI

CASEY

EMILY



# BOARD OF DIRECTORS





# OFFICE

- Mead Museum, Yankton
- Casey & Amy - Yankton
- Emily - Sioux Falls





# DRIVING VISITATION





An aerial photograph of a rugged coastline. In the top left, a small orange boat is visible in the dark water. The middle section of the image is dominated by a large, light-colored rock formation that juts out into the sea. To the right of the rocks, there is a dense forest of green trees. The bottom right corner of the image shows more of the rocky shore and the surrounding water.

driving visitation

# BEING VISIBLE & INSPIRING

- TSD Co-op Campaign
- Print Advertising
- FB & IG
- Westroads Mall
- Travel Shows



TRAVEL  
*South Dakota*  
COMMUNITY  
CO-OP CAMPAIGN

Goal:

Boost awareness and drive  
qualified web traffic to drive  
bookings and revenue for our  
members and Southeast  
South Dakota





TRAVEL  
*South Dakota*  
COMMUNITY  
CO-OP CAMPAIGN



From country charm  
to city comforts

◀ SOUTHEAST ▶  
South Dakota

From country charm  
to city comforts

◀ SOUTHEAST ▶  
South Dakota

*South Dakota*

BOOK NOW





# CAMPAIGN SCOPE

TRAVEL  
*South Dakota*  
COMMUNITY  
CO-OP CAMPAIGN

- March 11- September 31, 2024
- Target Areas:
  - Omaha
  - Minneapolis
  - Fargo
  - Des Moines
  - Chicago
- Targeted Audiences:
  - Families
  - Wanderers
  - Hunters



# CHANNELS

- Paid Search
- Paid Social
- Digital Ads
- Digital Out of Home Ads
- Sojern & TripAdvisor Ads
- SHRPA Collaborations

TRAVEL  
*South Dakota*  
COMMUNITY  
CO-OP CAMPAIGN



# CAMPAIGN RESULTS

TRAVEL  
*South Dakota*  
COMMUNITY  
CO-OP CAMPAIGN

- Best Performing Areas:
  - Omaha
  - Des Moines
  - Sioux City
- 4,991,938 Impressions Delivered
- 13,867+ Ad-exposed Bookings Statewide
- 4,846 Ad-exposed Bookings In-destination





# PRINT ADVERTISING

- 4 Publications
  - 2,104 Email Leads
- From Meredith  
Partnership





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# PRINT ADVERTISING







# FACEBOOK & INSTAGRAM

FB Followers: 9,839

FB Reach: 509,745

FB Link Clicks: 28,499

IG Followers: 2,651

IG Reach: 11,901





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FACEBOOK &  
INSTAGRAM

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Southeast South Dakota

Published by Emily Schaffer

May 23, 2024

🇸🇩 Immerse yourself in the rich culture of the Tabor community with lively music, dancing, and mouthwatering traditional Czech foods at **Tabor Czech Days** June 14-15, 2024! From kolaches to polka, don't miss out on the 75th annual extravaganza that draws thousands from near and far to experience the heart and soul of Tabor's Czech heritage. 🇸🇩

#SouthDakota #sesouthdakota #southeastSD #southeastSouthDakota #celebrateczechheritage

JUNE 14/15

Southeast South Dakota's Post

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Southeast South Dakota

Published by Amy Louise Bailey

January 13, 2024

"For 50 years, the National Music Museum has been home to one of the world's most respected collections of instruments. You can track musical history, from the world's oldest cello to one of Elvis' guitars, through its exhibits in Vermillion, S.D."

- Elizabeth Rembert, **NPR** All Things Considered

Listen to this NPR podcast about the amazing **National Music Museum (NMM)** here.

👉 [n.pr/47xVzIN](#)

#NMMMud #NewNMM #HiFromSD #WeAreSouthDakota #Southdakota #sodak #sesd

Comment as Southeast South Dakota

Lewis & Clark Recreation Area  
The World's Only Corn Palace  
Game, Fish & Parks Outdoor Campus - Sioux Falls  
Fleurbaey Flower Farm & Design  
Children's Museum of South Dakota  
Thunder Road Family Park-Sioux Falls, SD  
Falls Park - Experience Sioux Falls  
& Swimming at any of our beautiful lakes!

Find more inspiration in our travel guides:  
<https://www.southeastSouthDakota.com/requestvisitorspack>

#FirstDayOfSummer #SummerAdventures #HiFromSD #sesouthdakota #southeastSD #southeastSouthDakota

adventure\_605 Happy Summer!!!

20w 1 like Reply

View insights

Boost post

Like Comment Share

Like

Comment

Share

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Comment

Share

Like

Comment

Share

Southeast South Dakota's Post

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Southeast South Dakota

Published by Emily Schaffer

July 1, 2024

🗓️ Mark your calendars for **Yankton Riverboat Days & Summer Arts Festival**, August 16-18! 🌟 Enjoy inflatables, carnival rides, fireworks, art vendors, and a lively parade with 120+ entries. Dive into educational exhibits and community spirit along the Missouri River. Plan your weekend today!

#YanktonRiverboatDays #SaveTheDate

Comment as Southeast South Dakota

Southeast South Dakota's Post

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Southeast South Dakota

Published by Emily Schaffer

May 28, 2024

Who's ready to slide back into summer!? 🌊🌈 Can you guess where this slice of Southeast South Dakota paradise is?

#sesouthdakota #southeastSD #southeastSouthDakota #waterparkfun

se\_southdakota\_tourism

Yes, we have a lot of corn here. 🌽 And this means we get to play in it this time of year! Accept the challenge of not just one but THREE amazing corn mazes in Southeast South Dakota.

Visit Heartland Country Corn Maze, Yogi Bear's Jellystone Park in Sioux Falls, SD, and Mazing Acres Pumpkin Patch this fall!

@mazingacres

#southeastSouthDakota #HiFromSD #southeastSD

15w

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se\_southdakota\_tourism

Have you ever experienced the thrill of riding in a covered wagon? This Southeast South Dakota destination has countless memory making experiences just waiting to be discovered. Any guesses on the whereabouts of this place? 🤔

#HiFromSD #CoveredWagon #sesouthdakota #southeastSD #southeastSouthDakota

adventure\_605 A true pioneer experience!

27w 1 like Reply

localoupodcast Desmet!

28w 2 likes Reply

View replies (1)

View insights

Boost post

Like Comment Share

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Comment

Share

Like

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Share

se\_southdakota\_tourism

Happy First Day of Summer! 🌞 It is time plan your adventure to Southeast South Dakota! Check out some great ways to spend summer days in our region. With so much to see and do you'll be sure to make unforgettable memories here! 🌊

Lewis & Clark Recreation Area  
The World's Only Corn Palace  
Game, Fish & Parks Outdoor Campus - Sioux Falls  
Fleurbaey Flower Farm & Design  
Children's Museum of South Dakota  
Thunder Road Family Park-Sioux Falls, SD  
Falls Park - Experience Sioux Falls  
& Swimming at any of our beautiful lakes!

Find more inspiration in our travel guides:  
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#FirstDayOfSummer #SummerAdventures #HiFromSD #sesouthdakota #southeastSD #southeastSouthDakota

adventure\_605 Happy Summer!!!

20w 1 like Reply

View insights

Boost post

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se\_southdakota\_tourism

SAVE THE DATE! 🗓️ Join us on July 27th for the 6th Annual South Dakota Chislic Festival in Freeman! Experience the best of one of our state's favorite dishes: chislic. Enjoy delicious food, live entertainment, and the scenic beauty of the Freeman Prairie Arboretum. Don't miss out on a day filled with fun and flavor!

#ChislicFestival #HiFromSD #sesouthdakota #southeastSD #southeastSouthDakota

27w

View insights

Boost post

Like Comment Share

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Share





# WESTROADS MALL, OMAHA

- Currently 27 Partners
- Nebraska's Largest Enclosed Shopping Center
- Attracts a High -income Audience of 1.5M+ Monthly Visitors





SE  
SD

# WESTROADS MALL







# TRAVEL SHOWS

- 5 Shows in 2024
- Areas:
  - Omaha
  - Lincoln
  - Des Moines
  - Sioux Falls
  - Wisconsin Dells
- International Round Up
- Personally Connect With Potential Visitors





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TRAVEL  
SHOWS





driving visitation

# CONNECTING & INFORMING

- Travel Shows
- Visitor Emails
- FB & IG
- Travel Guides & Map
- Website
- Event Calendars





# VISITOR EMAILS

## 2024 Stats:

- 7,279 Email Recipients
- 18.43% Increase
- 104,904 Emails Sent
- 28.1% Open Rate
- 17% Click Rate







# VISITOR EMAILS



## SOUTHEAST South Dakota



## FEELIN' LIKE FALL

Autumn is just around the corner in Southeast South Dakota.

With fall comes an array of gorgeous colors, magical sunsets, and the opportunity to make unforgettable memories outdoors!

Our crisp, cool fall air lends itself perfectly to scenic hikes, comfortable camping,



## SOUTHEAST South Dakota cheers to 2024!

As this year comes to a close, we're looking back on the moments and monumental improvements in Southeast South Dakota that make us smile.

From scenic adventures and delicious local flavors to unforgettable festivals and events, this year was filled with reasons to fall in love with our corner of the Midwest all over again.

Whether you joined us in person or admired from afar, we hope our people, places, and experiences brought joy to your life. We can't wait to share even more with you in 2025!



## 5 NEW REASONS to love Southeast SD even more!



[www.SoutheastSouthDakota.com](http://www.SoutheastSouthDakota.com)



## SOUTHEAST South Dakota

Fall in Southeast South Dakota has been absolutely gorgeous this year! With warm October temperatures have come great opportunities to be outside and enjoy the breathtaking nature that surrounds us.

Although it doesn't feel like it, we know that our winter wonderland is just around the corner. Keep reading for ways to enjoy our part of the midwest during the upcoming holiday season!

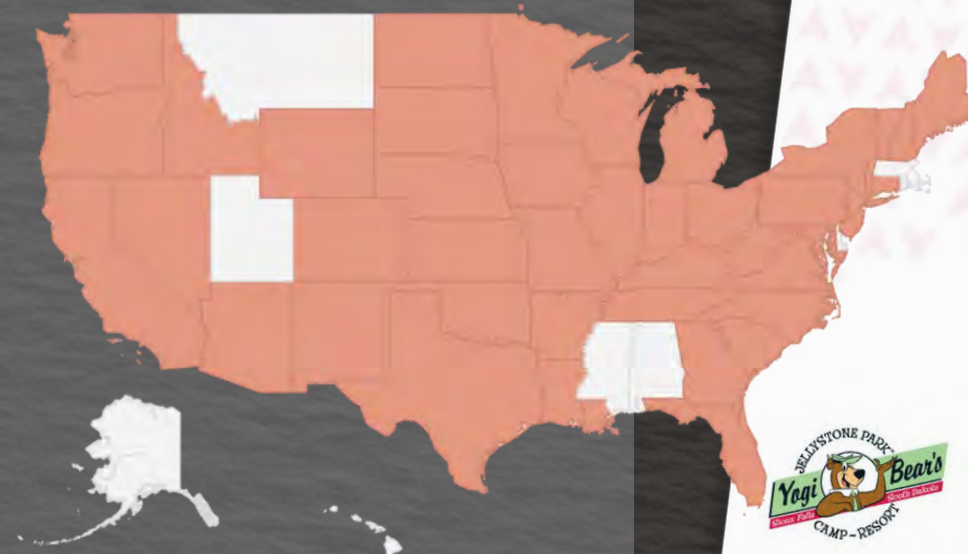


## GETTING READY FOR the Holiday Season





- Sweepstakes  
Generated Nearly 2,000  
New Email Contacts







# TRAVEL GUIDES & MAP

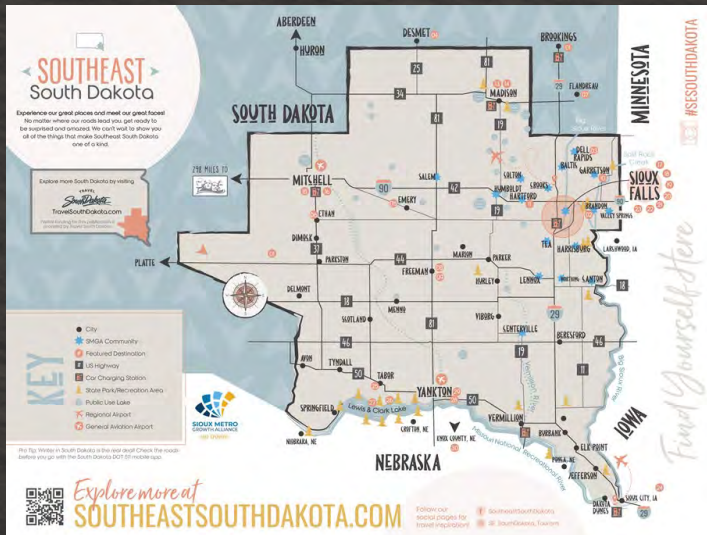
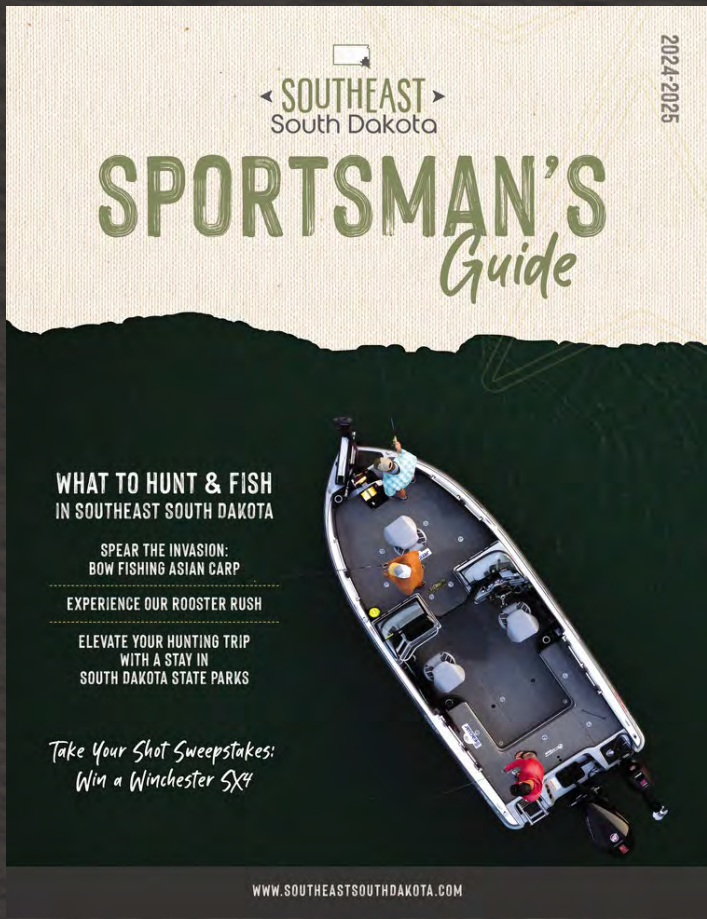
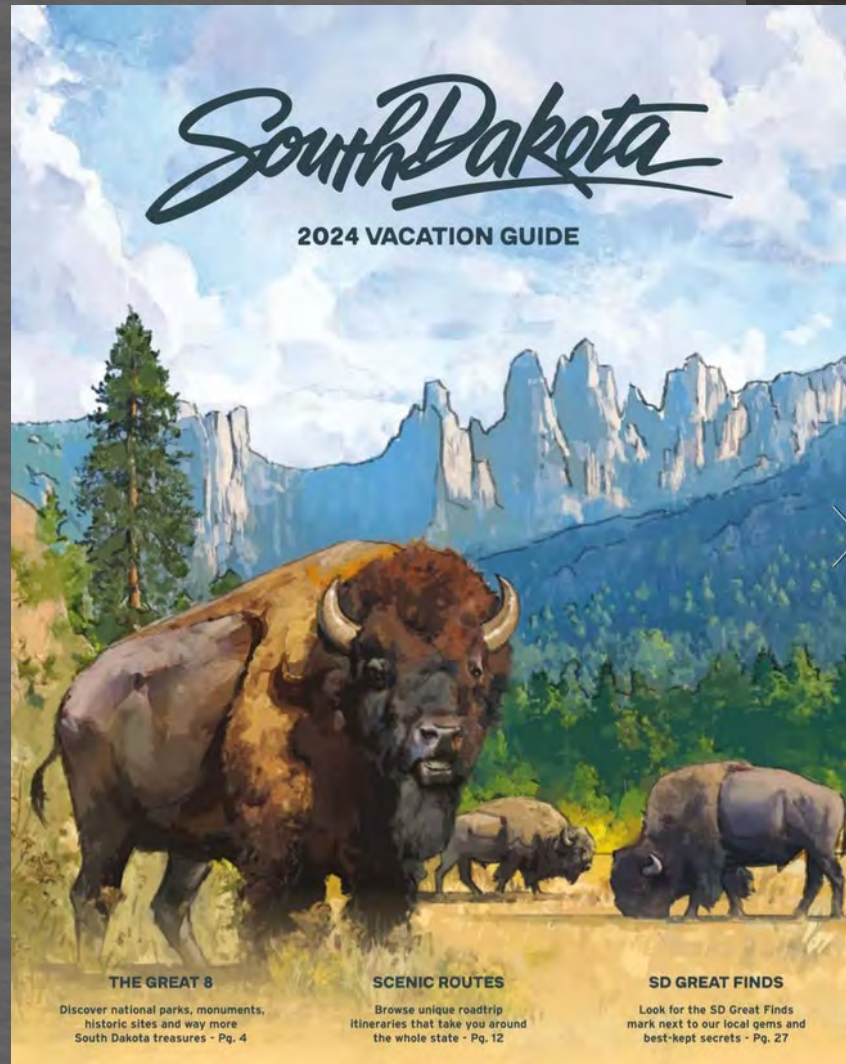
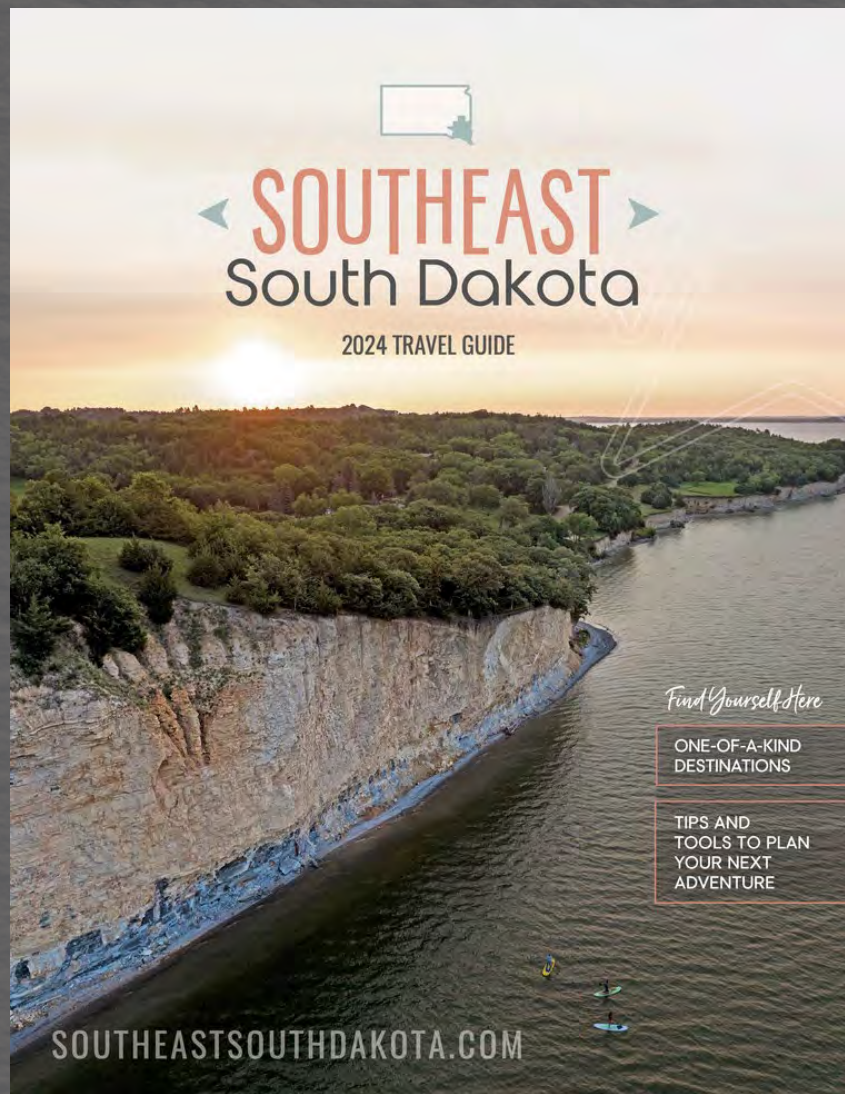
- SD Vacation Guide
- SESD Travel Guide
- SESD Sportsmans Guide
- SESD Map





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# TRAVEL GUIDES & MAP





# SD VACATION GUIDE

- 260,000 Printed Copies
- 113,000 Digital Views / 1.4M Page Views

## Distribution

- Mailed To Visitor Inquiries
- Travel Shows
- All SD Regional Tourism Associations Wide
- Variety of SD Tourism Businesses
- All 5 SD Interstate Welcome Centers
- Westroads Mall, Omaha
- International Distribution



TRAVEL  
GUIDES & MAP



# SESD TRAVEL GUIDE

- 40,000 Printed Copies
- Available to View Online

## Distribution

- Mailed To Visitor Inquiries
- Regional Travel Shows
- All SD Regional Tourism Associations
- SSDTA Members' Businesses
- All 5 South Dakota Welcome Centers
- Westroads Mall, Omaha



TRAVEL  
GUIDES & MAP



# SESD SPORTSMANS GUIDE

- 40,000 Printed Copies
- Available to View Online

## Distribution

- Mailed To Visitor Inquiries
- Regional Travel Shows
- All SD Regional Tourism Associations
- SSDTA Members' Businesses
- All 5 South Dakota Welcome Centers
- Westroads Mall, Omaha



TRAVEL  
GUIDES & MAP



# SESD MAP

- 20,000 Printed Copies
- Available to View Online

## Distribution

- Mailed To Visitor Inquiries
- Regional Travel Shows
- All SD Regional Tourism Associations
- SSDTA Members' Businesses
- All 5 South Dakota Welcome Centers
- Westroads Mall, Omaha



TRAVEL  
GUIDES & MAP





# VISITOR PACKETS

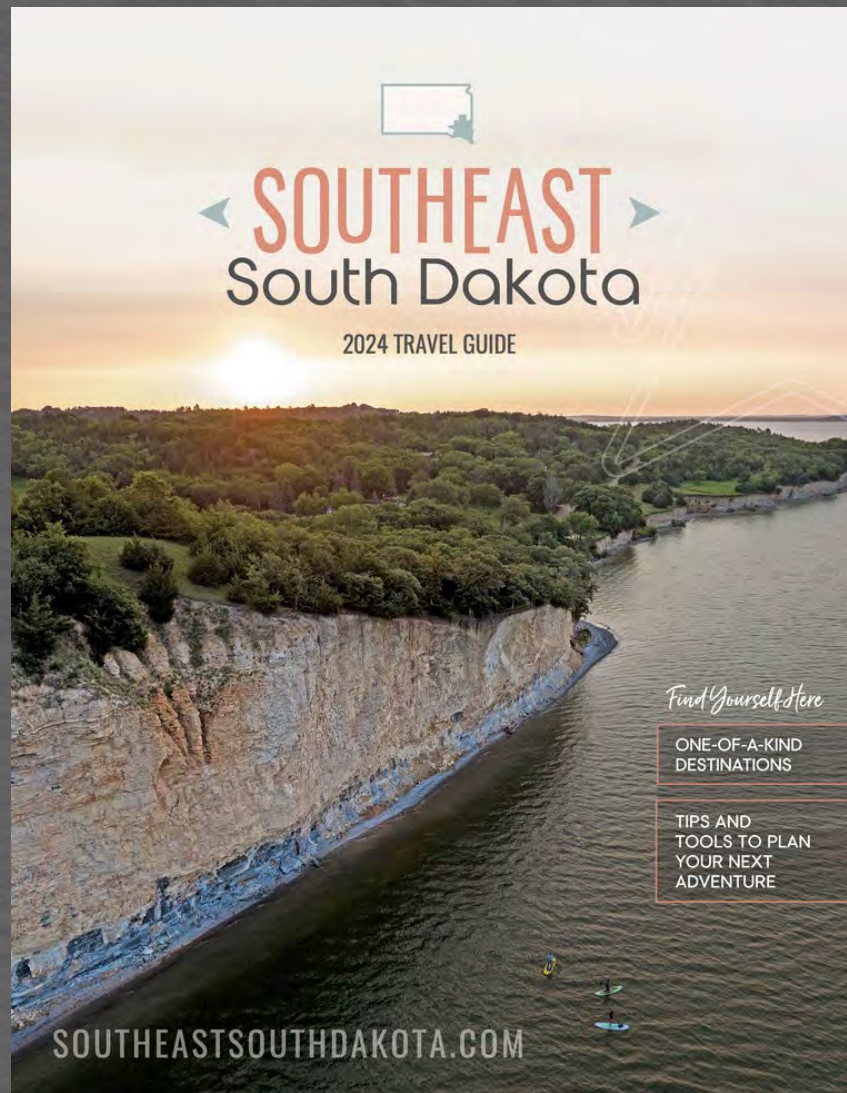
## Includes:

- SESD Travel Guide
- SESD Sportsmans Guide
- SESD Map
- Sweepstakes Rack Card





# VISITOR PACKETS



## Southeast South Dakota FAMILY VACAY giveaway!

Win an action-packed,  
family-friendly getaway in  
Southeast South Dakota!

VALUED AT OVER \$600

*Giveaway Includes Goodies From:*

- LEWIS & CLARK
- MAZING ACRES
- RAIDYTON
- BOWPRO
- BOAT HOUSE
- MEAD MUSEUM
- Fairfield
- Calvert

**SOUTHEAST South Dakota** Scan to register!

Details at: [SoutheastSouthDakota.com/Giveaway](https://SoutheastSouthDakota.com/Giveaway)  
This random drawing will be held on December 16, 2024.  
The winner will be notified via phone call and email.

## TAKE YOUR SHOT sweepstakes

Pick your prize!

Each item is valued at approximately \$1,000.

1. Hoyt Torres Compound Hunting Bow Package

2. Winchester SX4 Semi Auto 12g. 3" Synthetic Shotgun

3. Savage 110 Bolt Action Rifle 270 Caliber Stainless

4. \$1,000 Gift Certificate to Dakota Archery & Outdoor Sports

**SOUTHEAST South Dakota** Scan to register!

Details at: [SoutheastSouthDakota.com/TakeYourShotGiveaway](https://SoutheastSouthDakota.com/TakeYourShotGiveaway)  
This random drawing will be held on July 14, 2024.  
The winner will be notified via phone call and email.

## SOUTHEAST South Dakota SPORTSMAN'S Guide

2024-2025

**WHAT TO HUNT & FISH  
IN SOUTHEAST SOUTH DAKOTA**

**SPEAR THE INVASION:  
BOW FISHING ASIAN CARP**

**EXPERIENCE OUR ROOSTER RUSH**

**ELEVATE YOUR HUNTING TRIP  
WITH A STAY IN  
SOUTH DAKOTA STATE PARKS**

*Take Your Shot Sweepstakes:  
Win a Winchester SX4*

[www.southeastsouthdakota.com](https://www.southeastsouthdakota.com)

### LEARN MORE AT [SOUTHEASTSOUTHDAKOTA.COM](https://SOUTHEASTSOUTHDAKOTA.COM)

**Brookings**  
Children's Museum of South Dakota  
1000 W. 10th St., Brookings, SD 57003  
Phone: 605/733-1234  
www.childrensmuseum.org

**Brookings**  
Little Theatre  
1000 W. 10th St., Brookings, SD 57003  
Phone: 605/733-1234  
www.littletheatre.org

**Brookings**  
Dell Rapids  
1000 W. 10th St., Brookings, SD 57003  
Phone: 605/733-1234  
www.dellrapids.org

**Brookings**  
Desmet  
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Phone: 605/733-1234  
www.desmet.org

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Emery  
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www.emery.org

**Brookings**  
Ethan  
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Phone: 605/733-1234  
www.ethan.org

**Brookings**  
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www.mitchell.org

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Sioux Falls  
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Phone: 605/733-1234  
www.siouxfalls.org

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Tabor  
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Phone: 605/733-1234  
www.tabor.org

**Brookings**  
Yankton  
1000 W. 10th St., Brookings, SD 57003  
Phone: 605/733-1234  
www.yankton.org

**Brookings**  
Knox County, Nebraska  
1000 W. 10th St., Brookings, SD 57003  
Phone: 605/733-1234  
www.knoxcounty.org

### SOUTHEAST South Dakota

Experience our great places and meet our great hotel.  
No matter where our roads lead you, get ready to  
be inspired and amazed. We can't wait to show you  
all of the things that make Southeast South Dakota  
one of a kind.

Explore more at  
[SOUTHEASTSOUTHDAKOTA.COM](https://SOUTHEASTSOUTHDAKOTA.COM)

Follow our  
social pages for  
travel inspiration  
SoutheastSouthDakota.com

**KEY**

- City
- SHSRA Community
- Featured Destination
- US Highway
- Car Charging Station
- State Park/Recreation Area
- Public Use Lake
- Regional Airport
- General Aviation Airport

**Map of Southeast South Dakota**

**NEBRASKA**

**MINNESOTA**

**MISSOURI**

**ILLINOIS**

**INDIANA**

**OHIO**

**WEST VIRGINIA**

**PENNSYLVANIA**

**MARYLAND**

**DELAWARE**

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**SOUTH CAROLINA**

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**FLORIDA**

**ARIZONA**

**NEW MEXICO**

**UTAH**

**IDAHO**

**WYOMING**

**MONTANA**

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# VISITOR PACKETS



TRAVEL  
GUIDES & MAP

3,348 Packets Sent

## Sources

- Better Homes & Gardens: 796
- Midwest Living: 936
- Travel Meredith: 372
- Website: 936
- Mailchimp: 233
- Phone: 67

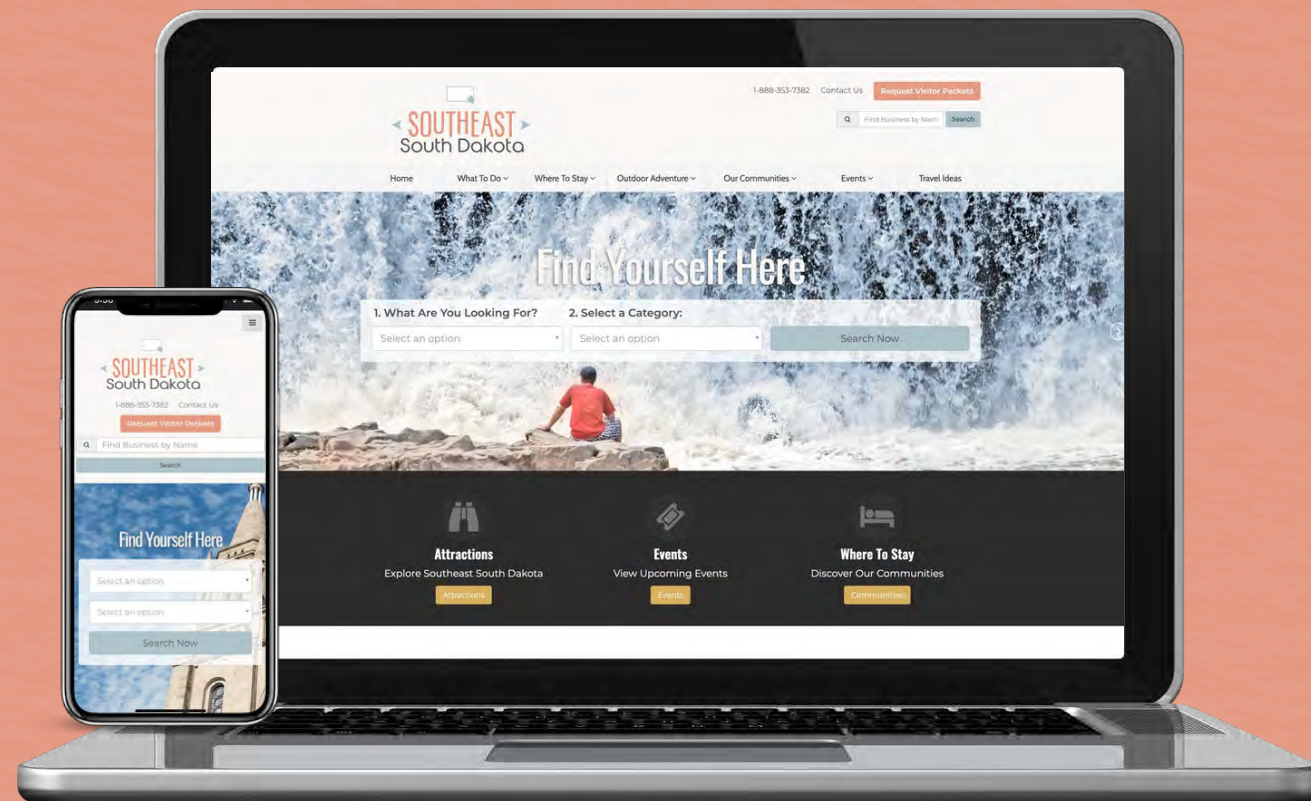
## Top Ten States

1. South Dakota
2. Minnesota
3. Wisconsin
4. Nebraska
5. Iowa
6. Illinois
7. Michigan
8. Ohio
9. Indiana
10. Missouri





# SESD WEBSITE



- Member Listings
- Calendar of Events
- Blog Posts
- Travel Inspiration
- Itineraries





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[Home](#) / [Itineraries](#) / [Rain or Snow, Fishermen are Ready to Go!](#)

## Rain or Snow, Fishermen are Ready to Go!




### Rain or Snow, Fishermen are Ready to Go!



**Full Day | 4 Stops**

Kickstart your day with an early morning stroll around the marina, where serenity meets the water's edge. Then, venture to Gavin's Point Dam for a spectacular sightseeing experience and discover a fishing haven by the riverbank...

[SHOW STOPS](#)




**Author:**  
AJ

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*your way!*

Get our  
**Southeast  
South Dakota  
VISITOR EMAIL**



Receive inspiration & insider information right to your inbox!

SUBSCRIBE NOW

## Stops:

- 1

### Lewis & Clark Resort

After a restful night's sleep, followed by a delicious breakfast, we prepared for another day of exciting adventures. Whether you're eager for outdoor exploration or seeking a tranquil escape, the Lewis & Clark Resort sets the stage for a memorable experience. Nestled along...


[show more](#)
- 2

### Lewis & Clark Marina

For those who appreciate the beauty of dawn, don't miss the opportunity to rise early and take a serene stroll around the charming marina. And if fishing is your passion but you lack a boat, the Lewis & Clark Marina has you covered with boat rentals aplenty. Whether you are...

[show more](#)
- 3

### Gavin's Point Dam



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# what to Do

## Ready for an unforgettable adventure in Southeast South Dakota?

Our region is brimming with activities to suit every interest and taste. Dive into the charm of agritourism, immerse yourself in local arts & culture, or explore a range of thrilling adventures. Enjoy vibrant community events, savor diverse dining options, and create lasting memories with family-friendly fun. For those who love a bit of excitement, there is also gaming & sports! Unique shopping opportunities await the savvy shopper.


No matter what you choose, Southeast SD offers a variety of experiences that promise to make your visit truly memorable.

### What will you explore first?




*Agritourism*

Agritourism offerings in our area make it easy to see (and taste) how food goes from the farm to your plate. Meet farm animals, pick fresh flowers, and take in scenic countryside views!



*Arts & Culture*

Uncover a vibrant arts and culture scene with stunning paintings and murals, alongside a diverse range of exhibitions and performances. Discover the creative spirit and historical depth of our region.



*Attractions*

Southeast SD offers a unique collection of captivating attractions, from iconic landmarks to hidden gems. Enjoy memorable moments as you check out the diverse offerings.

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[Reserve a Special Package](#)

# explore Outdoors

**Unleash your adventurous spirit in Southeast South Dakota, a haven for outdoor enthusiasts!**

Experience the thrill of disc golf, the serenity of kayaking, and a variety of trails just waiting to be explored. Camp under the stars and soak up stunning vistas or refine your archery skills. Wildlife towers will find endless opportunities for hunting, from tracking deer to pursuing waterfowl along picturesque waterways. Whether you seek the calm of fishing or the adventure of rock climbing, Southeast South Dakota is your gateway to unforgettable outdoor experiences.

**Choose your next adventure!**

**Archery**

Archery experiences in our area provide a unique opportunity to connect with nature and sharpen your skills. Discover the thrill of hitting your target, and enjoy the stunning landscapes.

**Beaches**

Spending a summer day at the beach is how great memories are made. Pack a picnic, some sand toys, and a flip-flop. You'll be pleased to find numerous beaches to choose from in our region!

**Biking**

See more in less time on your bike or rent one along the way! Explore scenic trails that weave through the region, from urban bike paths to challenging gravel trails; there are plenty of options.



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Home » [Interstate](#) » A Half Day Family Adventure in Sioux Falls full of play, the arts, and treats!

# A Half-Day Family Adventure in Sioux Falls full of play, the arts, and treats!



## A Half-Day Family Adventure in Sioux Falls full of play, the arts, and treats!

Sioux Falls kids are sure to have fun at facilities who want to see art and learn! This half-day adventure will keep the family entertained, learning a lot, and appreciating the beautiful art work available. Your kids will love the wide...



**Josiah's Coffeehouse & Café**  
 2000 East 10th Street  
 Sioux Falls, SD 57105  
 (605) 336-1111

### Half Day I 5 Stops

Sioux Falls kids are sure to have fun at facilities who want to see art and learn! This half-day adventure will keep the family entertained, learning a lot, and appreciating the beautiful art work available. Your kids will love the wide...

**Author:**  **Author**

[Explore](#)



**Family Vacay**  
 preserving

Get our  
 Southeast  
 South Dakota  
 VISITOR EMAIL



Receive inspiration & insider information right to your inbox

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### Stops:

1

**Josiah's Coffeehouse & Café**  
 Start your adventure at this adorable coffeehouse and café! This is sure to be a family favorite! Enjoy coffee, iced coffee, or both! Working kids are greeted by beautiful coffee, a comforting stone fireplace, showcasing large wooden tables, and delicious aromas of food...

# Stops:

- ## Great Plains Zoo

Start your adventure off at the Great Plains Zoo! It's the perfect size for kids of all ages as it's not too big or too busy. Despite being open on a busy day, we had many opportunities of being all exhibits with just a few people and were able to see all of the animals. There's a...

[View more](#)
- ## Falls Park

Next on the adventure is the must-visit location in Sioux Falls. This captivating and stunning spot will leave your entire family mesmerized with the beauty of this site. Nestled right near downtown Sioux Falls, Falls Park is a treat for all to experience nature so close. Make sure...

[View more](#)
- ## Falls Overlook Cafe

Luckily, you don't have to travel far for your next stop along the adventure. Stop at Falls Overlook Cafe right over the bridge in Falls Park for a meal, coffee, or a treat before heading to your next destination. I got a chai tea, latte to sip along the deck of the cafe. My kids cho...


[View more](#)
- ## Butterfly House & Aquarium

By far, the Butterfly House & Aquarium was a fan favorite for our family. Unlike many other butterfly houses we had been to, this is a completely immersive experience for all. We had a whole lot of time leaving as we were enjoying our encounter so much. Entering, we weren't sur...

[View more](#)
- ## Sertoma Park

End your day with a picnic at Sertoma Park. Boasting a massive pavilion with plenty of space for anyone and everyone to have a picnic, this is the best spot for families to enjoy a meal. With not one, but five unique and fun playgrounds surrounding the pavilion, every kid is sur...

[View more](#)



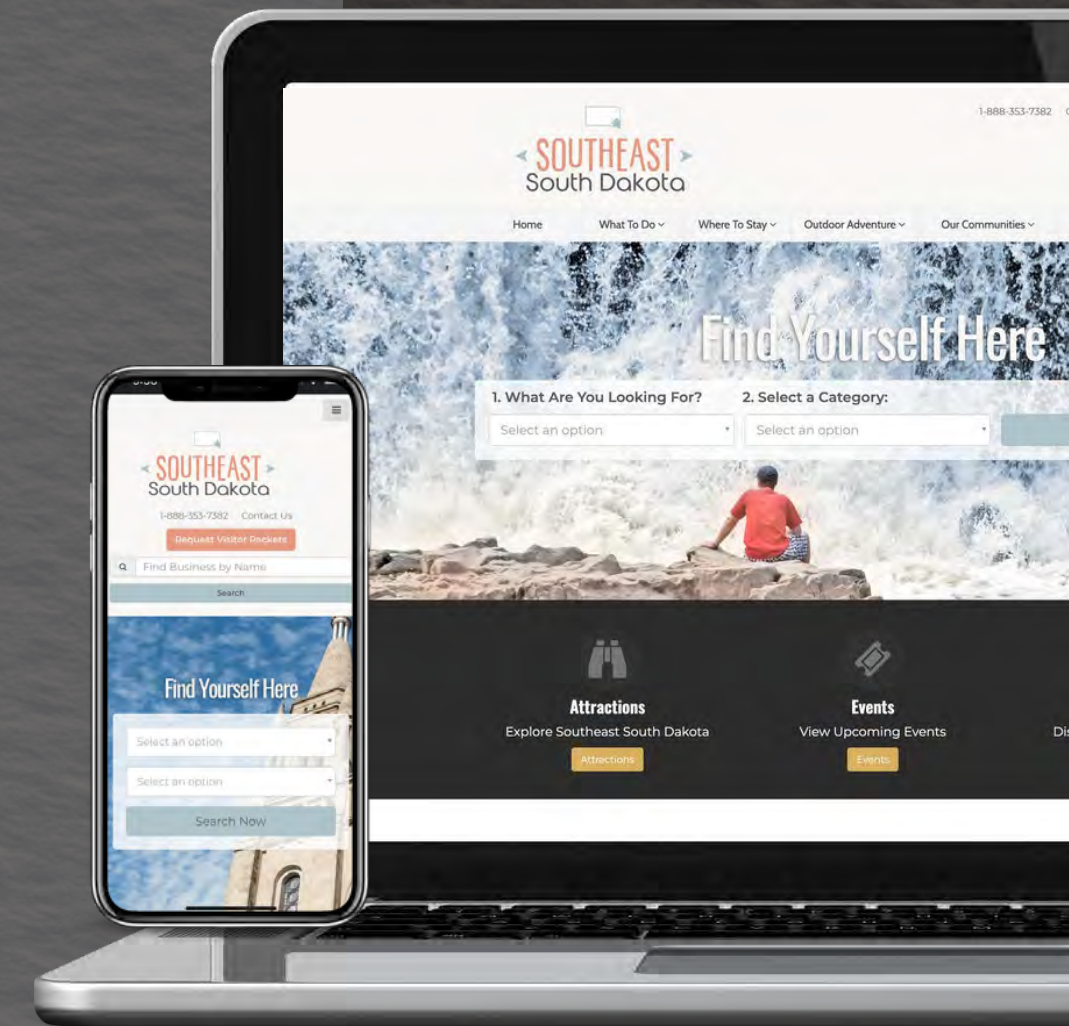
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# 2024 STATS



- 77,000 users
- Over 1,500 events posted
- Top Pages
  - Homepage
  - Hunt/Fish
  - Visitor Packet Request
  - Cabins
  - Events
- Top Acquisition Methods
  - Direct
  - Paid Social







# EVENT PROMOTION

- Monthly Hospitality Event Calendars
- Website Event Calendar
- Facebook Events
- Visitor Email Featured Events





SE  
SD

# MONTHLY HOSPITALITY CALENDARS

# SEPT.

## calendar of events

*happening near you*



This list is a sample of events happening in Southeast SD.  
View all of our member's events at [southeastsouthdakota.com](http://southeastsouthdakota.com).

- all month long**  
**Downtown Pork Showdown**  
Restaurants throughout  
Downtown Sioux Falls
- tues. 03**  
**Avatar in Concert**  
7:30 pm  
Washington Pavilion, Sioux Falls
- fri. 06**  
**Demo Days at J&L Harley-Davidson**  
sept. 6th - 8th | 10:00 am - 3:00 pm  
J&L Harley-Davidson, Sioux Falls
- sat. 07**  
**61st Annual Sidewalk Arts Festival**  
9:00 am - 5:00 pm  
Downtown Sioux Falls
- sat. 07**  
**International Food Market Tour**  
10:00 am - 12:00 pm  
Sioux Falls Food Tours, Sioux Falls

- mon. 09**  
**NATURALLY Andrea!**  
7:00 pm  
Mary Jo Wegner Arboretum, Sioux Falls
- fri. 13**  
**Halloween Spooktacular Weekend**  
Sept. 13 - 15th  
Yogi Bear Campground, Brandon
- sat. 14**  
**Marcella Simien**  
7:00 pm  
Levitt at the Falls, Sioux Falls
- sat. 21**  
**Falling for Animals**  
10:00 am - 2:00 pm  
Great Plains Zoo, Sioux Falls
- thurs. 26**  
**10th Annual Taste of Sioux Falls**  
5:30 pm - 8:00 pm  
Icon Events, Sioux Falls



Levitt at the Falls

SOUTHEAST  
South Dakota

# NOV.

## calendar of events

*happening near you*



This list is a sample of events happening in Southeast SD.  
View all of our member's events at [southeastsouthdakota.com](http://southeastsouthdakota.com).

- every sat.**  
**Try Archery**  
11:00 am - 12:30 pm  
NFAA Easton Archery Center, Yankton
- fri. 01**  
**Skeleton Hunt**  
12:00 pm - 6:00 pm  
Heritage Hall Museum, Freeman
- fri. 01**  
**The \$11 Bills**  
7:00 pm - 10:00 pm  
The Boat House, Yankton
- sat. 09**  
**Winter Craft Vendor Fair**  
9:00 am - 3:00 pm  
Freeman Community Center, Freeman
- sat. 09**  
**Holiday Open House**  
9:00 am - 4:00 pm  
Meridian District, Yankton
- sat. 09**  
**Warm Welcome at the Library**  
2:00 pm - 4:00 pm  
Yankton Community Library, Yankton
- fri. 15**  
**Wine Walk**  
6:00 pm  
Scotland
- wed. 20**  
**Kristian Bugge & Friends Performing at the Museum**  
7:00 pm  
Daneville Heritage Museum, Viborg
- fri. 29**  
**Hall of Trees**  
Nov. 29 - Dec. 31  
Mead Museum, Yankton
- sat. 30**  
**Cowboy Christmas**  
10:00 am - 3:00 pm  
Platte Geddes School Gyms, Platte



Hall of Trees, Mead Museum

SOUTHEAST  
South Dakota



driving visitation

# VISITOR IMPACT



- SESD Visitors Spent \$1.96B in 2023
- 39.5% of All SD Visitor Spending Happened in SESD
- SESD Spending Grew by 5.2%



# SERVING OUR MEMBERS





serving our members

# MEMBERSHIP OVERVIEW



- Who Are Our Members
- Recent Trends
- Growth
- Goals





# WHO ARE OUR MEMBERS

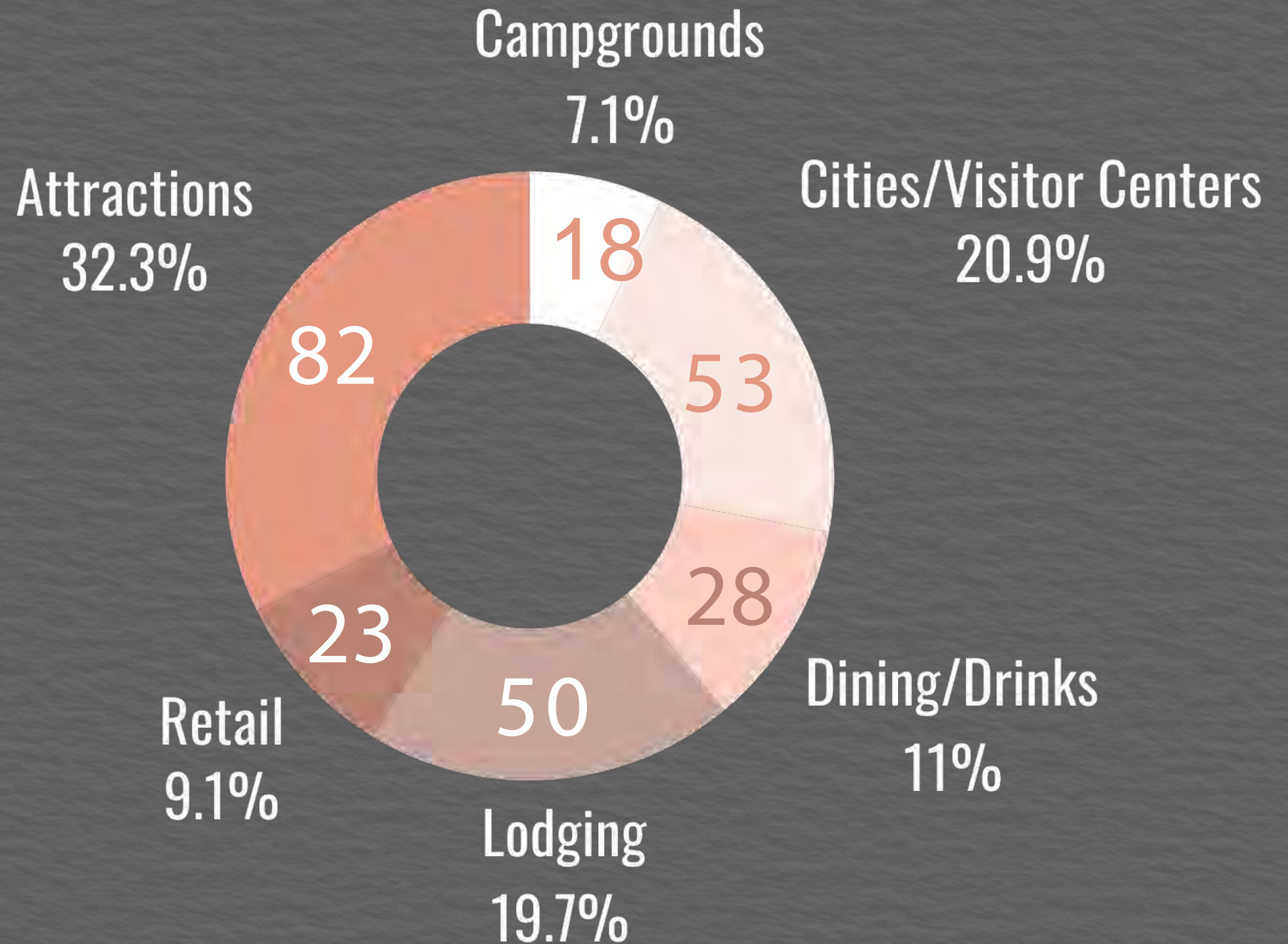
- Small Businesses
- Regional Attractions
- Lodging
- Campgrounds
- Guide Services
- Retail
- Media Partners
- Cities/CVBS
- Member Support Services
- Neighbors Across State Lines







## WHO ARE OUR MEMBERS







# RECENT TRENDS



- Agritourism
- Breweries & Wineries
- Communities
- SD State Parks & Rec Areas





# MEMBERSHIP GROWTH

Since new staff & refresh:

- 187 to 255 Members
- 116 New Members
- 36% Net Growth







# MEMBERSHIP GOALS

- Increase Membership in Restaurant/Bar Category
- Increase Personal Member Engagement





serving our members

# MEMBERSHIP BENEFITS

- Travel Guide Listing
- Website Profile
- Event Promotion
- Industry Newsletter
- Training & Networking
- Industry Advocacy
- Discounted Advertising







# INDUSTRY NEWSLETTER

- Industry Updates
- Current Stats and Trends
- Connection to Travel SD
- Awareness of Additional Opportunities & Partnerships







# TRAINING & NETWORKING

- First Marketing Summit
- Private FB Page for Members
- Survey & Adapt to Meet Member Needs







# INDUSTRY ADVOCACY

- TC SD Vice President
- Tourism Conference Legislative Reception Sponsor
- Public Support or Opposition of Proposed State Policies
- Letters of Support
- Testimonies (ie: SD GFP)





serving our members

# ADDITIONAL OPPORTUNITIES



- Advertising
- Sponsorships
- Partnerships





# ADVERTISING OPPORTUNITIES

- Travel Guide Advertising
- Map Listing
- Website (ie: Ads/Blog)
- Email Marketing
- Paid Social
- Lead Generation
- Calendar Ads
- Travel Show Partnerships
- Westroads Partnerships
- Integrated Campaigns







# SPONSORSHIPS & PARTNERSHIPS

Examples:

- Sioux Metro Growth Alliance
- SD Game, Fish & Parks
- Sioux Falls Food Tours
- Completely Customizable





# LOOKING AHEAD





looking ahead

# FUTURE PROJECTS

- The Official Guide to Local Flavor in Southeast South Dakota
- Annual Meeting
- Add'l Advertising Options







# LOCAL FLAVOR GUIDE



- Printed in 2026
- At Least 10,000 Copies
- Showcase Restaurants, Bars, Wineries, Breweries, etc.
- Partnership with SFFT to Connect with Potential Members





# ANNUAL MEETING

- May 1, 2025
- NFAA Archery Center
- Annual Report
- SESD Lit Drop
- Marketing Training Pt. 2
- Update from TCSD
- Keynote: Secretary Hagen







# ADDT'L AD OPPORTUNITIES

Continue to identify &  
create new marketing,  
advertising, sponsorship  
and partnership  
opportunities for members.





SE

SD

*Thank you*  
for your time & attention!