



JANUARY 22, 2025

2025 SOUTH DAKOTA GOVERNOR'S CONFERENCE

662M+ 11.8M+ 1.2M+

PAID MEDIA IMPRESSION SEARCHES GENERATED

EST. TOTAL NICHIS BOOKED







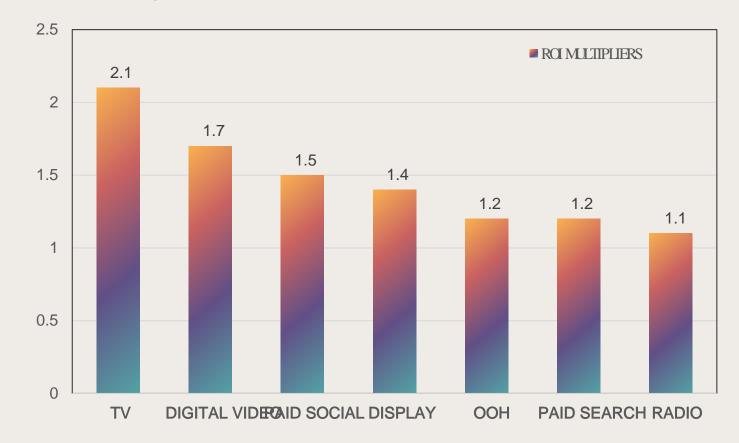




BRAND BUILDING IS CRITIC FOR LONGERM ROI

NIELSEN BENCHMARKEBEROM ROOI MULTIPLIERS

Source: Nelsen Compass





SouthDaketa



"TO SEE MY CHILDR THAT SIGHT (





EXCITEMENT AND WONDEF



- THE WILD BUNCH, FUTURE PARTNERS PERSONA STUDY







SPIRITUAL PLACE."

- HISTORY LOVER, FUTURE PARTNERS PERSONA STUDY



"THERE'S SO MUCH TO SEE & DO.







OR TWO WEEKS

TO SEE EVERYTHING."

-WALTER, NORTH CAROLINA





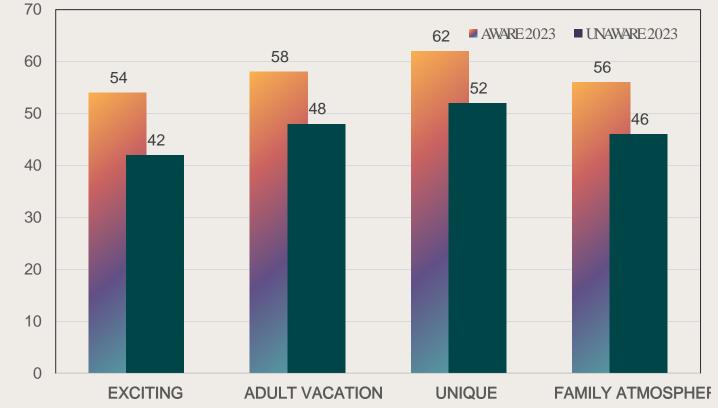
Ad





ADVERTISING IMPACT ON IMAGE

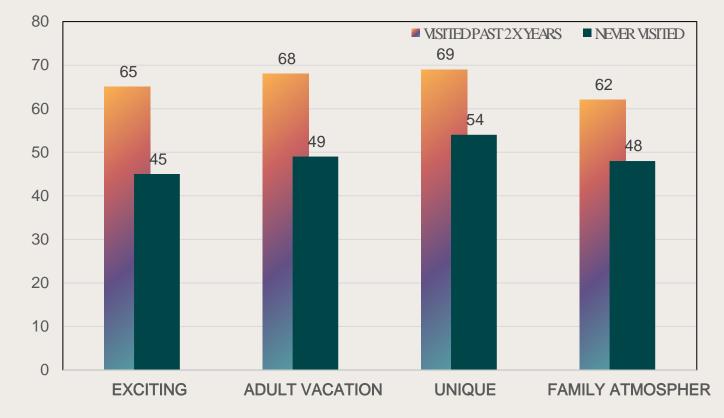
SOUTH DAKOTA 2023 ADVERTISING ROI/IMAGE/HALO RESEARCH TOP TRAVEL MOTIVATORS FOR TARGET MARKETS

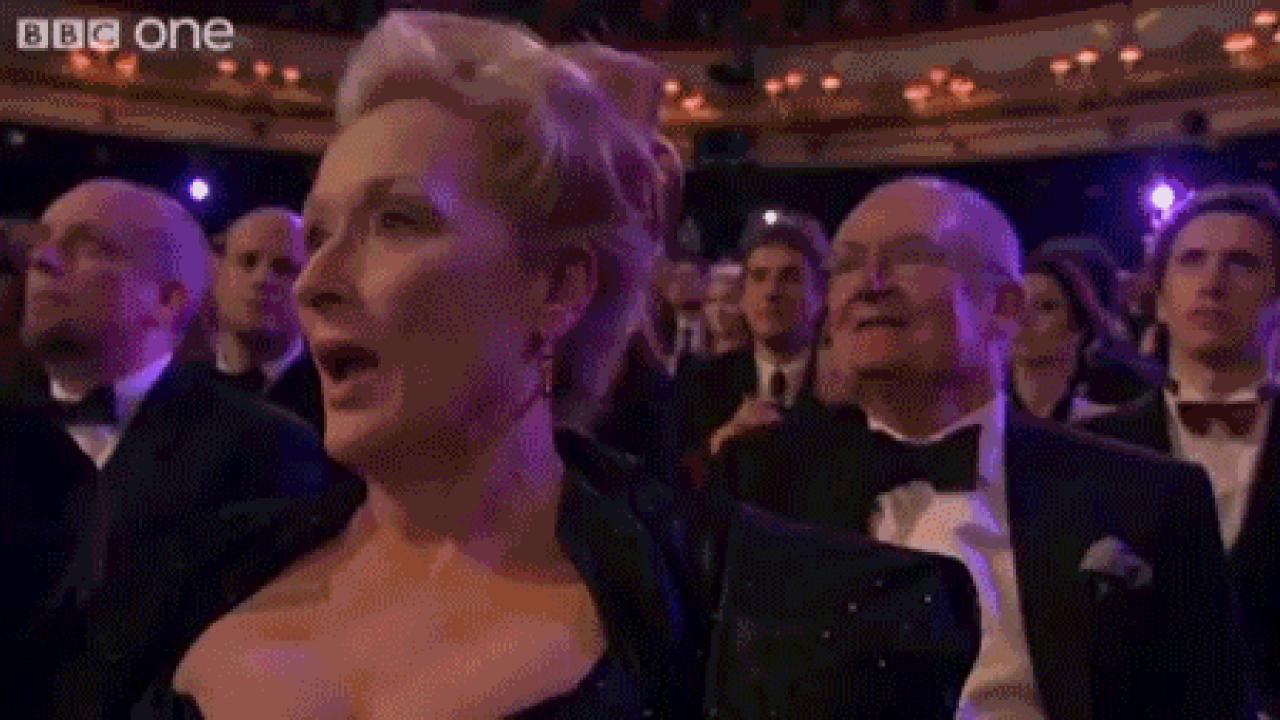




SOUTH DAKOTA PRODUCT VS. IMAGE

SOUTH DAKOTA 2023 ADVERTISING ROI/IMAGE/HALO RESEARCH TOP TRAVEL MOTIVATORS FOR TARGET MARKETS



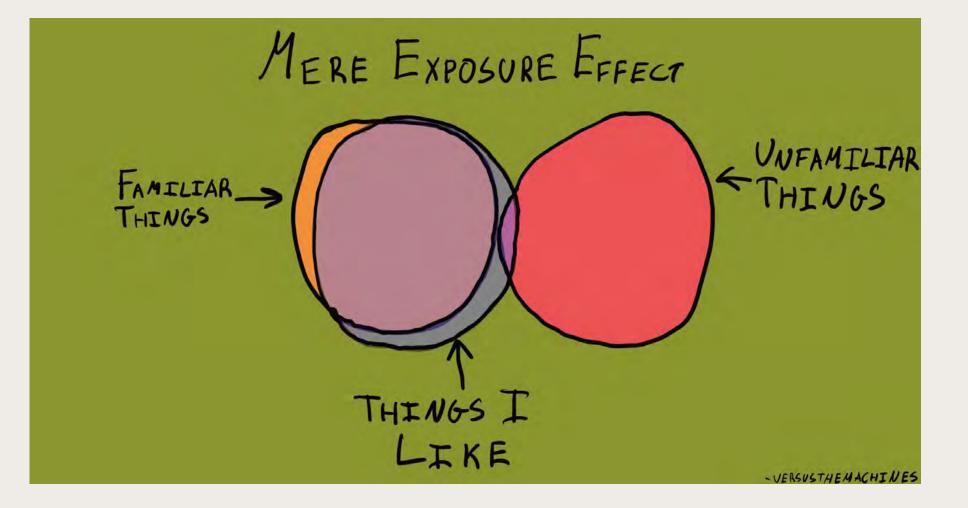




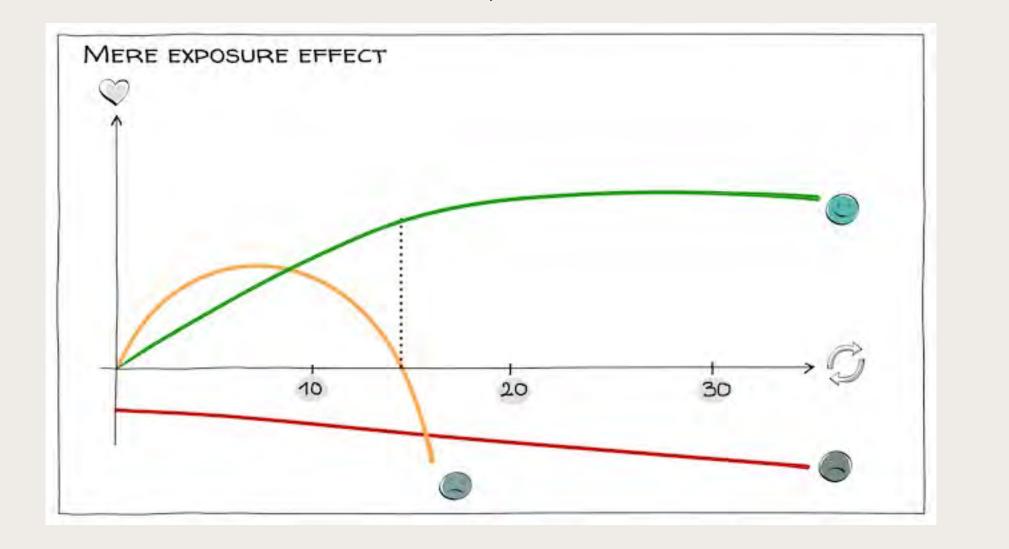


TRUST & EQUITY

The mere-exposure effect







SouthDaketa







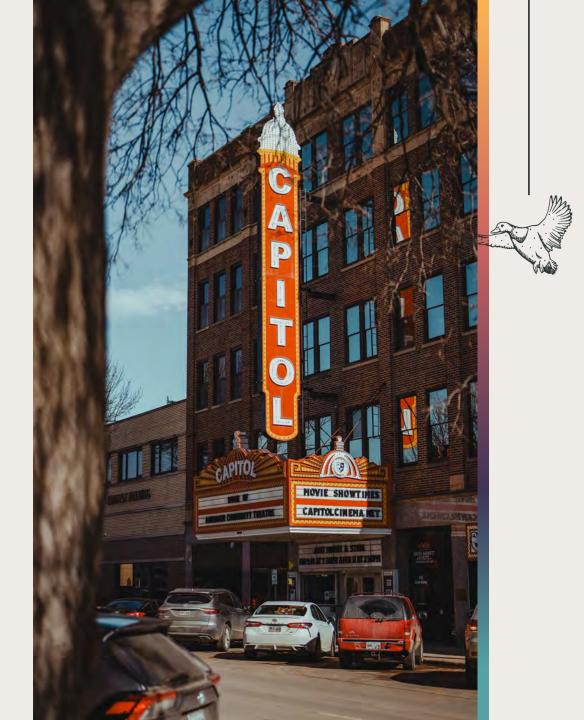






\$67.4M+

Estimated hotel + flight bookings generated by trackable cop efforts in 2024





\$4.6M+

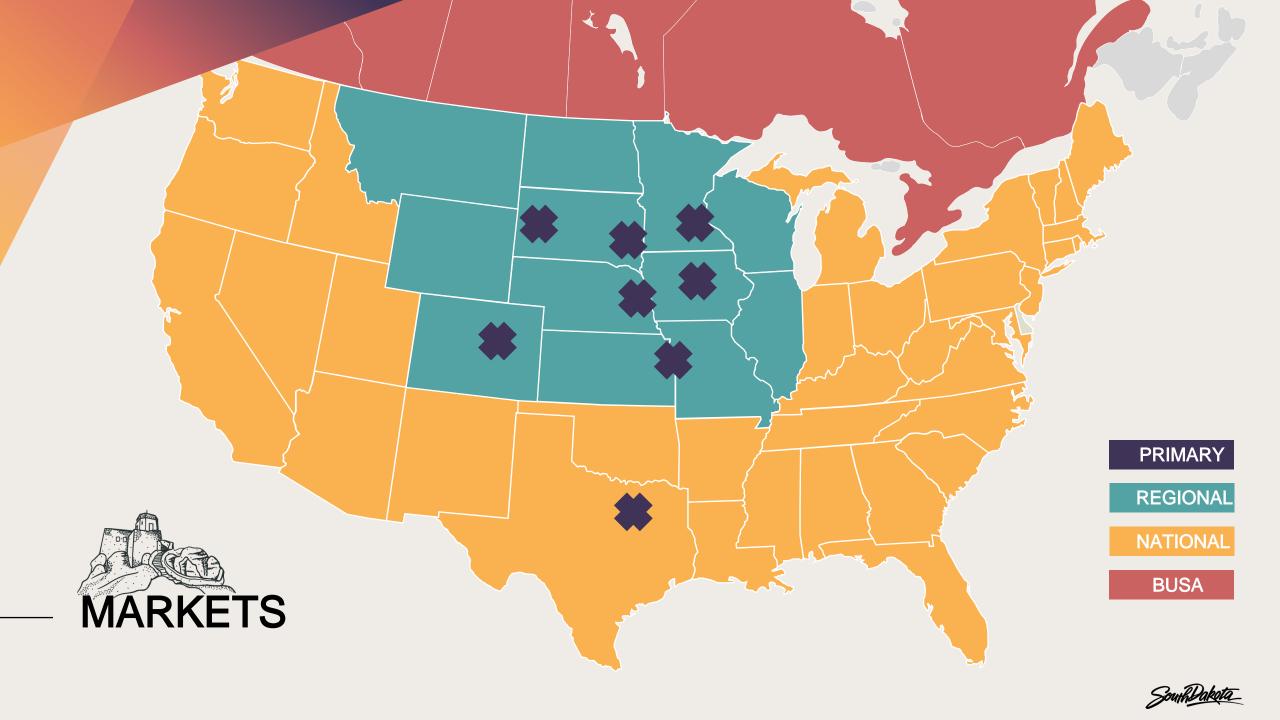
A LA CARTE BOOKING REVENUE GENERATED IN 2024



2025 STRATEGY

THE ART OF

THE REAL PROPERTY OF

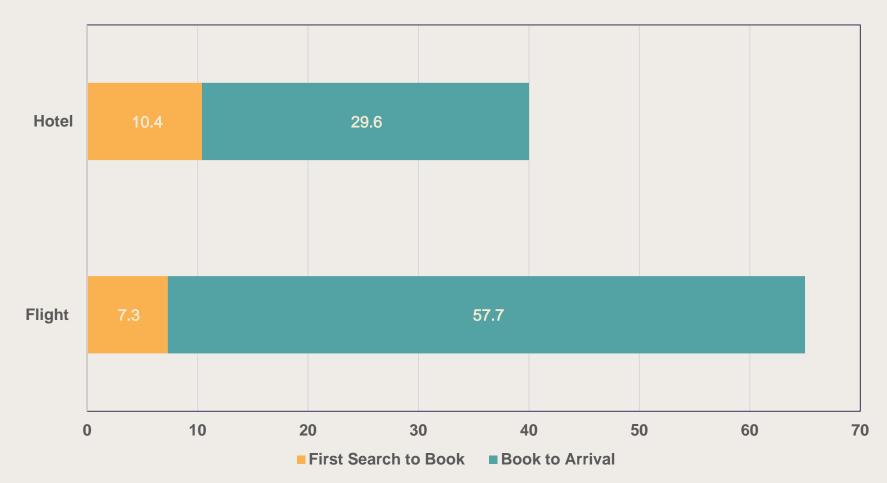


CAMPAIGNS & TIMING

CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC
PEAK NATIONAL												
PEAK REGIONAL												
PEAK COMMUNIFOPCO												
SHOULDER NATIONAL												
SHOULDER REGIONAL												
HUNTING & FISHING (TSD X G	=P)											
BRAND USA X TSOPCO												
ARTS & CULTURE												
JEEP X MATADOR X TSD												
A LA CARTEOOPOPROGRAM												
FOREVER 605 STEWARDSHIP												



SOUTH DAKOTA CAMPAIGN TRIP PLANNING WINDOWS



Source: ADARA Impact, Jan 31, 2024





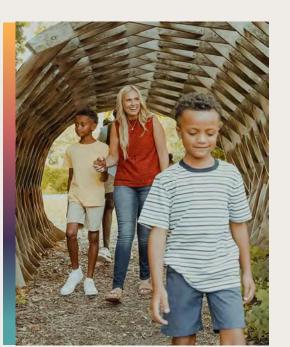




THE MYSTERY STARVED TRAVELER

1.1







MEMORY MAKERS

FAMILIES, 25-44, HHI: \$60-150K, CHILDRENINHH, FAMILYIS EVERYIHING

MOMENT SEEKERS

CLDER COUPLES, AGE 50+, HHI: \$100K+, NOCHILDREN

THRILL CHASERS

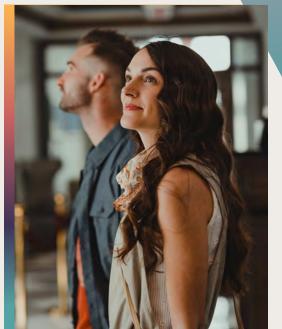
YOUNGER COUPLES, 25-44, HHI: \$50-100K, NOCHILDREN

KNOWN TRAVELERS

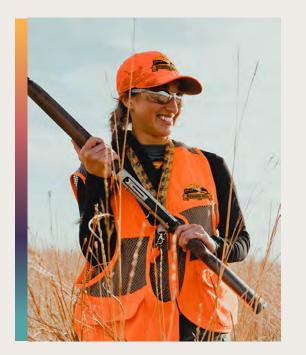
WITHIN OUR GENERAL AUDIENCE BUT HAVE ALREADY SHOWN BOOKING INIENT





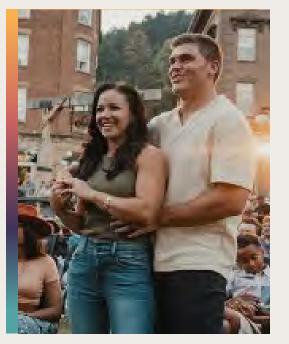














HUNTING (GENERAL)

18-65+, HHI: \$50-115K+, MALE & FEMALE, FORMERLY 4XSEGMENTED ALDIENCES

MOTORCYCLE ENTHUSIASTS

ACE 21-55+, HHI: \$75K+, INIERESTED IN MOTORCYCLING, RALLY AND STURGS

ENTERTAINMENTFISHING ENTHUSIASTS (GENERAL)

AGE 21-55+, HHI: \$75K+, INIERESTED IN LIVE MUSIC, FESTIVALS, PARTIES AND EVENTS 18-55+, HHI: \$50-115K+, FORMERLY YOUNCER FISHERS + OLDER FISHERS AUDIENCES





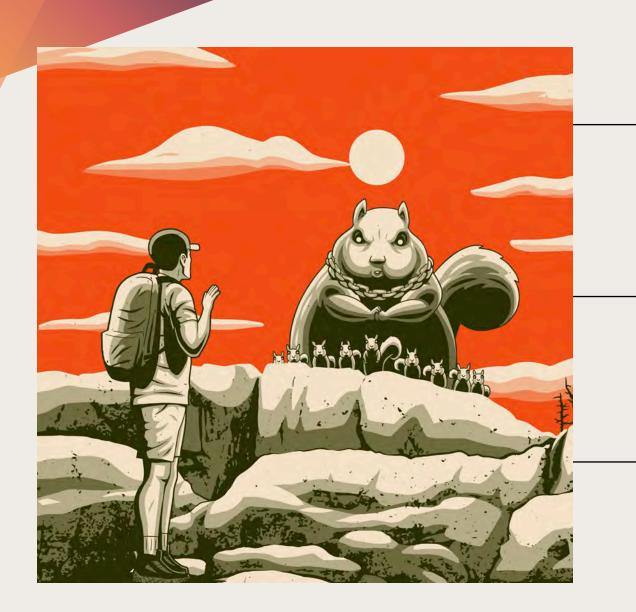
LIVE FOR TODAY CARE FOR TOMORROW

SIGN THE PLEDGE









2024 CAMPAIGN

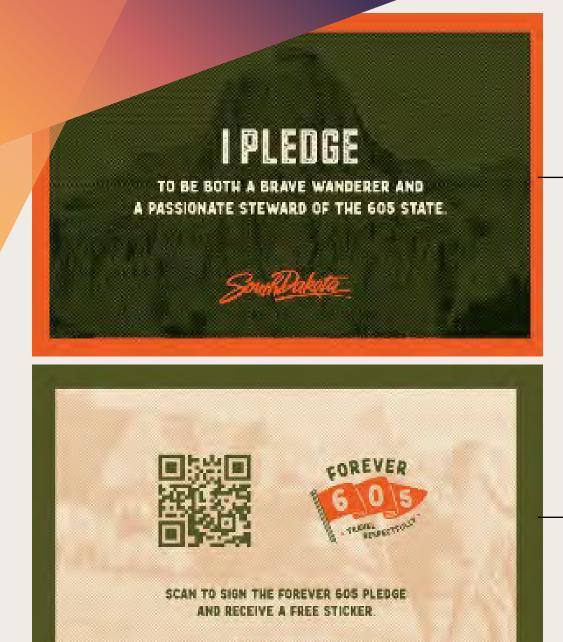
BY THE NUMBERS



EST. TOTAL HOTEL + FLIGHT BOOKINGS

- **728k+**





FOREVER605.COM





Signups from States & International











PIECES OF FOREVER 605 SWAG & GEAR







SouthPaketa

"This is absolutely amazing. I'm so inspired by this campaign and cannot wait to share with locals and travelers alike."

- Partner, Yankton





"Thanks for doing and offering this! And the designs look phenomenal, we love them!

- Partner, Brookings





"Bless you all a thousand-timees re beside ourselves with excitement about this! THANK YOU!!!! This is a FANTASTIC CAMPAIGN and a FANTASTIC OPPORTUNITY for us to promote responsible traveling and promote our great state! Thank you for this wonderful campaign!"

- Partner, Hill City









FOREVER 605

EXPLORE BEYOND

FOREVER 605

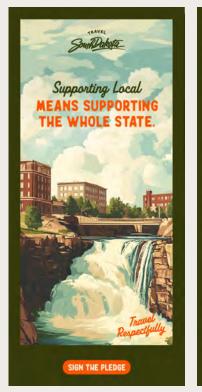
PRESERVE NATURE

FOREVER 605

HONOR CULTURE

FOREVER 605

SUPPORT LOCAL









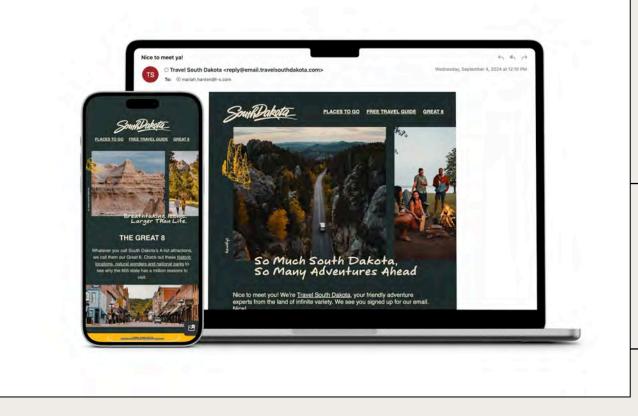








SouthDakota



Email Drip Campaig

NEWIN 2024



AUTOMATED EMAILS SENT



OPEN RATIFEdustry Avg ~20%)



NEW FOR 2025 JEEP x SOUTH DAKOTA

2025 PARTNERSHIP





3x Episodes

JEEP + MATADOR NETWORK + INFLUENCER + ROKU STREAMING DISTRIBUTION

NEW FOR 2025: WEBSITE

WHY WE'RE EXCITED

- MOBILERST DESIGN
- FOCUS ON UX
- DECOUPLED DESIGN SETTING US JP FOR ONGOING AND FUTURE IMPROVE IENTS

IMAGE CAPTION CAN GO HERE WITH ANY RELATIVE LINKS TO DISPLAY

Plan Your Trip

OPTIONAL EYEBROW

EDITORIAL HEADLINE GOES HERE

Written by: South Dakota Staff Writer

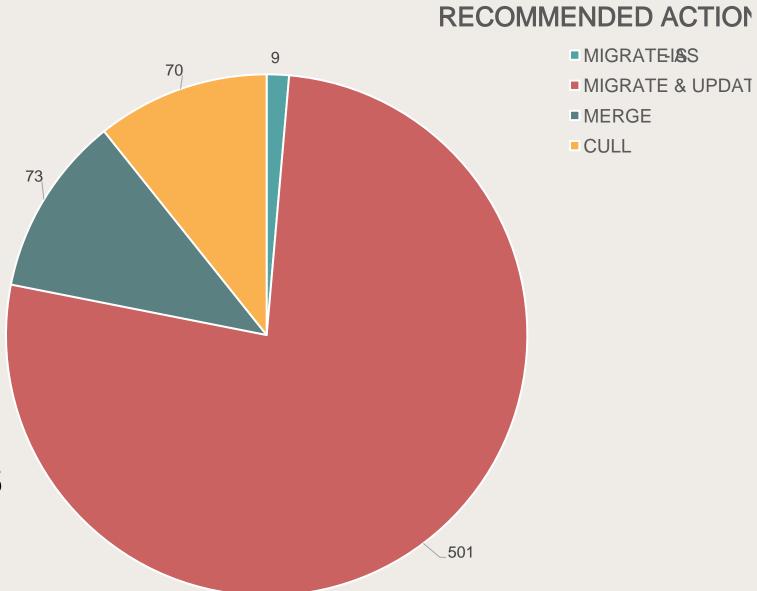
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CONTENT AUDITS & SEO EFFORTS



WHAT HAPPENS WHEN WE SEARCH?

Google		
	Google Search I'm Feeling Lucky	





Source: "2024 Zero-Click Search Study: For every 1,000 EU Google Searches, only 374 clicks go to the Open Web. In the US, it's 360.", SparkToro

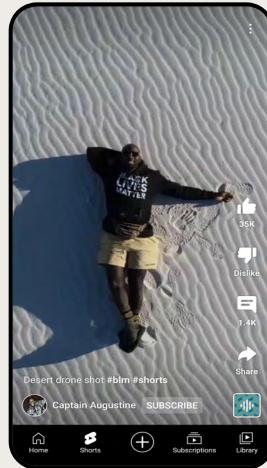




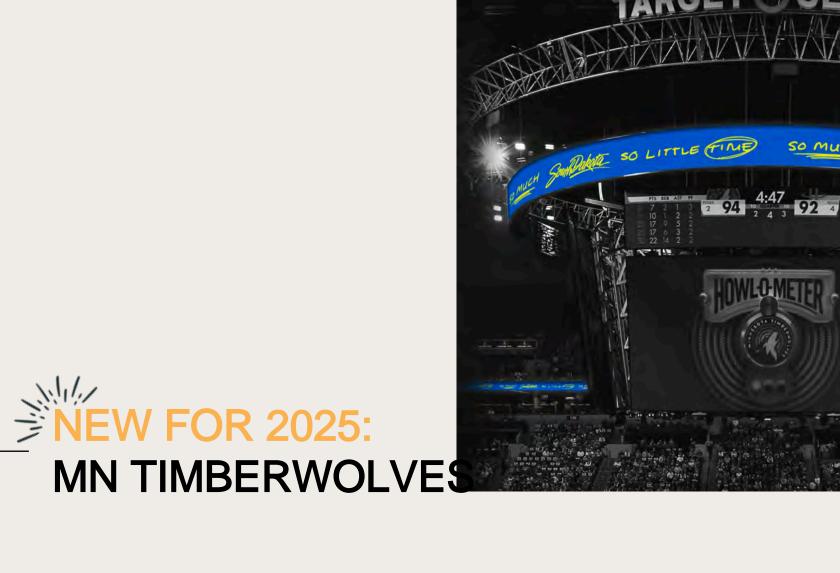












SO MUCH

, Dakota

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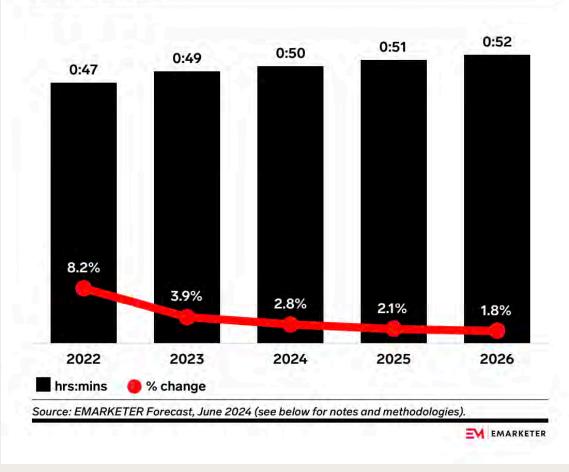
MAS





#### TSD PODCAST SERIES 9X EPISODES





Source: ADARA Impact, Dar31, 2024

## PODCAST LOCATIONS









#### THE OFFICIAL PASSPORT





# **29,718** 2024 BUSINESS/LOCATIONNSHECK

#### **8X NICHE PASSPORTS:**

- GREAT FINDS
- TRIBAL NATIONS: OCETI SAKOWIN
- PEAKS TO PLAINS
- STATE OF CREATE
- HEAD FOR THE HILLS
- FAMILY FUN ESCAPES
- NORTHBOUND FAMILY ADVENTURES
- MISSOURI RIVER GETAWAY



#### Partez à la découverte de l'inconnu

Vous voulez explorer de nouveaux horizons ? Découvrir des joyaux cachés ? Emprunter de nouveaux sentiers ? Goûter à de nouvelles cultures ? Le Dakota du Sud est un trésor qui ne demande qu'à être découvert. Entre prairies et lacs à l'est, Badlands mystérieuses et Black Hills sacrées à l'ouest, sa géographie variée est l'une des caractéristiques du Dakota du Sud qui rend cette région unique en son genre. Faites vos valises, dites adieu au train-train quotidien et partez à l'aventure. Explorez cette contrée qui vous émerveillera jour après jour. Le Dakota du Sud a tant à offrir.

Contenu sponsorisé par South Dakota

TRAVEL

#### Les Great 8 du Dakota du Sud



Rushmore

National

Memorial

Ces visages emblématiques

sculptés dans la montagne

découvrir par vous-même. En savoir plus

laissent sans voix. Venez les



Memorial

toujours en cours.

En savoir plus

Découvrez ce symbole de la

vision, de la détermination et

de la culture indigène. La

sculpture de ce moment est





historique de

N

N

Ex.

Je

501

cri

na

En

Ville

En savoir plus

Parc d'État de **Crazy Horse** Custer

En savoir plus

Deadwood Imprégnez-vous de la majesté d'un lieu peuplé de Découvrez des aventures bisons et à la beauté inédites où l'histoire du Far pittoresque.

#### West se mêle à la frénésie du monde moderne.

Découvroz un lieu aux mille menuailles

des Badlands

La beauté de ces terres n'a

pas d'égal.

En savoir plus







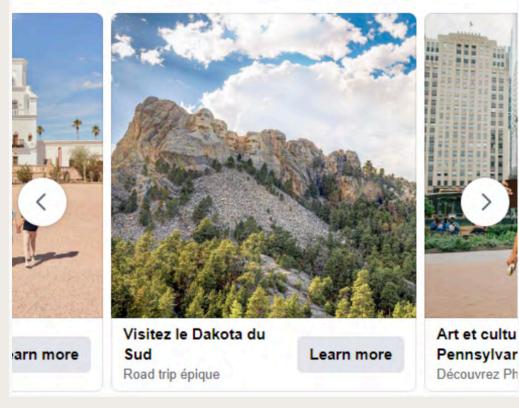


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...

Découvrez des destinations inspirantes et des attractions uniques partout aux États-Unis.

See Translation





- 1. CANADA
- 2. UK
- 3. GERMANY
- 4. FRANCE
- 5. AUSTRALIA





Mike Gussiaas Chief Marketing & Creative Officer Mike.Gussiaas@TravelSouthDakota.com