

01

Mission & Impact

02

Creative Direction

03

Strategy

04

Campaigns

05

Forever 605

AGENDA

What we'll discuss today

OUR MISSION

We enhance the quality of life for all South Dakotans by strengthening our communities and their tourism economies, encouraging responsible stewardship of our destination, and creating meaningful experiences for all to enjoy.

2024 ECONOMIC IMPACT

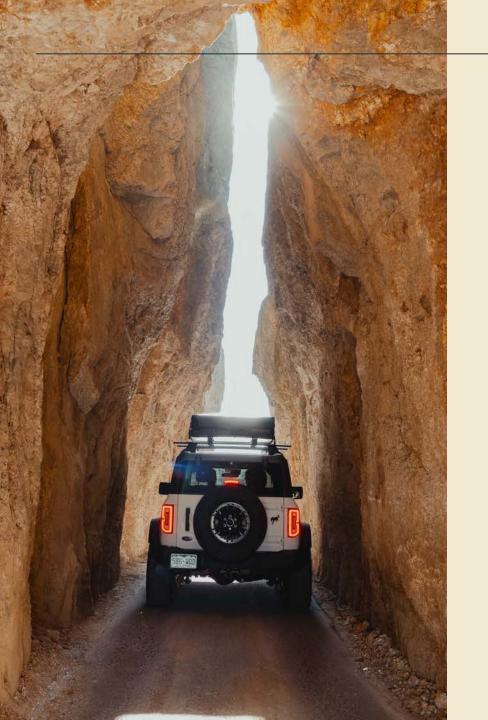
\$5.09B VISITOR SPENDING

2.8% INCREASE YOY



EVERY \$1 SPENT TO MARKET TOURISM GENERATES \$3 IN TAX REVENUE







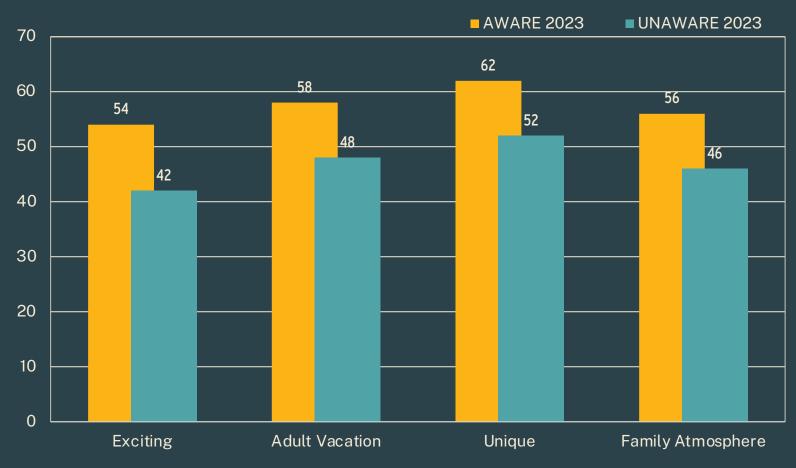


OUR INTENT

- 1. Get people's attention
- 2. Generate curiosity
- 3. Drive conversions for both the short and long-term



ADVERTISING IMPACT ON IMAGE



Top Travel Motivators For Target Markets

Source: SOUTH DAKOTA 2023 ADVERTISING ROI/IMAGE/HALO RESEARCH

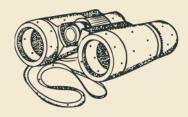




VISITOR'S REACTIONS

"There's so much to see & do. You'd need a week — or two weeks — to see everything"

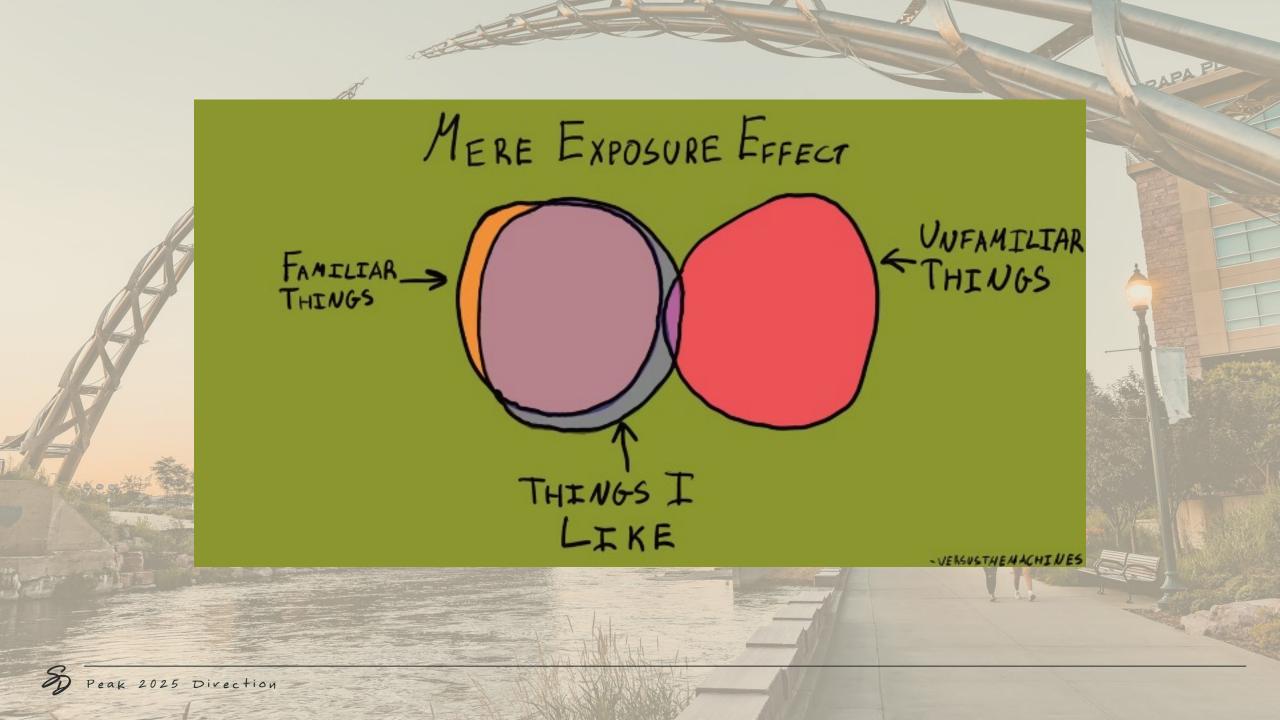
- Walter, North Carolina











2025 PEAK COMMUNITY CO-OP

































CO-OP PROGRAM IMPACT

\$67.4M+

Est hotel + flight bookings from trackable co-op campaigns in 2024

\$4.6M+

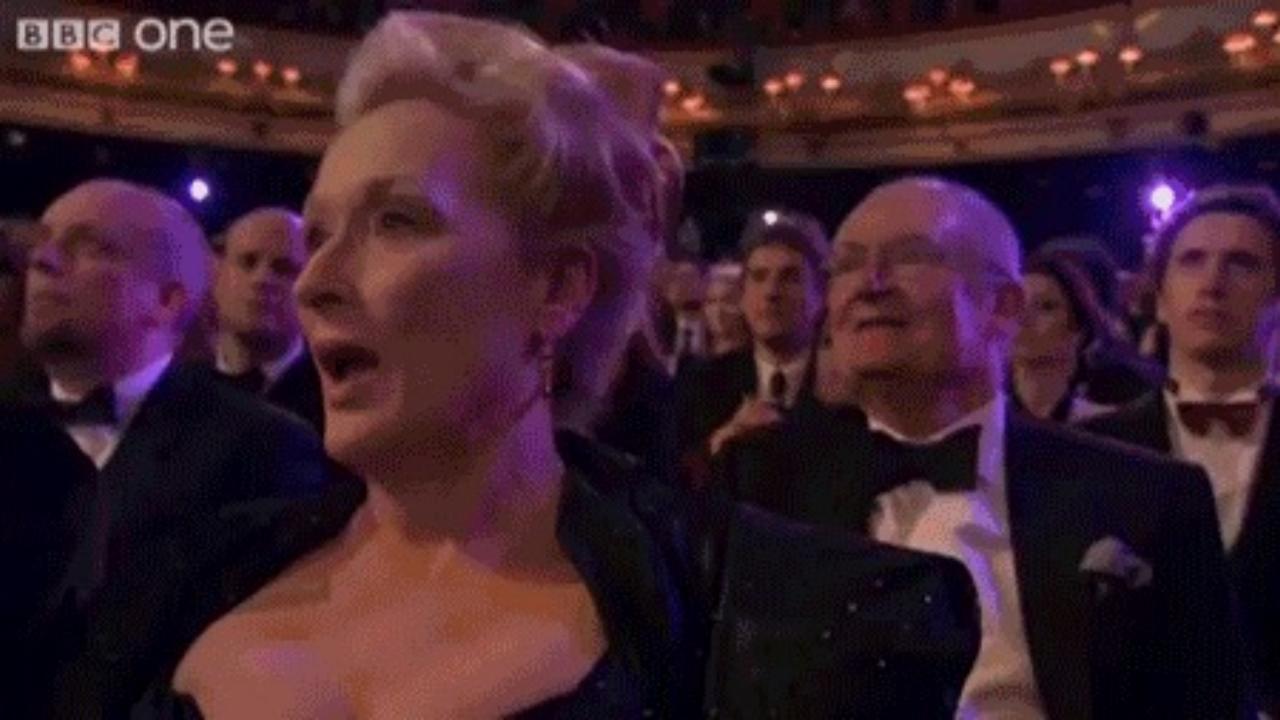
A La Carte program booking revenue generated in 2024



























CUSTOMER JOURNEY

POTENTIAL TRAVELERS ARE CONSTANTLY MOVING FROM PHASE TO PHASE & BACK AGAIN

DISCOVER

RESEARCH

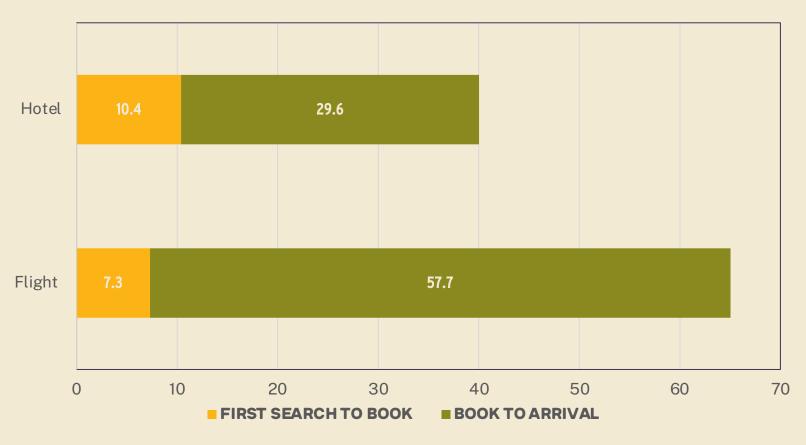
EVALUATE

COMMIT

EXPERIENCE



TRIP PLANNING WINDOWS



| CAMPAIGN | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | ост | NOV | DEC |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Peak National | | | | | | | | | | | | |
| Peak Regional | | | | | | | | | | | | |
| Peak Community Co-op | | | | | | | | | | | | |
| Shoulder National | | | | | | | | | | | | |
| Shoulder Regional | | | | | | | | | | | | |
| Shoulder Community Co-op | | | | | | | | | | | | |
| Hunting & Fishing | | | | | | | | | | | | |
| Brand USA x TSD Co-op | | | | | | | | | | | | |
| Arts & Culture | | | | | | | | | | | | |
| Jeep x Matador x TSD | | | | | | | | | | | | |
| A La Carte Co-op Program | | | | | | | | | | | | |
| Forever 605 Stewardship | | | | | | | | | | | | |

| CAMPAIGN | PEAK | PEAK | PEAK COMMUNITY CO-OP | SHOULDER | HUNTING & FISHING (TSD X GFP) | SHOULDER | BRAND USA CO-OP | ARTS & CULTURE | INDIGENOUS | A LA CARTE CO-OP | FOREVER 605 |
|-------------------|----------|----------|----------------------------|--------------|-------------------------------|--------------|--------------------|----------------|------------|---------------------|----------------|
| Linear TV | ~ | | | √ | ~ | √ | | | | | |
| Video | ~ | ~ | ~ | ✓ | ✓ | \checkmark | ~ | ~ | ~ | √ | ~ |
| Audio | ~ | ~ | | ✓ | ✓ | | | | | √ | |
| Print | | ~ | ~ | | ✓ | ~ | √ | ~ | | √ | ~ |
| Out of Home | | ~ | ~ | ✓ | | | √ | | | √ | ~ |
| Podcasts | ✓ | | | \checkmark | | | | | | | |
| Display | ~ | ~ | ~ | \checkmark | \checkmark | √ | √ | ~ | ~ | √ | ~ |
| Paid Social | ~ | ~ | ~ | \checkmark | \checkmark | \checkmark | √ | ~ | ~ | \checkmark | ~ |
| Influencer | | ~ | ~ | \checkmark | √ | | ~ | | | √ | ~ |
| Travel Endemic | | ~ | ~ | ✓ | ~ | ~ | ~ | ~ | ✓ | √ | ✓ |
| eMail | ~ | ~ | | | ~ | ~ | | ~ | ~ | √ | ~ |

MOBILE PASSPORT PROGRAM







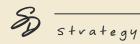








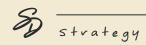




2024 PASSPORT IMPACT

29,718
BUSINESS/LOCATION
CHECK-INS





KEY PERFORMANCE INDICATORS

FREQUENTLY VIEWED

- Clicks
- Click-thru-rates
- Cost-per-Action
- Cost-per-Landing Page View
- Delivered Impressions
- Engagement
- Hotel and Flight Bookings + Rate of
- Hotel and Flight Searches + Rate of

- Landing Page Views
- Organic Search Traffic
- Overall Site Traffic
- Site Conversions
- Traffic Acquisition
- View-thru-completion rate
- Video Views



KEY PERFORMANCE INDICATORS

END-OF-CAMPAIGN REVIEW

- Ad Dollars Spent per Trip Generated*
- Brand Awareness Lift
- Campaign Awareness
- Delivered Impressions
- Engagement
- Incremental Trip and Visitor Spend Lifts*
- Hotel and Flight Bookings + Rate of
- Hotel and Flight Searches + Rate of

- Landing Page Views
- Organic Search Traffic
- Overall Site Traffic
- Return on Ad Spend
- Stay Lift
- Tax Return-on-investment
- Time Spent Engaging with Brand Content
- Trips Generated per Ad Dollar Spent



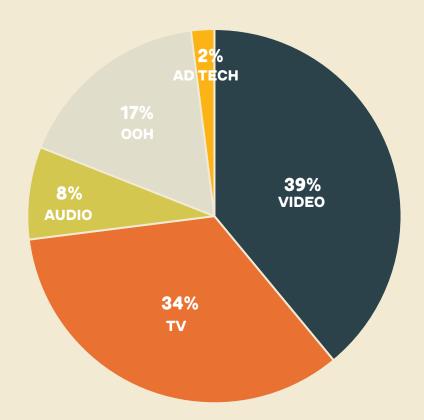
KEY PERFORMANCE INDICATORS

Brand Equity Index Summary 2025 YTD States South Dakota Future Partners Destination Brand Equity Index is made up of the following six key elements, which are considered as the important components of a brand's equity. These factors are then utilized to calculate a destination's index score on a 100-pt scale. Awareness The extent to which travelers are familiar with a destination as a ☆ 46.8 viable place to visit. Reputation The overall appeal and perceived quality of the ⚠ destination among travelers. South Dakota Differentiation (+0.2pts YOY) How unique and distinct the destination's visitation experience is 9 compared to others. **Energy/Momentum Competitor Rankings** (Index Ratings - South Dakota vs. Top Ranking Competitive Set) increased/decreased recently. Average: 50.5 65.5 61.7 59.8 58.5 Relevance 46.8 The likelihood that a consumer will consider visiting e destination in the next few years. Loyalty The degree to which consumers have visited the destination in the South Dakota California **63** Florida Hawaii New York Future Partners The State of the American Traveler Plus Base: South Dakota set, 2025 YTD respondents. 159 completed surveys.

CAMPAIGN MEDIA MIXES

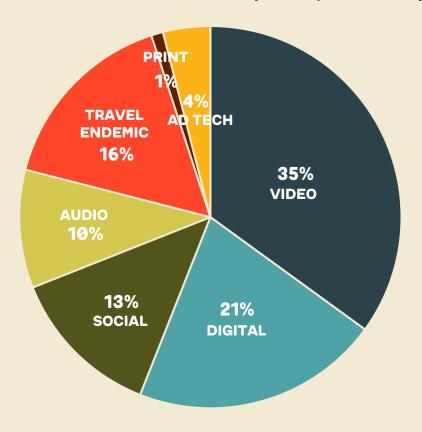
NATIONAL

\$3.6M Spend | 128M Imps



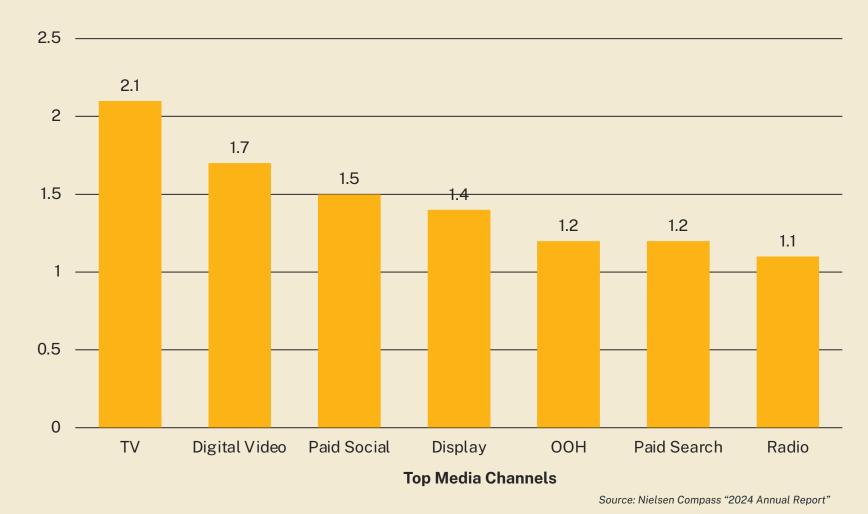
REGIONAL

\$2.7M Spend | 131M Imps





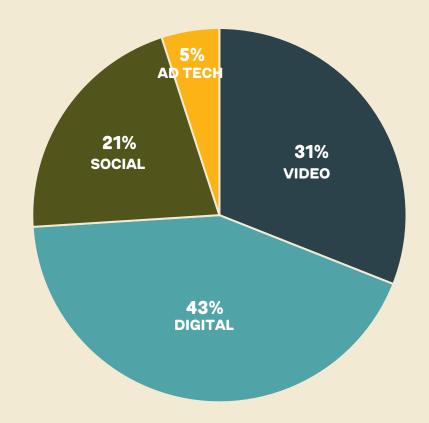
NIELSEN BENCHMARKS LONG-TERM ROI MULTIPLIERS



CAMPAIGN MEDIA MIXES

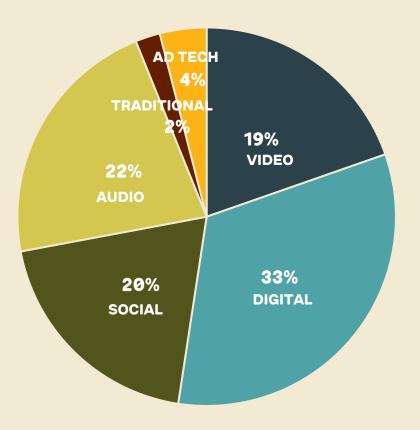
ARTS & CULTURE

\$62K Spend | 5M Imps



FOREVER 605

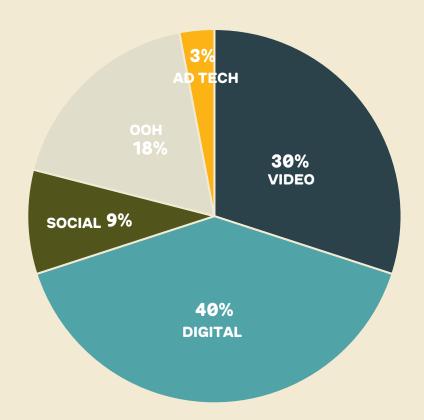
\$147K Spend | 9.8M Imps



CAMPAIGN MEDIA MIXES

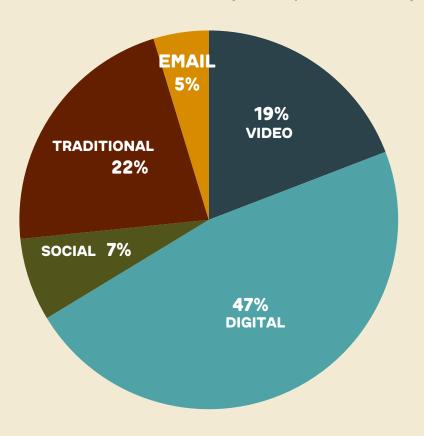
STURGIS OG HD

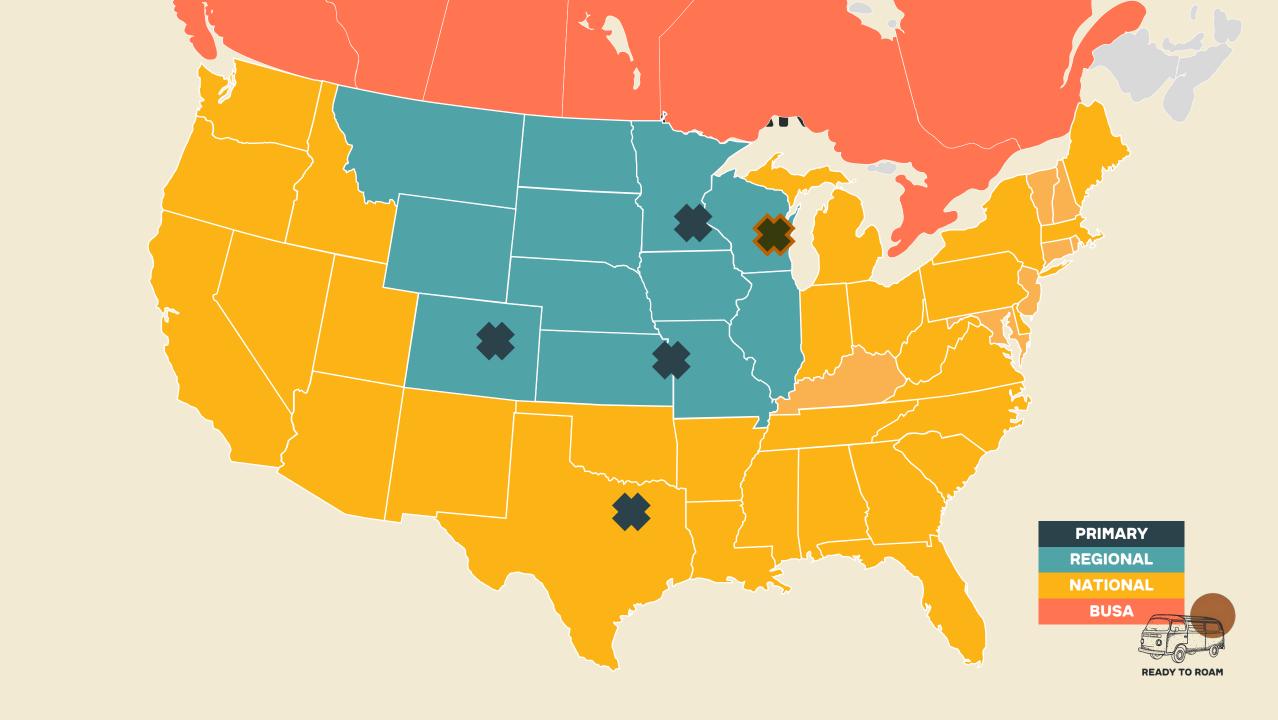
\$335k Spend | 22.5M Imps



FISHING FY25

\$84K Spend | 3.75M Imps









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.

Les Great 8 du Dakota du Sud



Mount Rushmore National Memorial

Ces visages emblématiques sculptés dans la montagne laissent sans voix. Venez les découvrir par vous-même.

En savoir plus



Parc national des Badlands

La beauté de ces terres n'a

En savoir plus



Crazy Horse Memorial

Découvrez ce symbole de la vision, de la détermination et de la culture indigène. La sculpture de ce moment est toujours en cours.

En savoir plus



Parc d'État de Custer

Imprégnez-vous de la majesté d'un lieu peuplé de bisons et à la beauté pittoresque.

En savoir plus



Ville historique de Deadwood

Découvrez des aventures inédites où l'histoire du Far West se mêle à la frénésie du monde moderne. N

50

En savoir plus

Dácauvroz un liquaux milla manuaillas



PRIORITY MARKETS



- 2. UK
- 3. Germany
- 4. France
- 5. Australia

Developing: India





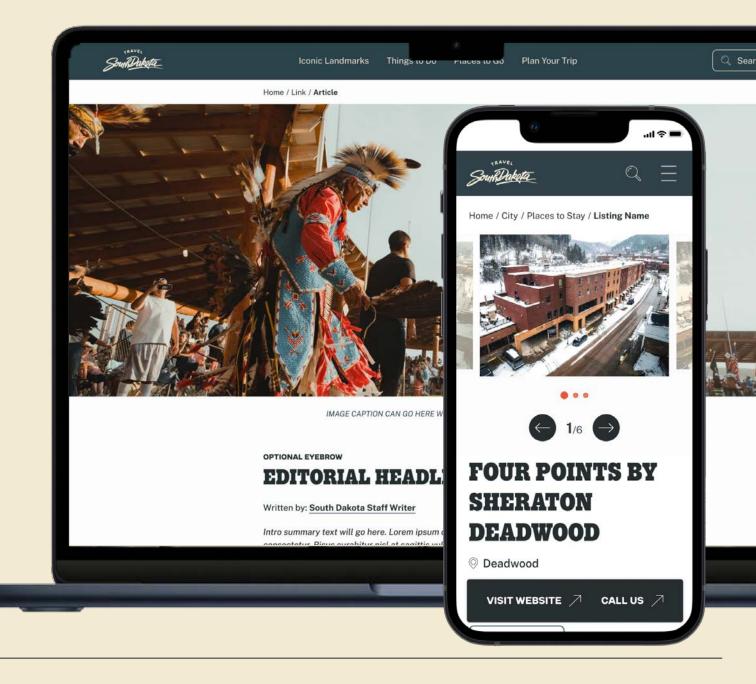




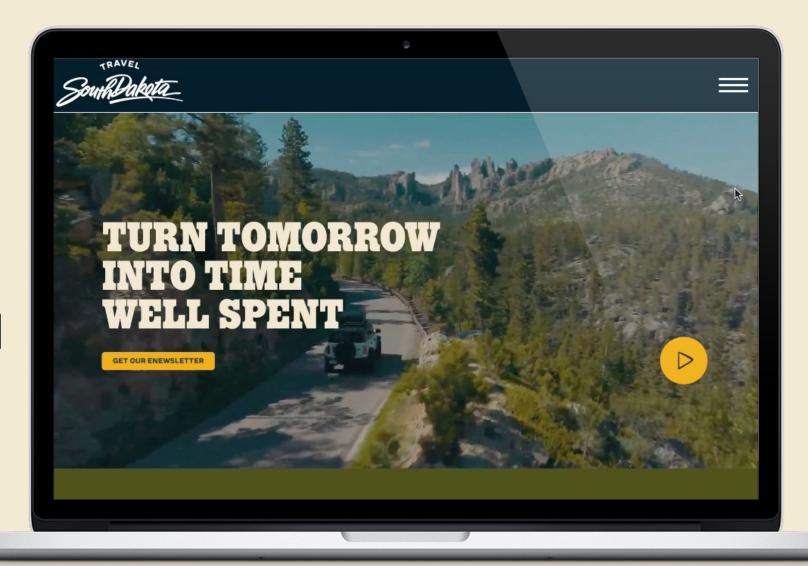


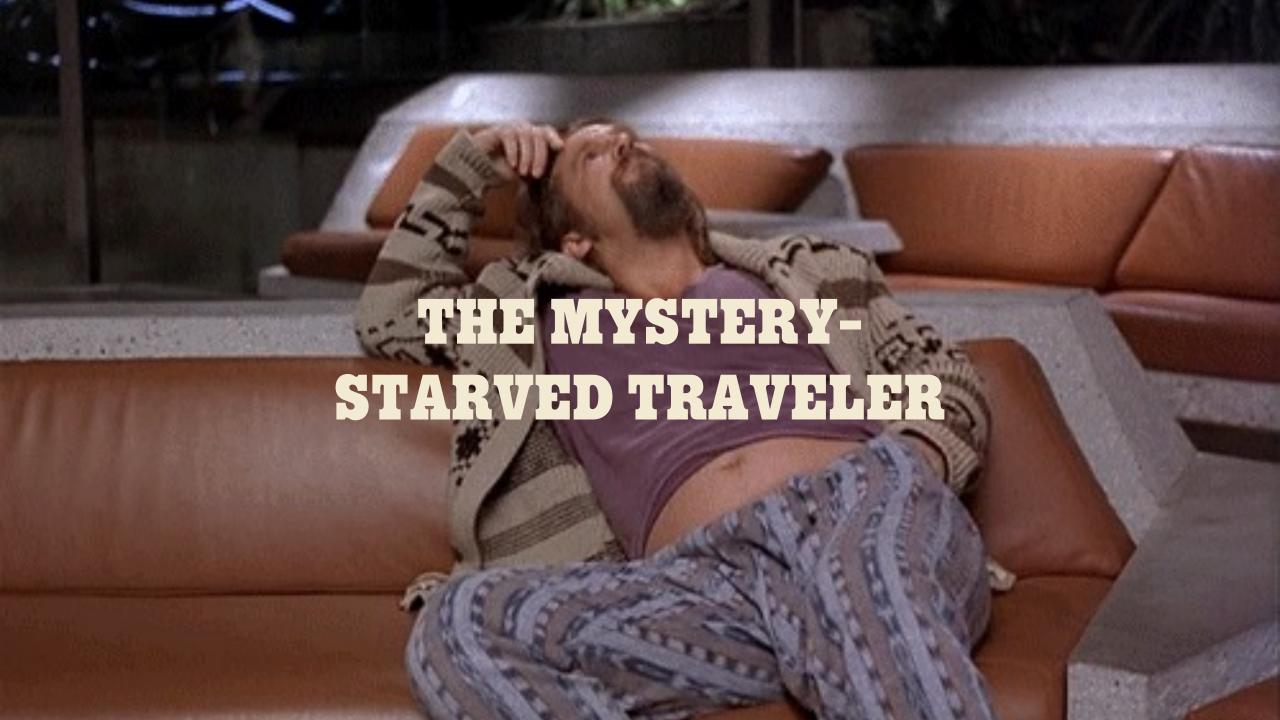
WHY WE'RE EXCITED:

- Mobile-first design
- Focus on UX
- De-coupled design, setting us up for ongoing and future improvements
- Content Audit of 650 pages has 500+ pages being updated before migration and the remaining being either merged and updated or retired.

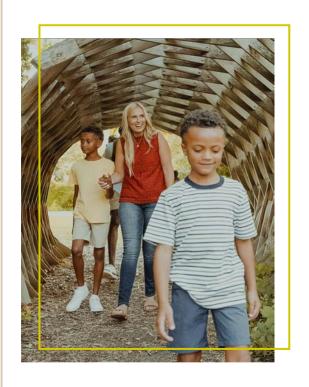


NEW CAMPAIGN LANDING PAGES





OUR AUDIENCES









MEMORY MAKERS

- Families, 25-44
- HHI: \$60-150k
- Children in HH, family is everything

MOMENT SEEKERS

- Older couples, 50+
- HHI: \$100k+
- No children

THRILL CHASERS

- Younger couples, 25-44
- HHI: \$50-100k
- No children

KNOWN TRAVELERS

Within our general audience but have already shown booking intent

OUR AUDIENCES









HUNTING (GENERAL)

- Male & female, 18-65+
- HHI: \$50-115k+
- Formerly 4x segmented audiences

MOTORCYCLE ENTHUSIASTS

- Age 21-55+
- HHI: \$75k+
- Interested in motorcycling & Sturgis

ENTERTAINMENT ENTHUSIASTS

- Age 21-55+
- HHI: \$75k+
- Interested in live music, festivals, etc.

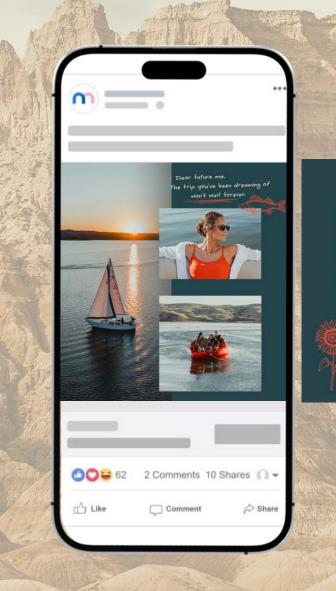
FISHING (GENERAL)

- 18-55+
- HHI: \$50-115k+
- Formerly 2x fishing audiences





Peak 2025 Meta Carousel



Get closer by getting out there: Plan Your Trip





If you're looking for picture perfect memories with the best company, look no further than a South Dakota adventure.

Peak 2025 Meta Carousel



Future you is saying 'go': Plan Your Trip





Travel doesn't wait, so why should you? Air on the side of adventure and have your best escape yet in South Dakota.































TURN TOMORROW INTO TIME WELL SPENT





TURN TOMORROW INTO TIME WELL SPENT









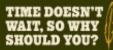














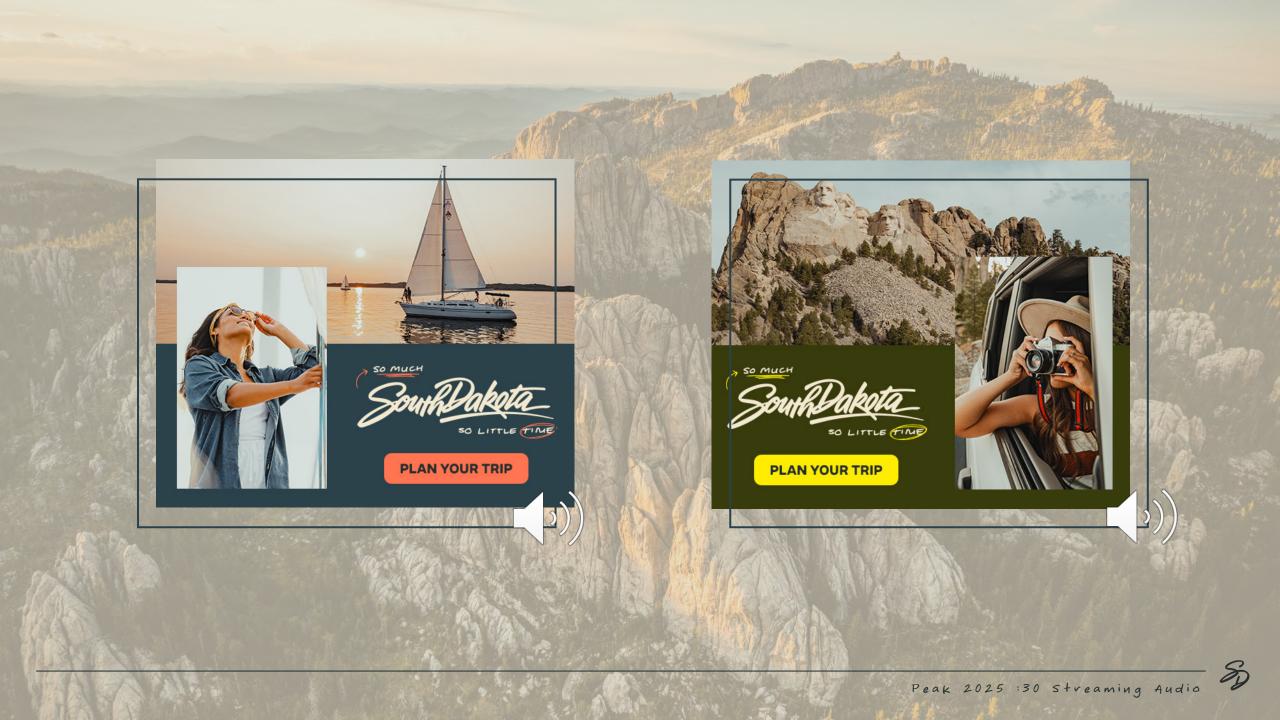


AUDIO

SIRIUS XM

- The Rachel Hollis Podcast
- Crime Junkie Podcast
- Welcome Interstitial
- Streaming Audio







NEW CAMPAIGNS & PARTNERSHIPS





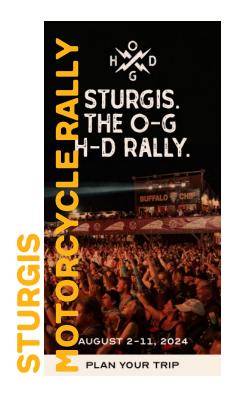


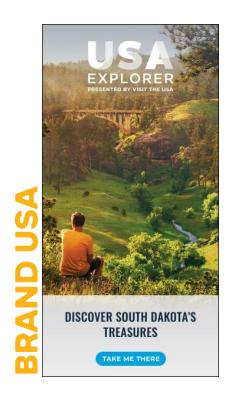
NICHE CAMPAIGNS













TSD X JEEP X **MATADOR**

3x Episodes w/ host Forest Gallante

South Dakota Talent:

- Cat Clifford, Stunt Rider/Musician/Artist/Rancher/Hunter
- Marcela Salas, James Beard Nominated Chef
- Hans Stephenson, Owner Dakota Angler & Outfitter

TOTAL IMPRESSIONS



FOREVER 605 STEWARDSHIP CAMPAIGN

FOREVER 605

FOREVER 605

EXPLORE BEYOND





FOREVER 605

HONOR CULTURE

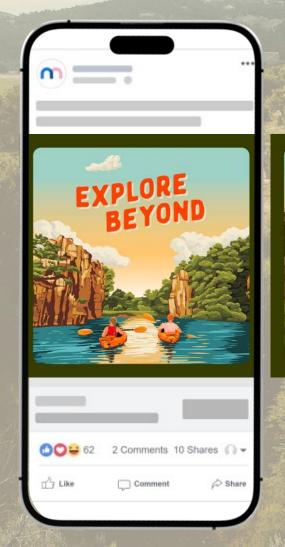


FOREVER 605

SUPPORT LOCAL







Be Forever 605: Sign the Pledge

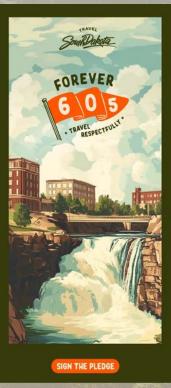




Forever 605. A code to travel respectfully. To support local, preserve nature, honor culture, and explore beyond.

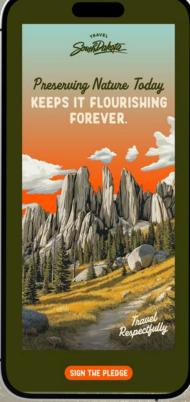


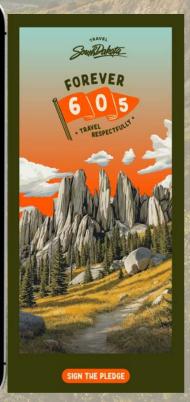






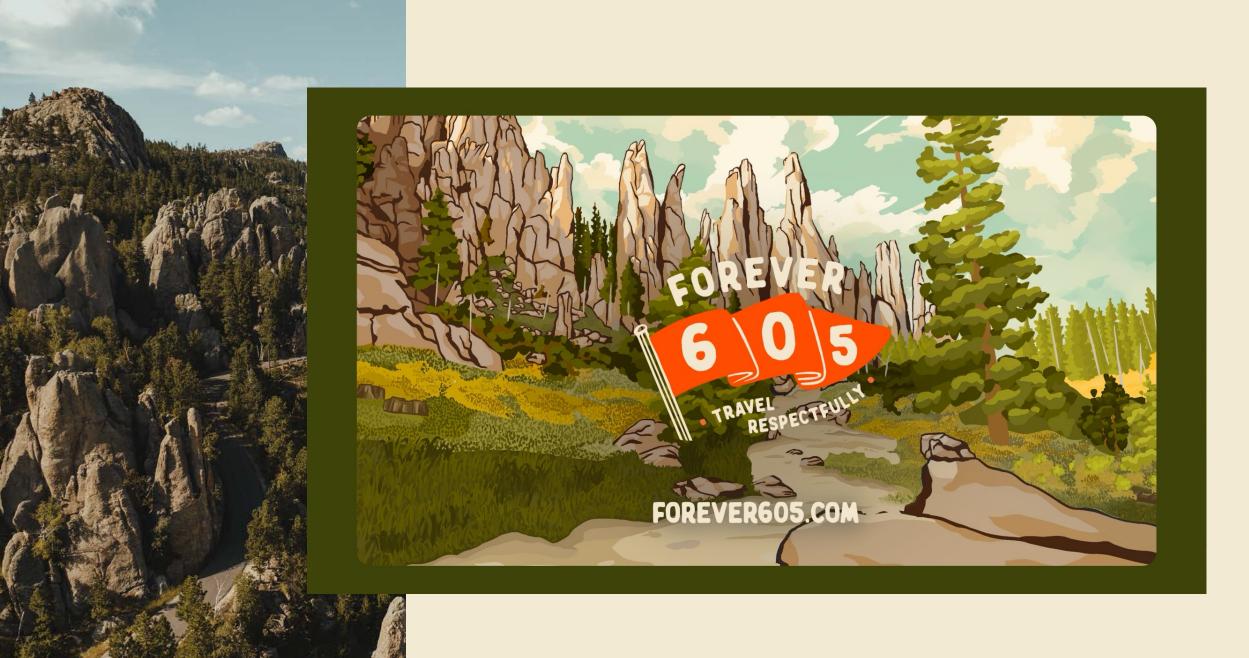














BE FOREVER 605...



Forever 605 Impact







PLEDGES

Efforts encouraged pledges to the Forever 605 campaign code. Pledges were available on Forever605.com and were rewarded with stickers.



Forever 605 Industry Comments:

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

- Partner, Yankton







ONLINE STORE

COMING LATE SPRING

- Forever 605 Gear & Swag
- Awesome Brand Gear





