

TRAVEL SOUTH DAKOTA FOREVER 605 WEBINAR

April 29, 2025



Travel
South Dakota

ERIN WEINZETTEL

GLOBAL MARKETING & BRAND STRATEGY DIRECTOR



01

Where It All Began

02

Initiatives and Impact

03

Continued Efforts

04

Join The Club

05

Questions

AGENDA

What we'll discuss today

WHERE IT ALL BEGAN

An aerial photograph of a dark asphalt road that winds through a dense, green forest. The road curves in several places, including a prominent loop on the right side of the frame. Two small cars are visible on the road: one on the left side of the road in the lower-left quadrant, and another on the right side of the road in the lower-right quadrant. The text "WHO WE ARE" is centered in the upper half of the image in a large, white, sans-serif font.

WHO WE ARE

Travel South Dakota enhances the quality of life for South Dakotans and visitors by strengthening the communities, encouraging responsible stewardship, and creating meaningful experiences for all to enjoy.

STRATEGY

This land is full of footprints. They're old, new, pedestrian, and wild. However they got here, they came from somewhere. Yet they all abide by the same code: To keep SoDak a land of wild rivers, clean trails, western skies, rolling prairie, and towering hills.

Join us on an adventure that starts with locals and extends to visitors.



STRATEGIC VISION

The Forever 605 campaign strives to find the balance between the positive economic impact of visitors while being good stewards of our state's resources, assets and way of life.



Where It All Began

OBJECTIVES

CAMPAIGN FOCUS

- Educate residents and visitors on the importance of responsible travel practices
- Build awareness of lesser-known visitor experiences statewide
- Proactively promote South Dakota as a year-round destination



FOREVER 605

EXPLORE BEYOND



FOREVER 605

PRESERVE NATURE



FOREVER 605

HONOR CULTURE



FOREVER 605

SUPPORT LOCAL





STEWARDSHIP ISSUES

POSITIVELY IMPACT:

- Exploring beyond the known destinations
- Highlight lesser-known destinations
- Alleviate overcrowded travel points
- Bringing benefits of tourism to hidden gems



Where It All Began

STEWARDSHIP ISSUES

POSITIVELY IMPACT:

- Preserving the outdoors by packing out waste
- Keeping nature as we found it
- Refraining from feeding the wildlife
- Staying on the designated trails





STEWARDSHIP ISSUES

POSITIVELY IMPACT:

- Honoring South Dakota's history by immersing ourselves in our Indigenous, pioneer and Old West roots
- Help individuals discover the arts, dance, storytelling, music, food and festivals related to our roots



Where It All Began

STEWARDSHIP ISSUES

POSITIVELY IMPACT:

- Supporting our small businesses
- Encourage audience to shop and dine locally
- Share the importance of respecting our frontline workers
- Ultimately helping our communities thrive into the future





IT'S BIGGER THAN A STATE. IT'S A STATE OF MIND.

FOR THOSE BOLD ENOUGH TO FOLLOW OUR TRAILS,

PASSIONATE ENOUGH TO FOLLOW OUR CODE:

OF EXPLORING THIS STATE. ENJOYING THIS STATE. EMBRACING THIS STATE. RESPECTING THIS STATE.

TO SET A FIRE IN YOUR SOUL, BUT EXTINGUISH THE ONE ON YOUR CAMPGROUND.

TO LEAVE NOTHING BEHIND BUT BOOT PRINTS, AND BRING BACK ONLY THE DIRT UNDER YOUR NAILS.

TO EXPLORE ALL POINTS ON THE MAP, AND NOT OVERCROWD JUST A FEW OF THEM.

TO TRAVEL FAR, BUT SHOP LOCAL.

TO EMBRACE THE MOMENT, BUT RESPECT THE PAST.

TO LET THE WILD BE WILD, AND KEEP NATURE IN NATURE.

TO GIVE JUST AS MUCH TO THE 605 STATE AS THIS PLACE WILL GIVE TO YOU.

TO FOREVER BE CURIOUS.

FOREVER BE ADVENTUROUS.

FOREVER WILD.

FOREVER PROUD.

FOREVER 605.

South Dakota

FOREVER 605 IMPACT

“The overall quality of a destination’s visitor experience includes what local communities value and how residents are striving to achieve their collective goals.”

- Destination Next



FOREVER 605 IMPACT

“In fact, consumers now name a brand being true to its values –and matching their own – as the most important factor in purchase decisions.”

- Destination Next



INITIATIVES AND IMPACT



FOREVER 605 EFFORTS

- Toolkit Rollout (Winter '23/'24)
- Tourism Conference Promotion
- Industry-focused Efforts
- Industry Partnerships
- Peak Paid Marketing Efforts
- Public Relations Efforts
- Social Media Strategy





355

Toolkits Distributed

54,390

Items Requested



44.9k+
Total Est 2024
Hotel & Flight Bookings



5,588

2024 PLEDGES

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





Initiatives and Impact

U.S. TRAVEL
ASSOCIATION®



MERCURY
AWARDS



CONTINUED EFFORTS

FOREVER 605
TRAVEL RESPECTFULLY

South Dakota

Greetings Industry Friends,

It is with great pride and excitement that we share with you our Forever 605 Toolkit. Forever 605 is Travel South Dakota's stewardship program that harmonizes the needs of visitors with the needs of our destinations and residents. The campaign aims to balance the positive economic impacts of tourism and its correlated implications for our communities.

While we're just getting started, Forever 605 lays a strong foundation for responsible utilization and maintenance of our natural resources, conservation of our community assets, and preservation of our South Dakota way of life.

Inside this toolkit, you'll find assets that will aid in your participation and dissemination of the Forever 605 efforts. We hope you'll embrace this program just as much as we do.

All our best,

Jim Hagen
Jim Hagen
Secretary of Tourism










Continued Efforts

CONSUMER AND INDUSTRY EMAILS

CONSUMER

- Educate audience on living the Forever 605 way
- Encourage individuals to sign the pledge

INDUSTRY

- Ways and initiative to further share Forever 605 with residents and visitors



Travel South Dakota
APRIL 2025
SDVisit.com/Forever-605



PICK IT UP, PACK IT OUT

Tuesday, April 22, is Earth Day. It's a perfect time to take action with Forever 605 by preserving nature and supporting our park rangers, frontline workers, and everyone by keeping our trails, parks, and parking lots clean. Every piece of litter picked up makes a difference - from a stray granola bar wrapper to a plastic bottle. Together our collective effort adds up!

Get your team involved! Head over to SDVisit.com/Forever-605 to gear up your staff, organization, or business with the tools to champion responsible travel. Please note that gear quantities are limited. Order by Monday, April 7, if you want to receive your items in time for Earth Day.

FOREVER 605 GEAR



FOREVER 605

EXPLORE BEYOND



FOREVER 605

PRESERVE NATURE



FOREVER 605

HONOR CULTURE



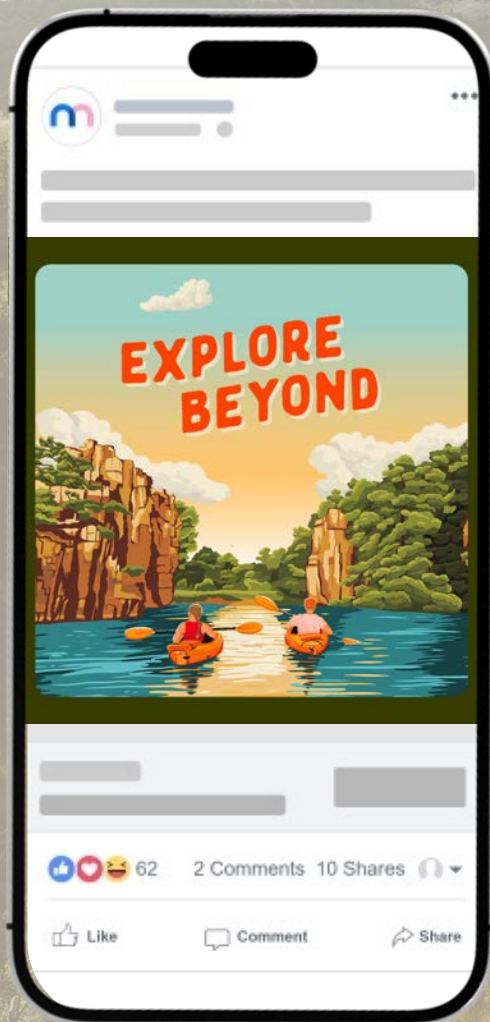
FOREVER 605

SUPPORT LOCAL

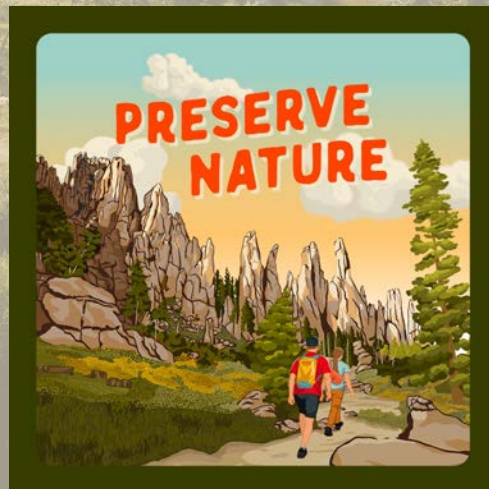




forever 605 meta carousel



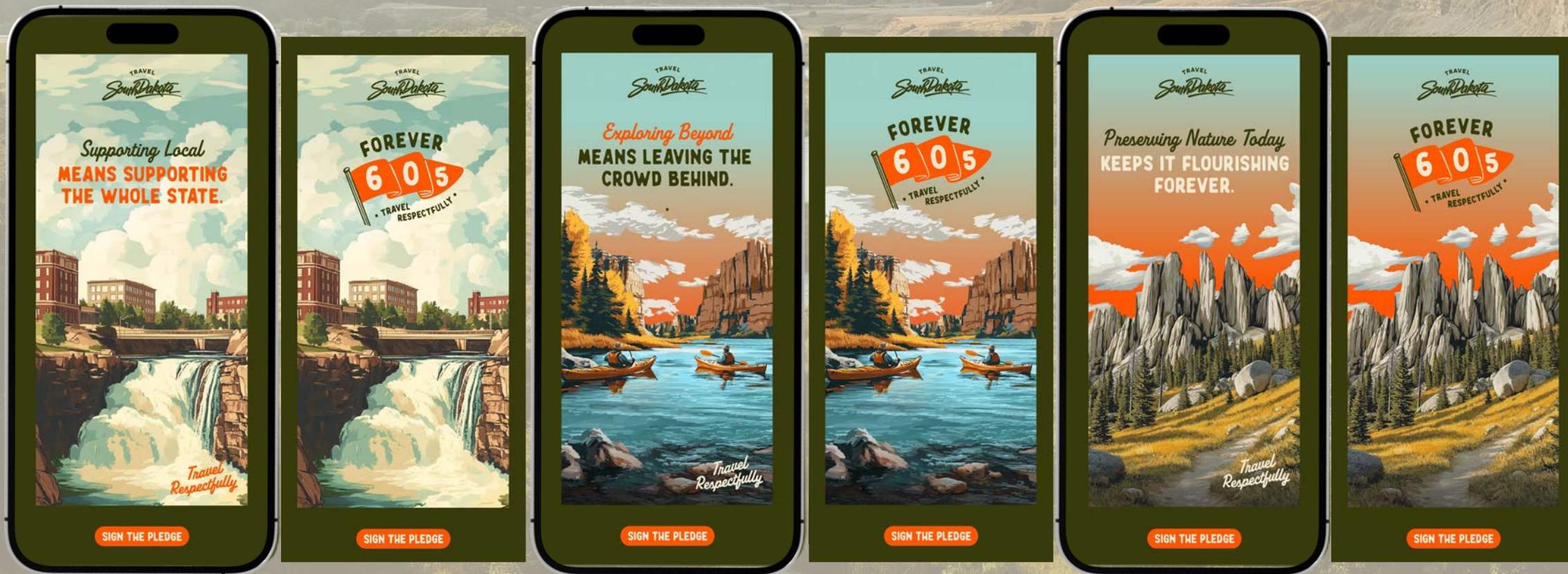
Be Forever 605: Sign the Pledge



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



Forever 605 Display Banners



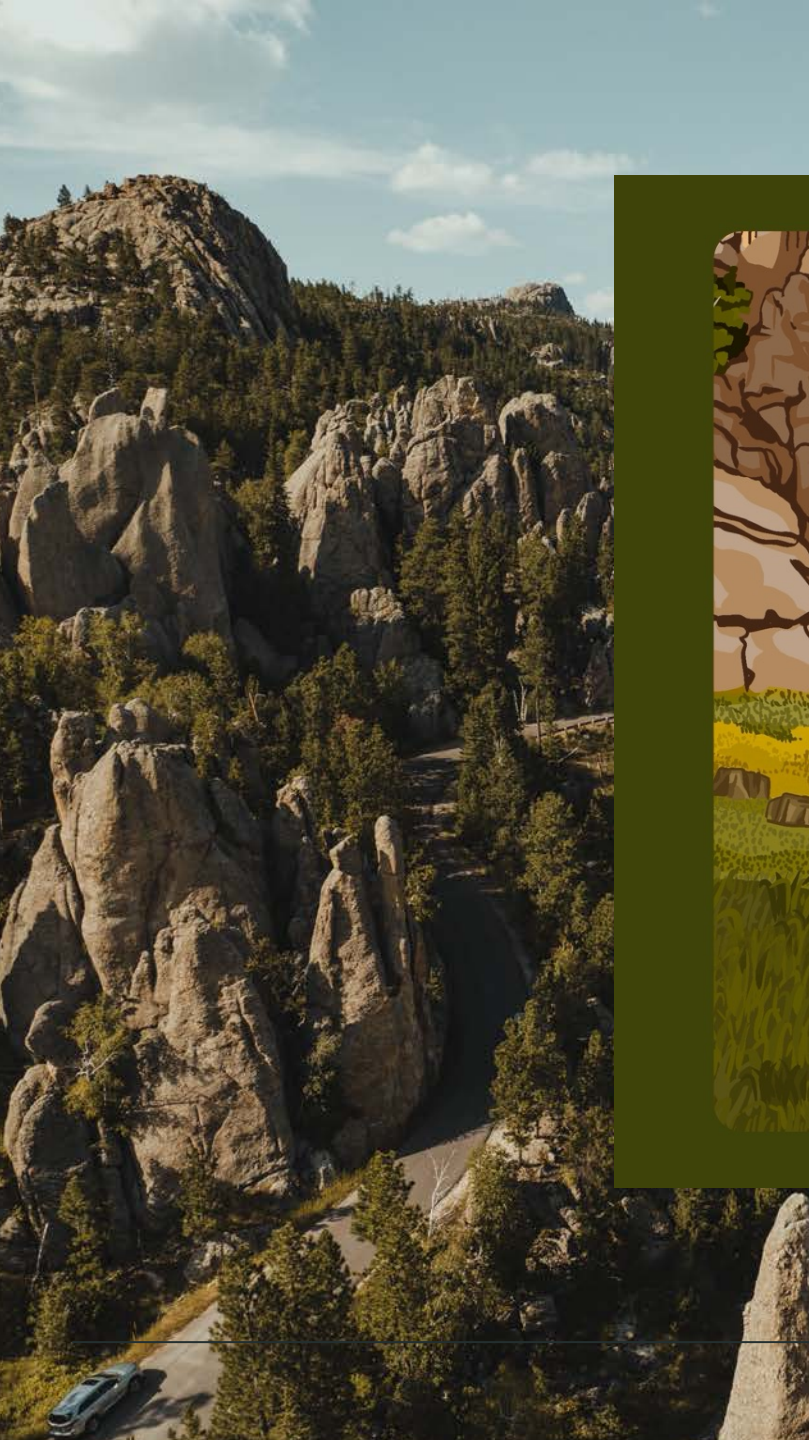


forever 605 Streaming Audio





EXPLORE BEYOND...

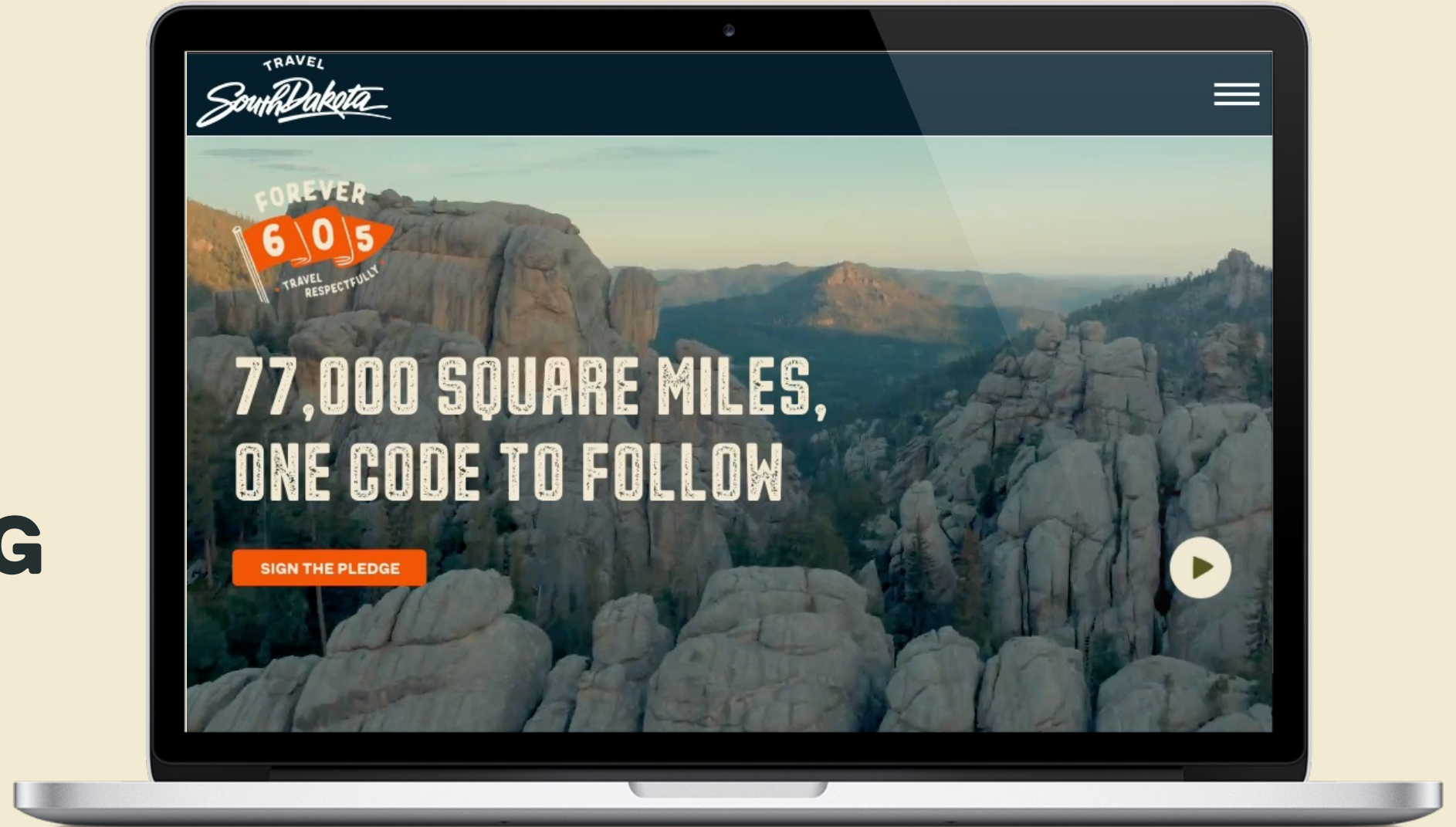




BE FOREVER 605...



LANDING PAGE

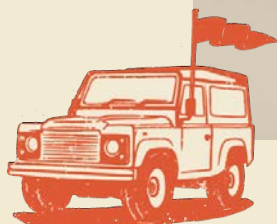


JOIN THE CLUB



Join the Club

FOREVER 605 INDUSTRY TOOLKIT





Join the Club

GEAR UP

WHAT'S AVAILABLE

- Shirts
- Crewnecks
- Hats
- Gloves
- Stickers
- Posters
- Pledge Cards
- Rack Cards





Join the Club

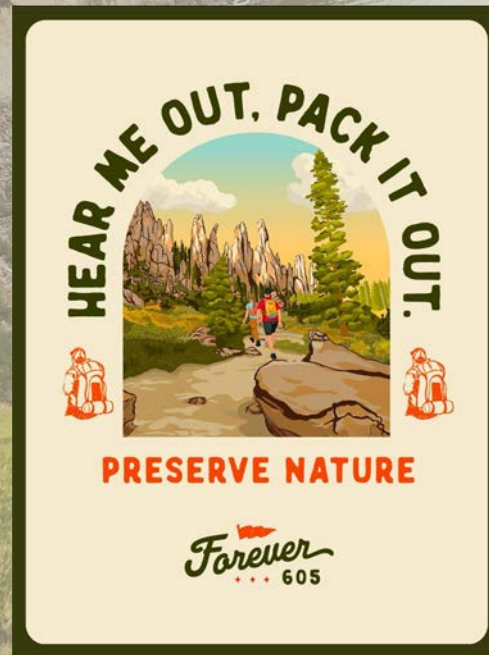
ONLINE STORE

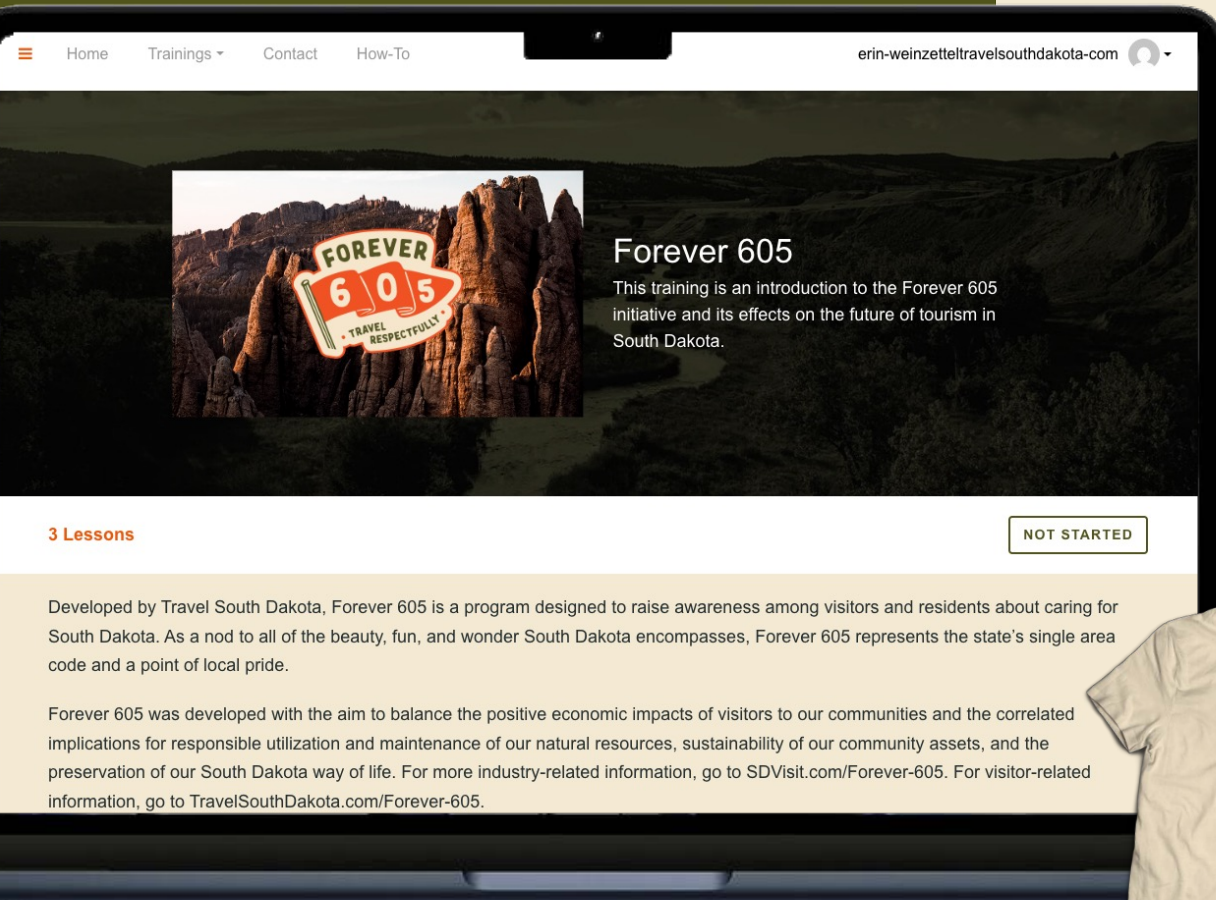
COMING LATE SPRING

- Forever 605 Gear & Swag
- Awesome Brand Gear



NEW POSTERS – COMING SOON



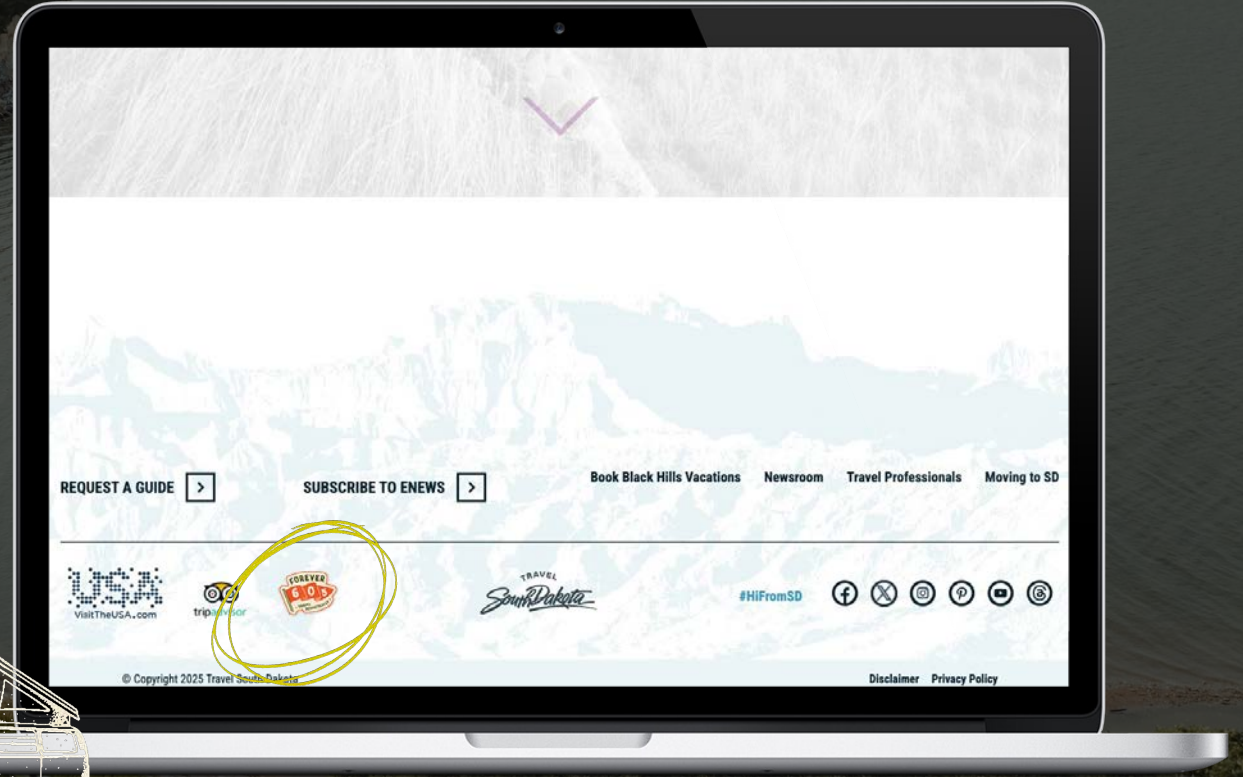


ONLINE HOSPITALITY PROGRAM

- Learn about the efforts and how to help others live the Forever 605 way
- Receive a free t-shirt from training completion



SHARE SUPPORT ONLINE



Join the club 

A photograph of a forest with tall, thin trees, likely pines, silhouetted against a warm, golden light from the setting or rising sun. The light creates a strong glow through the trees, particularly in the center. The text is overlaid in the middle of the image.

**CELEBRATE
FOREVER 605 DAY**



Join the Club

CELEBRATE FOREVER 605 DAY

- Wear your state pride





Join the Club

CELEBRATE FOREVER 605 DAY

- Wear your state pride
- Organize local Forever 605 activity





Join the Club

CELEBRATE FOREVER 605 DAY

- Wear your state pride
- Organize local Forever 605 activity
- Fly the 605 Flag

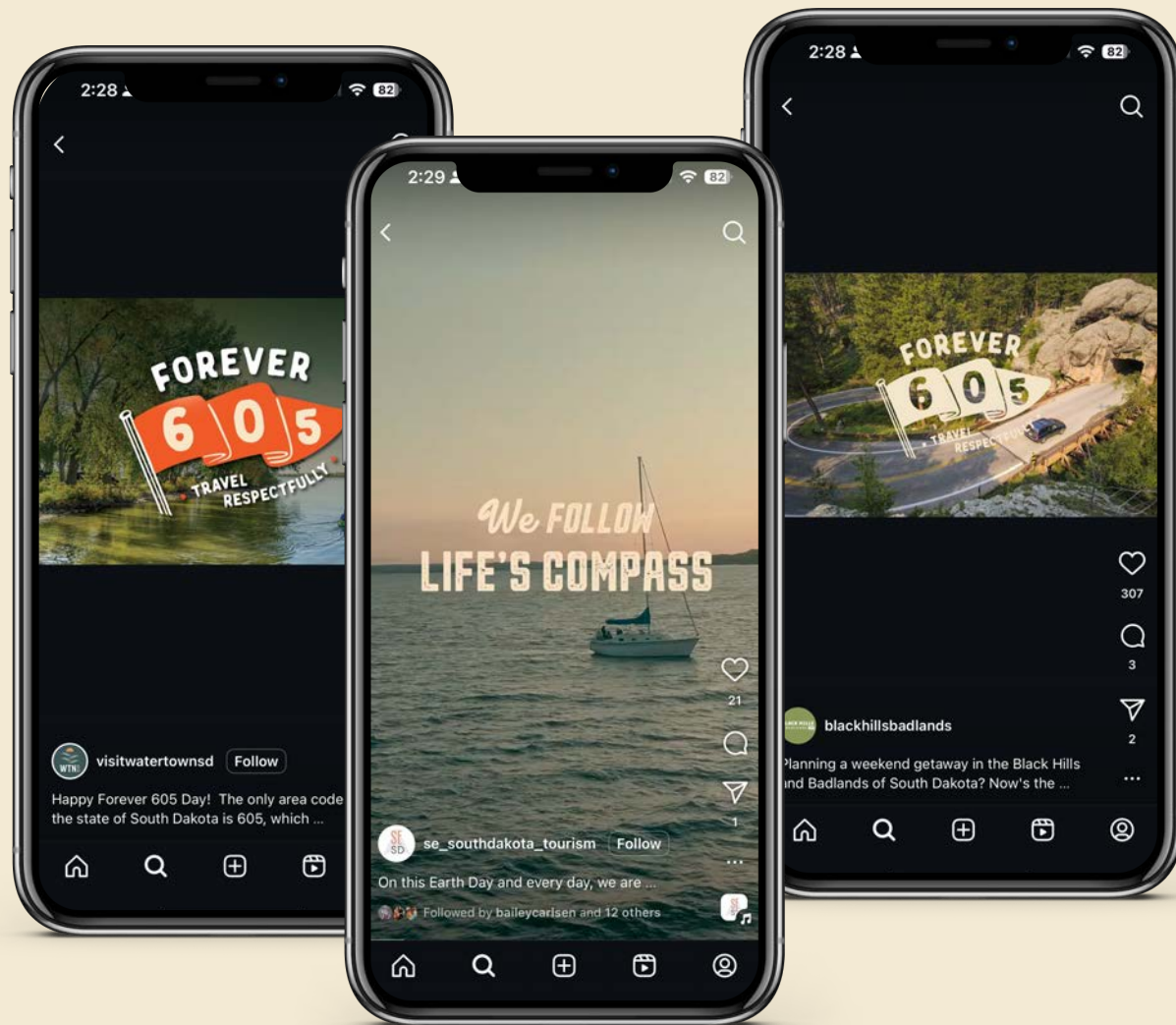




Join the Club

CELEBRATE FOREVER 605 DAY

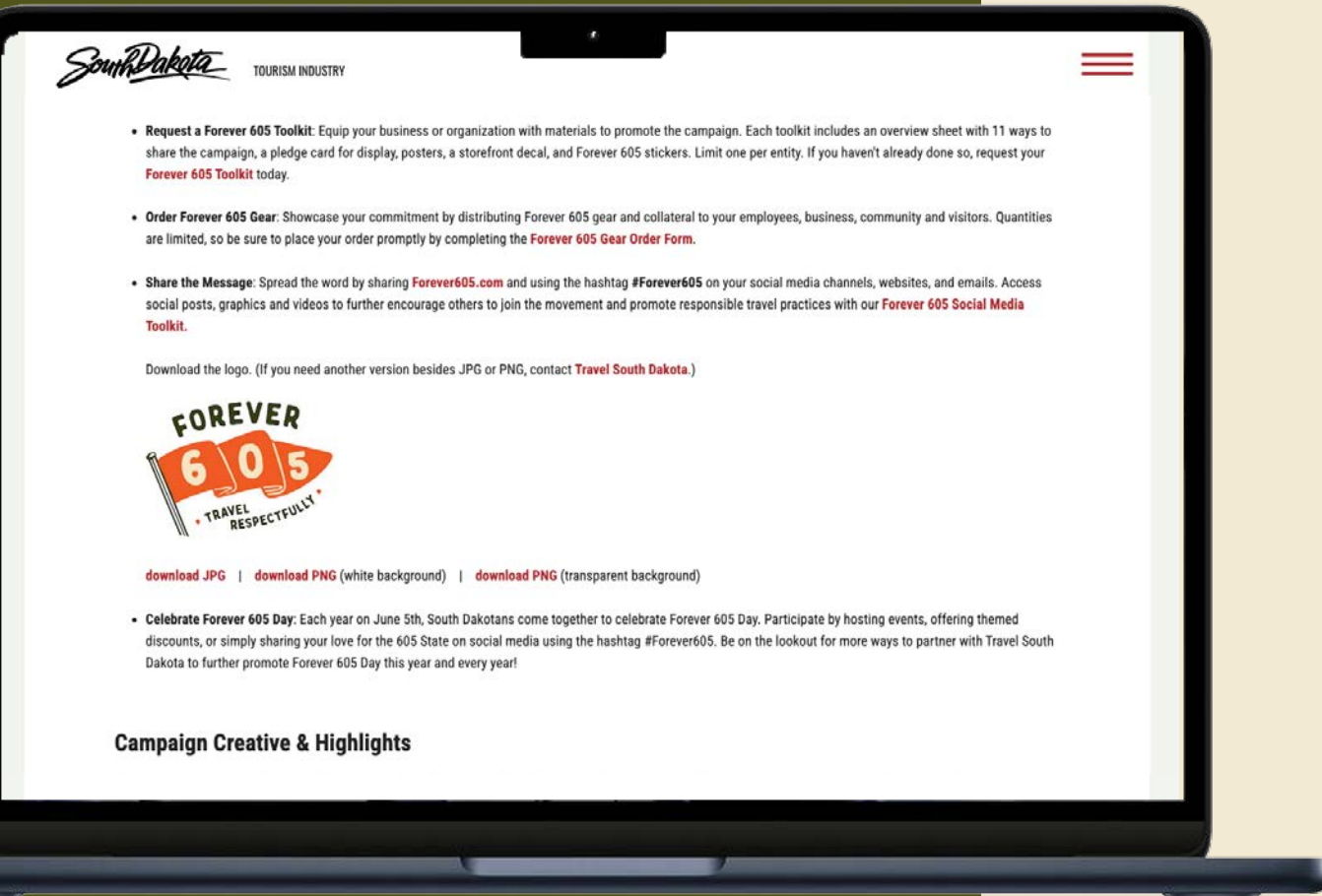
- Wear your state pride
- Organize local Forever 605 activity
- Fly the 605 Flag
- Promote on Social



#Forever605

CREATIVE ASSETS AVAILABLE

- SDVisit.com/Forever-605
- SDVisit.com/index.php/Brand-Standards



KEY TAKEAWAYS



Key Takeaways

CAN YOU SUMMARIZE, PLEASE?

- We're making an impact and we're seeing a response from the industry, locals, and visitors.
- We can't do it alone. Tap in and join the club. Order that toolkit, get your team to take the online training, gear up.
- Sign the pledge and live the Forever 605 way.



An aerial photograph of a vast South Dakota landscape featuring rolling green hills, dense evergreen forests, and distant mountain ranges under a hazy sky. Three hot air balloons with vibrant, multi-colored stripes are floating in the air. One large balloon is on the left, another large one is on the right, and a smaller one is in the distance. The word "QUESTIONS?" is superimposed in large, white, bold, sans-serif capital letters in the center of the image.

QUESTIONS?

ERIN WEINZETTEL | GLOBAL MARKETING & BRAND STRATEGY DIRECTOR
erin.weinzettel@travelsouthdakota.com

TRAVEL
South Dakota

An aerial photograph of a South Dakota landscape featuring rolling green hills, dense evergreen forests, and distant mountains under a clear sky. Three hot air balloons with colorful vertical stripes are visible: one in the upper left, one in the upper center, and one in the lower right. The text "THANK YOU!" is centered in the middle of the image.

THANK YOU!

ERIN WEINZETTEL | GLOBAL MARKETING & BRAND STRATEGY DIRECTOR
erin.weinzettel@travelsouthdakota.com

TRAVEL
South Dakota