

TRAVEL SOUTH DAKOTA

Destination Development Program

KEY PROGRAM ELEMENTS:

- Tourism product assessment and strategy development
- Stakeholder engagement and capacity building
- Product development and implementation support

THIS PROGRAM WILL PROVIDE SELECTED COMMUNITIES WITH:

- Expert guidance on developing authentic tourism products and experiences
- Training on working together to manage tourism in a responsible way
- Seed funding for tourism product development projects

THIS PROGRAM IS FOR:

- Rural communities with populations under 30,000
- Areas with untapped tourism potential or those needing revitalization
- Eligible applicants:
 - >> Local Governments
 - >> DMOs / CVBs / Chamber of Commerce
 - >> Tourism Business Owners / Operators
 - >> Tribal Governments & Organizations

Applications will be welcome from individual communities or from multiple communities collaborating on a regional project.

BE PART OF THE JOURNEY!

We invite you to join the launch phase of the destination development program in 2025. Stay engaged and take note of these key dates:

- Webinar and Info Sessions: July 8, 2025
- Applications Open: Early August 2025
- Application Deadline: Late August 2025
- Selected Communities Announced: September 2025

Travel South Dakota is launching a Destination Development Program designed to help rural communities and businesses harness tourism to strengthen local economies, enhance residents' quality of life, and protect their unique character and natural resources.

Expanding tourism opportunities throughout the state will enhance local economies, support businesses, and bring visitors to a range of destinations offering new authentic tourism products, experiences, and services.

NEXT STEPS

Here are things you can do to prepare for when applications open

- Engage a core action team
- Gain support from residents and city leadership
- Save the date for the July 15th Destination Development webinar

**TO STAY UP TO DATE & LEARN MORE,
PLEASE VISIT:**

SDVisit.com/Destination-Development

CONTACT US

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South Dakota
DESTINATION DEVELOPMENT PROGRAM