

# Future Partners



Travel South Dakota  
2024 Visitor Profile

# Research Overview & Methodology

**Definition:** South Dakota visitors were defined as travelers aged 18 or older who have traveled to/within South Dakota in the calendar year of 2024.

**Sample:** Future Partners collected N=1,600 completed surveys through an online panel fielded amongst a nationally representative sample of adult American travelers over the course of two survey waves from August – October 2024 and January - February 2025.

**Data Weighting:** Data presented in this report is weighted based on the destination's overall visitor mix and volume estimates which were informed by secondary data sources including:

- Tourism Economics Symphony
- Hotel occupancy and demand data reported by STR
- Short term rental occupancy and demand reported by Keydata
- Campground/RV occupancy and demand reported by South Dakota Game, Fish and Parks Department
- Households' data from the U.S. Census.

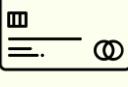
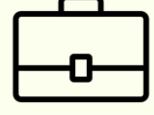


## Future Partners

# South Dakota Visitor Industry Performance, 2024

# The South Dakota Visitor Industry Performed Strongly in 2024.

Key metrics showing the performance of the South Dakota visitor industry are below:

<b>Visitor Volume</b>  <b>14.91 Million</b>	<b>Visitor Days in Market</b>  <b>36.5 Million</b>	<b>Direct Visitor Spend</b>  <b>\$5.09 Billion</b>	<b>Total Economic Impact</b>  <b>\$8.14 Billion</b>
<b>Jobs Supported by Visitor Industry*</b>  <b>58,824</b>	<b>Taxes Generated for South Dakota</b>  <b>\$398.7 Million</b>	<b>Direct Visitor Spending per South Dakota Household</b>  <b>\$14,127</b>	<b>Taxes Generated per South Dakota Household</b>  <b>\$1,105</b>

\*Note not all jobs supported by the visitor industry are located within South Dakota.

# Time Series: Visitor Industry Performance

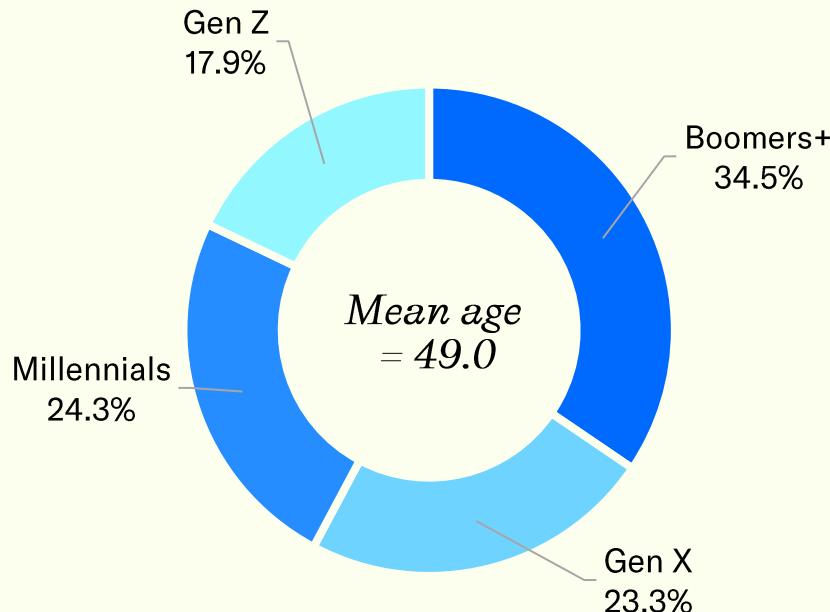
The table below compares the South Dakota visitor industry performance for the last two periods of study.

Period of Study	2023	2024
Visitors to South Dakota (annually, in millions)	14.71M	14.91M
Hotel Room Nights (annually, in millions)	5.49M	5.50M
Direct Visitor Spending within South Dakota (annually, in billions)	\$4.96B	\$5.09B
Total Economic Impact within South Dakota (annually, in billions)	\$7.88B	\$8.14B
Direct Visitor Spending per South Dakota household (annually)	\$13,475	\$14,127
Total Jobs Supported by the Visitor Industry	57,835	58,824
Taxes Generated for South Dakota Governments (annually, in millions)	\$383.96M	\$398.73M
Taxes Generated (annually per South Dakota household)	\$1,043	\$1,105

# Key Findings: Demographic & Geographic Profile

# South Dakota's visitor base skews somewhat older, with Boomers and Gen X making up well over half (57.8%) of all visitors.

Generations, South Dakota Visitors



Detail by Market & Accommodations

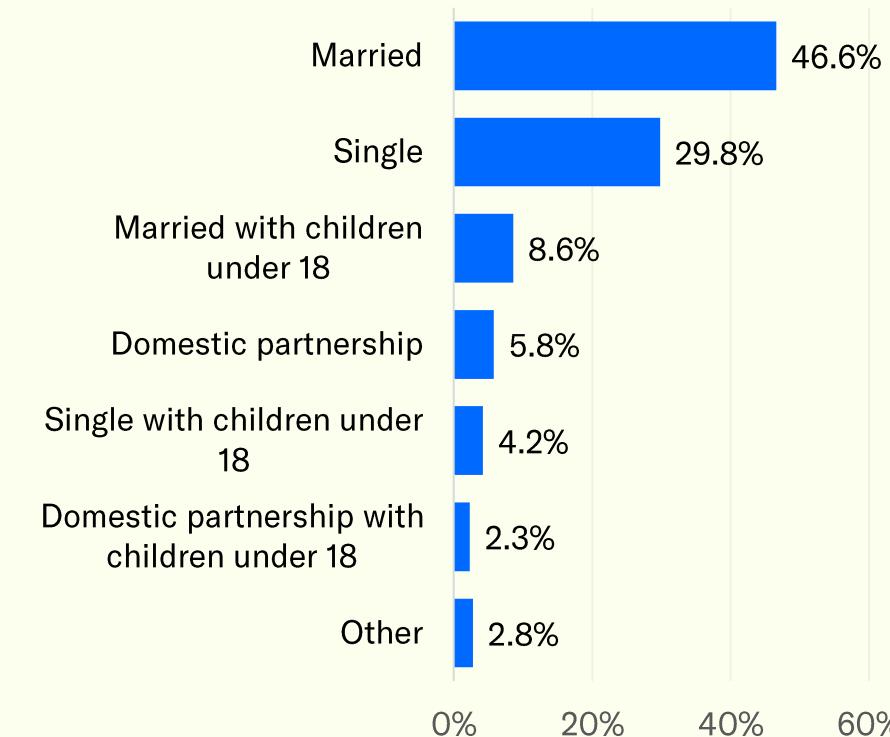
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Boomers+	34.5%	39.1%	29.8%	32.7%	13.7%	26.6%
Gen X	23.3%	20.8%	26.0%	27.3%	18.3%	26.0%
Millennials	24.3%	16.4%	32.6%	23.9%	52.1%	31.3%
Gen Z	17.9%	23.7%	11.7%	16.1%	15.9%	16.1%
Mean	49.0	49.7	48.3	48.8	40.8	46.5
Base	1,600	240	1,360	1,085	380	271

Question: In what year were you born?

Base: South Dakota visitors. 1,600 completed surveys.

# Over half of visitors are married while one in three are single.

Marital Status, South Dakota Visitors



Detail by Market & Accommodations

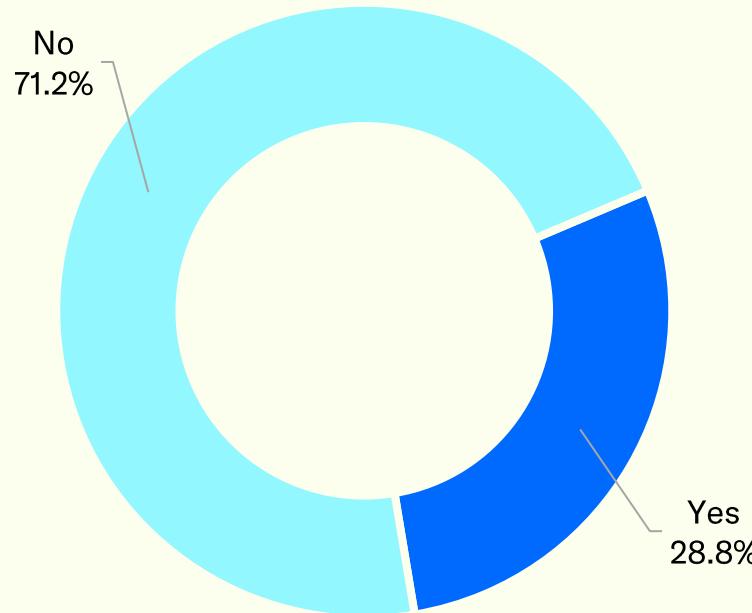
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Married	46.6%	38.4%	55.0%	53.4%	57.9%	46.6%
Married with children under 18	8.6%	5.1%	12.2%	11.2%	18.2%	7.5%
Domestic partnership	5.8%	7.9%	3.5%	3.6%	1.0%	13.3%
Domestic partnership with children under 18	2.3%	1.7%	2.9%	2.7%	1.1%	3.6%
Single	29.8%	38.1%	21.2%	24.3%	18.6%	25.7%
Single with children under 18	4.2%	5.0%	3.3%	2.8%	3.1%	2.2%
Other	2.8%	3.7%	1.8%	2.0%	0.1%	1.0%
Base	1,595	237	1,358	1,083	379	271

Question: Which of the following best describes your current marital status?

Base: South Dakota visitors. 1,595 completed surveys.

# A majority (71.2%) of South Dakota's visitors do not currently have children under the age of 18 in their household.

Parents with School-Aged Children, South Dakota Visitors



Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Yes	28.8%	15.7%	42.5%	38.7%	71.2%	34.3%
No	71.2%	84.3%	57.5%	61.3%	28.8%	65.7%
Base	1,600	240	1,360	1,085	380	271

Question: Are you a parent to school-aged children (under 18)?

Base: South Dakota visitors. 1,600 completed surveys.

# Visitors represent a range of household incomes.

Annual Household Income, South Dakota Visitors



Detail by Market & Accommodations

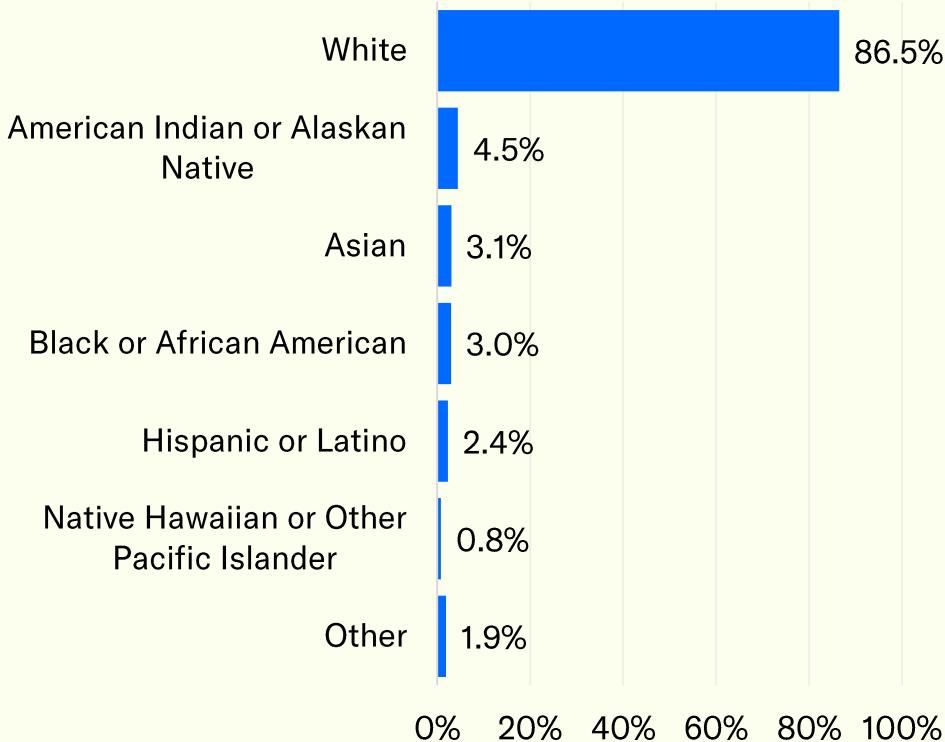
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
\$200,000 or more	5.6%	2.0%	9.2%	7.5%	17.9%	7.7%
\$150,000 to \$199,999	13.0%	4.5%	21.6%	20.5%	30.8%	9.6%
\$125,000 to \$149,999	7.8%	7.6%	8.1%	10.9%	10.2%	4.3%
\$100,000 to \$124,999	8.7%	10.3%	7.1%	9.5%	12.5%	7.7%
\$80,000 to \$99,999	10.1%	9.5%	10.8%	11.5%	6.9%	10.7%
\$50,000 to \$79,999	21.6%	25.9%	17.3%	17.7%	6.8%	15.2%
\$30,000 to \$49,999	20.9%	24.4%	17.4%	15.4%	3.4%	32.1%
Less than \$29,999	12.2%	15.8%	8.6%	7.0%	11.6%	12.7%
Mean	\$88,374	\$72,108	\$104,880	\$105,981	\$131,467	\$81,821
Base	1,579	231	1,348	1,076	380	270

Question: Which best describes the combined annual income of all members of your household?

Base: South Dakota visitors. 1,579 completed surveys.

# South Dakotas visitors skew White/Caucasian.

Racial Identity, South Dakota Visitors



Detail by Market & Accommodations

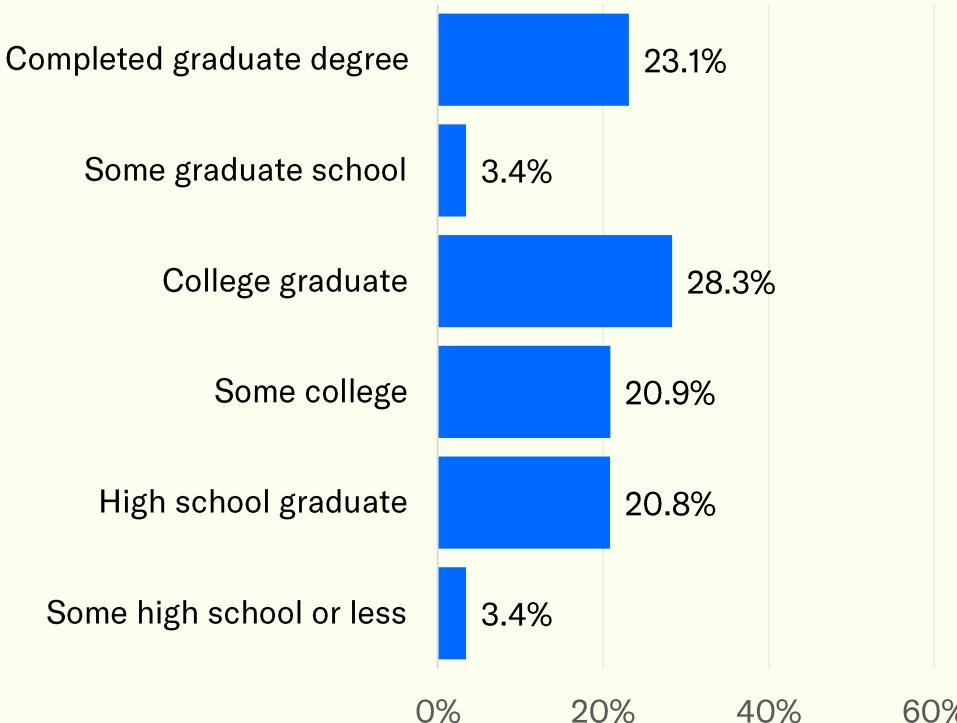
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
White	86.5%	80.3%	93.1%	85.3%	93.1%	96.2%
American Indian or Alaskan Native	4.5%	7.4%	1.4%	4.2%	0.4%	4.1%
Asian (including East Asian, South Asian, and Southeast Asian)	3.1%	4.9%	1.2%	4.3%	1.2%	0.6%
Black or African American	3.0%	2.3%	3.7%	5.1%	8.0%	1.6%
Hispanic or Latino	2.4%	1.9%	2.8%	1.4%	5.8%	0.5%
Native Hawaiian or Other Pacific Islander	0.8%	1.6%	0.0%	0.3%	0.3%	0.1%
Other	1.9%	2.4%	1.4%	0.7%	0.0%	0.0%
Middle Eastern or North African	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	1,600	240	1,360	1,085	380	271

Question: Which of the following describes your racial or ethnic identity?

Base: South Dakota visitors. 1,600 completed surveys.

# Most visitors to South Dakota are highly educated.

Educational Status, South Dakota Visitors



Detail by Market & Accommodations

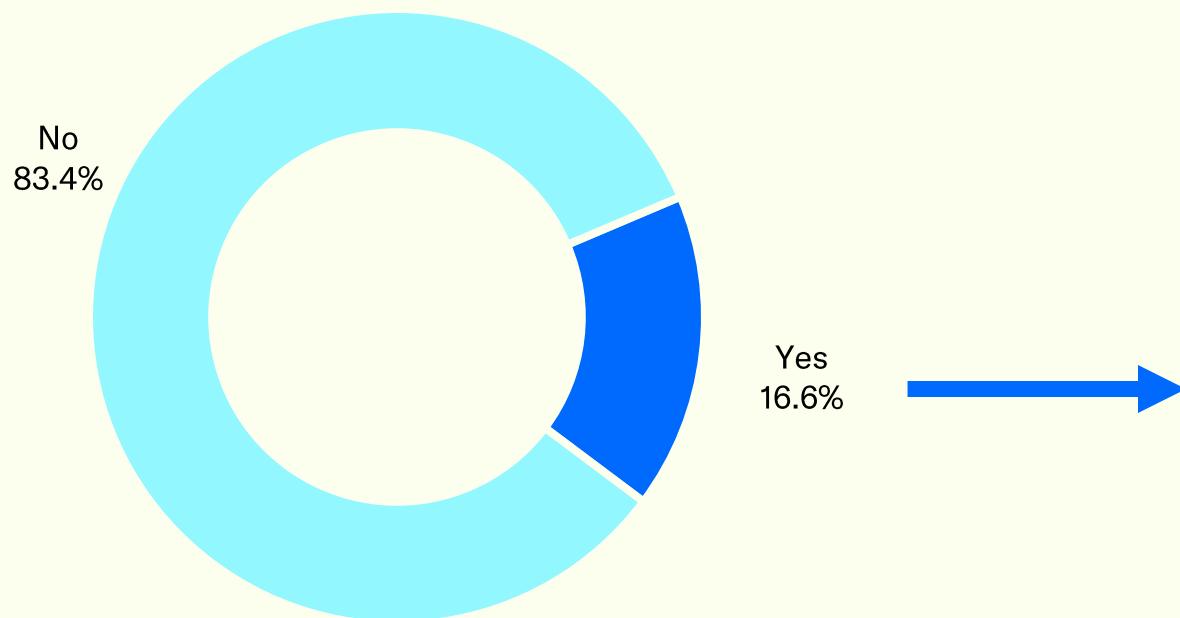
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Completed graduate degree	23.1%	10.2%	36.6%	38.7%	57.5%	22.3%
Some graduate school	3.4%	3.4%	3.5%	1.9%	1.1%	6.2%
College graduate	28.3%	30.5%	26.1%	22.2%	15.5%	17.8%
Some college	20.9%	26.3%	15.2%	15.5%	7.9%	24.6%
High school graduate	20.8%	24.9%	16.5%	18.8%	17.9%	23.7%
Some high school or less	3.4%	4.7%	2.0%	3.0%	0.0%	5.5%
Base	1,597	238	1,359	1,085	380	271

Question: What is your highest level of formal education?

Base: South Dakota visitors. 1,597 completed surveys.

# Just under one-in-five visitors have (or travels with someone who has) a disability.

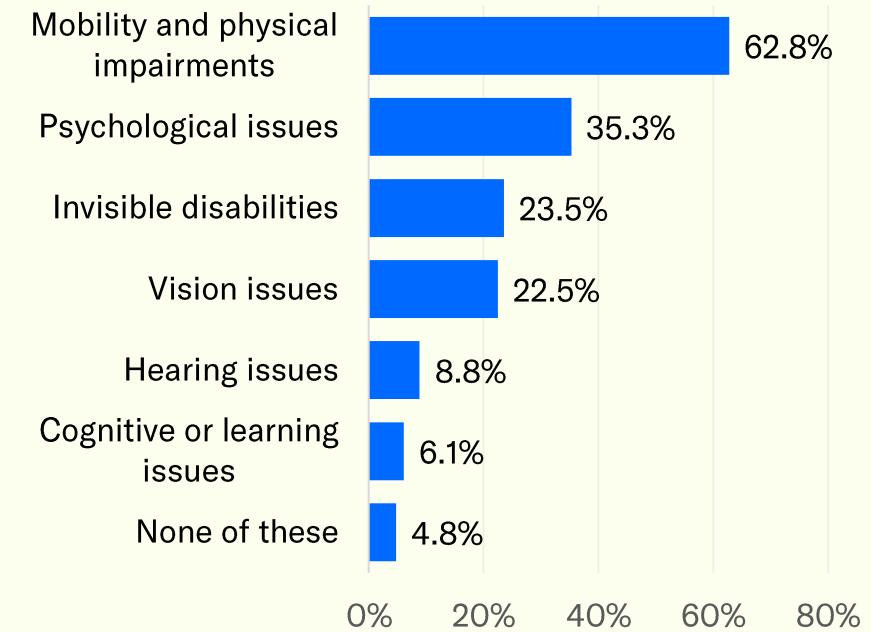
Disability Status, South Dakota Visitors



Question: Because of a physical, mental or emotional issue do you (or anyone you regularly travel with) have difficulties or face challenges traveling?

Base: South Dakota visitors. 1,592 completed surveys.

Disability Status, South Dakota Visitors



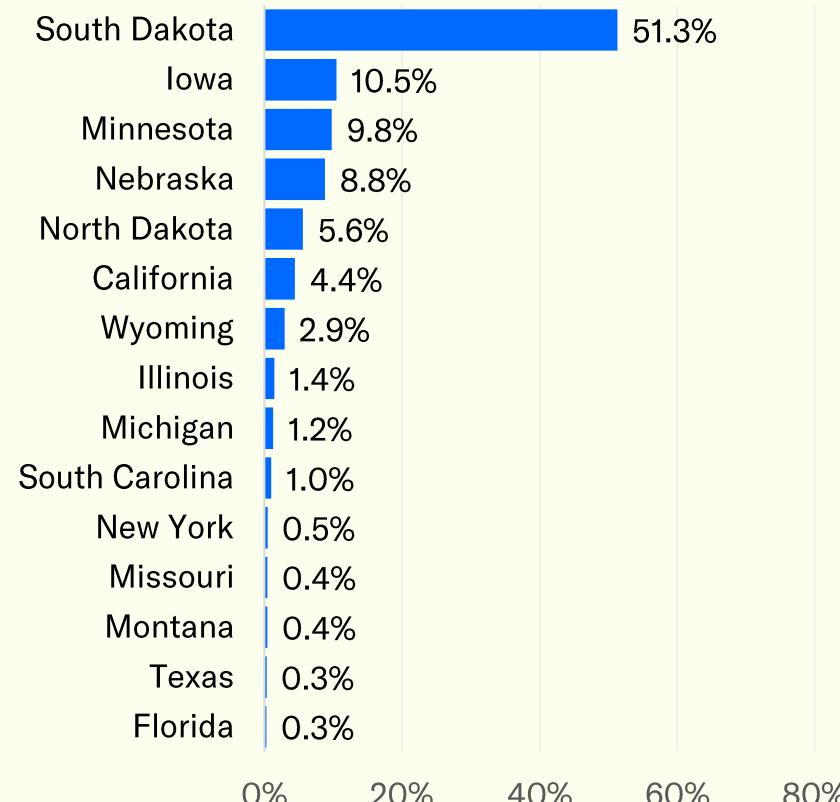
Question: Which best describe the issues that cause you (or anyone you regularly travel with) to have difficulties or challenges while traveling?

Base: South Dakota visitors with disabilities. 152 completed surveys.

\*Base sizes n < 100 should be considered informational and not directional.

**Half of South Dakota visitors were in-state travelers, while the most common out-of-state visitors were from the Mid-West, with additional reach into population centers nationwide.**

Visitor Origin Markets, Top 15 States



Detail by Market & Accommodations

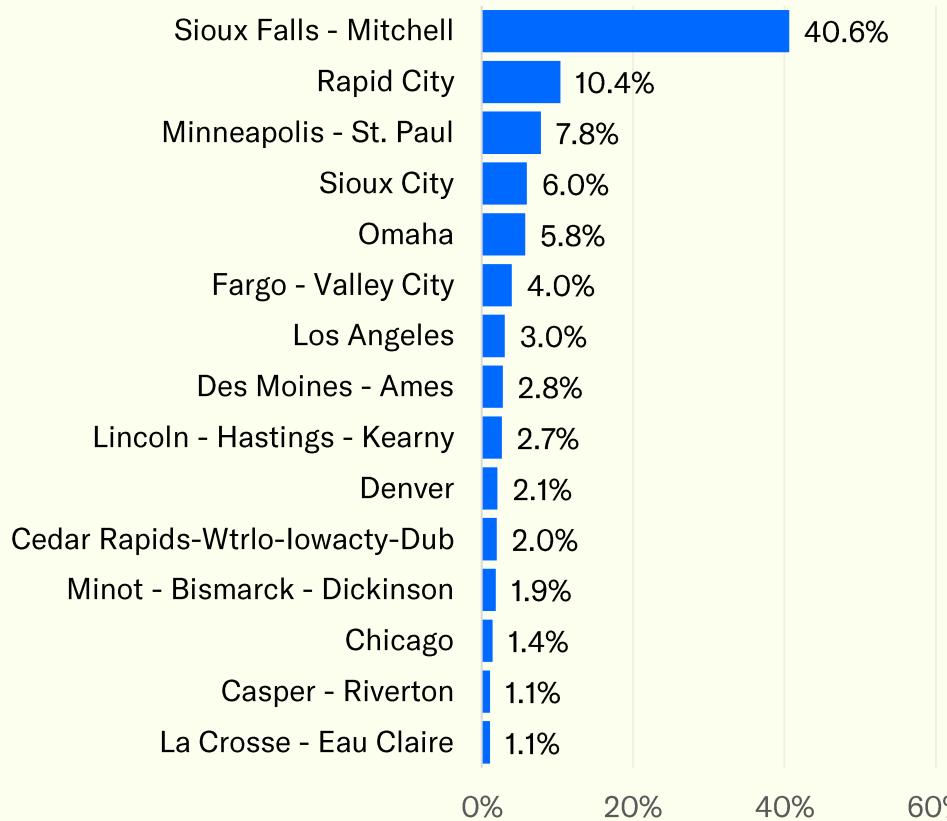
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
South Dakota	51.3%	100.0%	0.0%	45.9%	12.1%	38.1%
Iowa	10.5%	0.0%	21.5%	6.9%	2.1%	8.2%
Minnesota	9.8%	0.0%	20.1%	16.0%	23.4%	12.8%
Nebraska	8.8%	0.0%	18.0%	7.1%	4.8%	14.0%
North Dakota	5.6%	0.0%	11.5%	3.1%	1.4%	1.6%
California	4.4%	0.0%	9.1%	8.3%	28.5%	8.5%
Wyoming	2.9%	0.0%	6.0%	1.6%	8.3%	6.7%
Illinois	1.4%	0.0%	2.9%	3.3%	4.5%	0.7%
Michigan	1.2%	0.0%	2.6%	1.0%	1.8%	1.0%
South Carolina	1.0%	0.0%	2.0%	1.1%	1.9%	1.4%
New York	0.5%	0.0%	0.9%	1.0%	3.3%	1.1%
Missouri	0.4%	0.0%	0.9%	1.1%	0.0%	0.0%
Montana	0.4%	0.0%	0.9%	0.6%	0.3%	0.4%
Texas	0.3%	0.0%	0.6%	0.5%	1.8%	0.8%
Florida	0.3%	0.0%	0.6%	0.4%	0.7%	0.8%
Base	1,600	240	1,360	1,085	380	271

Question: In which state do you currently reside?

Base: South Dakota visitors. 1,600 completed surveys.

# South Dakota's largest feeder markets were the state's metro areas, with notable reach into major cities across the U.S. West.

## Visitor Origin Markets, Top 15 Metro Areas



## Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Sioux Falls – Mitchell	40.6%	78.7%	0.4%	35.2%	9.5%	30.0%
Rapid City	10.4%	18.9%	1.5%	10.4%	2.7%	8.1%
Minneapolis - St. Paul	7.8%	0.0%	16.0%	12.4%	20.7%	10.6%
Sioux City	6.0%	2.1%	10.0%	4.1%	0.0%	0.6%
Omaha	5.8%	0.0%	11.8%	5.3%	4.1%	8.3%
Fargo - Valley City	4.0%	0.0%	8.1%	2.7%	1.4%	2.2%
Los Angeles	3.0%	0.0%	6.3%	5.9%	19.8%	5.5%
Des Moines - Ames	2.8%	0.0%	5.7%	2.0%	0.9%	2.5%
Lincoln - Hastings - Kearny	2.7%	0.0%	5.5%	1.6%	0.7%	7.7%
Denver	2.1%	0.0%	4.3%	0.6%	7.2%	3.4%
Cedar Rapids-Wtrlo-lowacty-Dub	2.0%	0.0%	4.1%	0.8%	0.0%	3.0%
Minot - Bismarck - Dickinson	1.9%	0.0%	3.9%	0.8%	0.0%	0.0%
Chicago	1.4%	0.0%	2.9%	3.3%	4.5%	0.7%
Casper - Riverton	1.1%	0.0%	2.3%	1.6%	1.1%	3.3%
La Crosse - Eau Claire	1.1%	0.0%	2.2%	2.7%	1.4%	0.2%
Base	1,600	240	1,360	1,085	380	271

Question: In which MSA do you currently reside?

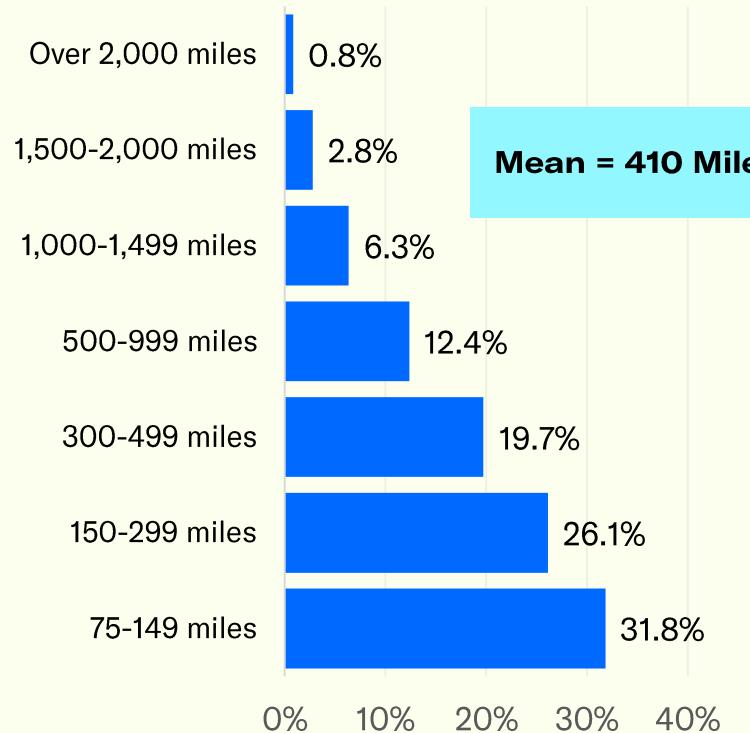
Base: South Dakota visitors. 1,600 completed surveys.

**On average, visitors traveled 410 miles away from home to visit South Dakota.**

x



#### Distance Traveled to Visit South Dakota



#### Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Over 2,000 miles	0.8%	0.9%	0.8%	0.4%	1.9%	1.3%
1,500-2,000 miles	2.8%	1.4%	4.2%	3.2%	5.5%	8.8%
1,000-1,499 miles	6.3%	1.5%	11.4%	10.4%	15.4%	5.4%
500-999 miles	12.4%	4.7%	20.5%	19.0%	33.4%	17.0%
300-499 miles	19.7%	19.1%	20.4%	25.6%	20.4%	33.9%
150-299 miles	26.1%	25.8%	26.5%	23.4%	16.9%	20.5%
75-149 miles	31.8%	46.7%	16.2%	18.0%	6.5%	13.0%
Mean (Miles)	410	283	545	512	703	572
Base	1,600	240	1,360	1,085	380	271

*Pictured above: 400-mile radius around SD*

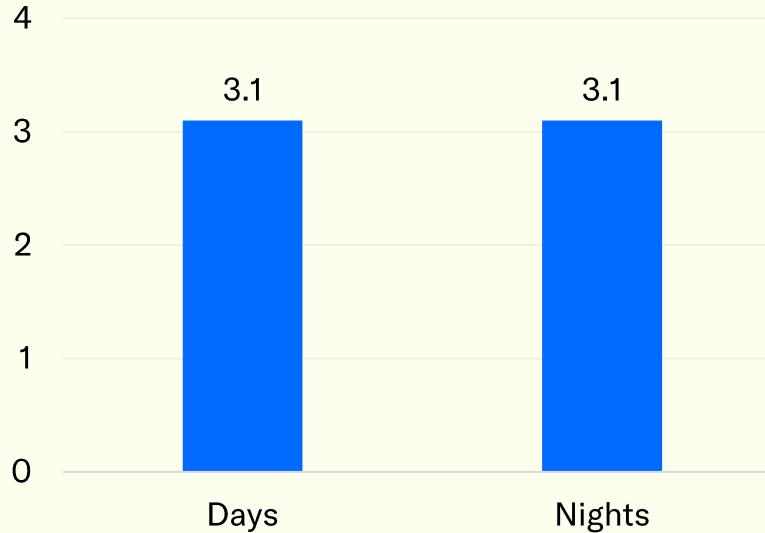
**Question: How far away, in miles, is your home from the destination in South Dakota that you visited during your most recent trip?**  
Base: South Dakota visitors. 1,600 completed surveys.

# Profile of 2024 South Dakota Trips

This section explores the characteristics of South Dakota visitors' most recent trips to the destination

# Visitors typically stay in South Dakota for three days, with most trips including at least three overnight stays.

Days/Nights Spent in South Dakota



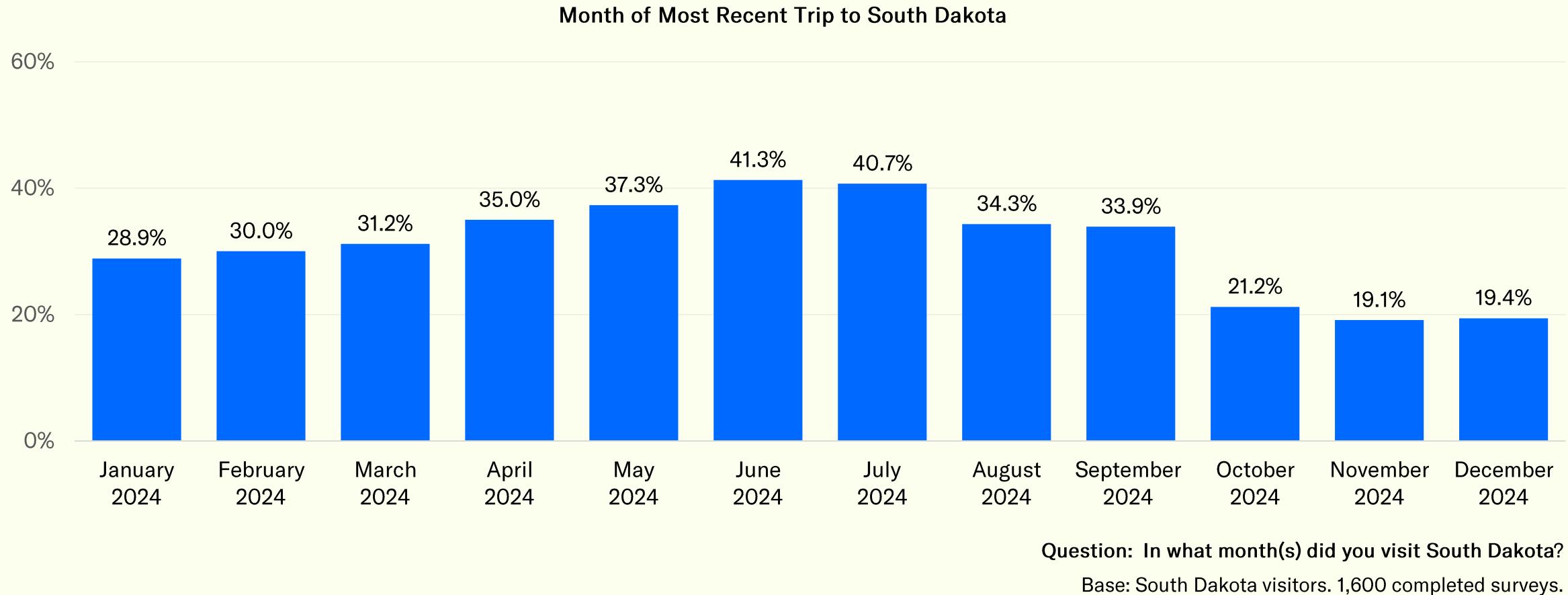
Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Days	3.1	3.2	3.0	3.9	3.7	4.5
Nights	3.1	3.2	3.0	4.3	3.9	4.9
Base	1,600	240	1,360	1,085	380	271

Question: On your most recent visit, how many total days and total nights did you stay in South Dakota?

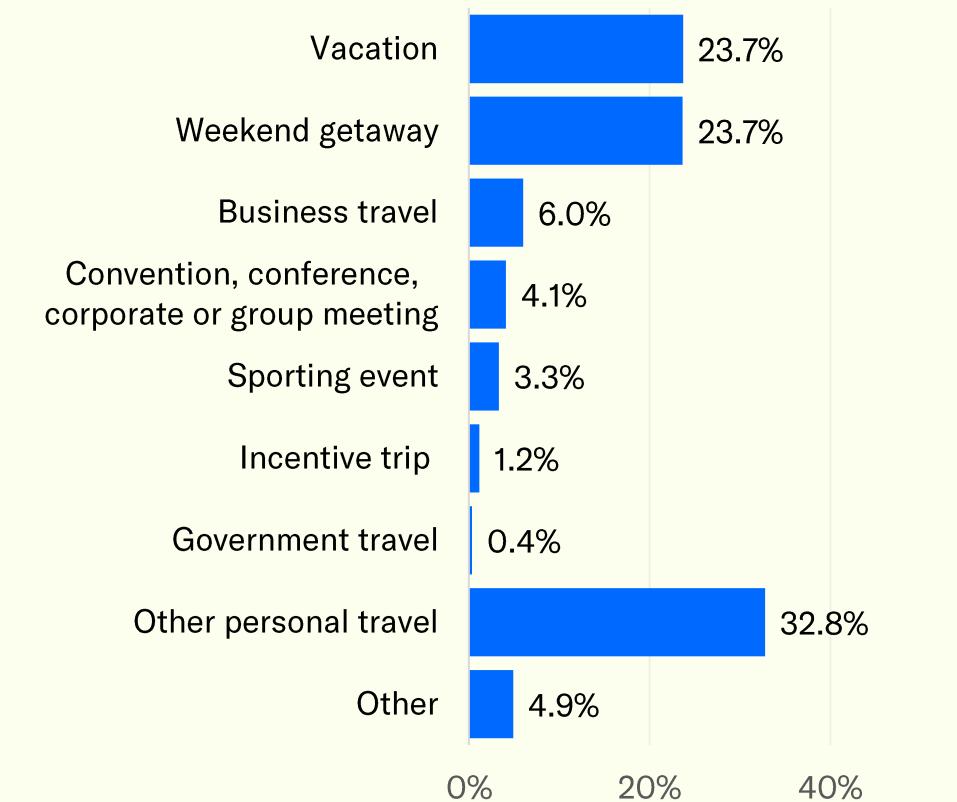
Base: South Dakota visitors. 1,600 completed surveys.

# South Dakota sees the highest visitation in summer, with June leading as the peak travel month.



# Vacation was the top reason for trips to South Dakota among out-of-state visitors, while other personal travel led for in-state visitors.

Trip Purpose, South Dakota Visitors



Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Vacation	23.7%	15.8%	32.0%	31.8%	32.6%	45.8%
Weekend getaway	23.7%	28.1%	19.0%	24.4%	13.9%	21.9%
Business travel	6.0%	4.7%	7.4%	8.2%	17.2%	3.8%
Convention, conference, corporate or group meeting	4.1%	4.9%	3.3%	7.8%	11.2%	3.4%
Sporting event	3.3%	3.7%	2.9%	5.8%	4.0%	0.7%
Incentive trip	1.2%	0.7%	1.6%	2.0%	6.7%	3.3%
Government travel	0.4%	0.0%	0.7%	0.3%	4.8%	2.0%
Other personal travel	32.8%	36.9%	28.4%	16.8%	9.6%	18.0%
Other	4.9%	5.2%	4.6%	3.0%	0.0%	1.1%
Base	1,600	240	1,360	1,085	380	271

Question: Which best describes your reason for this trip?

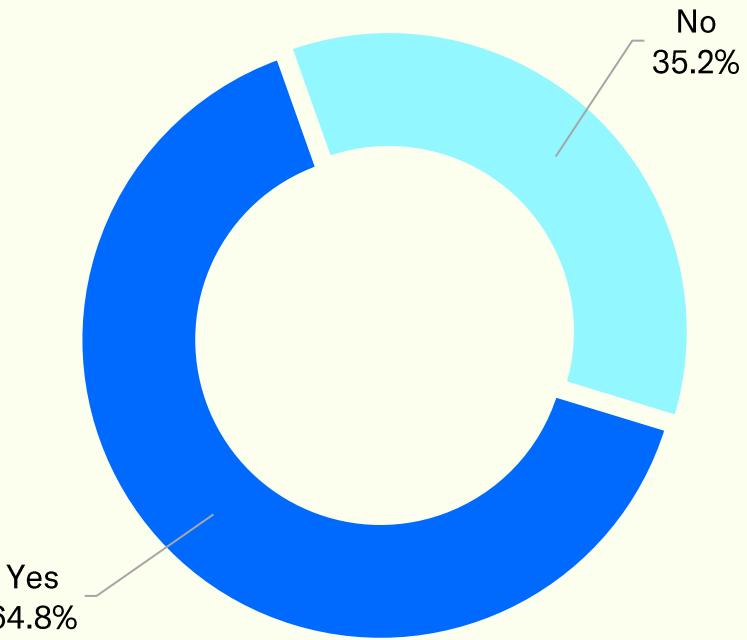
Base: South Dakota visitors. 1,600 completed surveys.

# **Nearly two-thirds of business/convention/government travelers extended their stays in South Dakota to accommodate leisure activities.**

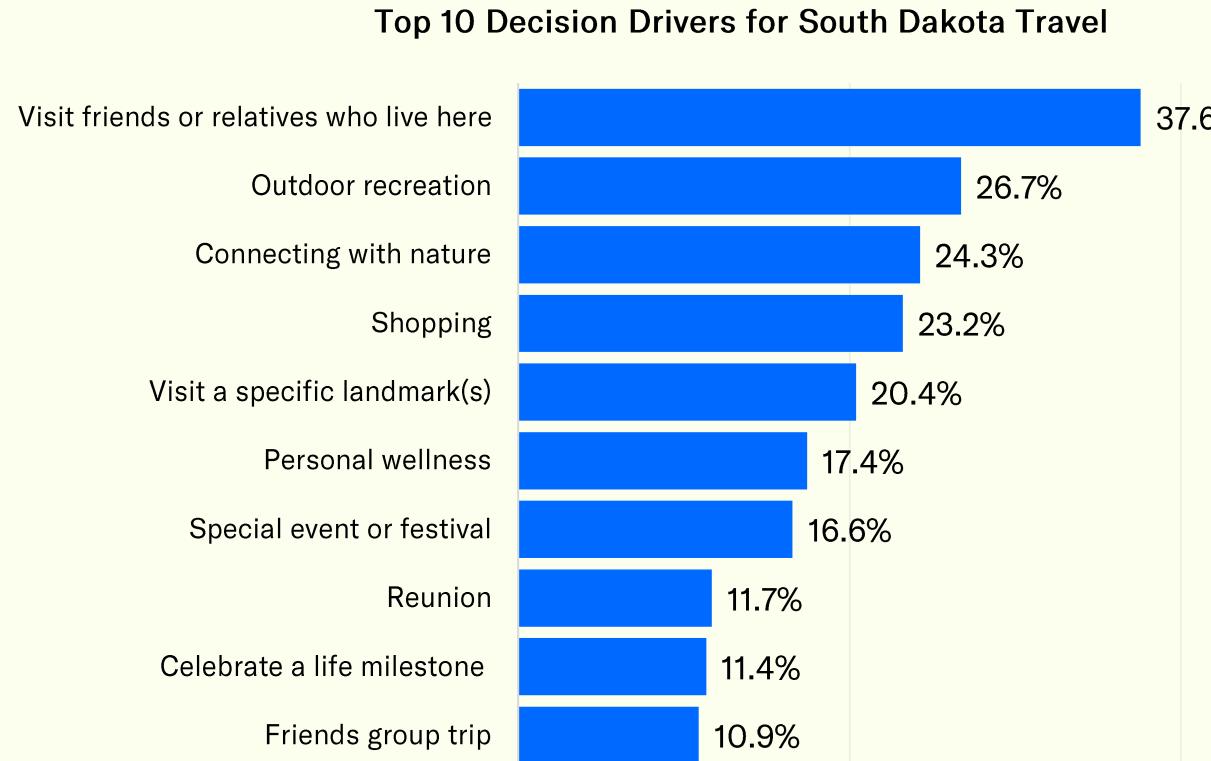
Question: During your most recent trip to South Dakota, did you spend any additional time in the area for leisure and/or vacation?

Base: South Dakota visitors selecting Convention, conference, corporate or group meeting, or Business travel, or Government travel as their primary trip purpose. 360 completed surveys.

Leisure/Vacation Extension, South Dakota Business Visitors



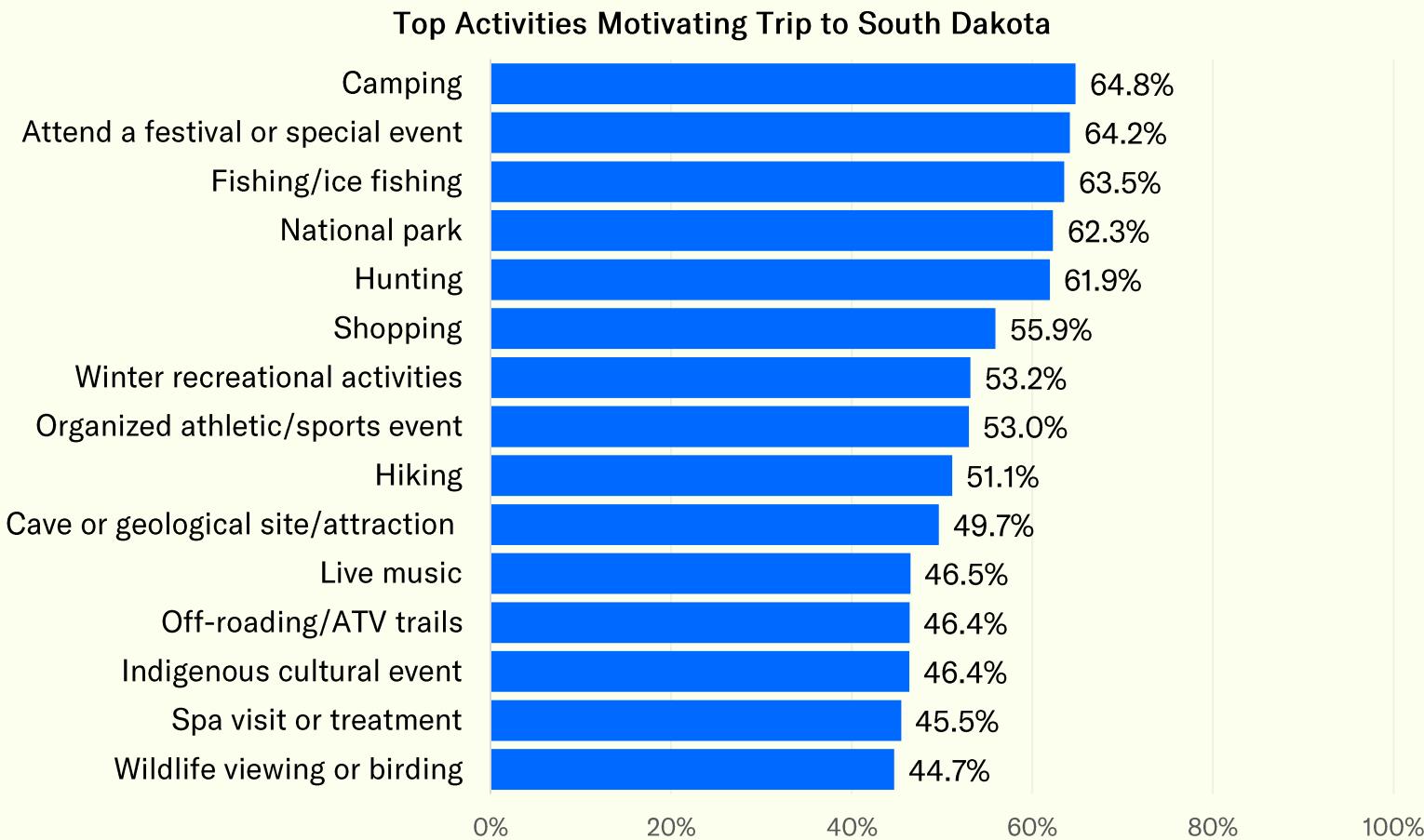
**As for additional travel motivators, visiting friends and family was a top driver, followed by outdoor recreation and connecting with nature.**



Question: Were any of the following important to your decision to visit South Dakota for this trip?

Base: South Dakota visitors. 1,600 completed surveys.

# Activity-wise, camping, special events, fishing, national parks and hunting served as primary motivators for visitors' South Dakota trip.

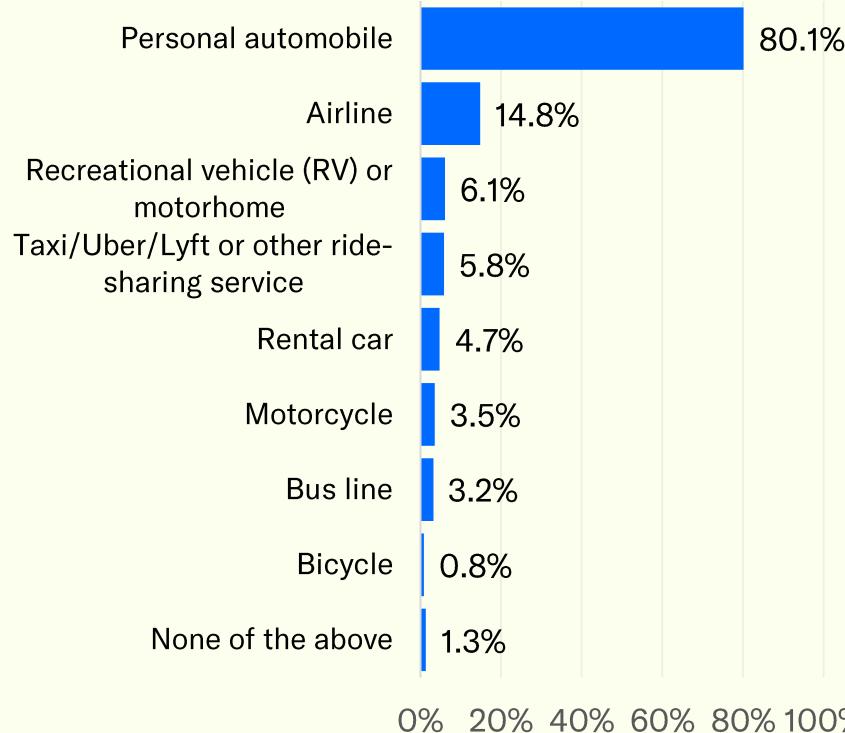


Question: Below are the activities that you experienced in South Dakota. Which, if any, were a primary motivator(s) for your trip to or within South Dakota?

Base: South Dakota visitors. 1,600 completed surveys.

# Use of a personal vehicle to travel to/within South Dakota dominates, but air is also a key access method, particularly for out-of-state visitors.

Method of Arrival to South Dakota, South Dakota Visitors



Detail by Market & Accommodations

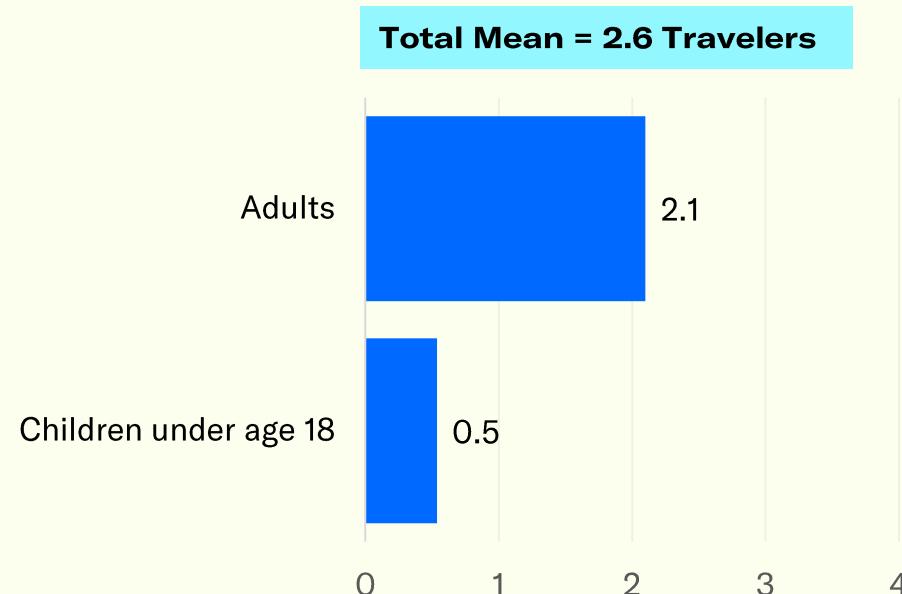
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Personal automobile	80.1%	88.3%	71.6%	71.9%	49.4%	67.8%
Airline	14.8%	3.9%	26.3%	26.4%	66.0%	20.4%
Recreational vehicle (RV) or motorhome	6.1%	4.3%	8.0%	6.0%	20.7%	37.1%
Rental car	4.7%	2.5%	7.1%	5.3%	20.1%	8.7%
Motorcycle	3.5%	3.3%	3.8%	3.9%	12.4%	14.1%
Bus line	3.2%	1.2%	5.4%	5.5%	20.7%	9.9%
Bicycle	0.8%	0.0%	1.7%	0.9%	8.7%	4.8%
Taxi/Uber/Lyft or other ride-sharing service	5.8%	3.5%	8.3%	9.5%	34.9%	15.6%
None of the above	1.3%	2.5%	0.2%	0.5%	0.0%	1.0%
Base	1,600	240	1,360	1,085	380	271

Question: Which method of transportation did you use to arrive in South Dakota for your most recent visit?

Base: South Dakota visitors. 1,600 completed surveys.

# The typical travel party in South Dakota was comprised of 2.6 people.

Average Travel Party Size, South Dakota Visitors



Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Adults	2.1	2.1	2.1	2.1	2.2	2.5
Children under age 18	0.5	0.4	0.7	0.6	1.2	0.9
Total Travel Party Size	2.6	2.5	2.8	2.7	3.4	3.4
% of Travel Parties with Children	27.6%	19.8%	35.8%	30.3%	63.5%	37.4%
Base	1,600	240	1,360	1,085	380	271

Question: Including yourself, how many people were in your immediate travel party during your most recent trip to or within South Dakota? Please indicate the number of adults and the number of children under 18.

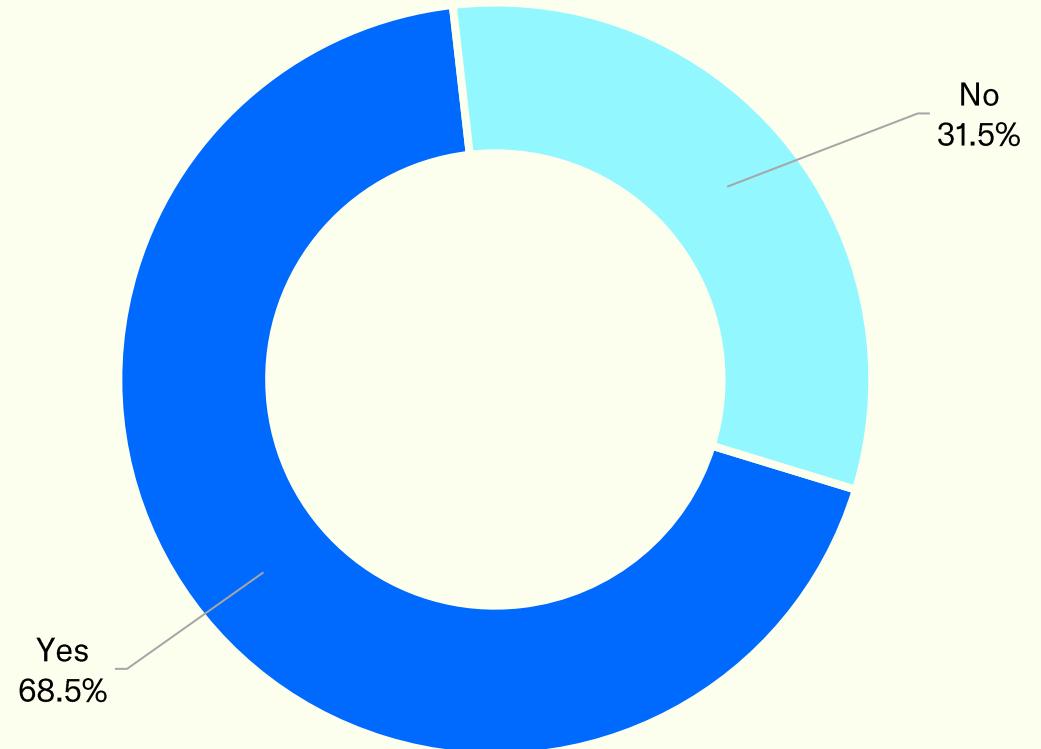
Base: South Dakota visitors. 1,600 completed surveys.

# The large majority (68.5%) of visitors stayed overnight in South Dakota on their trip.

Question: Did you stay overnight anywhere in South Dakota on this visit?

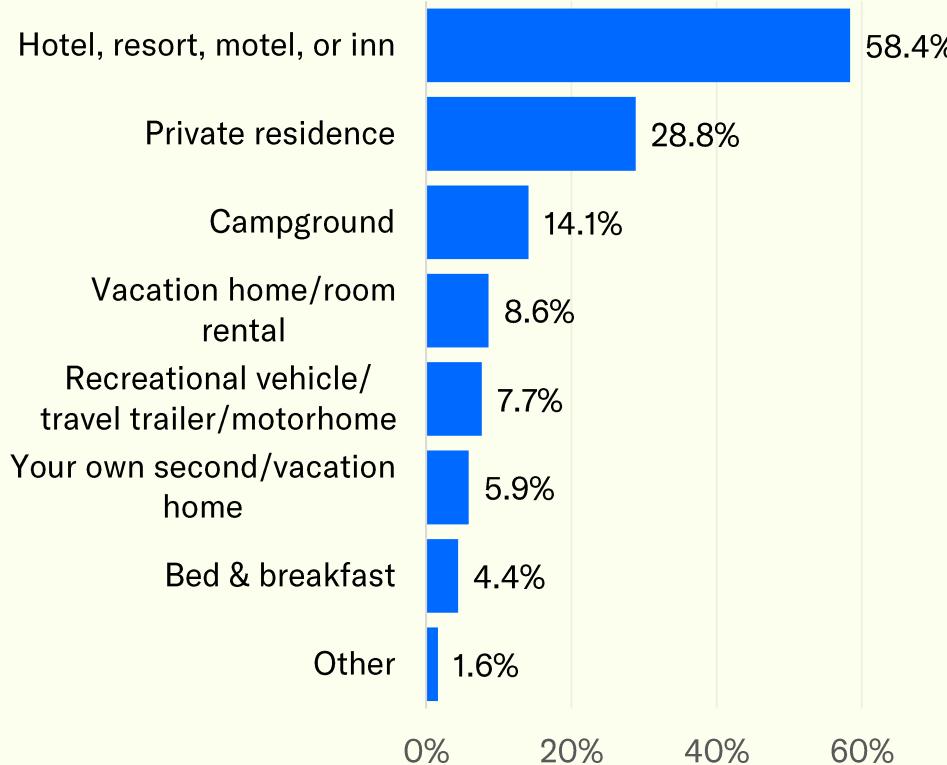
Base: South Dakota visitors. 1,600 completed surveys.

Overnight Stay, South Dakota Visitors



# Hotels are the dominate lodging type, but a sizable share of visitors stay with friends, family, or in campgrounds.

## Accommodation in South Dakota



## Detail by Market & Accommodations

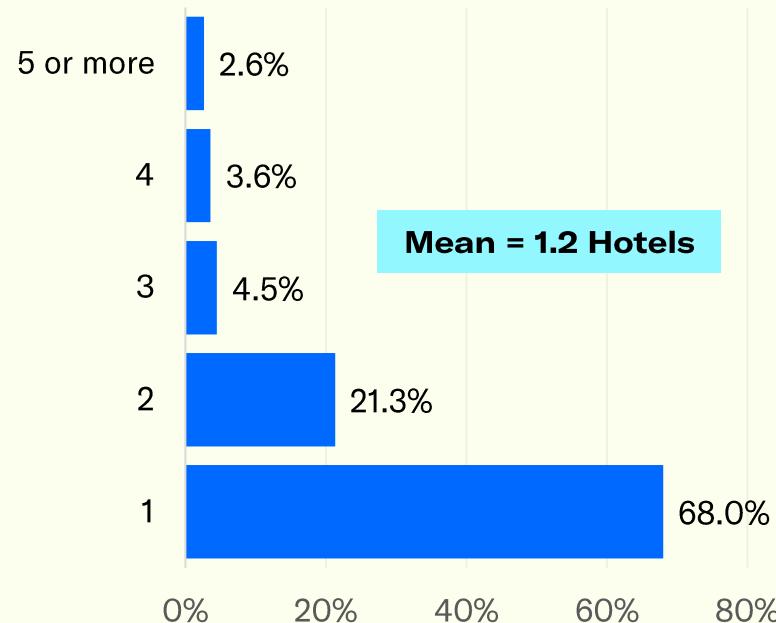
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Hotel, resort, motel, or inn	58.4%	53.0%	63.9%	100.0%	49.2%	26.6%
Private residence (i.e., with friends or family)	28.8%	32.5%	25.1%	11.7%	35.4%	16.9%
Campground	14.1%	12.6%	15.7%	5.5%	22.2%	79.1%
Vacation home/room rental (including booked through Airbnb/VRBO)	8.6%	2.1%	15.3%	7.2%	100.0%	18.6%
Recreational vehicle (RV)/travel trailer/motorhome	7.7%	3.8%	11.6%	3.3%	23.2%	42.9%
Your own second/vacation home	5.9%	6.5%	5.3%	2.1%	14.5%	6.9%
Bed & breakfast	4.4%	1.7%	7.1%	3.8%	16.6%	9.2%
Other	1.6%	2.3%	0.9%	0.0%	0.0%	0.0%
% Staying in 2 or More Lodging Types	20.0%	13.2%	26.9%	22.1%	81.6%	60.4%
Base	1,456	172	1,284	1,085	380	271

Question: Where did you stay overnight in South Dakota during your most recent visit?

Base: South Dakota visitors. 1,456 completed surveys.

# Nearly 1-in-3 hotel guests stayed in 2 or more different properties on their South Dakota trip.

Number of Hotel Properties Used (South Dakota Trip)



Detail by Market & Accommodations

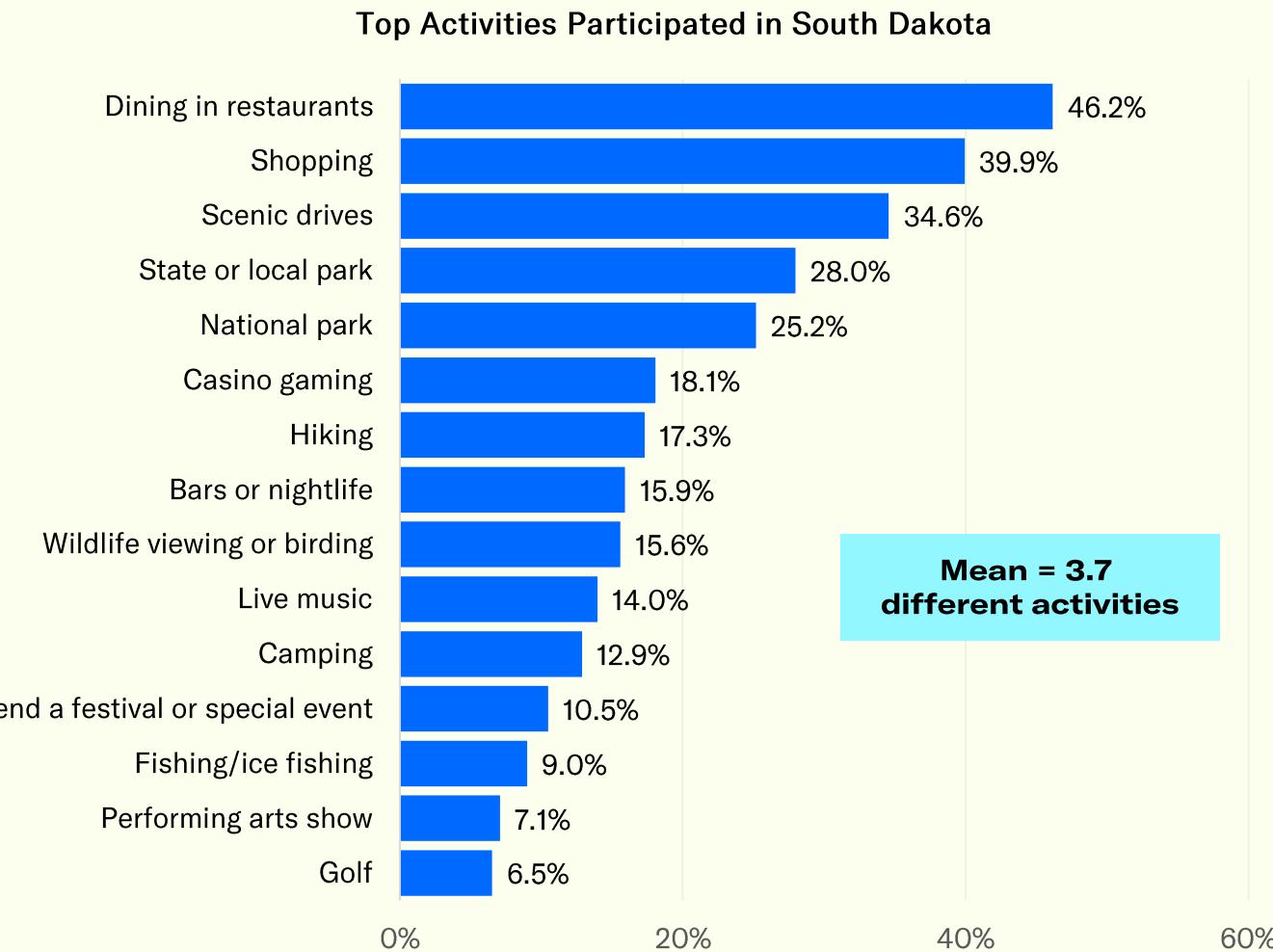
	Hotel	In-State*	Out-of-State
5 or more	2.6%	1.3%	3.7%
4	3.6%	3.4%	3.7%
3	4.5%	3.9%	4.9%
2	21.3%	15.8%	26.0%
1	68.0%	75.6%	61.6%
Mean	1.2	1.2	1.3
Base	1,080	95	985

Question: How many different hotels did you stay in during this trip?

Base: South Dakota visitors. 1,080 completed surveys.

\*Base sizes  $n < 100$  should be considered informational and not directional.

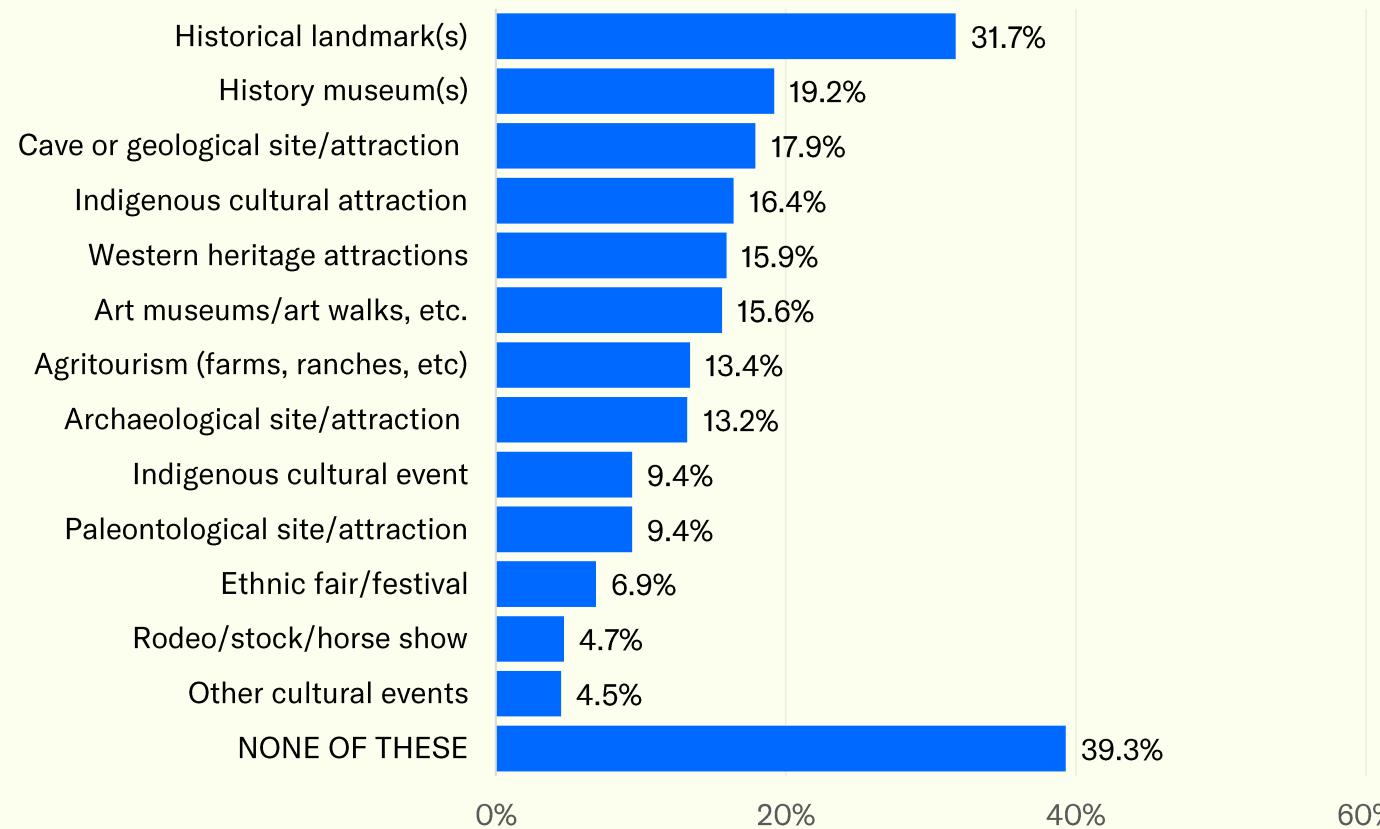
# Dining, shopping, and visiting state and national parks lead visitor activities, with strong engagement in other outdoor experiences as well.



Question: On this most recent trip, which activities or attractions did you participate in or visit while in South Dakota?

# South Dakota's historical landmarks were the state's top visitor draw, with geological and cultural sites also playing a significant role.

Cultural/Historical Activities/Attractions Participated in South Dakota



Question: On this most recent trip, which cultural or historical activities or attractions did you participate in or visit while in South Dakota?

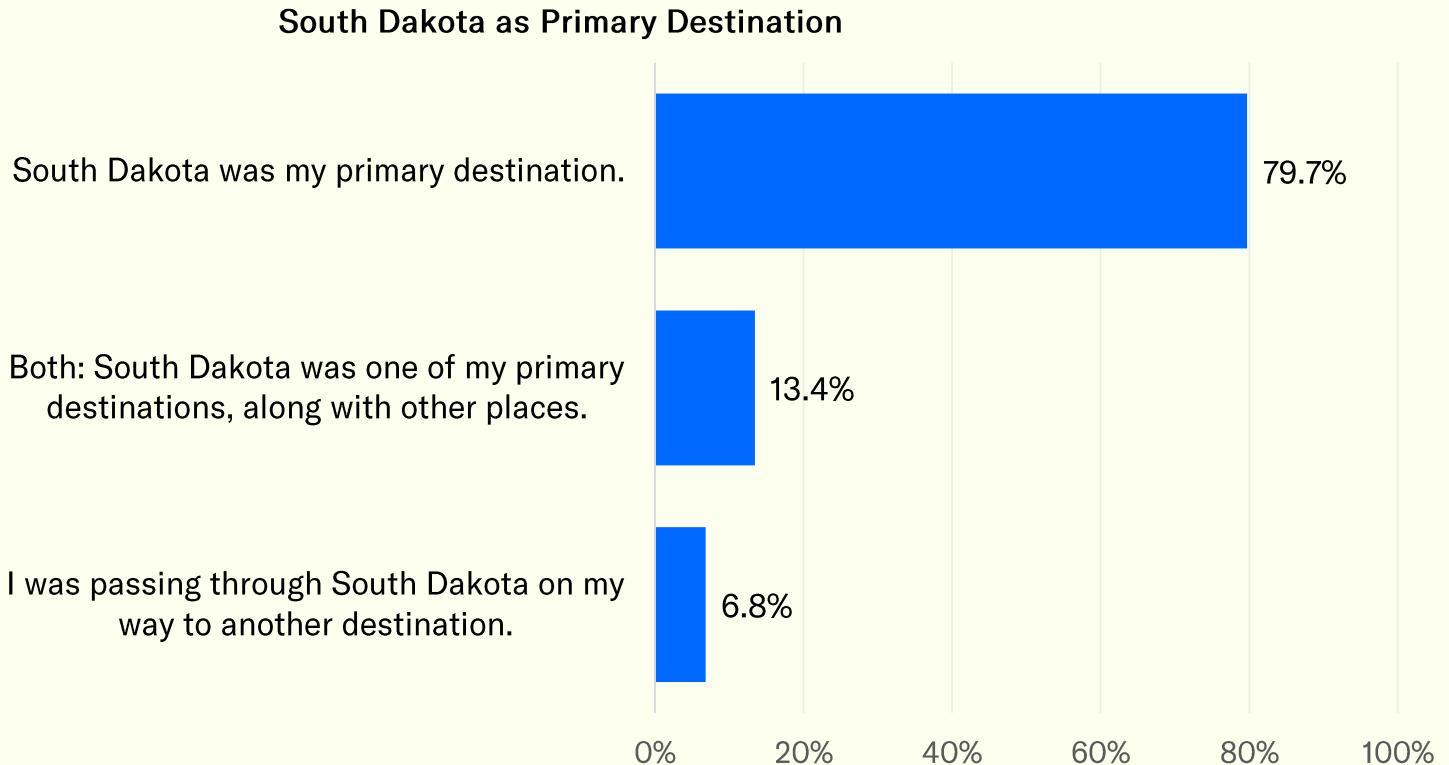
# Visitors to South Dakota spent an average of \$407 per day, with dining, local transportation, and lodging as top spending categories.



Question: During your most recent visit, approximately how much in US Dollars did you spend in South Dakota PER DAY on the following?

Base: South Dakota visitors. 1,089 completed surveys.

# South Dakota was the main draw for most visitors.

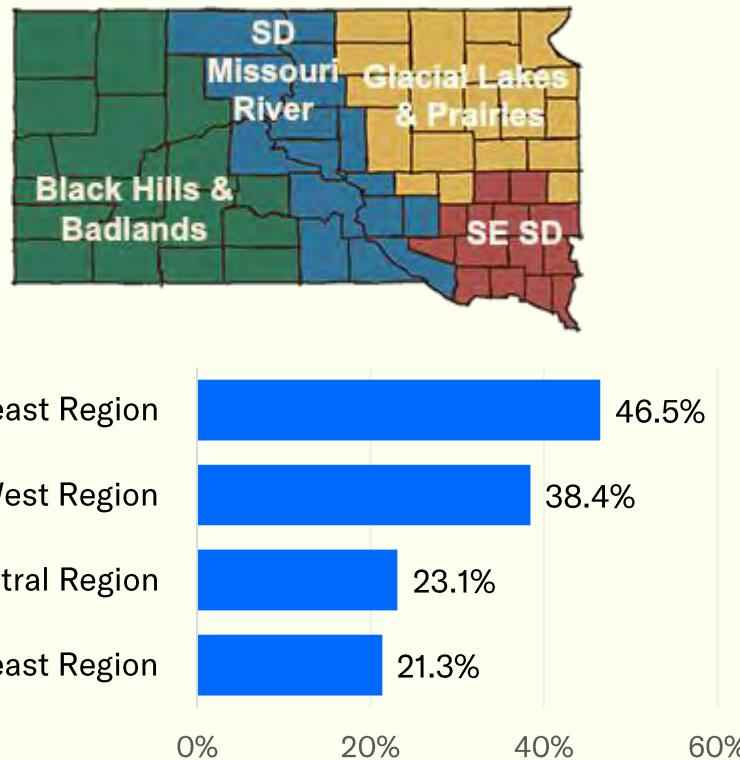


Question: Was South Dakota your primary destination or a stopover during your trip?

Base: South Dakota visitors. 1,600 completed surveys.

# South Dakota's southeast and western regions had the highest share of visitors in 2024.

## South Dakota Region(s) Visited



## Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Southeast Region (including Sioux Falls)	46.5%	41.9%	51.3%	45.6%	57.0%	35.8%
West Region (Black Hills & Badlands)	38.4%	39.0%	37.9%	43.2%	61.1%	59.9%
Central Region (Missouri River)	23.1%	23.6%	22.6%	26.1%	44.7%	32.3%
Northeast Region (Glacial Lakes & Prairies)	21.3%	17.6%	25.3%	24.7%	47.4%	29.6%
Base	1,600	240	1,360	1,085	380	271

Question: On this most recent trip, which region(s) of South Dakota did you visit?

Base: South Dakota visitors. 1,600 completed surveys.

# South Dakota delivers high visitor satisfaction, with opportunities to enhance interactions with locals and value for money.

## South Dakota Trip Satisfaction Ratings

(Top 3 Box Score - % selecting "8", "9", and "10 – Extremely satisfied" )



## Detail by Market & Accommodations

(Top 3 Box Score - % selecting "8", "9", and "10 – Extremely satisfied" )

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Overall experience	84.0%	83.3%	84.7%	89.6%	89.4%	82.4%
Safety and security	83.0%	80.9%	85.3%	85.5%	88.8%	85.6%
Quality of the accommodations	81.1%	77.5%	84.9%	85.7%	87.4%	74.1%
Hospitality and service	79.8%	74.2%	85.7%	84.2%	85.7%	80.4%
Interactions with local residents	74.5%	71.9%	77.3%	78.5%	86.0%	77.9%
Value for the money	73.2%	68.9%	77.7%	78.0%	79.9%	77.0%
Base	1,600	240	1,360	1,085	380	271

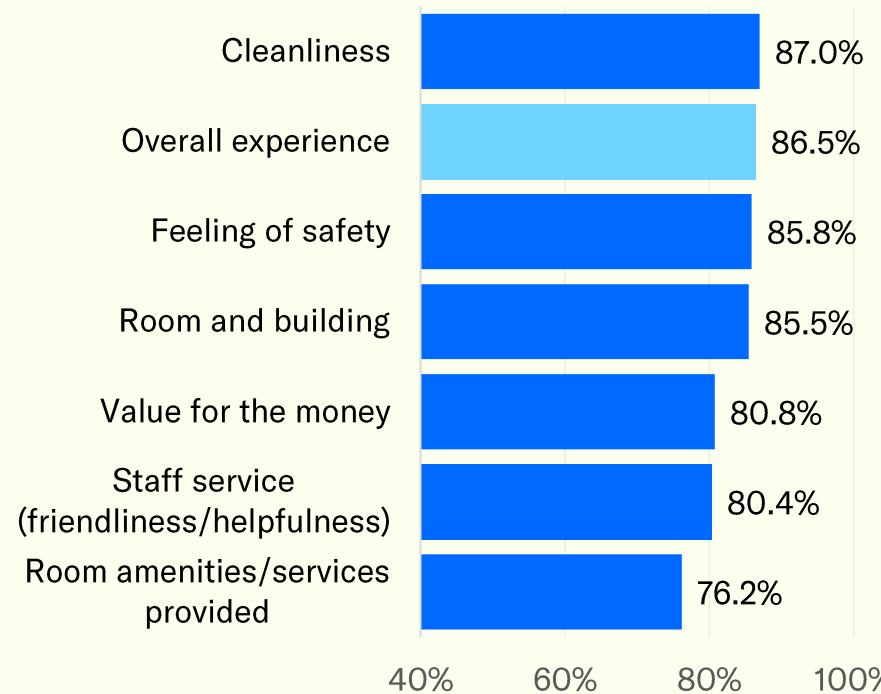
Question: How satisfied were you with the following aspects of your most recent trip to or within South Dakota?

Base: South Dakota visitors. 1,600 completed surveys.

# Hotel guests rated their lodging accommodations highest on cleanliness, overall experience, safety, and room/building quality.

## Hotel Stay Ratings

(Top 3 Box Score - % selecting "8", "9", and "10 – Excellent" )



## Detail by Market & Accommodations

(Top 3 Box Score - % selecting "8", "9", and "10 – Excellent" )

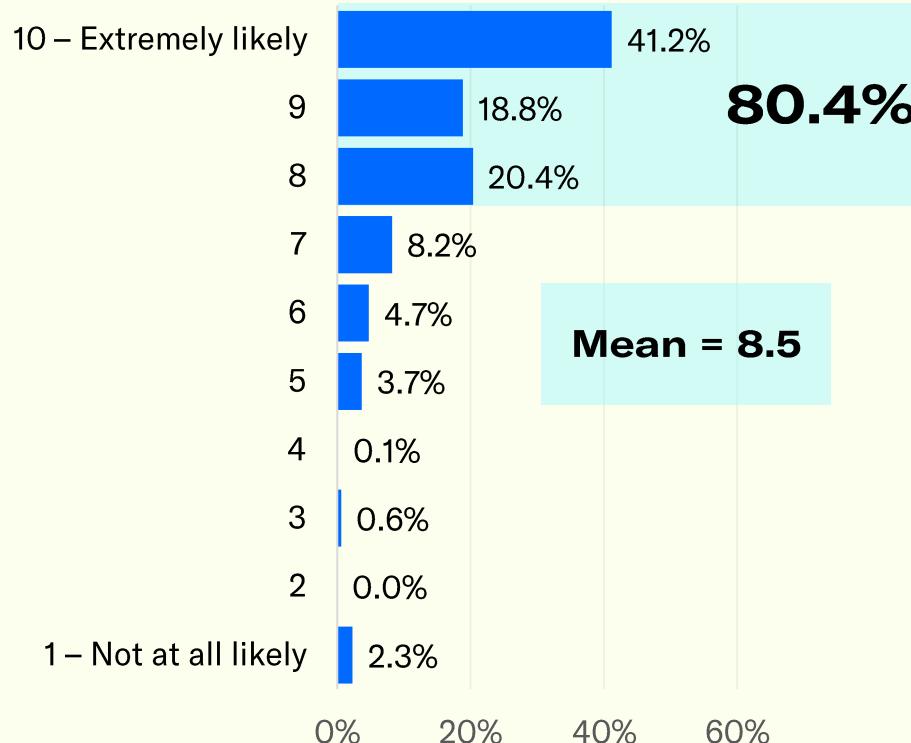
	Hotel	In-State	Out-of-State
Cleanliness	87.0%	84.0%	89.5%
Overall experience	86.5%	83.3%	89.2%
Feeling of safety	85.8%	81.3%	89.7%
Room and building	85.5%	85.3%	85.6%
Value for the money	80.8%	73.3%	87.1%
Staff service (friendliness/helpfulness)	80.4%	74.9%	85.0%
Room amenities/services provided	76.2%	65.7%	85.0%

Question: How would you rate the following aspects of your hotel stay during your trip to or within South Dakota?

Base: South Dakota visitors staying at "Hotel, resort, motel, or inn" ... 1,085 completed surveys.

# Most hotel guests (80%) would recommend their lodging accommodations to other South Dakota visitors.

Likelihood to Recommend Hotel



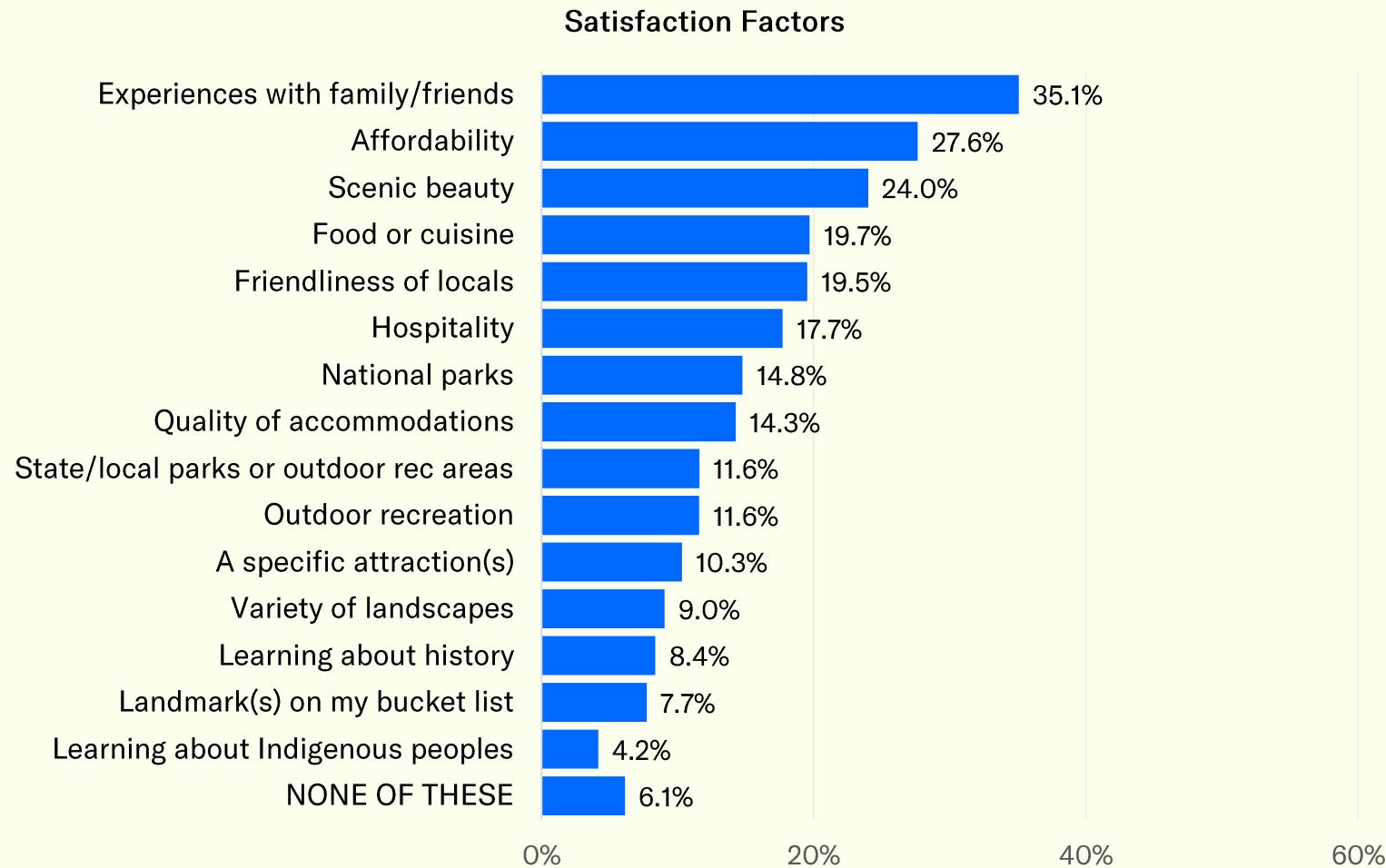
Detail by Market & Accommodations

	Hotel	In-State	Out-of-State
Top 3 Box	80.4%	72.6%	87.0%
10 – Extremely likely	41.2%	25.0%	54.9%
9	18.8%	22.4%	15.8%
8	20.4%	25.2%	16.3%
7	8.2%	11.0%	5.8%
6	4.7%	6.3%	3.4%
5	3.7%	5.5%	2.1%
4	0.1%	0.0%	0.1%
3	0.6%	0.0%	1.1%
2	0.0%	0.0%	0.1%
1 – Not at all likely	2.3%	4.6%	0.4%
Mean Score (out of 10)	8.5	8.0	9.0
Base	1,085	95	990

Question: How likely are you to recommend the hotel you stayed in during your trip to South Dakota to another traveler?

Base: South Dakota visitors staying at "Hotel, resort, motel, or inn" ... 1,085 completed surveys.

# Experiences with family, affordability and South Dakota's scenic beauty were the top contributors to visitors' high level of satisfaction.

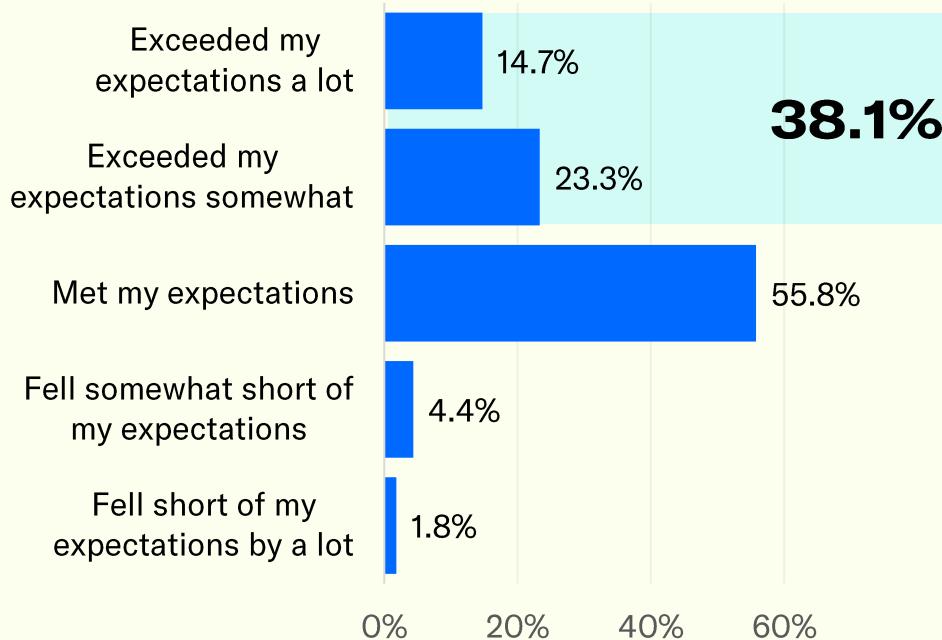


Question: What factor(s) in your most recent trip to or within South Dakota contributed most to your satisfaction with your trip?

Base: South Dakota visitors. 1,566 completed surveys.

# A significant proportion (38%) of visitors said their South Dakota experience exceeded their expectations.

Expectation vs. South Dakota Experience



Detail by Market & Accommodations

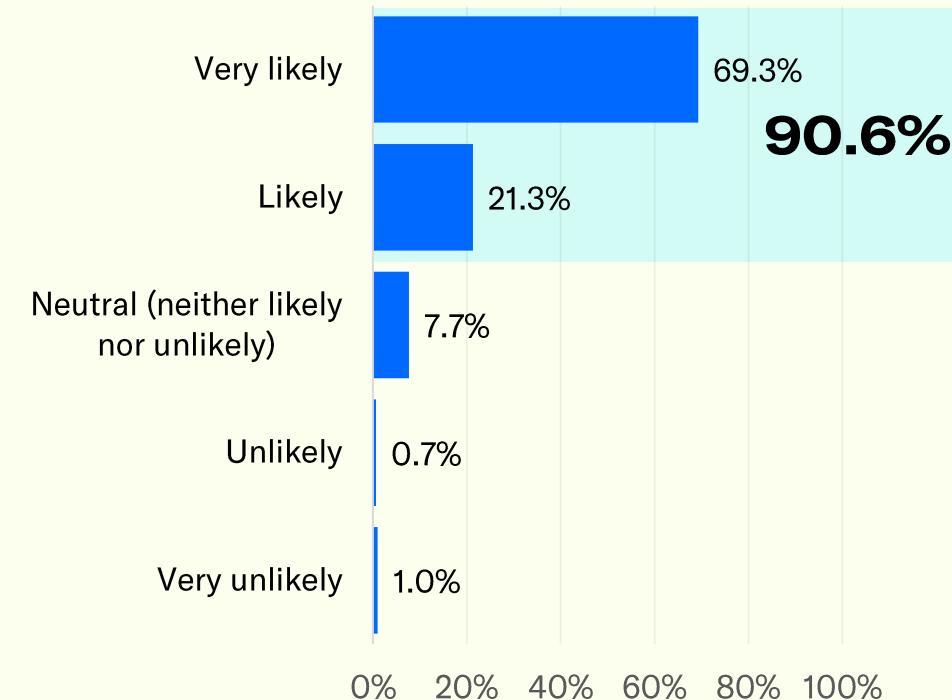
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
<b>Top 2 Box</b>	<b>38.1%</b>	<b>35.8%</b>	<b>40.4%</b>	<b>42.4%</b>	<b>52.2%</b>	<b>50.7%</b>
Exceeded my expectations a lot	14.7%	11.8%	17.8%	16.4%	26.8%	29.3%
Exceeded my expectations somewhat	23.3%	24.0%	22.6%	26.0%	25.5%	21.4%
Met my expectations	55.8%	58.8%	52.6%	51.5%	37.1%	40.3%
Fell somewhat short of my expectations	4.4%	3.7%	5.1%	4.0%	5.6%	5.9%
Fell short of my expectations by a lot	1.8%	1.7%	1.9%	2.1%	5.1%	3.1%
<b>Base</b>	<b>1,600</b>	<b>240</b>	<b>1,360</b>	<b>1,085</b>	<b>380</b>	<b>271</b>

Question: How did your actual experience of your most recent visit to or within South Dakota compare with your expectations?

Base: South Dakota visitors staying at "Hotel, resort, motel, or inn" .. 1,085 completed surveys.

# South Dakota generates a high rate of visitor loyalty.

## Likelihood to Return



## Detail by Market & Accommodations

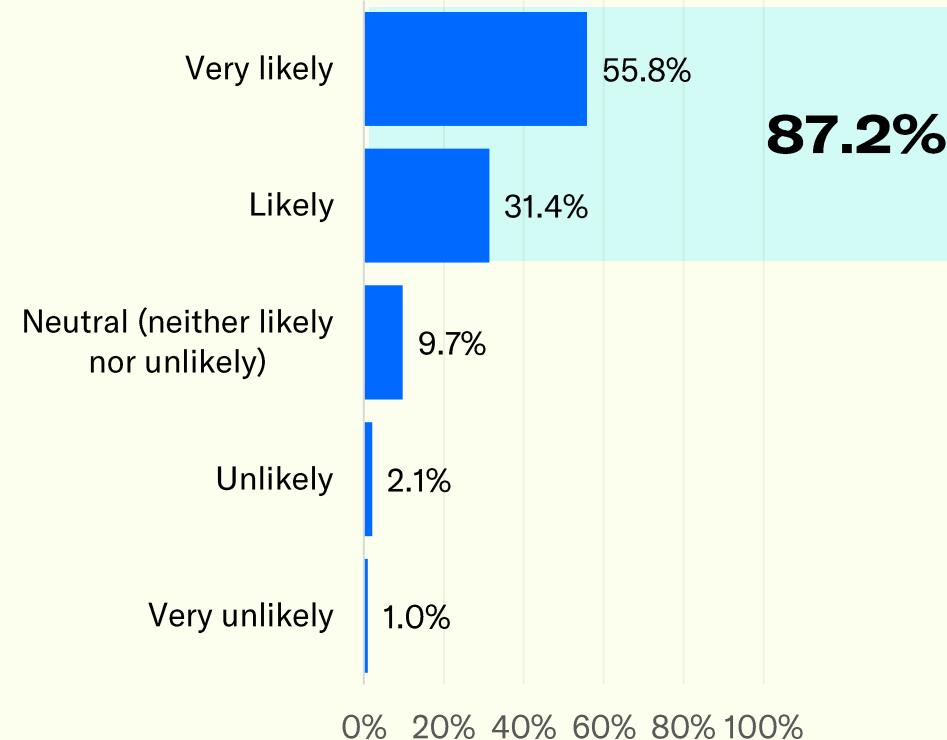
	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Top 2 Box	90.6%	90.4%	90.9%	93.1%	99.7%	91.9%
Very likely	69.3%	69.9%	68.7%	69.0%	78.3%	69.4%
Likely	21.3%	20.5%	22.1%	24.0%	21.4%	22.5%
Neutral (neither likely nor unlikely)	7.7%	7.5%	7.9%	6.1%	0.3%	8.1%
Unlikely	0.7%	0.3%	1.0%	0.4%	0.0%	0.0%
Very unlikely	1.0%	1.9%	0.1%	0.5%	0.0%	0.0%
Base	1,596	238	1,358	1,083	380	271

Questions: 1. How likely are you to return to South Dakota for leisure?  
2. How likely are you to take another trip for leisure within South Dakota to a place 75 miles or more away from your home?

Base: South Dakota visitors. 1,596 completed surveys.

# Strong word-of-mouth potential: Most visitors recommend South Dakota.

## Likelihood to Recommend South Dakota



## Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
<b>Top 2 Box</b>	87.2%	82.9%	91.8%	92.2%	92.6%	86.1%
<b>Very likely</b>	55.8%	53.3%	58.5%	62.6%	60.6%	61.7%
<b>Likely</b>	31.4%	29.6%	33.3%	29.6%	32.0%	24.5%
<b>Neutral (neither likely nor unlikely)</b>	9.7%	12.7%	6.5%	5.6%	7.4%	10.8%
<b>Unlikely</b>	2.1%	2.6%	1.5%	1.6%	0.0%	0.0%
<b>Very unlikely</b>	1.0%	1.8%	0.2%	0.6%	0.0%	3.1%
<b>Base</b>	1,597	238	1,359	1,084	380	271

Question: How likely are you to recommend South Dakota as a vacation destination to another traveler like yourself?

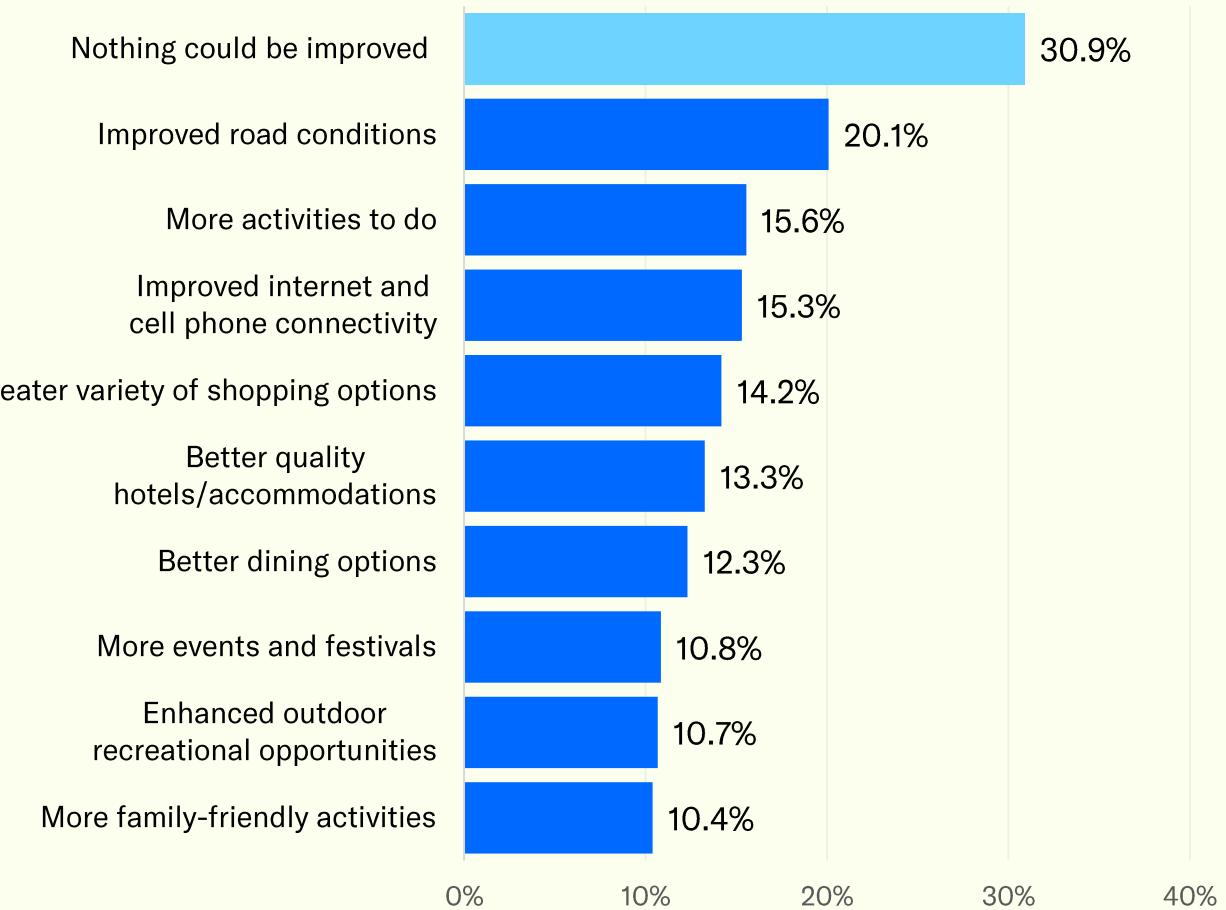
Base: South Dakota visitors. 1,597 completed surveys.

# Visitors see road conditions and additional activities as areas for improvement for the South Dakota visitor experience.

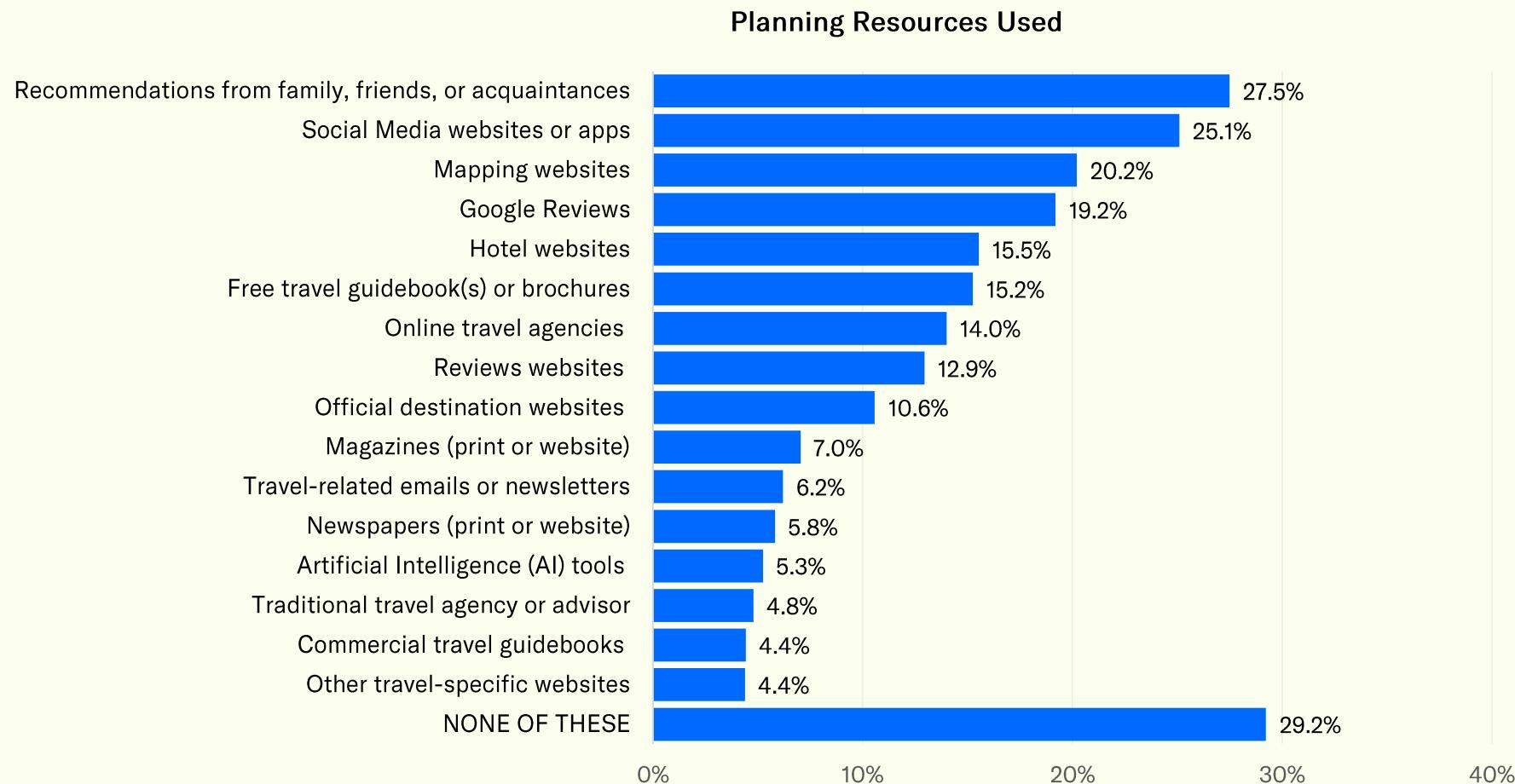
Question: Based on your past experiences in the state, what change(s) would most increase your likelihood of taking a leisure trip to or within South Dakota in the future?

Base: South Dakota visitors. 1,600 completed surveys.

Top Enhancements for a Future South Dakota Trip



# Personal recommendations and digital discovery shape travel planning for South Dakota visitors.

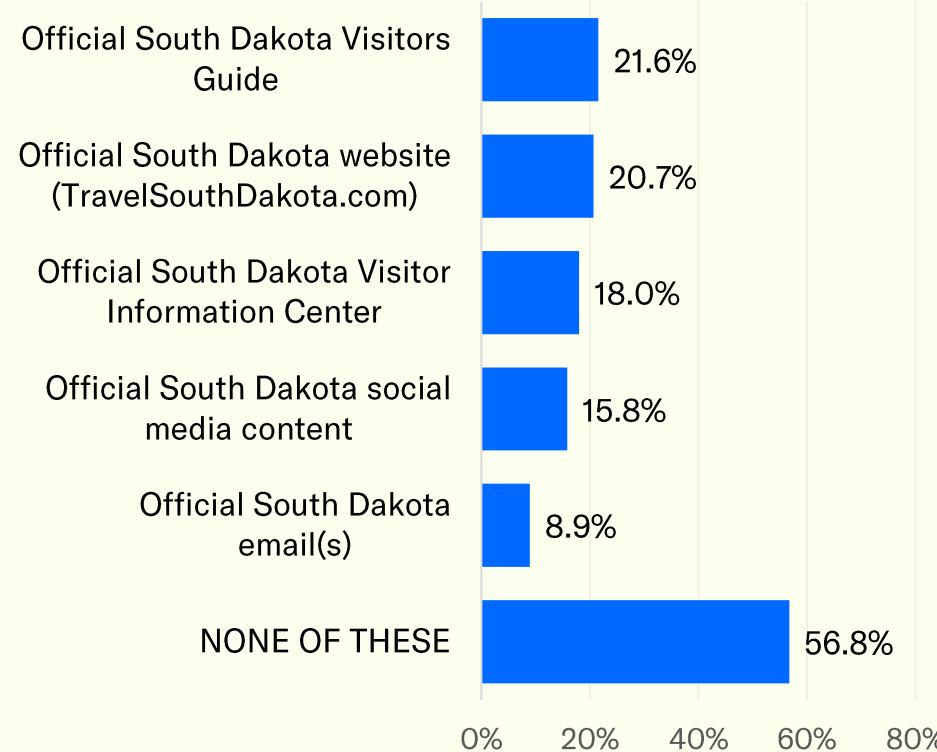


Question: Which of the following did you use specifically to plan your most recent visit to or within South Dakota?

Base: South Dakota visitors. 1,600 completed surveys.

# Over four-in-ten visitors used at least one official Travel South Dakota information source for planning.

## Travel South Dakota Used as Planning Resources



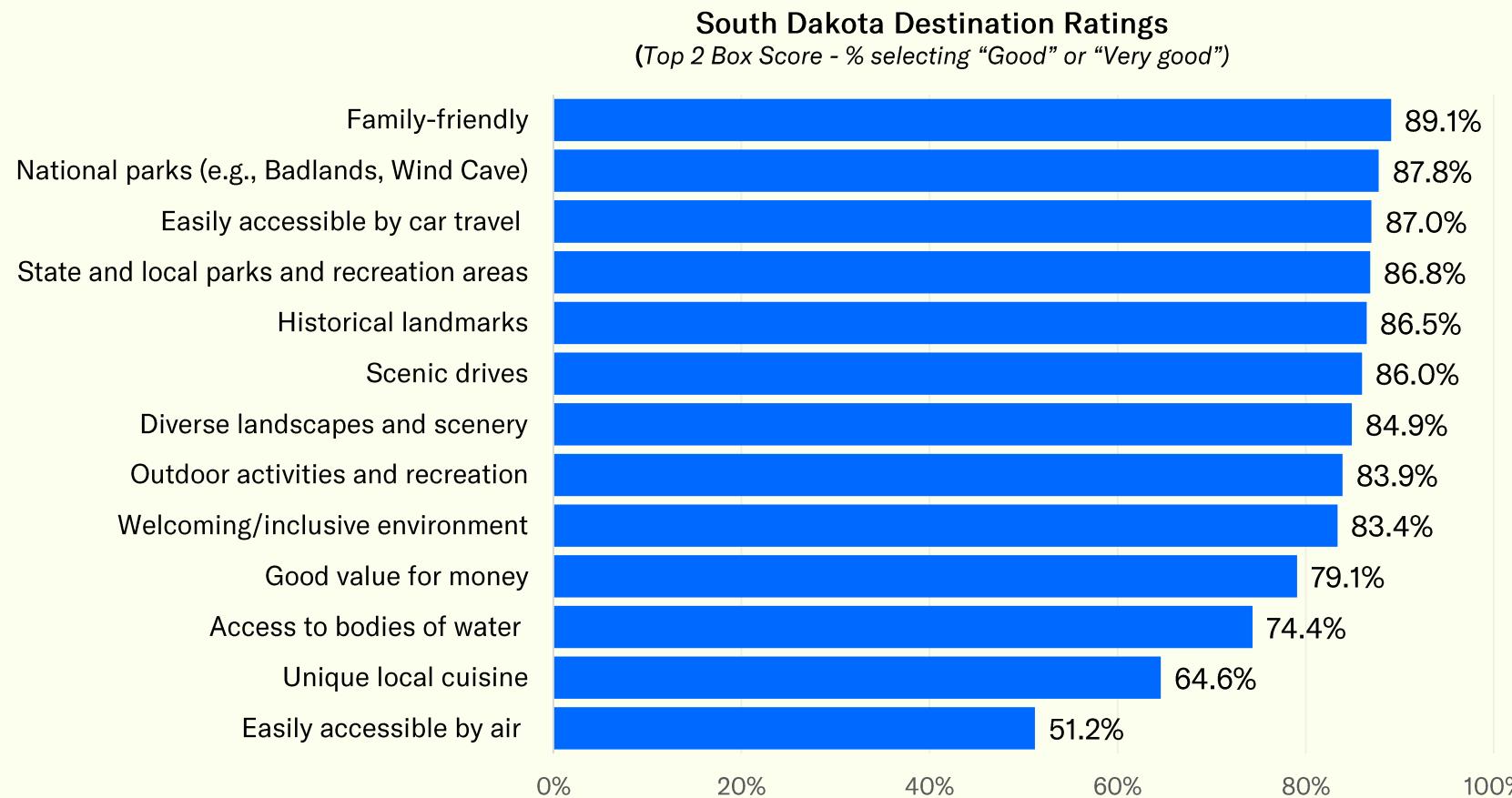
## Detail by Market & Accommodations

	South Dakota Visitors	In-State	Out-of-State	Hotel	Vacation Rental	Camp/RV
Official South Dakota Visitors Guide	21.6%	13.2%	30.4%	34.3%	48.3%	44.9%
Official South Dakota website (TravelSouthDakota.com)	20.7%	12.0%	29.8%	31.8%	56.7%	33.4%
Official South Dakota Visitor Information Center	18.0%	13.0%	23.3%	27.1%	42.4%	28.5%
Official South Dakota social media content	15.8%	10.6%	21.4%	22.8%	42.6%	22.6%
Official South Dakota email(s)	8.9%	3.4%	14.7%	18.4%	32.3%	12.4%
NONE OF THESE	56.8%	65.1%	48.1%	38.8%	20.3%	34.7%
Base	1,600	240	1,360	1,085	380	271

Question: When planning your most recent trip to or within South Dakota, did you use any of these resources from Travel South Dakota?

Base: South Dakota visitors. 1,600 completed surveys.

# Visitors give the state high marks for family friendliness, National/state/local parks, car accessibility, and historical landmarks.



Question: Please rate South Dakota on the following attributes.

Base: South Dakota visitors. 1,600 completed surveys.

*Thank You for the Opportunity to Generate these Insights  
into South Dakota's Visitors*

**Future Partners**