



# 2026 SOUTH DAKOTA GOVERNOR'S CONFERENCE **ON** TOURISM

TRAVEL  
*South Dakota*

JANUARY 20, 2026





**ASHLEY  
WORTH**



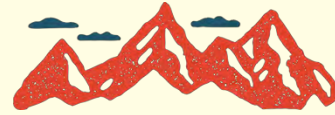
# CO-OP MARKETING MANAGER

**[ASHLEY.WORTH@TRAVELSOUTHDAKOTA.COM](mailto:ASHLEY.WORTH@TRAVELSOUTHDAKOTA.COM)**

**605-773-3301**



**ALEXA  
DORN**



# **MARKETING CAMPAIGNS & PROJECT MANAGER**

**ALEXA.DORN@TRAVELSOUTHDAKOTA.COM**

**605-773-3301**



MAX  
HOUTKOOPER



# DIGITAL MEDIA SUPERVISOR

[MHOUTKOOPER@LOVECOMM.NET](mailto:MHOUTKOOPER@LOVECOMM.NET)





**ADELAIDE  
GRANT**



# ACCOUNT SUPERVISOR

[AGRANT@LOVECOMM.NET](mailto:AGRANT@LOVECOMM.NET)

**WHO KNOWS....  
WHAT THE COMMUNITY  
CO-OP PROGRAM IS?**



# COMMUNITY CO-OP<sup>★</sup>

- **Stretches local budgets** by combining partner dollars with Travel South Dakota investment
- Delivers **greater reach and stronger visitation impact** than local efforts alone
- Access to **strategic agency partnerships**
- Customizable media plans and ad creative
- Travel South Dakota covers the cost of creative production

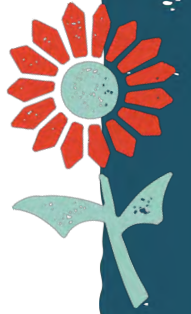
**Partner Contribution Range: \$40k+**  
**Travel South Dakota Match: 1:1**

*The program is best for South Dakota communities and BID organizations looking to maximize marketing budgets and reach more potential visitors through state-supported advertising.*



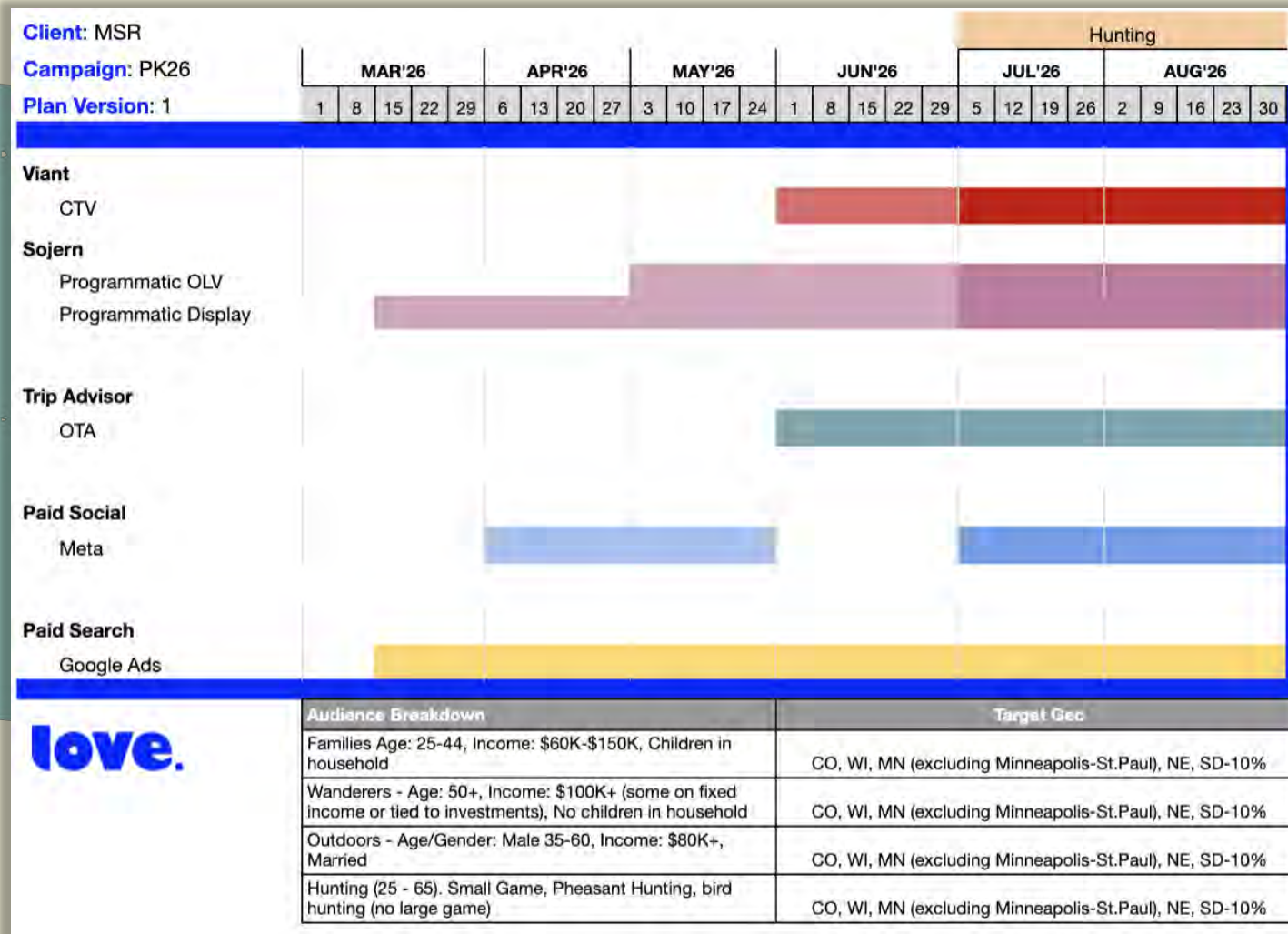


# COMMUNITY CO-OP PARTNERS





# EXAMPLE MEDIA FLOW



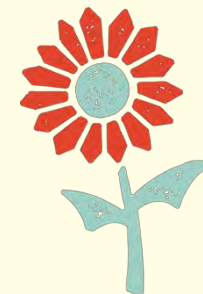
**POP QUIZ:**

**WHAT'S SOMETHING  
NEW YOU LEARNED  
ABOUT THE CO-OP  
PROGRAM?**



**POP QUIZ:**

**WHO KNOWS WHAT THE  
A LA CARTE PROGRAM IS?**



# A LA CARTE

- **Flexible and partner funded program**
- Partners can build a **customized mix** of A La Carte tactics **tailored to individual goals**
- Includes access to Travel South Dakota's creative and media expertise
- **Options for all budget ranges**
- Travel South Dakota covers the cost of creative production
- **Access top-tier tactics at discounted rates**

**Partner Contribution Range: \$250- \$8,600**





# POP QUIZ:

**Now, who can describe the  
value of the A La Carte  
Program?**



2025 A LA CARTE SIGN UPS

**52**





2025 Adara est. Booking Revenue

**\$6.2M**





# THE MENU



## PRINT

DIRECT MAIL  
GROUP TRAVEL  
FULL PAGE SPREAD

## DIGITAL MEDIA

DISPLAY ADS  
EMAILS  
STREAMING AUDIO  
DIGITAL BILLBOARDS  
TRAVELSOUTHDAKOTA.COM OPPORTUNITIES

## ACTIVATIONS

WELCOME CENTER TAKEOVER  
WELCOME CENTER DISPLAY ADS  
CONTENT CREATION



# APPLICATION DEADLINES

## FEB 1

- Direct Mail
- Digital Billboards
- Print

## APRIL 1

- Digital Audio
- Content Partnerships
- Welcome Center

## JULY 1

- Digital
- Group Travel







# HOW TO APPLY?

Visit [sdvisit.com/la-carte-cooperative-marketing-program](https://sdvisit.com/la-carte-cooperative-marketing-program)



**Come visit us at the A La Carte booth during networking breaks to learn more!**

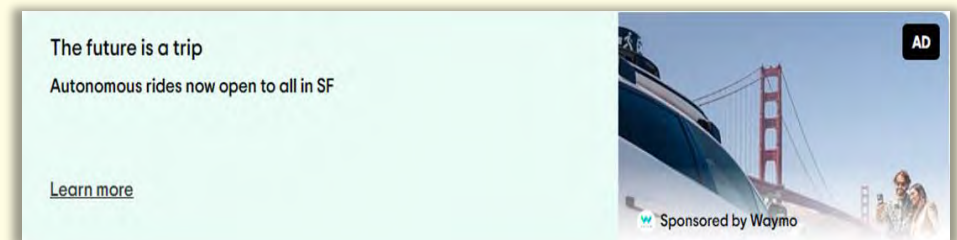
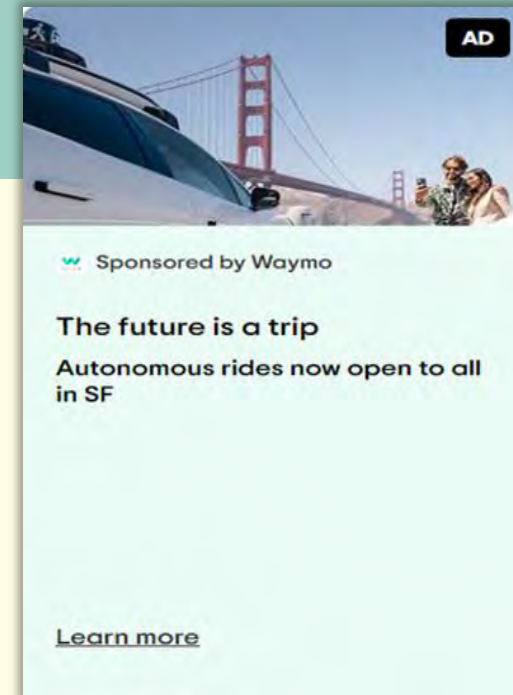




# TRIPADVISOR

- Reach users as they are looking for inspiration for future travel.
- Great for reaching users who are actively planning
- Good user on-site engagement

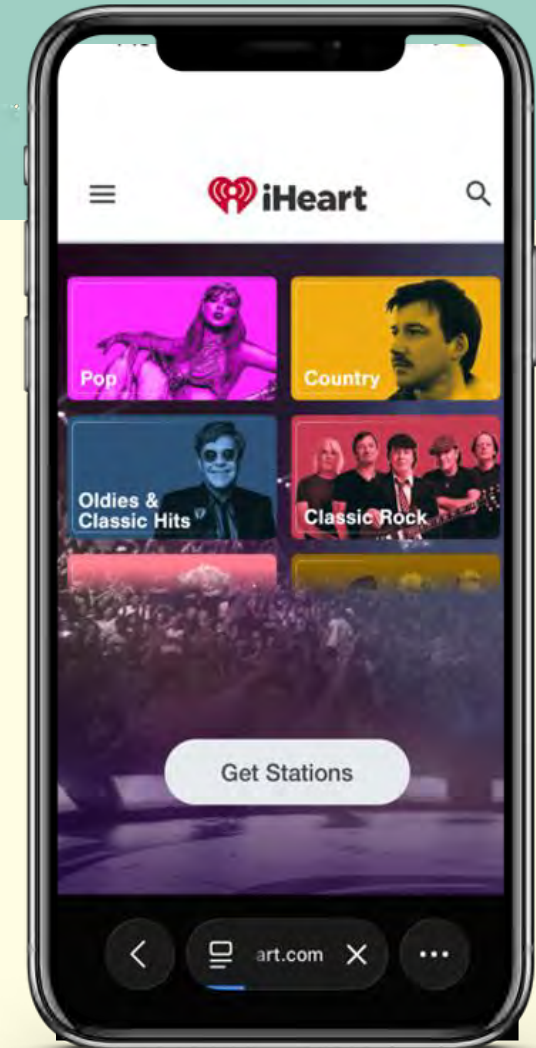
**Native Ads | Cost: \$5,500**



# DIGITAL AUDIO

- Run on iHeart Radio
- Great for high awareness
- Can let your “voice” shine

**Audio Ad | Cost: \$4,500**





# DISPLAY BANNERS

- Reach users who have visited [travelsouthdakota.com](https://travelsouthdakota.com), while they browse other content on the web.
- Great for focused targeting for users who are aware of South Dakota
- Includes visitation tracking

**Retargeting Display | Cost: \$4,000**



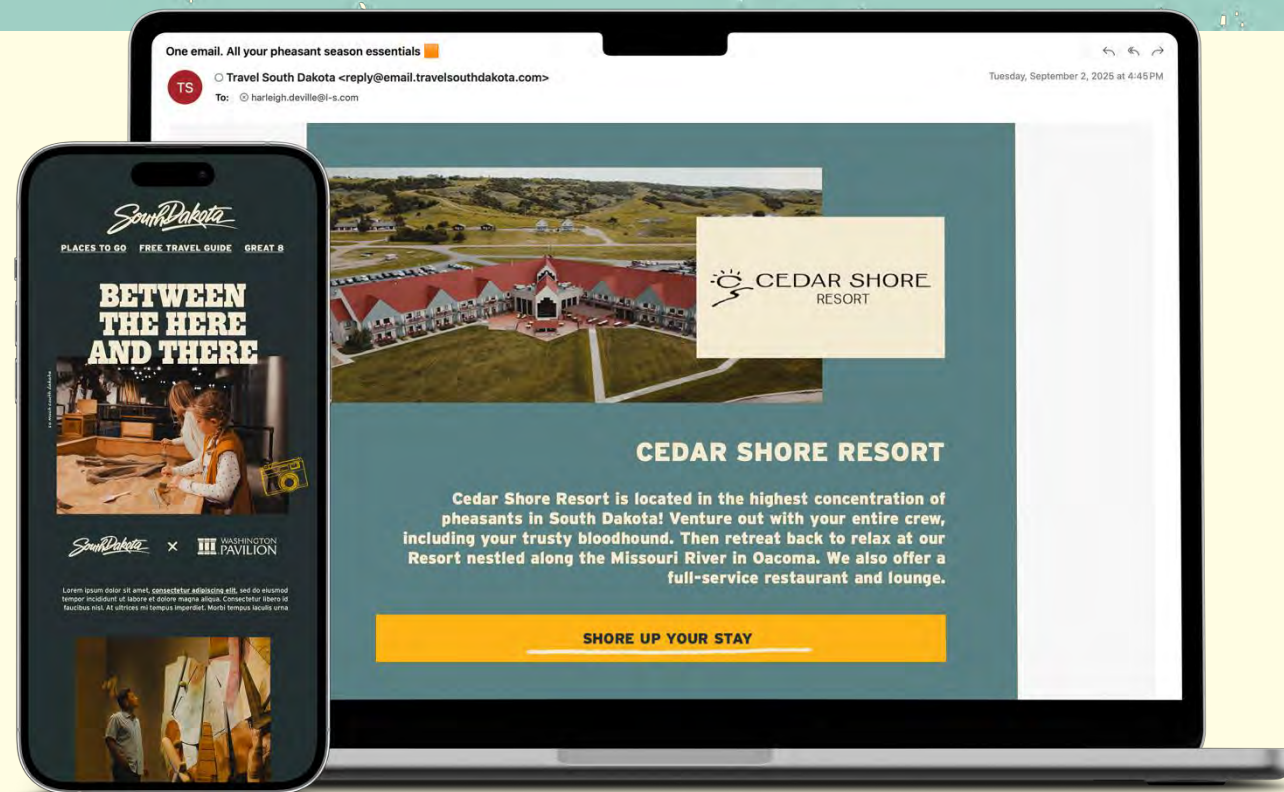
# EMAIL MARKETING

- Reach users who have opted in to Travel South Dakota's email newsletters
- Target users with specific niche interests
- Directly reach users who are looking for new info for South Dakota Travel
- Different options to align with your goals

**\*NEW FOR THIS YEAR:**

- Visitor Guide "Thank You" Spotlight - \$1,000
- Monthly Event Spotlight - \$500
- Interest Based Spotlight - \$500

**Targeted Emails | Cost: \$500- \$2,500**





# DIGITAL BILLBOARDS

**+ DIGITAL DISPLAY!**

- Combine the impact of Digital Out-of-Home with geo-fenced display ads to engage travelers on the move and online!
- 375K estimated impressions (250K direct OOH + 125K display)
- ROI foot traffic study
- **Omaha or Denver Market**

**BILLBOARDS + BANNERS | Cost: \$3,500**



# PRINT

- Showcase your destination in regional travel magazines and/or MN Newsletter that reach readers planning their next getaway to South Dakota.
- **Placement Options:**
  - May Omaha Magazine
  - June 5280 Magazine
  - Minnesota Star Tribune Print

**PRINT ADS | Cost: \$1,100- \$2,765**





# GROUP TOUR MAGAZINE

- Reach group tour operators during key planning windows with featured print & digital placements that put your destination front and center.

## Publications:

- Group Travel Leader (October 2026)
- Leisure Group Travel (December 2026)
- Destinations ABA (January/February 2027)

**PRINT ADS | Cost: \$2,400**

**UNPLUG. RECONNECT.**

*South Dakota*  
SO MUCH SO LITTLE TIME

**Akta Lakota Museum**  
Discover the rich heritage of the Lakota people at the Akta Lakota Museum in Chamberlain. Located at St. Joseph's Indian School, along the scenic Missouri River, it features a compelling collection of art, artifacts, and interactive exhibits. A meaningful cultural experience for visitors of all ages-admission is free!  
800-798-3452 | [AktaLakota.StJo.org](http://AktaLakota.StJo.org)

**Lewis & Clark Resort**  
Located at one of South Dakota's most scenic state recreation areas, Lewis & Clark Resort welcomes groups year-round. Choose from motel rooms to family cabins, just steps from beautiful Lewis & Clark Lake. Enjoy a new pool, access to beaches, boating, hiking, shoreline trails, restaurant, and nearby Yankton, it's your perfect home base for outdoor adventure and peaceful relaxation.  
605-665-2680 | [LewisandClarkResort.com](http://LewisandClarkResort.com)

**Brookings**  
Discover the charm of Brookings where culture, history and natural beauty come together. Stroll 25 acres at McCrory Gardens, admire works by Harvey Dunn and Oscar Howe at the South Dakota Art Museum and explore rural traditions at the South Dakota Agricultural Heritage Museum.  
605-692-7444 | [VisitBrookingsSD.com](http://VisitBrookingsSD.com)

**Cedar Shore Resort**  
Cedar Shore Resort is a full-service resort tucked in the bluffs of the Missouri River in Ocama. With stunning views of open waters and ample on-site outdoor recreation opportunities, Cedar Shore is a year-round destination.  
605-234-6376 | [CedarShoreResort.com](http://CedarShoreResort.com)

**BISON!**

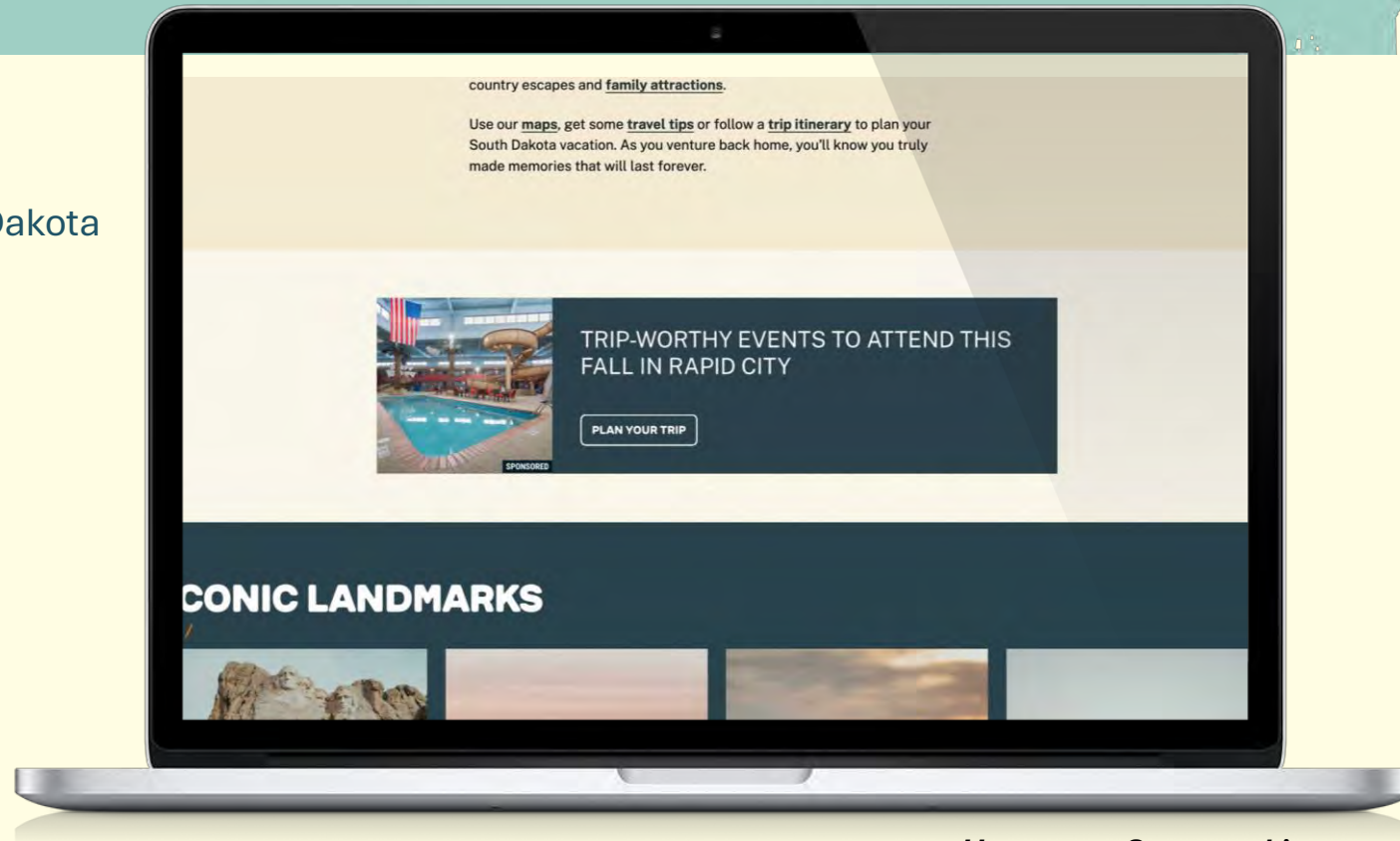
# TRAVELSOUTHDAKOTA.COM

- Reach travelers that are already on the Travel South Dakota site with a variety of sponsorship options.

## Options include:

- Native Display Ads
- Homepage Sponsorship
- Sponsored Content
- Interstitial Unit
- Lead Generation Program

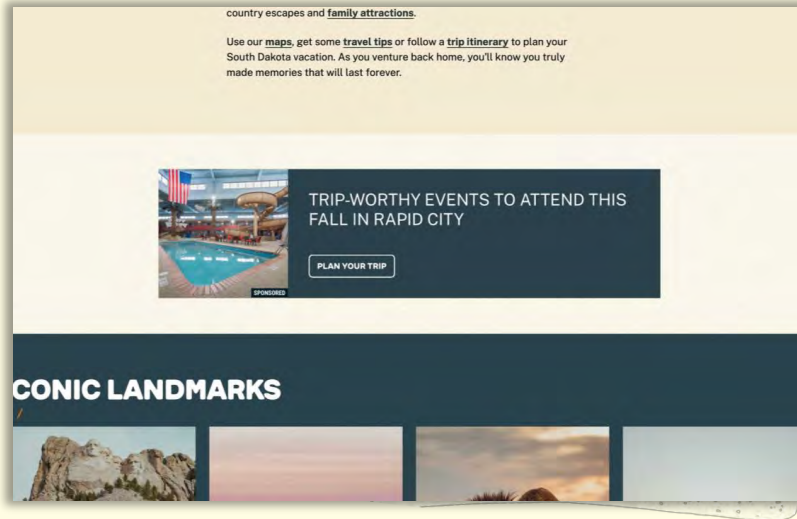
**Sponsorship Cost: \$1,500-\$5,000**



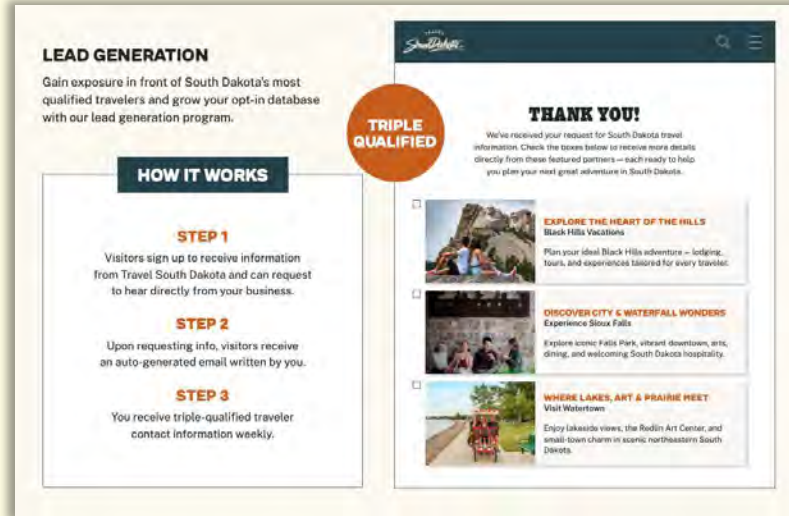
*Homepage Sponsorship*



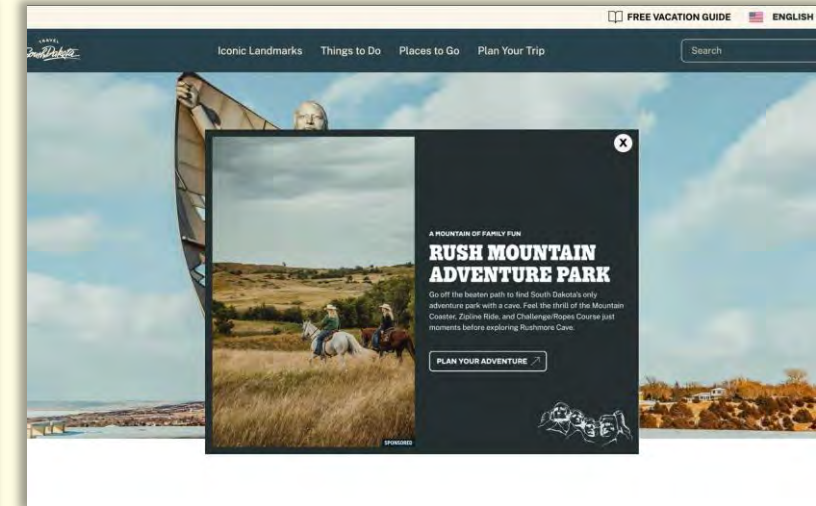
# TRAVELSOUTHDAKOTA.COM



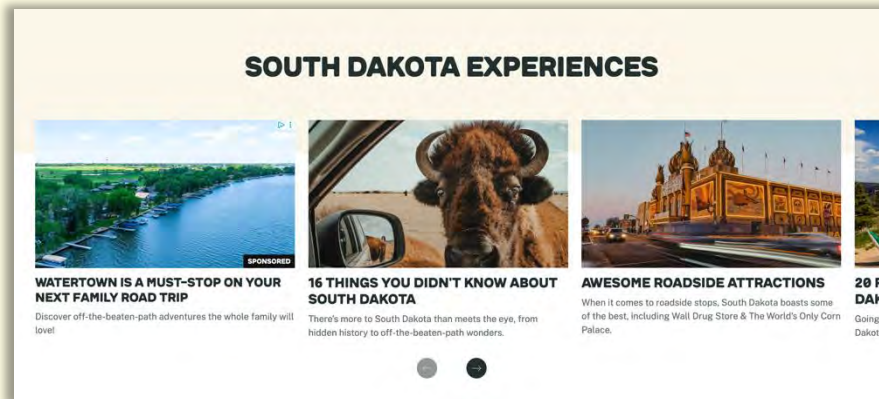
Homepage Sponsorship



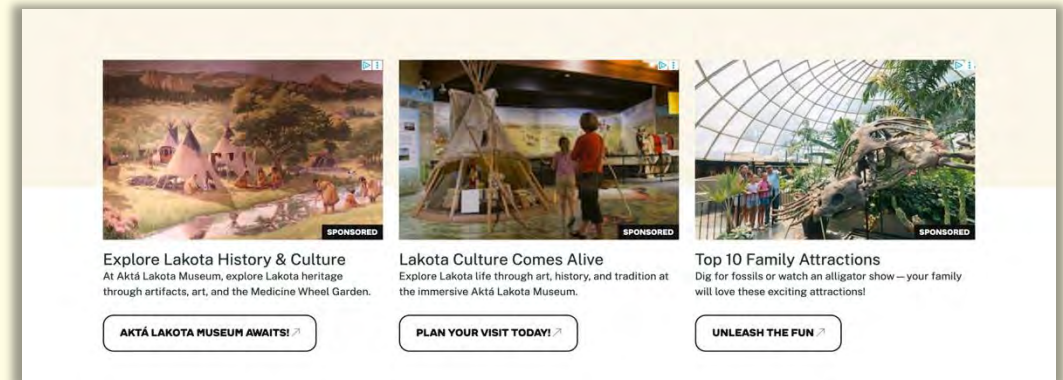
Lead Generation Program



Interstitial Unit



Sponsored Content



Native Display Ads

# WELCOME CENTER

- Own the spotlight and meet travelers face-to-face at South Dakota's busiest Welcome Centers! *Chamberlain, Wilmot, Valley Springs, or Vermillion*

OR

- Catch more than 220K travelers on the road with bold display ads that inspire them to explore more while they're already in-market with a video ad.

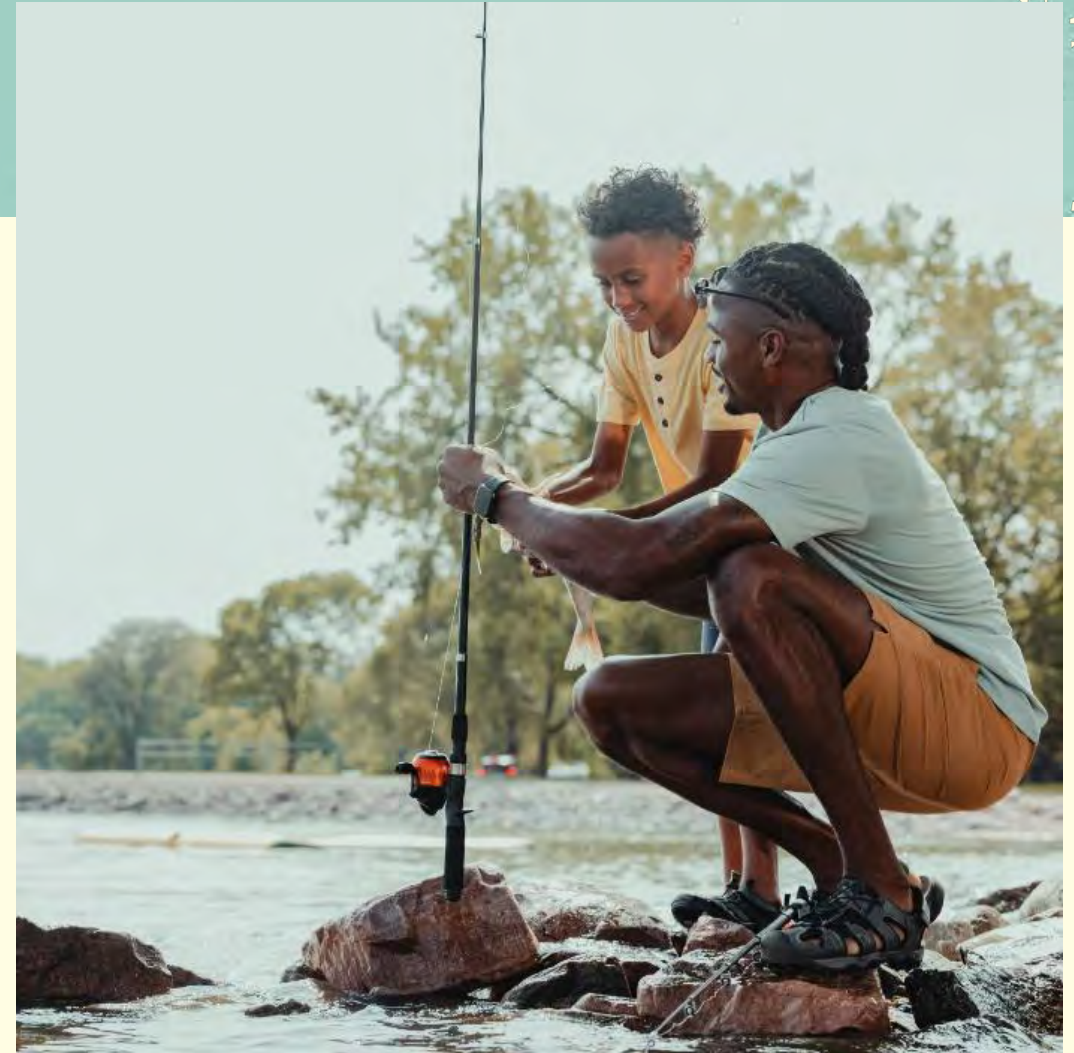
**Cost: \$250-\$1,000**





# CONTENT

- Bring your destination to life through a multi-platform storytelling partnership with 605 Magazine- one of South Dakota's most engaging lifestyle publications.
- **Each package includes print ads, editorial spreads, and professional photography with digital, podcast, and social media exposure.**
  - **Bronze- \$5,900**
  - **Silver- \$7,800**
  - **Gold- \$8,600**



**Ready...set...go!**

**Name as many A La Carte  
options as you can!**





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