



# Tourism Marketing

Department of Tourism

## Overview

South Dakota's tourism industry continues to see substantial growth in total visitation, visitor spending, and tax revenue for state and local governments. The tremendous growth in 2021 is the direct result of an unprecedented national spotlight on our state as well as strategic marketing that allowed the department to take advantage of more national marketing platforms—and reach a wider swath of the American public—than ever before. At a time when the tourism industry in many states and cities struggled to welcome visitors, or was shut down completely, South Dakota's tourism industry thrived and remained open for business.

## Project Description

The Governor's recommended budget includes \$35,000,000 in ARPA funds to continue the unprecedented momentum in exposure and visitation generated in the last year.

These funds will allow the Department of Tourism to:

- Invest dollars in a TRAVEL LOCAL campaign that targets our state's citizens and encourages them to explore everything our state has to offer right in their own backyards.
- Focus dollars on a new marketing campaign called SOUTH DAKOTA GREAT FINDS that will put a spotlight on rural South Dakota attractions, hidden gems, and events.
- Invest dollars to assist our state destination marketing organizations (DMOs) so they have extra resources to promote their cities, towns, and regions.
- Focus dollars on new initiatives to promote our state's vibrant arts scene.
- Partner with the Department of Game, Fish and Parks to expand our successful pheasant hunting campaign as well as put additional marketing dollars into a fishing campaign.
- Partner with the Department of Labor and Regulation on workforce recruitment campaigns that target industries hard-hit by the pandemic.
- Set aside dollars in anticipation that our continued work with the new South Dakota Native Tourism Alliance will soon result in cooperative marketing opportunities between the department and our state's Tribal Nations.

Tourism in South Dakota is a job-creating, revenue-producing industry that makes money for the state and local governments. Targeting dollars into tourism provides outstanding ROI. Conservative research shows that for every dollar the department invests in marketing, we see a return of three dollars generated in state and local tax revenue and \$41 in visitor spending.