AMERICAN RESCUE PLAN ACT TOURISM MARKETING PLAN

South Dakota
DEPARTMENT OF TOURISM

SOUTH DAKOTA TRAVEL & TOURISM ECONOMIC IMPACT

- **$276 MILLION** IN STATE AND LOCAL TAX REVENUE GENERATED BY TRAVEL AND TOURISM
- **11%** OF STATE SALES TAX COLLECTIONS
- **49,500** JOBS SUPPORTED BY THE TOURISM INDUSTRY, REPRESENTING ONE OUT OF EVERY 12 JOBS IN SOUTH DAKOTA
- **$1.6 BILLION** INCOME GENERATED FOR THOSE EMPLOYED IN THE INDUSTRY
- **$4.1 BILLION** VISITORS SPENT IN OUR STATE IN 2019

SOUTH DAKOTA TRAVEL & TOURISM RETURN ON INVESTMENT

FOR EVERY **$1 INVESTED**
IN **ADVERTISING**,
$3 IS RETURNED
IN **STATE AND LOCAL TAXES**

FOR EVERY **$1 INVESTED**
IN **ADVERTISING**,
VISITORS SPEND $41

MARKETING PLAN SUMMARY

South Dakota
DEPARTMENT OF TOURISM

TOTAL DEPARTMENT INVESTMENT

$35M

FOUR-YEAR TOTAL INVESTMENT

1.3B+

FOUR-YEAR TOTAL
POTENTIAL IMPRESSIONS

CAMPAIGN	FOUR-YEAR TOTAL BUDGET	POTENTIAL IMPRESSIONS
Department Partnerships	$2,680,000	152 Million
National TV	$14,925,000	508 Million
National Digital & Social	$2,675,000	269 Million
Integrated Packages	$5,320,000	90 Million
Marketing Assistance Program	$5,000,000	336 Million
Opportunity Allocation	$4,400,000	TBD