



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

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