



GOVERNMENT OPERATIONS & AUDIT COMMITTEE

OCTOBER 18, 2022

South Dakota

A large steel truss bridge spans across a wide river. The bridge has two prominent towers with counterweights, suggesting it is a lift bridge. The scene is captured at dusk or dawn, with a dark, blue-tinted sky and water. The bridge's structure is reflected in the calm water. In the foreground, a small boat with two people is visible on the river. The overall mood is serene and quiet.

SINCE LAST TIME...

South Dakota



PERFORMANCE INDICATORS

South Dakota

GOAL #1

Increase year-over-year tourism-related jobs.

+9%

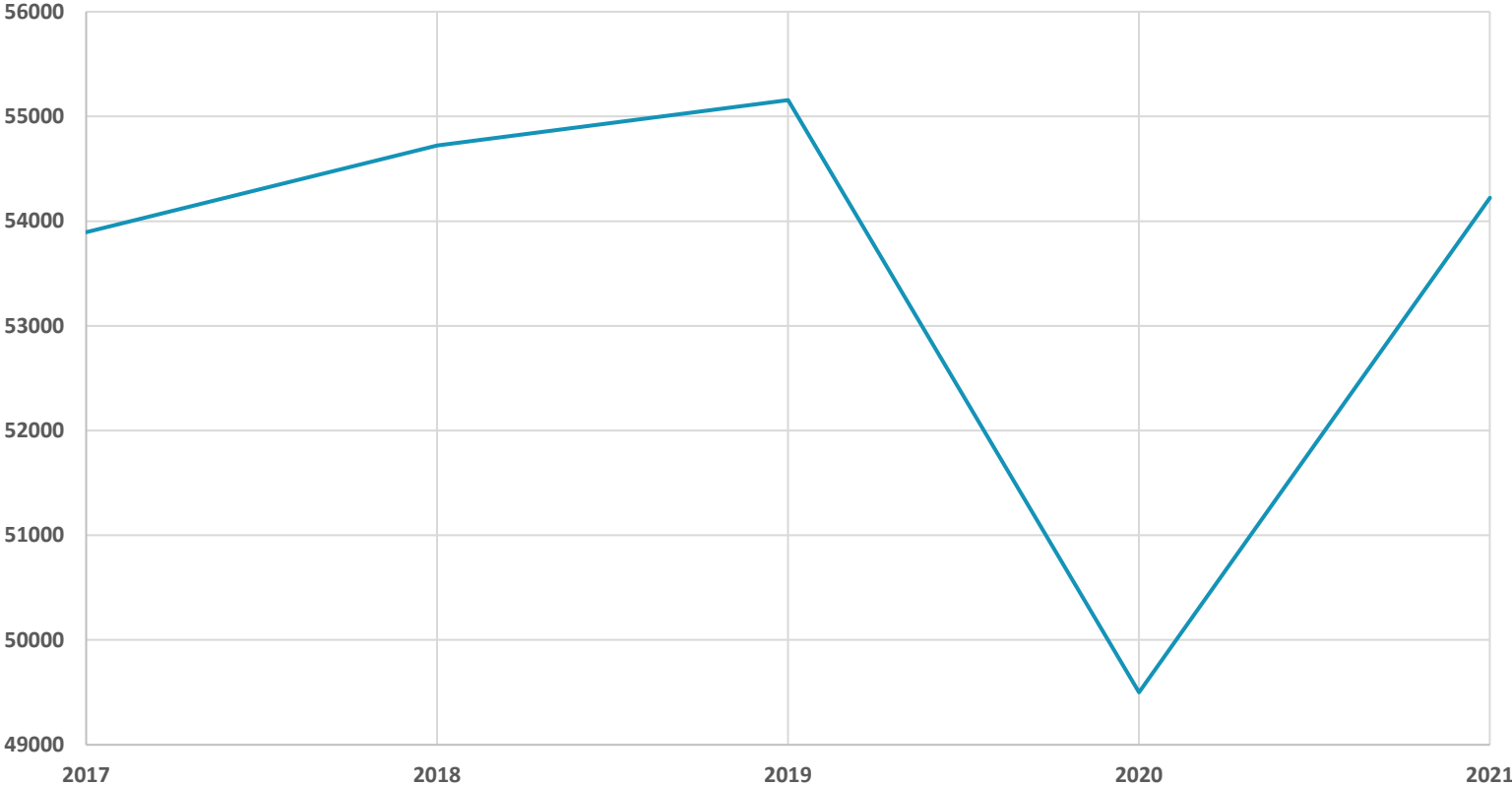
2021 over 2020



GOAL #1

Increase year-over-year tourism-related jobs.

Tourism Related Jobs

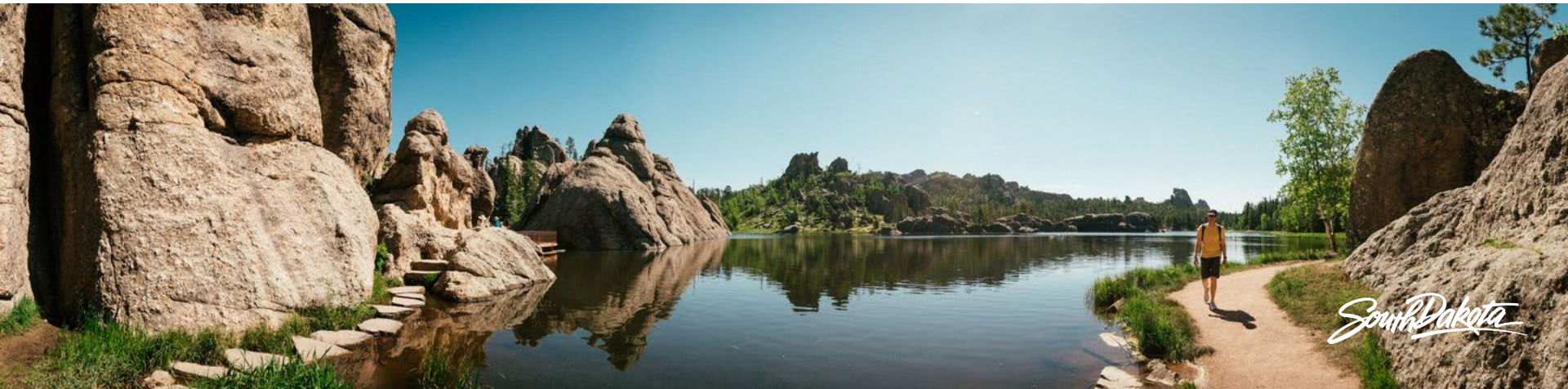


GOAL #2

Increase length of stay.

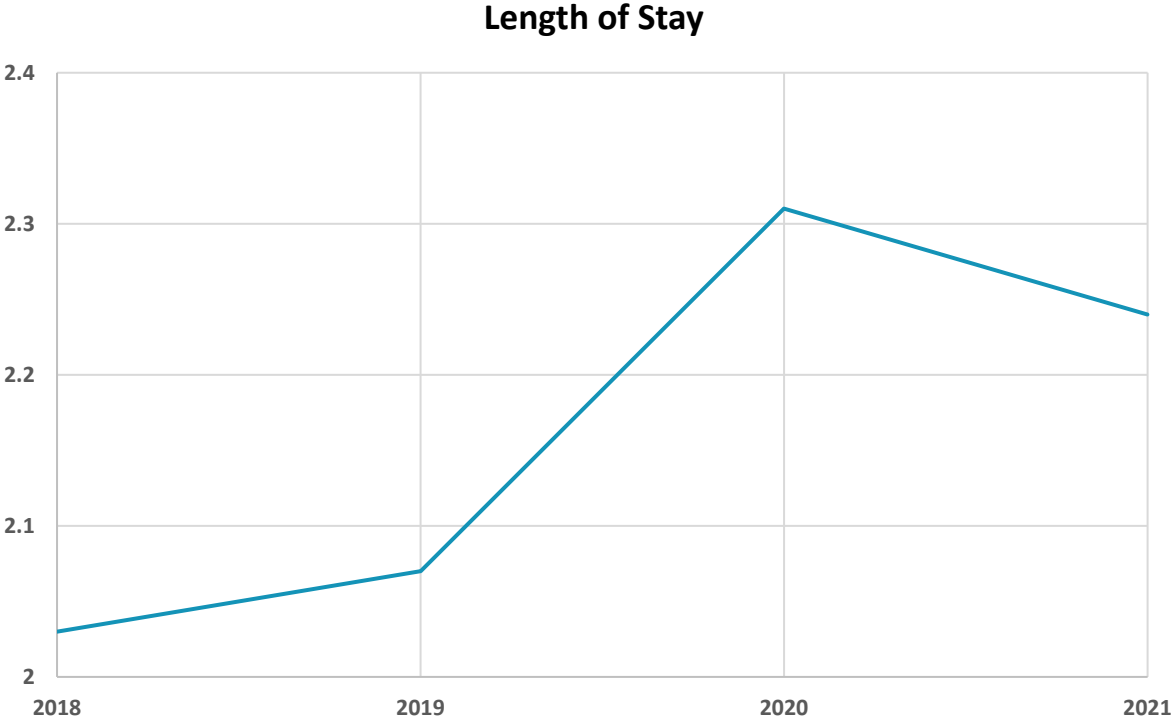
-3%

2021 RESULT



GOAL #2

Increase length of stay.



GOAL #3

Increase per person spend.

+6%

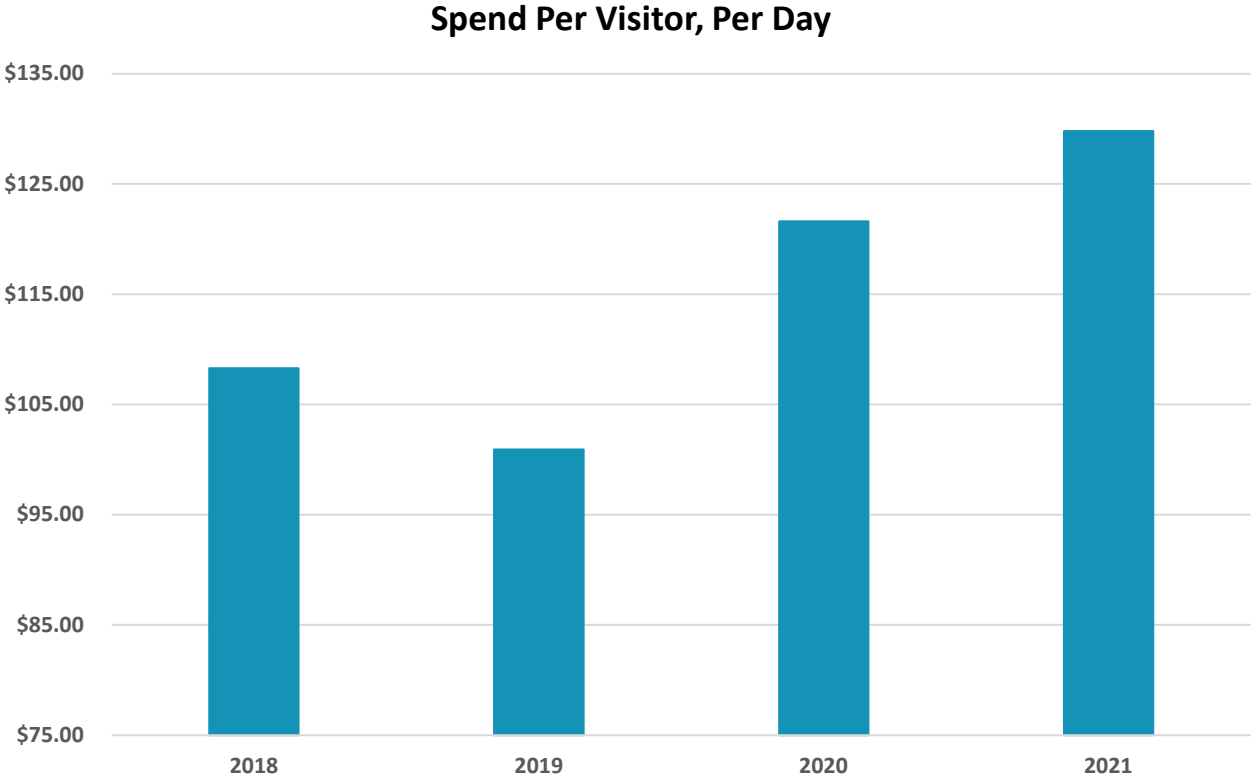
2021 RESULT



South Dakota

GOAL #3

Increase per person spend.



GOAL #4

Increase YOY visitor spending.

+30%

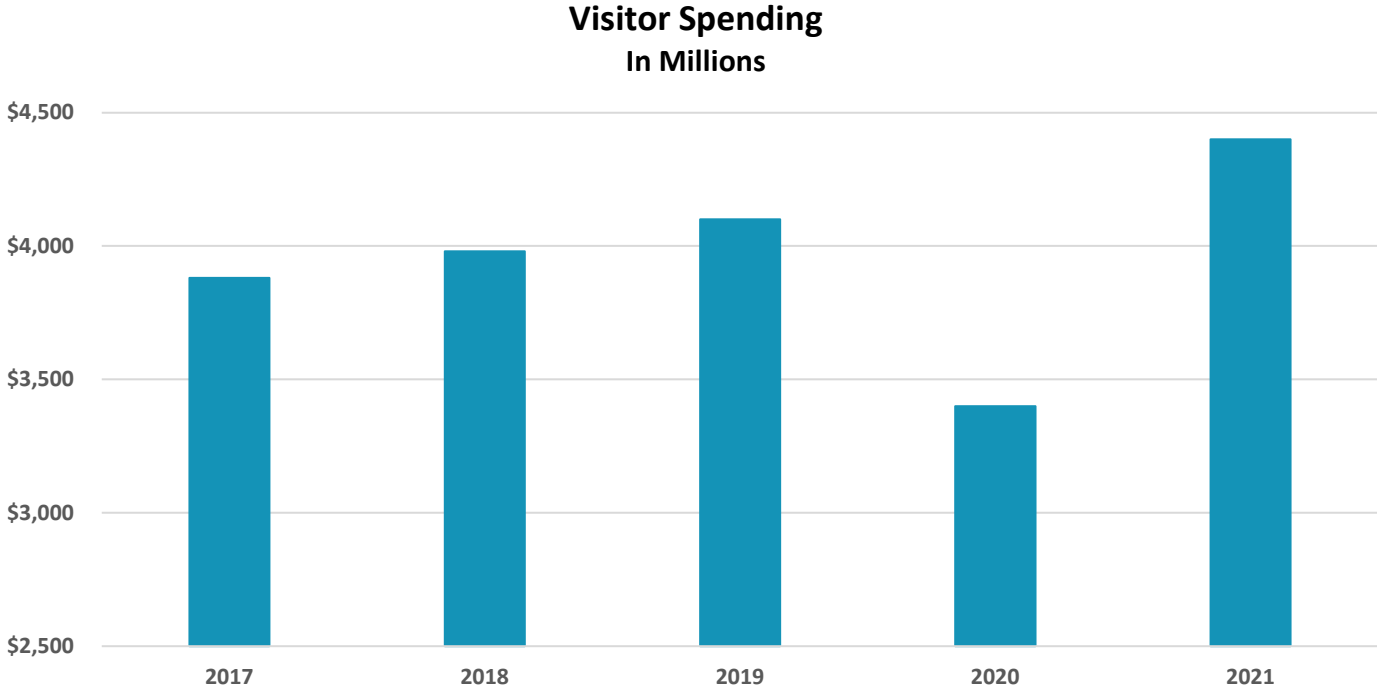
2021 over 2020



South Dakota

GOAL #4

Increase YOY visitor spending.



GOAL #5

Increase YOY state and local tax revenue generated by tourism activity.

+25%

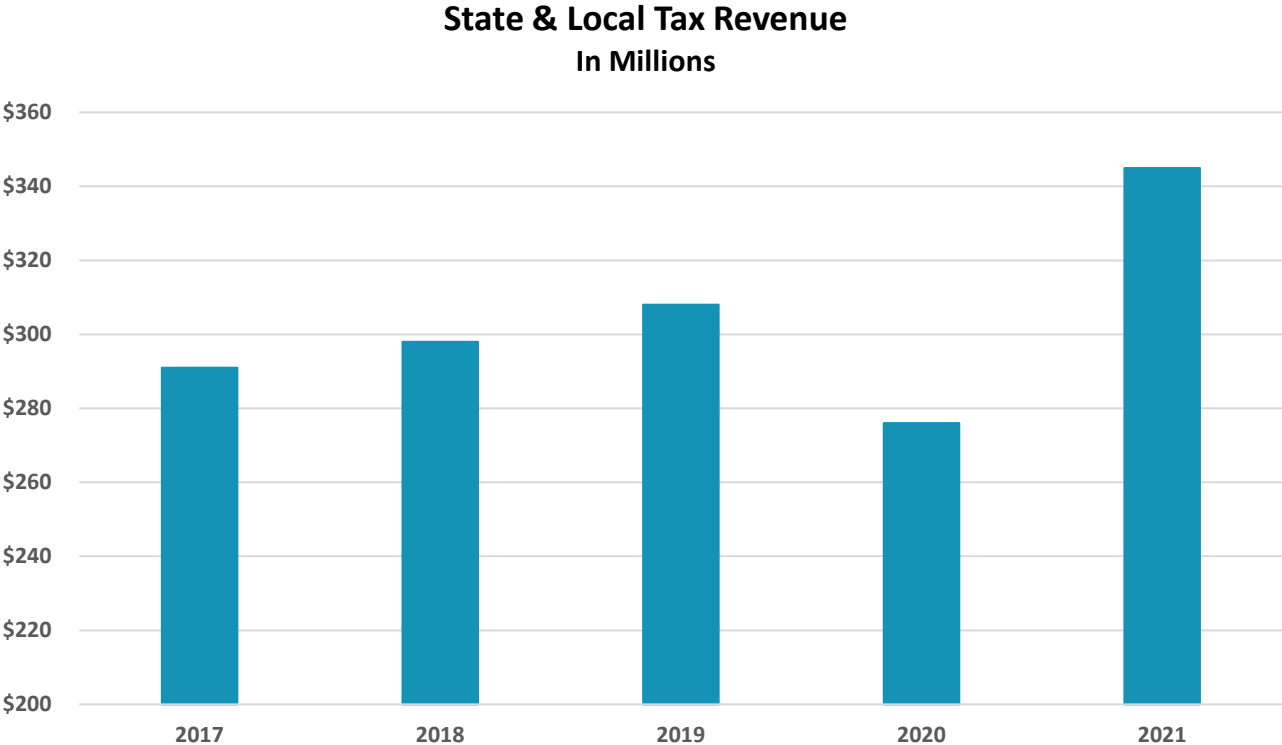
2021 over 2020



South Dakota

GOAL #5

Increase YOY state and local tax revenue generated by tourism activity.



GOAL #6

Increase YOY tourism promotion tax revenue generated.

+30%

FY21 over FY20



GOAL #6

Increase YOY tourism promotion tax revenue generated.



ADDITIONAL INDICATORS

Monthly dashboard on SDVisit.com

Start Date: 1/1/2022
End Date: 8/31/2022

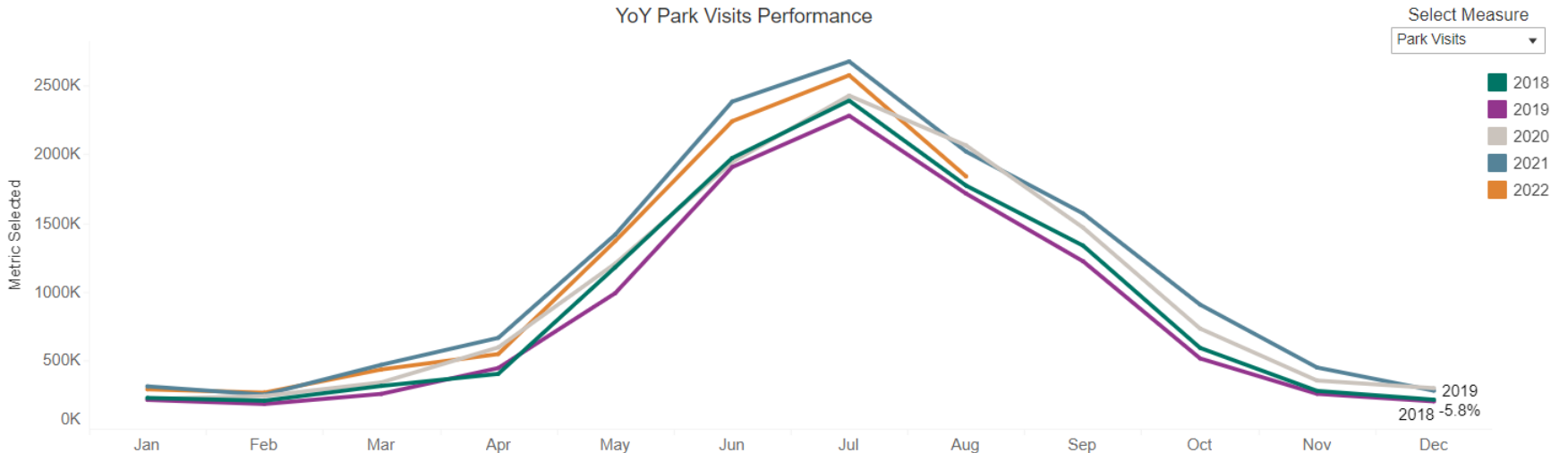
PERFORMANCE METRICS 1/1/2022-8/31/2022

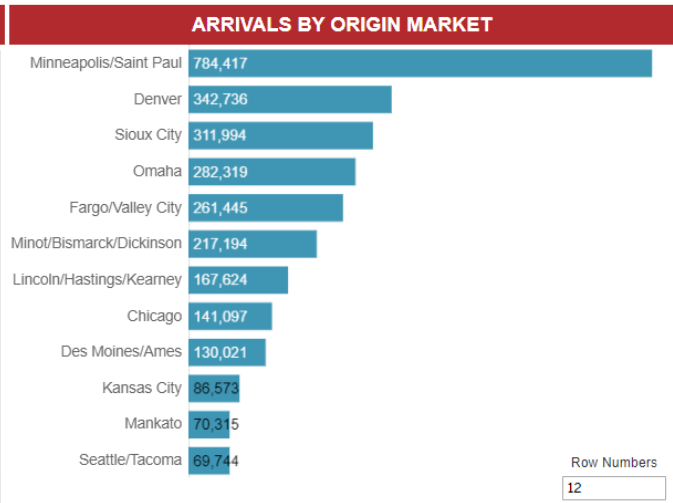
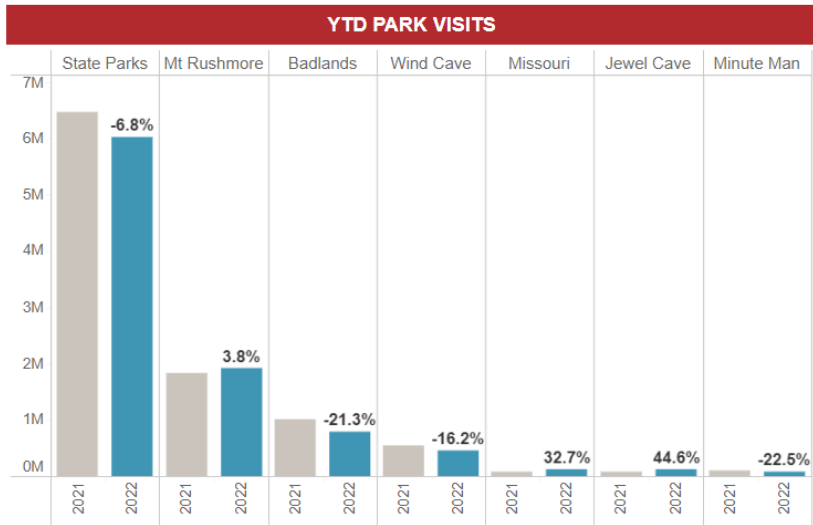
Sessions	Total Inquiries	Room Nights	Hotel Occupancy	Park Visits	Airport Arrivals	Total Visitation	Visitor Spending	Tax Revenue
1,958,715	113,136	3,698,845	58.8%	9,559,391	624,057	9,719,905	\$3,175,849,873	\$12,467,864
YoY % Change								
▼ -21.4%	▼ -13.3%	▲ 0.6%	▲ 0.6%	▼ -6.2%	▲ 13.9%	▼ -1.4%	▲ 6.7%	▲ 5.6%

MONTHLY PERFORMANCE August

Sessions	Total Inquiries	Room Nights	Hotel Occupancy	Park Visits	Airport Arrivals	Total Visitation	Visitor Spending	Tax Revenue
324,642	12,131	592,055	71.3%	1,839,538	89,603	1,856,929	\$618,802,916	\$3,184,546
YoY % Change								
▲ 13.9%	▲ 6.6%	▼ -1.3%	▼ -0.8%	▼ -9.0%	▼ -0.6%	▼ -5.0%	▼ -5.0%	▼ -0.6%

YoY Park Visits Performance





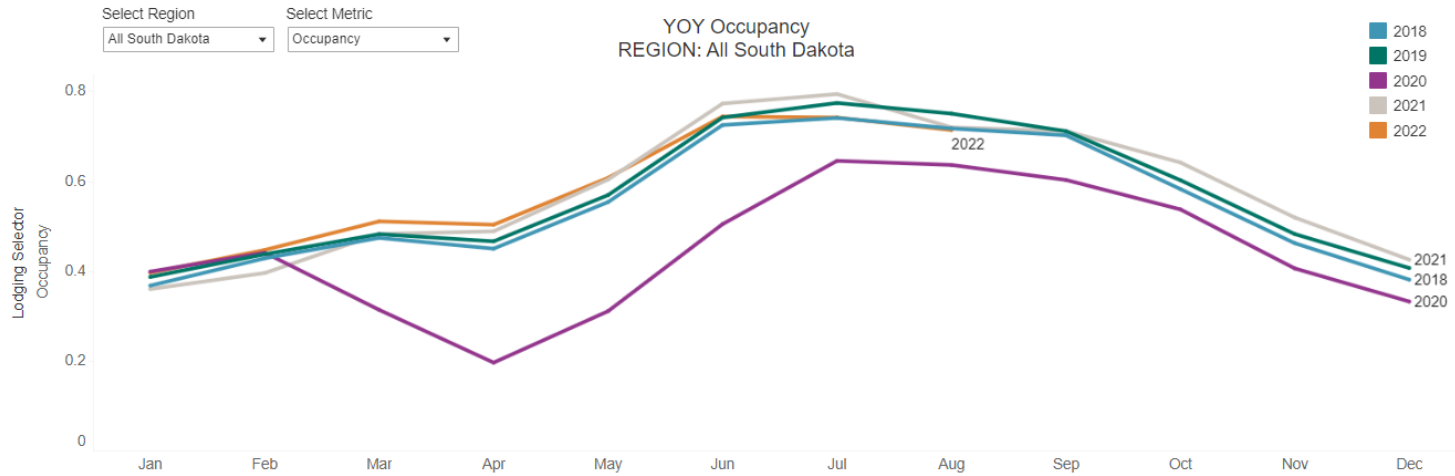
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HOTEL LODGING PERFORMANCE

1/1/2022-8/31/2022

Lodging Type
HOTEL LODGING

Occupancy	ADR	RevPAR	Room Nights	Supply	Revenue
58.8%	\$110.33	\$64.91	3,698,845	6,287,315	\$408,108,181.00
YoY % Change					
0.6%	3.1%	3.8%	0.6%	0.0%	3.8%



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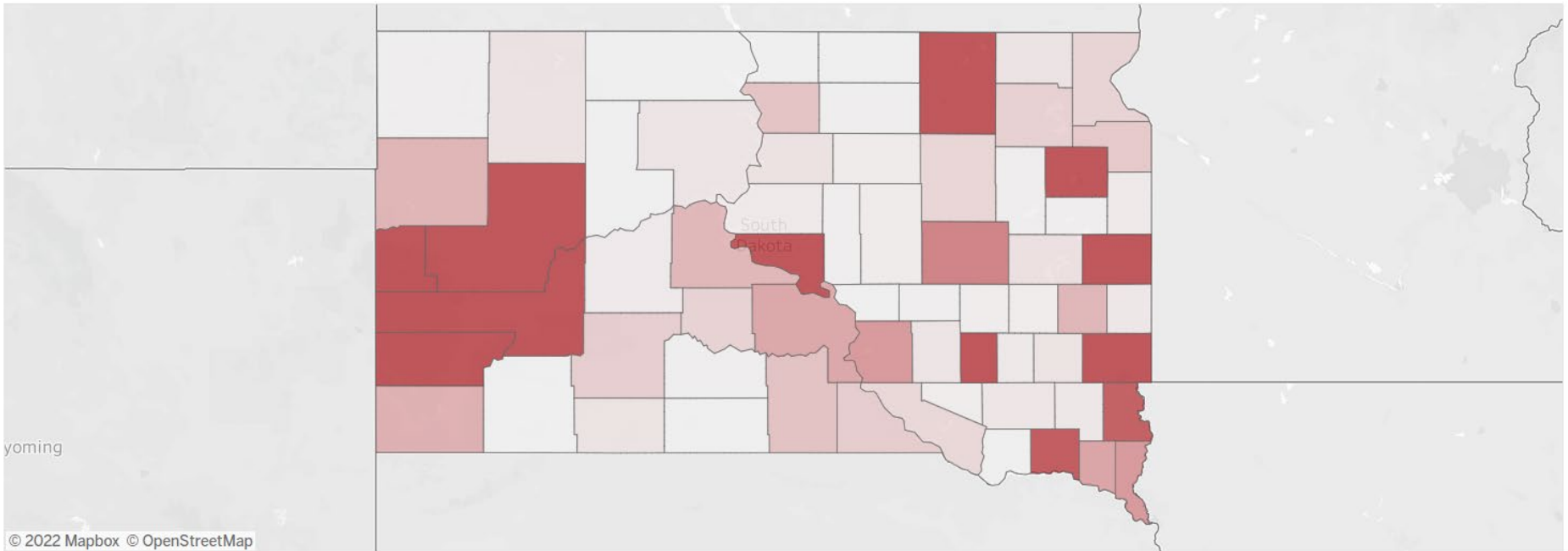
SPENDING & REVENUE BY CATEGORY

1/1/2022-8/31/2022

Visitor Spending			Tax Revenue	
BBB	Lodging	Tourism	Gaming	Promotion
\$1,990,843,127	\$467,327,371	\$717,679,375	\$2,761,331	\$9,706,533
▲ 8.6%	▲ 2.6%	▲ 4.3%	▼ -2.6%	▲ 8.2%

Select Metric: Category: Region: County: City:

\$0  \$50,000,000



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REGION: All
COUNTY: All

BBB Taxable Sales			Lodging Taxable Sales			Tourism Taxable Sales		
2021	2022	Change	2021	2022	Change	2021	2022	Change
\$1,833,859,453	\$1,990,843,127	▲ 8.6%	\$455,577,029	\$467,327,371	▲ 2.6%	\$688,287,393	\$717,679,375	▲ 4.3%



THANK YOU!

South Dakota