

2019 Annual Summary Experience Sioux Falls

Formerly the Sioux Falls Convention & Visitors Bureau

Vision:

Share the community of Sioux Falls with the world.

Mission Statement:

Market Sioux Falls as a one-of-a-kind destination and provide an energized visitor experience to enhance economic impact.

The visitor industry is a vital part of economic development and an important attribute to the quality of life in Sioux Falls. Tax revenue and direct economic stimulus is created when visitors make purchases for hotel rooms, restaurants, entertainment and attractions, transportation and shopping.

In the fiscal year October 1, 2018 – September 30, 2019:

BID Tax

\$1,962,712.82*
FY 2018-19 BID Tax Revenue*

Paid by visitors.
Collected by hotels.

Room Tax

\$995,637.70*
FY 2018-19 Room Tax Revenue*

2019 Visitor Impact to South Dakota



\$4.1 Billion
2.8% growth in direct and indirect visitor spending.



55,157
Travel and tourism supported jobs.



\$308 Million
State and local tax revenue generated.



\$890
Additional amount of taxes each S.D. household would pay if tourism did not exist.

Over \$1.6 Billion*

40% of all visitor spending occurs in the Southeastern region of SD.

Visitor spending surpassed \$1.6 billion in the Southeast region in 2019, which is 40% of the total visitor spending in South Dakota. Minnehaha County represents 74% of the region's spending and 29% of all visitor spending state-wide. With higher wages paid in the region, more than 46% of the state's tourism-generated labor income goes to employees in the Southeast region.*

*This data reflects the 2019 county level impact.

2019 Visitor Impact to Sioux Falls



Sioux Falls
Had Approximately



1,810,614
Visitors*



\$455,716,455
Estimated Economic Impact**

Sales

2019 Sales
Booked Business
through 2022

155

Number of Events
New Events: 48
Repeat Events: 107

\$19,221,784

Estimated Economic Impact**



2019
Convention Calendar
for groups previously booked

137

Number of Events
New Events: 55
Repeat Events: 82

\$19,709,715

Estimated Economic Impact**



24,371

Room nights

22,005

Room nights



87,224

Attendance

87,819

Attendance

Website Highlights

+17.1%
Sessions

+24.2%
Non-Local Sessions

+17.4%
New Users

+1.22%
Organic Sessions

+3%
Email Sign-ups

+18.9%
Visitor Guide

+13%
Trip Planner

+12.6%
App Users

Over **95.5M** impressions and **707K** clicks to the website were generated through tracked media placements.



*Destinations International Event Impact Calculator
**Estimated visitors and economic impact based on numbers ESF could count

Demographics of Visitors

193,281

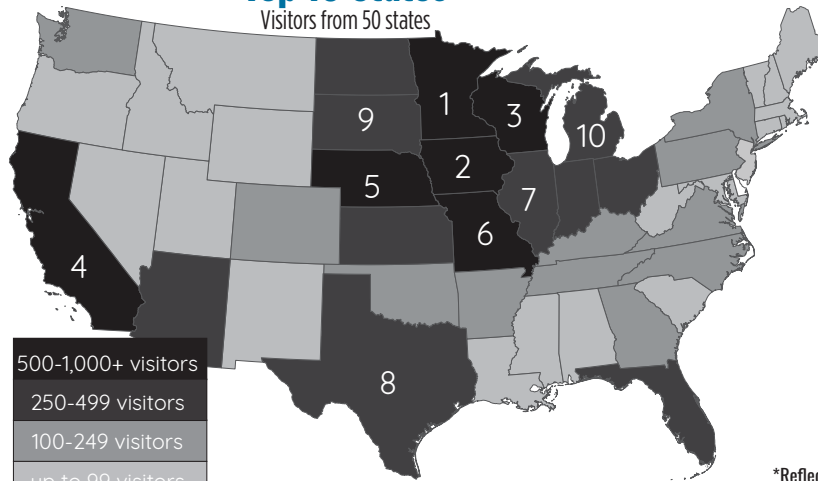
Visitors entered the Falls Park Visitor Information Center in 2019.

Number reflects approximately 1/3 of total visitors to Falls Park.



Top 10 States*

Visitors from 50 states



Top 10 Countries*

Visitors from 61 countries

- Canada
- Germany
- Australia
- Italy
- France
- England
- United Kingdom
- Denmark
- Norway
- Mexico/Poland

*Reflects visitors who signed the guest book at the Falls Park Visitor Information Center.



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