

2020 Annual Summary Experience Sioux Falls



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

In the fiscal year October 1, 2019 – September 30, 2020:

BID Tax

\$1,468,029.91
FY 2019-20 BID Tax Revenue

Paid by visitors.
Collected by hotels.

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

Room Tax

\$748,210.73
FY 2019-20 Room Tax Revenue

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

The COVID-19 pandemic greatly impacted travel to South Dakota. Toward the end of 2020 losses started to decrease. Visitation losses were higher for out-of-state residents vs. in-state travelers. Prices in key traveler sectors (gasoline and lodging) fell exacerbating the decline in spending. Lodging spending fell by 21%.

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.

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.

2020 Visitor Impact to South Dakota



12.6 Million Visitors
13% decrease in visitors.



\$3.4 Billion
18% decrease in direct and indirect visitor spending.



\$276 Million
State and local tax revenue generated.



49,500
Travel and tourism supported jobs.



\$780
Additional amount of taxes each S.D. household would pay if tourism did not exist.

2020 Visitor Impact



Sioux Falls
Had Approximately



840,468
Visitors*



\$283,857,561
Estimated Economic
Impact**

99,544

Visitors entered the Falls
Park Visitor Information
Center in 2020.

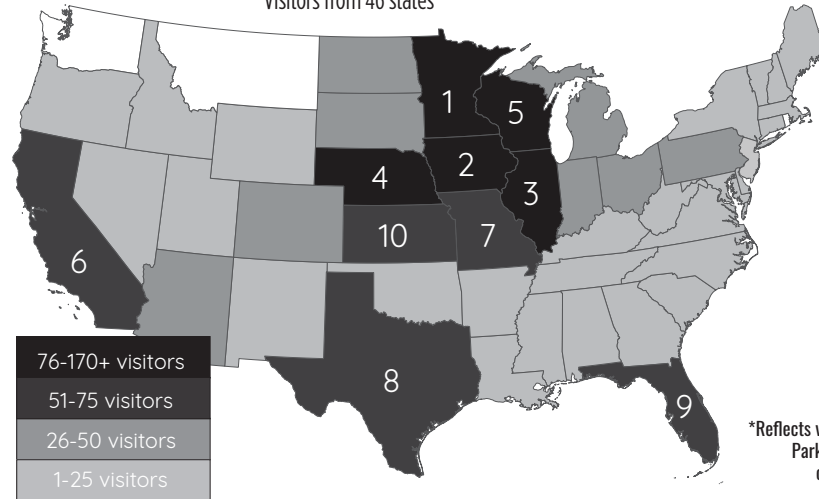
Number reflects
approximately 1/3 of total
visitors to Falls Park.



Demographics of Visitors at Falls Park

Top 10 States*

Visitors from 46 states*



Top 10 Countries*

Russia
Canada
South Africa
United Kingdom
France
Poland
Scotland
Australia
Belgium
Brazil

*Reflects visitors who signed the guest book at the Falls
Park Visitor Information Center. The center
closed Mid-March through Mid-May.



Website Highlights

Jan-Feb 2020 (pre-pandemic)



+4.8%
Sessions

+7.6%
New Sessions

+10.5%
Non-Local Sessions

-21.5%
Bounce Rate

+24.9%
Pages Per
Session

+146%
Travel Ideas
Pageviews

+212%
Email Sign-ups

+103%
Trip Planner
Engagements

+79%
Persona Slider
Engagements

+80%
Visitor Guide
Engagements

By the end of the year website metrics were down 38-48%. Engagement stayed relatively positive and even better than some months year over year.

Year over Year

+7.09%
New Sessions

-10.7%
Bounce Rate

+5.1%
Pages per Session

+1.4%
Average Session Duration

Sales

2020 Sales
Booked Business
through 2022

112

Number of Events
New Events: 37
Repeat Events: 75

\$49,414,230
Estimated Economic Impact**

2020

Convention Calendar
for groups previously booked

54

Number of Events

New Events: 22
Repeat Events: 32

\$20,380,302
Estimated Economic Impact**

25,218
Room nights

16,541
Room nights

55,372
Attendance

42,255
Attendance

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