



experience
**SIOUX
FALLS**
south dakota

2020 Annual Report

Sioux Falls' Destination Marketing Organization



2020 Annual Report

On behalf of Experience Sioux Falls (formerly the Sioux Falls Convention and Visitors Bureau), we are pleased to present the 2020 Annual Report of Sioux Falls' Destination Marketing Organization (DMO).

While 2020 was set to be a banner year in Sioux Falls, we all know the pandemic presented our industry with a challenge unlike any we had ever seen. Many of our partners have suffered in ways we never imagined. What you will see in this annual report is a review of what the on-going pandemic has done to devastate the visitor industry in Sioux Falls.

While so many have faced severe challenges, we must acknowledge the incredible strength of this industry and our community as a whole. Throughout the past several months we have seen individuals and businesses alike come together with an unwavering commitment to support each other and move forward. The visitor industry is a strong believer in collaboration and partnerships and never has it been stronger than it is now. These partnerships have truly elevated the visitor industry in our community. Experience Sioux Falls, along with the entire visitor industry, will continue to work hard to increase economic impact, the creation of jobs, tax revenues, community sustainability and the quality of life for this destination, Sioux Falls, South Dakota, all through the experience of travel.

Special thanks to our Experience Sioux Falls Advisory Council, the BID Board of Directors, and all who live and work in the Sioux Falls visitor industry. Many thanks to the hard-working, devoted staff of Experience Sioux Falls who commit their time to sharing Sioux Falls' great story resulting in more and more visitors choosing our community to experience. We are all incredibly fortunate to have the opportunity to work in such a wonderful industry.

So now, let's move forward. Let's continue to share our vibrant community with those traveling here from around the world! Together, we can do anything!



Warm Regards,



Teri Schmidt
Executive Director
Experience Sioux Falls



Meet the Experience Sioux Falls Team



TERI SCHMIDT
Executive Director



ANNA DERRY
Sales Manager



JAY KALTENBACH
Services Manager



ERIN DEWITT
Sales Manager



JACKIE WENTWORTH
Sales Manager



PATRICK DASCHEL
Sales Manager



EMILY SCHAFFER
Creative Development Manager



MARY HUBLLOU
First Impressions/Project Assistant



KATHIE PUTHOFF
Administrative Assistant



MATT BARTHEL
Communications Manager



KRISTA ORSACK
Director of Marketing



MELEA HARRIS
Host City Manager

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.



2019 - 2020 Advisory Council Voting Members

Frank Gurnick, Chair

Dakota Alliance Soccer Club

Jan Grunewaldt, Vice-Chair

Best Western PLUS Ramkota

Cindy Walsh, Treasurer

GreatLife

Teri Schmidt, Executive Director

Experience Sioux Falls

Sara McMahon, Past-Chair

The Evangelical Lutheran
Good Samaritan Society

Tove Bormes

Rug and Relic

Nicole Peyton

Holiday Inn City Centre

Riccardo Tarabelsi

R Wine Bar & Kitchen

Chief Matt Burns

Sioux Falls Police Department

Jessie Schmidt

Better Business Bureau

Terry Vandrovec

Sanford Sports Complex

Garth Casseli

Scheels

Jodi Schwan

Align Content Studio

Jim Woster

At Large

Shailesh Patel

Hampton Inn, TownePlace
Suites, Hampton Inn SW

Amy Smolik

Friessen Development,
Inc/Lake Lorraine

Stacy Wrightsman

Sanford Health

Business Improvement District (BID) April 2017 – April 2020 Board of Directors

Voting Members:

Tom Morris, Chair

Kelly Inns, Ltd.

Sara McMahon, Vice-Chair

The Evangelical Lutheran
Good Samaritan Society

Scott Garrett, Secretary

Holiday Inn City Centre

**Thea Miller Ryan,
Immediate Past-Chair**

Osher Lifelong Learning Inst.

Tracy Kolb

Hampton Inn by Hilton

Paul Hegg

Hegg Companies

Jan Grunewaldt

Best Western PLUS Ramkota

Usha Parmar

Super 8

Greg Jamison

At Large

Non-Voting Members:

Teri Schmidt

Experience Sioux Falls

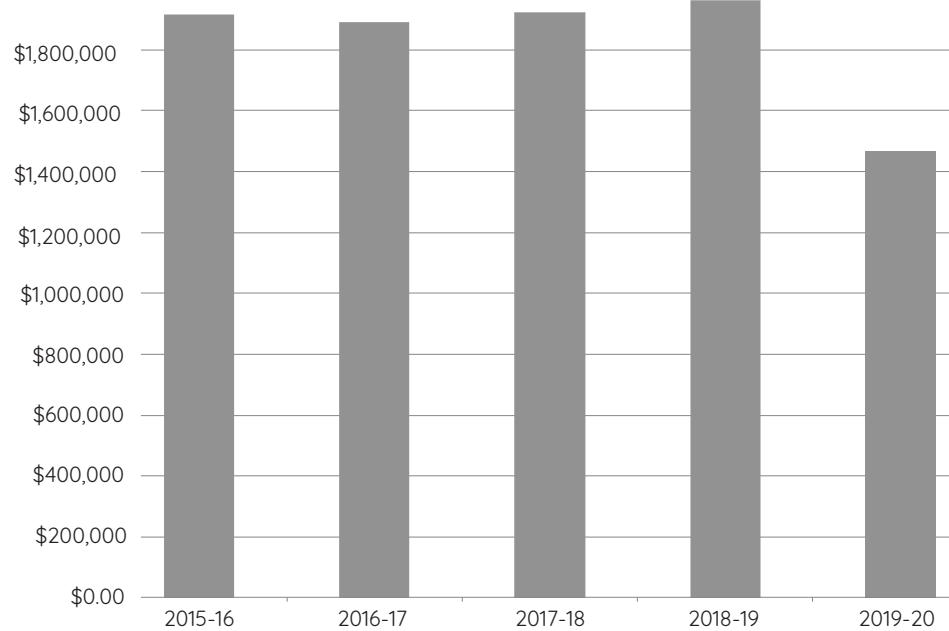
Janet Brekke

Sioux Falls City Council

Tax Collections

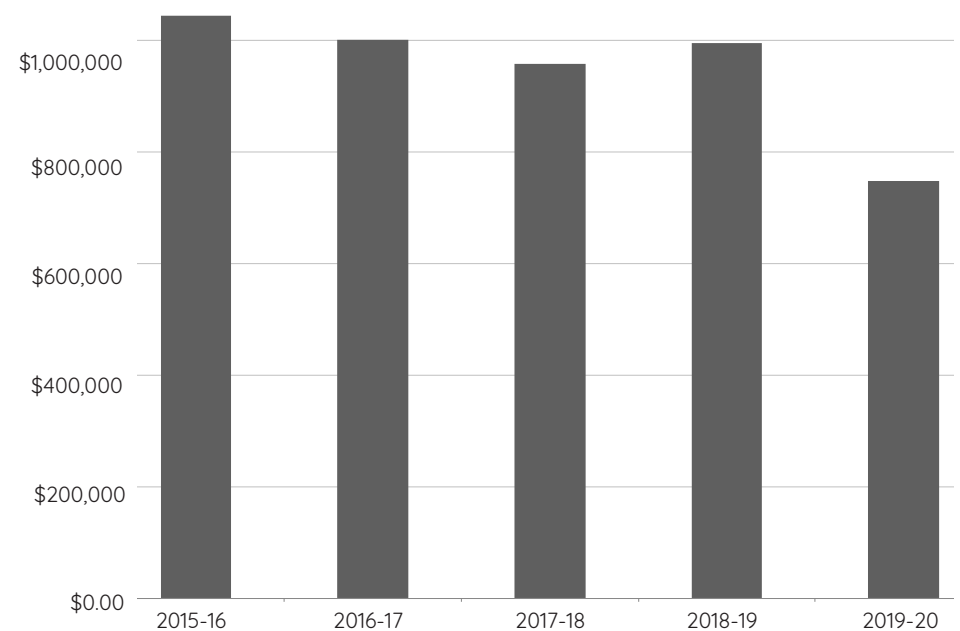
BID Tax

\$1,468,029.91*

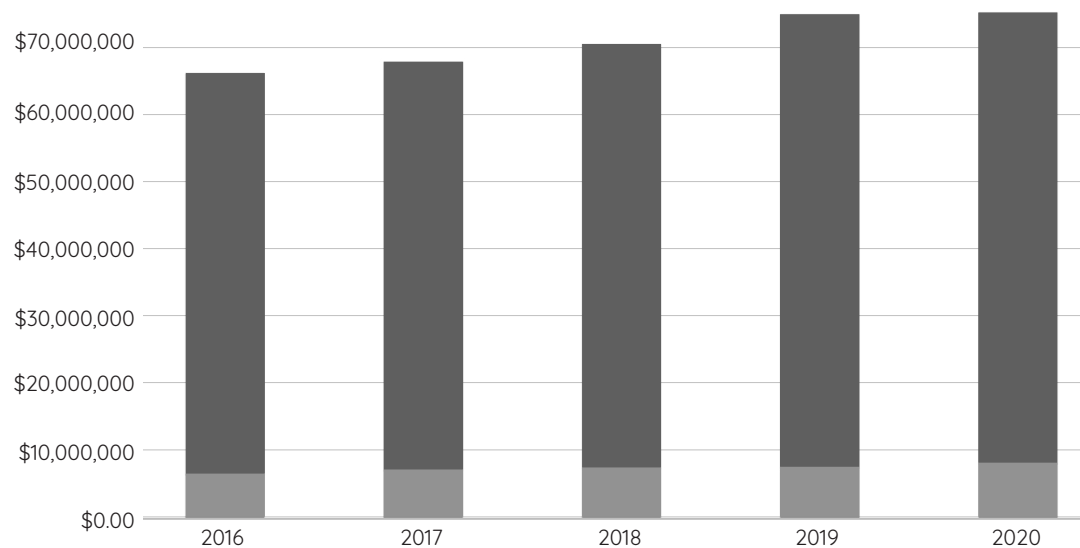


Room Tax

\$748,210.73*



Sales & Entertainment Tax



\$67,135,016⁺

Sales Tax
- .51% yoy

\$7,170,446⁺

Entertainment Tax
- 13.56% yoy

*Total recognized in the ESF's fiscal year October 1, 2019 - September 30, 2020
+Total recognized in the City of Sioux Falls' 2020 calendar year net reportable revenue

Economic Impact in South Dakota

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

Rooster Rush

Experience Sioux Falls participated in the 2020 South Dakota Rooster Rush, which is a partnership program offered through the South Dakota Department of Tourism. The program provides funding to South Dakota communities to be utilized for welcome events to hunters who travel to SD for the sport of pheasant hunting. Experience Sioux Falls applied its funding toward the 26th Annual Hunter's Welcome at the Sioux Falls Regional Airport that takes place the third weekend of October for out-of-state hunters. As the hunters deplane, they are greeted in the airport lobby with an enthusiastic welcome from Experience Sioux Falls staff and offered a commemorative gift. There are also vendor booths set up in the hallway leading to baggage claim with items available to prepare for the fields. The Hunter's Welcome is a long-running tradition, and many who return to SD year after year look forward to the event.



South Dakota Tourism Partnerships

Brand USA
Community Cooperative Marketing Campaign
Direct Email Campaigns
Governor's Conference on Tourism Sponsorship
Peak Magazine Co-op Program
Peak & Shoulder Great Getaways
Rooster Rush
Virtual Media FAM

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.

Sales

Estimated Visitors to Sioux Falls in 2020



560,312
Non-overnight Visitors



280,156
Overnight Visitors



840,468
Total Estimated Visitors+



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

Booked Business through 2022



112
Events
New: 37
Repeat: 75



25,218
Room nights



55,372
Attendance



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

Market Segments of Booked Business

Tour Operator	36
Sports	25
Other	23
Corporate	15
Civic	7
Agriculture	6

Scope of Booked Business

National	45
Regional	40
Local	13
State	10
International	4

Source of Booked Business

Call-In	54
Tradeshow/Blitz	30
ESF Initiated	12
Hotel Partnership	5
Local Referral	5
Cvent	4
Online	2

Year - End Pending Sales



27
Events



14,447
Room nights



16,480
Attendance



\$12,358,959
Estimated Economic Impact**

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

Sales & Servicing

2020 Convention Calendar



54
Events
New: 22
Repeat: 32



16,541
Room nights



42,255
Attendance



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

Market Segments of Convention Calendar

Sports	25
Other	18
Corporate	7
Agriculture	4

2020 Servicing



263.75
Registration Personnel
hours provided



180,612
Attendance



58
Events, tours &
conventions serviced



19
Groups utilized
on-site registration
assistance



3 Days
Average length
of a convention
stay

Turned Lost Business in 2020



59
Events
19 due to COVID-19



43,018
Room nights
14,322 due to COVID-19



42,773
Attendance
20,254 due to COVID-19



\$34,001,163.94
Estimated Economic Impact*+
\$12,111,637.23 due to COVID-19

2020 Cancelled Events Due to COVID-19



91
Events
10 rescheduled to 2021



14,079
Room nights
2,322 rescheduled to 2021



72,802
Attendance
2,272 rescheduled to 2021



\$12,253,233.87
Estimated Economic Impact*+
\$1,648,500.14 rescheduled to 2021

*Destinations International Event Impact Calculator

+Estimated visitors and economic impact based on numbers ESF could count

Sales Activities

Hosted Virtual Meetings

The Experience Sioux Falls sales team participated in two **Northstar Meetings Group** virtual tradeshow. Northstar Meetings Group's mission is to identify and engage business, sports, event, and incentive professionals across all industries in the U.S. and worldwide. Planners also have access to professional development and to resources and services required at every step in their planning process.

- **The New CVB** took place on August 4, 2020 where the sales team met one-on-one with 10 pre-qualified planners.
- **Destination Midwest Virtual** took place on September 24, 2020 where the sales team met one-on-one with 15 pre-qualified planners.

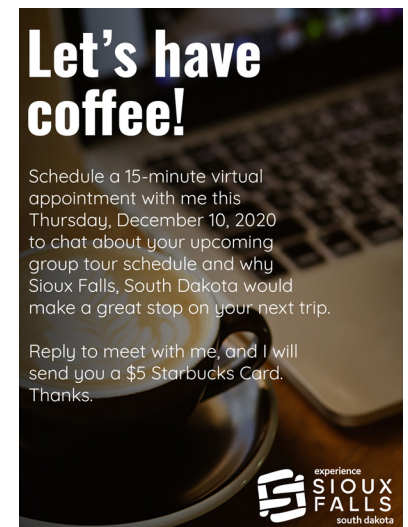


Connect Meetings brought together the most active planners, suppliers and experts across multiple meeting and event industry markets. Attendees gained crucial experience to advance their careers and business through professional development and meetings excellence—all while having fun.

Connect Marketplace took place in Orlando, FL October 20-21, 2020 and offered a hybrid tradeshow that allowed the sales team to meet virtually in one-on-one appointments with meeting planners. The sales team met with 25 association planners and 33 faith and specialty planners and received two requests for proposals (RFPs).

Experience Sioux Falls Virtual Sales Blitz

In lieu of no sales travel the Experience Sioux Falls sales team initiated its own virtual sales blitz in November and December. Each sales manager identified planners in their respective target markets and invited them to a virtual meeting. A special invitation was crafted with the theme of “Let’s Have Coffee” to secure a 15-minute virtual appointment. After the appointment took place, each planner was emailed a digital \$10 Starbucks Card. The blitz proved successful as the sales team connected with over 25 planners over the course of three days.



Marketing Website

In January and February of 2020 (pre-pandemic) website metrics showed a promising start year over year.

+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

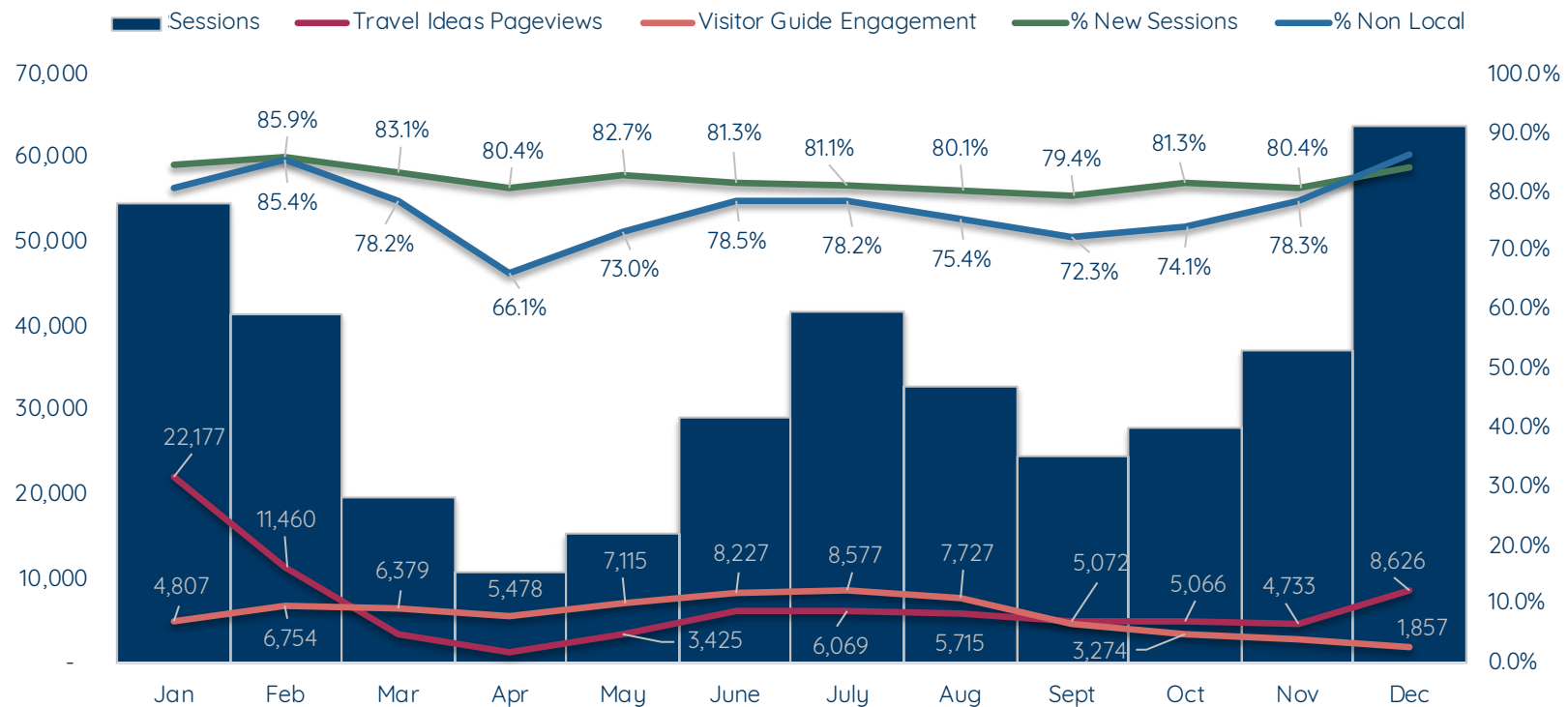
+103%
Trip Planner
Engagements

+79%
Persona Slider
Engagements

+80%
Visitor Guide
Engagements

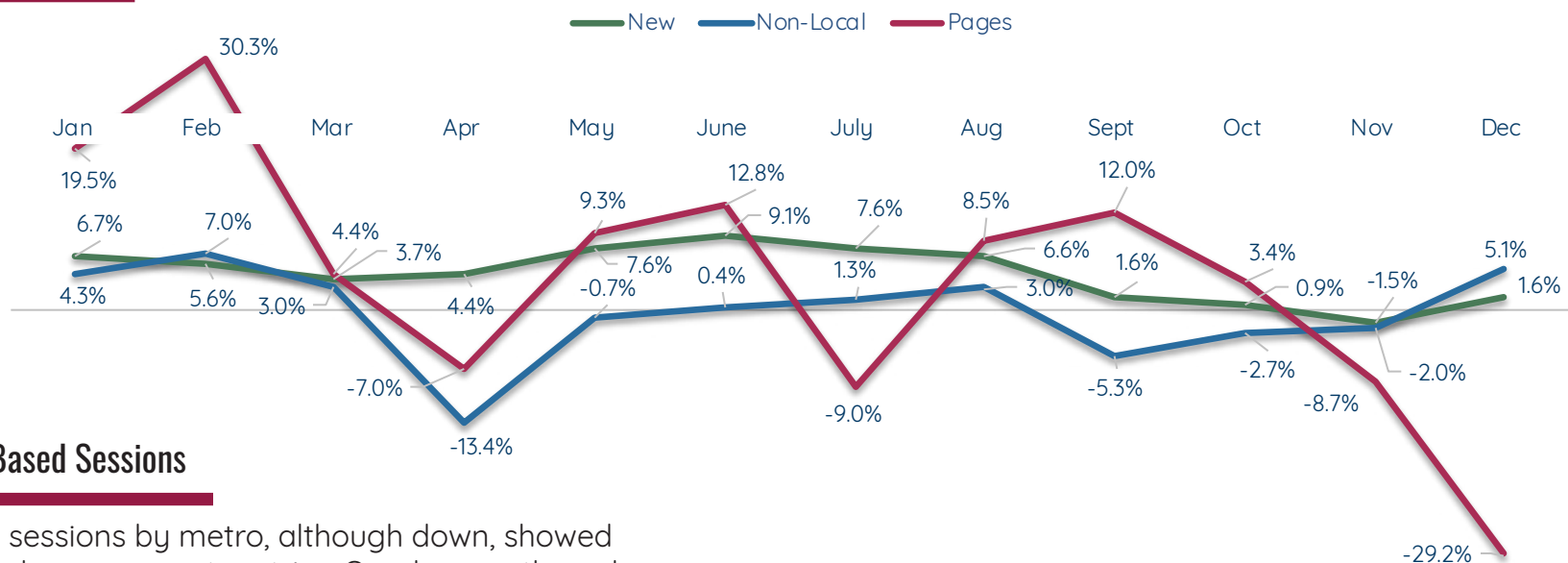
Transitioning into March, a close eye was kept on the COVID-19 Pandemic and by mid-March economic shutdowns were triggered. The website domain was changed from visitsiouxfalls.com to experiencesiouxfalls.com, which also had an impact on site metrics. By the end of the year, website metrics were down between 38-48%. Engagement stayed relatively positive and even better than some months year over year.

Website MOM Analysis



Website Cont.

New, Non-Local & Pages Per Session YOY



Location-Based Sessions

Domestic sessions by metro, although down, showed some good engagement metrics. Omaha was the only metro that showed an increase in the top ten.

Metro	Sessions	YOY
Minneapolis/Saint Paul	54,145	-53.9%
Chicago	32,966	-65.2%
Omaha	23,638	+10.2%
New York City	13,339	-5.9%
Sioux City	11,351	-37.7%
Tulsa	10,542	-40.8%
Washington DC	10,487	-35.8%
Dallas/Ft. Worth	9,188	-47.9%
Kansas City, MO	7,158	-28.2%
Des Moines	6,872	-19.9%

International travel all but shut down in 2020. Sessions were down, however there were a few good metrics for those highly engaged.

Country	Sessions	YOY
Canada	1,638	-63.1%
United Kingdom	802	-46%
India	727	-61.3%
Germany	669	-1.8%
France	505	-3.6%

+7.09%
New Sessions

-10.7%
Bounce Rate

+5.1%
Pages per Session

+1.4%
Average Session
Duration

+7.1%
New Sessions

-10.4%
Bounce Rate

+4.8%
Pages per Session

+0.06%
Average Session
Duration

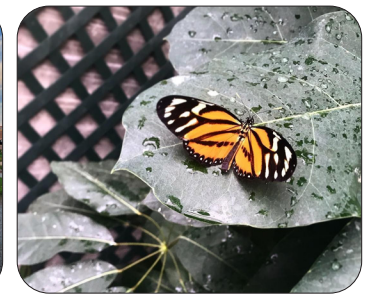
User Generated Content

Galleries of user generated content on ExperienceSiouxFalls.com accounted for **73.3%** of all events and **69.2%** of unique events. Additionally, galleries had a **46.9%** engagement rate, **140K** interactions, and **297K** views.

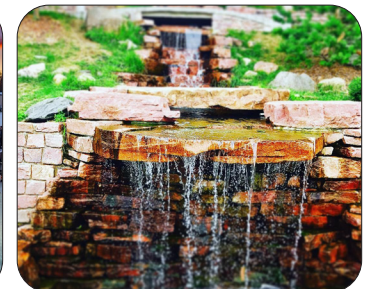
Impact on Visitor Behavior

	Interacted with Gallery	Didn't Interact with Gallery	YOY
Average Visit Duration	4:53	1:11	+4.1x
Pages Per Visit	3.93	2.04	+1.9x
Exit Rate	25.2%	49%	-1.9x

Landing Page	Unique Engagements	YOY
Falls Park	65,002	-17.7%
Winter Wonderland	25,693	+19.8%
SculptureWalk	9,808	-44%
Washington Pavilion	6,493	-50.9%
Big Sioux River Recreation Trail	5,828	-19.1%
Butterfly House & Aquarium	5,037	-47.3%
Museum of Visual Materials	4,939	-45.6%
Kirby Science Discovery Center	4,795	-50.9%
Great Bear Recreation Park	4,135	-10.6%
Japanese Gardens	4,114	+47.2%



*Engagements include view, left/right click, asset click, load more



Social Media

@ExperienceSFSD

#ExperienceSiouxFalls



42,008
Likes (+819)



11,829
Followers (+351)



13,394
Followers (+1,465)



993
Followers (+23)



665
Followers (+59)



90,874
Views (-16,269)

In 2020 Experience Sioux Falls reached over **12.17M** users and generated **341.7K** engagements. Engagements included comments, retweets, and likes.



Email Strategy

Nearly **1.5** million emails were sent out across **67** campaigns and achieved an average of **13.2%** open rate and **1.7%** click rate.



6 Can't Miss Events This Fall

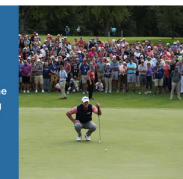
Fall is full of favorites for many people. Apples, pumpkins, leaves, and not to mention seasonal food and drinks. Mark your calendars for these upcoming fall festivals.

[Fall Festivals](#)

Sanford International

PGA TOUR Champions returns to Sioux Falls next month for the Sanford International, featuring some of the world's top golfers over the age of 50.

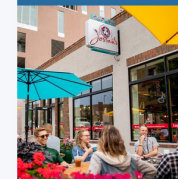
[Details](#)



Travel Packages

Book one of our travel packages to pair your hotel stay with discounted passes and more. There's even a package with Sanford International tickets!

[View Packages](#)



Activities Just for You

Use our interactive slider to create a list of things to do that are specifically tailored to your interests.

[Find Activities](#)



Upcoming Events

There's a lot going on in Sioux Falls. Here are just a few we think you should know about.

East Bank Block Party
September 4 - 8th & Railroad Center
[Details](#)

Patio Party
September 5 - WoodGrain Brewing Co.
[Details](#)

57th Annual Sidewalk Arts Festival
September 19 - Washington Pavilion
[Details](#)

Toby Keith
September 19 - Denny Sanford PREMIER Center
[Details](#)



Experience Sioux Falls
200 N. Phillips Avenue, Suite 102
Sioux Falls, SD 57104

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Media

Virtual Press Trip

In June 2020, Sioux Falls was selected to participate in the South Dakota Department of Tourism first-ever “virtual road trip” for domestic media in an effort to position South Dakota as the perfect vacation destination for socially distanced and outdoor experiences.

Prior to the virtual zoom call, each journalist received a box filled with items from each of the cities featured on the road trip, along with a map highlighting their locations. It was designed to create a virtual atmosphere where each writer felt that they were in-person stopping at each of the cities. Experience Sioux Falls had the opportunity to provide a five-minute presentation on why the city is a perfect leisure destination. There were 26 journalists from key regional and national media outlets who participated.

The virtual road trip was met with great enthusiasm and sparked heightened interest about the Sioux Falls region. Since the virtual trip took place, Experience Sioux Falls has hosted four of the journalists showcasing outdoor activities and promoting the city as a safe place to visit.

Earned Media



16
Pieces of content



10,554,635
Reach



\$136,530
Value



ADARA Impact

ADARA Impact is a travel intelligence tool that quantifies the impact of digital marketing efforts and website visits into travelers, flight bookings, hotel room nights, and hotel revenue. It provides traveler insight data such as booking window attribution, traveler type, and length of stay. With all paid media paused in March 2020, year over year metrics were down an average of 65%.



837
Total Travelers
3,220
Total Nights



44,535
Flight Searches
1,786
Flight Bookings



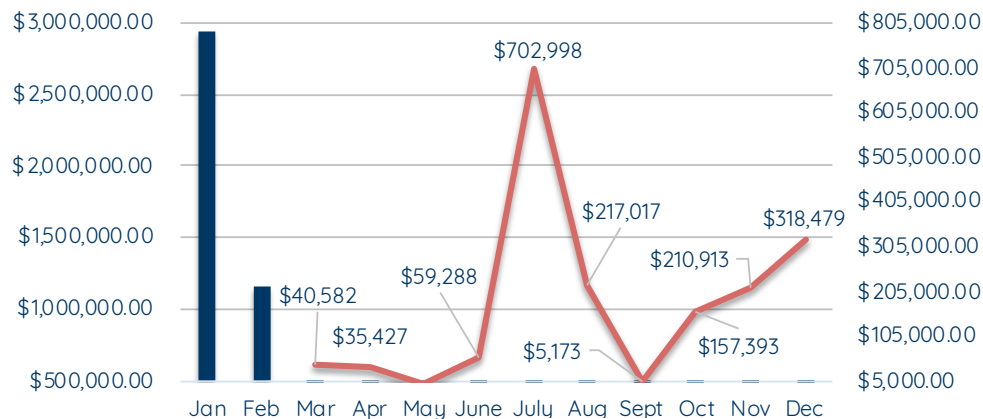
513,004
Hotel Searches
26,531
Hotel Bookings



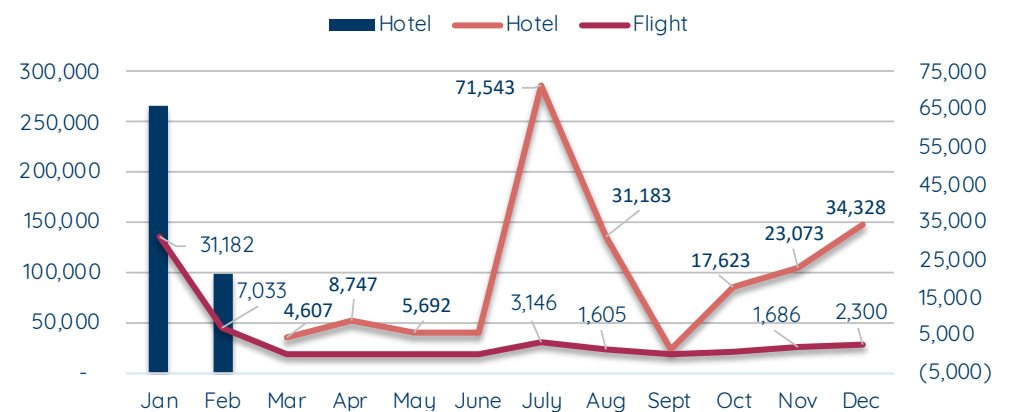
\$5.15M
Hotel Revenue
\$114.08
Average Daily Rate

These charts reflect the flow of data throughout the year and the impacts of COVID-19.

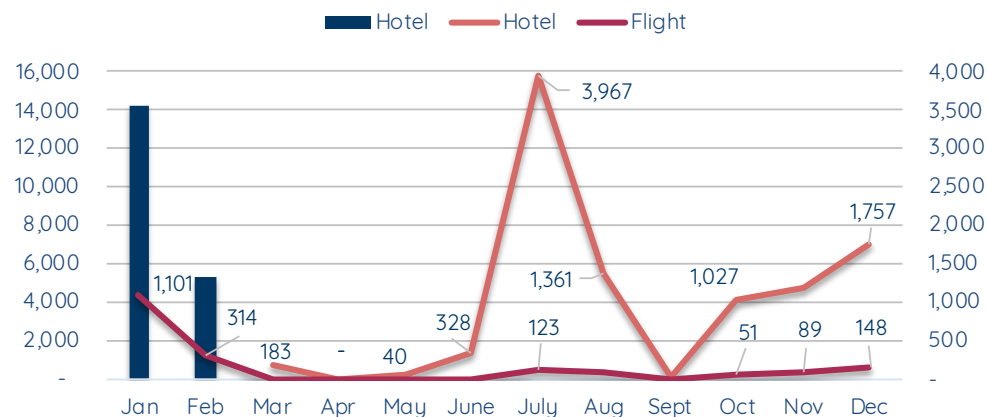
Hotel Revenue



Searches



Bookings



ADARA Impact Cont.

Flight Data (days)

42.5

Book to Arrival

12

Avg. Search to Booking



1.4

Avg. # of Travelers

5.5

Avg. Length of Stay

Hotel Data (days)

22.7

Book to Arrival

7.7

Avg. Search to Booking



1.8

Avg. # of Travelers

1.9

Avg. Length of Stay

Top Origin Flight Markets	% of Bookings (YOY)
Denver	15.3 (+7.4%)
Phoenix	11.2 (+2.1%)
Dallas/Ft. Worth	6.9 (-4.9%)
Chicago	6.6 (-4.3%)
Washington D.C.	2.9 (+1.2%)

Top Origin Hotel Markets	% of Bookings (YOY)
Minneapolis-St. Paul	17.6 (+3.5%)
Chicago	6.6 (+0.9%)
Omaha	4.2 (-0.9%)
Sioux City	3.9 (-1.3%)
New York City	3.5 (+0.5%)

*The data above only represents a subset of total digital advertising activities. ADARA Impact has an average of 45% visibility of hotel and flight inventory into Sioux Falls



Winter Campaign 19-20

Shoulder season efforts included two separate but complimentary strategies. Matching funds through the South Dakota Department of Tourism increased the budget to target travelers looking for a getaway with less long-term planning during the months of October 2019 through February 2020.

Cooperative Marketing Overview

This campaign included a mix of channels, each serving to create general awareness of Sioux Falls, as well as drive key performance indicators (KPIs). Through each stage of the visitor funnel users were prompted to engage with the visitor guide, trip planner, persona slider, and sign up for the email newsletter or giveaway.



Audience

Wanderers: 45-64, \$100k+, no kids in the household
Searchers: 25-44, \$50k-\$150k, not traveling with kids



Markets

Primary: 300-mile radius around Sioux Falls
DMAs: Fargo, Minneapolis, Sioux City, Omaha
Secondary: Chicago, Des Moines



Tactics

Wanderers: rich media display, print magazine
Searchers: rich media display, influencer
All audiences: Expedia, programmatic out of home



Goals

Conversions (bookings)
Organic searches
Website visits



Results

6,806 conversions across, trip planner, persona slider, email sign-up, giveaway, and visitor guide
Expedia: 472 room nights, \$47,479 revenue, 256% ROI
Impressions 4.1 million
180,826 pageviews

Arrivalist Data

This data allows the ability to gather in-market movement patterns of visitors and potential visitors while gaining insights into travel patterns. Additional data collected includes digital media effectiveness, markets where visitors are coming from, time of year, and points of interest.

0.89 APM

Target Arrivals per Thousand Ad Exposures (APM)
Shows efficiency of digital paid media efforts in generating arrivals.
State of SD Average .71 APM

241 miles

Average Distance Traveled
State of SD Average Distance Traveled 218 miles

36.9 days

Average Time to Arrival
State of SD Average Time to Arrival 45.4 days

POINT OF INTEREST (POI) DATA

Average POI (Sioux Falls) Duration

15 hours

The average amount of time a traveler spends in Sioux Falls.
State of SD average 13 hours

Average POI (Sioux Falls) Duration

1 day, 3 hours

The average amount of time a traveler that visits your market is spending in South Dakota.
State of SD Average 1 day, 21 hours

Top Origin Market	% of Arrivals
Sioux Falls-Mitchell, SD	34%
Minneapolis-St. Paul, MN	24%
Sioux City, IA	16%
Omaha, NE	9%
Rapid City, SD	6%
Fargo-Valley City, ND	5%
Des Moines-Ames, IA	4%
Minot-Bismarck-Dickinson, ND	2%



Shoulder Digital Efforts

This part of the winter campaign focused efforts on lead generation via a sweepstakes giveaway, hotel bookings, and inspirational re-engagement. Online marketing tactics were used to pique potential visitors' interest in Sioux Falls. Legacy learnings indicated the need for a strong media mix, knowing that different tactics drive different conversions.

Encore Worthy Travel Package for up to four (4) people included:

(Valid for entry between October 2-February 29, 2020.)

- Four (4) tickets to an event during the 2020-21 Washington Pavilion Performance Series
- Downtown Sioux Falls Gift Card
- Craft Beer and Food Gift Card
- Arc of Dreams
- Welcome Gift
- Weekend stay at the Hotel On Phillips
- Travel Reimbursement

Total Value \$1,350-\$1,500

Redeemable October 1, 2020-February 28, 2021.

**Flexibility was provided to winner due to COVID-19 travel restrictions.



Audience

Personas: active traveler, foodie, family, arts & culture, empty nester
Audiences with predictive travel intent



Markets

Primary: 300-mile radius around Sioux Falls
DMAs: Fargo, Minneapolis, Sioux City, Omaha
Secondary: Chicago, Des Moines



Tactics

Geo-targeted: social/remarking, programmatic display/remarking, dynamic content, email
National: Adara travel intenders



Goals

Increase the number of flight and hotel bookings
Drive sweepstakes registrations, ultimately increasing the ESF email database
Re-engaging to inspire travel through persona slider interactions



Results

Hotel searches: 704,890
Hotel bookings: 35,125
Hotel revenue: \$6,833,398
Flight searches: 66,196
Flight bookings: 3,018
23,393 email sign-ups (13,682 new)
2,960 persona slider engagements
Impressions 20M
105.3K clicks
Website Lift 130.1%
Minneapolis +63.6%
Omaha -0.73%*
Sioux City -15.4%*
Fargo +82.7%

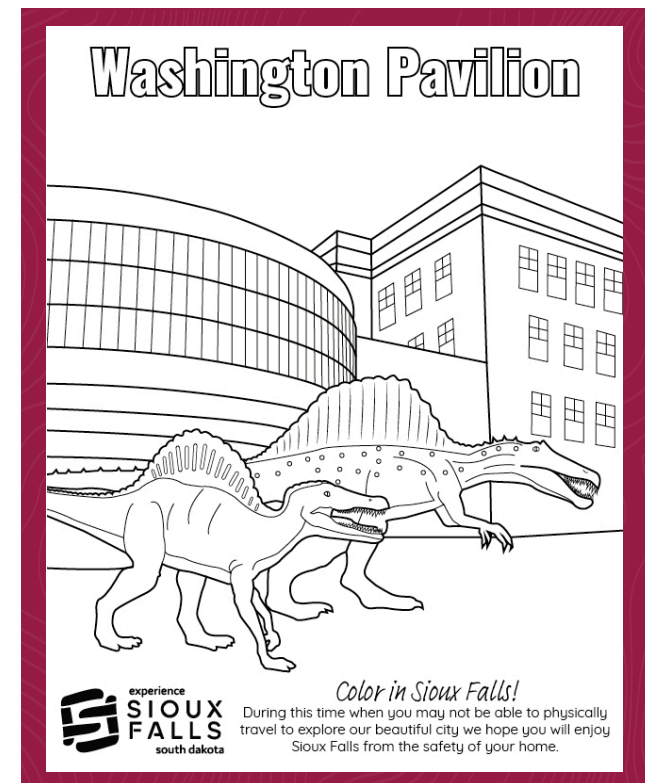
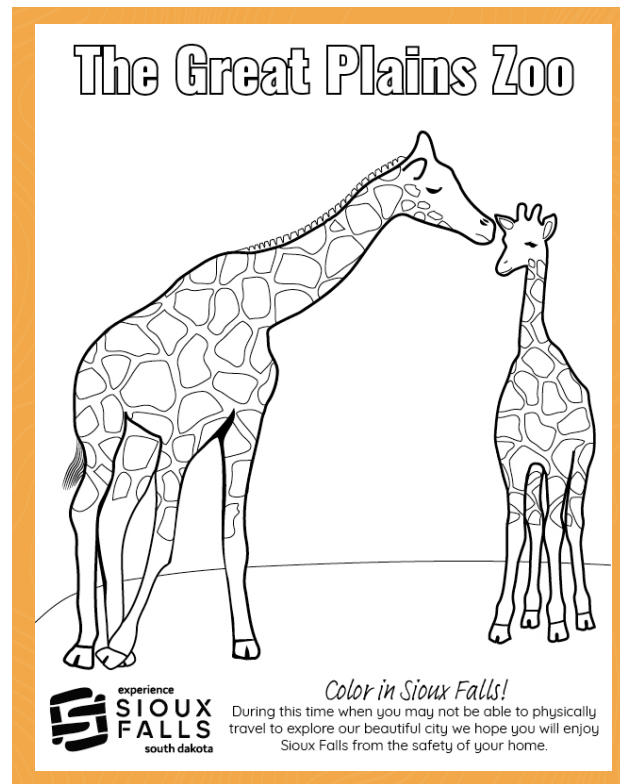
*Summer flooding impacts

Organic COVID Activities

Digital Puzzles & Coloring Pages

As the COVID-19 pandemic began to grip the world, and people were starting to accept that they would be spending more time at home for the foreseeable future, destinations around the country began trying to think of innovative ways to stay top of mind. Experience Sioux Falls converted beautiful photos of Sioux Falls landmarks and attractions into digital puzzles for users to engage with.

A similar project was done with coloring pages by creating fun, blank designs of popular Sioux Falls attractions and experiences to be printed out, allowing users to bring the picture to life with their own imagination. Both efforts became popular among people of all age groups to participate in.

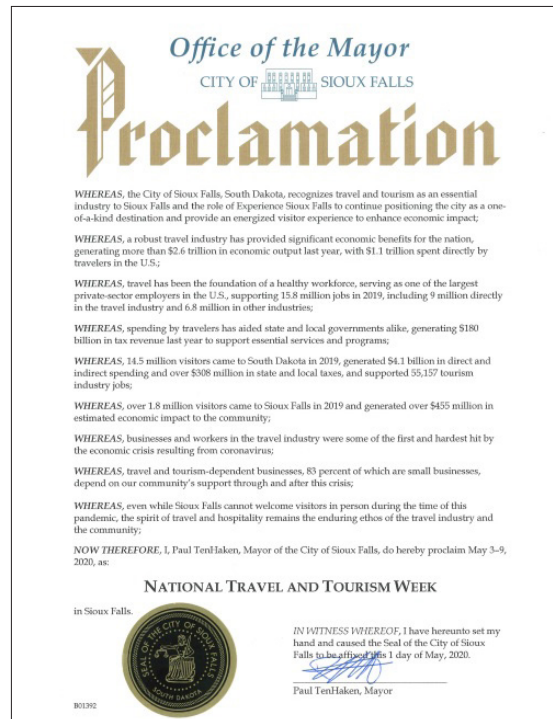


National Travel and Tourism Week

Experience Sioux Falls did not allow the COVID-19 pandemic to alter the celebratory attitude in commemorating the year's National Travel and Tourism theme "Spirit of Travel" May 3-9, 2020.

Experience Sioux Falls partnered with members of the community's hospitality industry to create short videos expressing their business's unique spirit and how it impacted the traveler's experience. There were 28 businesses who created, fun, quirky videos and the Arc of Dreams was lit up in red, the official NTTW color. The videos were shared throughout National Travel and Tourism Week (NTTW) on Experience Sioux Falls' Facebook page.

The honorable Mayor Paul TenHaken also signed a proclamation recognizing NTTW and the impact travelers have on the overall economy of Sioux Falls. Even during times of quarantine, Experience Sioux Falls continued to promote the city as a leisure destination to keep it top-of-mind when the time was right to travel again.



Video Participants

Best Western PLUS Ramkota Hotel
Butterfly House & Aquarium
Comfort Inn & Suites
Denny Sanford PREMIER Center
Downtown Sioux Falls
Escape 605
Falls Park Visitor Information Center
Fernson Brewing Co.
Good Earth State Park
Great Bear Ski Valley
Great Plains Zoo & Delbridge Museum of Natural History
Hilton Garden Inn South
Hotel On Phillips
Lake Lorraine
Levitt at the Falls
McCrossan Boys Ranch
Miner Brewing & Prairie Berry Winery
Oh My Cupcakes!
Outdoor Campus
Remedy Brewing Company
R Wine Bar & Kitchen
Sioux Empire Fair
Siouxland Heritage Museums
Staybridge Suites Sioux Falls at the Empire Mall
Stensland Family Farms
Stockyards Ag Experience
Strawbale Winery
Thunder Road



Visitor Guide

The Official Sioux Falls Visitor Guide is a primary marketing tool meant to inspire travelers to visit the city and to explore more once they are here. It is distributed several ways during the inspiration, research, planning, booking, and experience phases of travel. The 2020-21 guide underwent a complete overhaul with traditional ads replaced with more inviting sponsored content.

26,153
Online Views

1,323
General Office Requests

264
Downloads

4,097
Website Requests

2,789
Advertising Reader Response

Promotion:

Paid Search generated nearly **233K** impressions and drove over **12.8K** clicks

SD Tourism Great Getaways mailed to **76K** households in target markets

SD Tourism Magazine Coop in Parents Magazine **799K** million copies in circulation

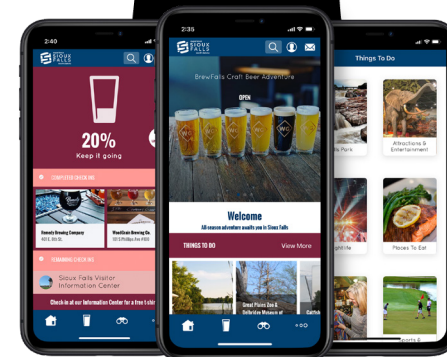
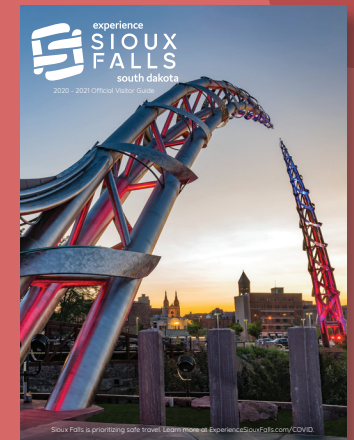
SD Tourism Email over **70.8K** impressions

BrewFalls Craft Beer Adventure App

In partnership with ten of the area's breweries, the BrewFalls Craft Beer Adventure allows users to visit each participating brewery once per month to receive a BOGO (buy one, get one) offer on select brews. Users can also stop at the Falls Park Visitor Information Center to receive a branded t-shirt once per year. By using your location to "check-in" on the app, users will be able to see which stops they have completed and how many they have left to redeem for the month.

Within the app, users will also be able to build custom itineraries by exploring directory listings of attractions, restaurants, shopping, and more.

This new progressive web app (PWA), built by OmniExperience, is replacing Experience Sioux Falls' previous app "Visit Sioux Falls" which was found in native app stores. A PWA functions just like a traditional mobile app, but it is built on the web to allow for a faster download conversion and user experience.



Special Funding Projects & Campaigns

Spark Campaign

Spark Sioux Falls was a longer-term, regional recovery initiative supported by Forward Sioux Falls and initiated by the City of Sioux Falls, the Sioux Falls Development Foundation, the Greater Sioux Falls Chamber of Commerce, and Experience Sioux Falls.

The primary objective of this collaborative effort was to develop executable strategies for restoring economic prosperity and resiliency from the devastation of COVID-19 in the Sioux Falls area. Three task forces were identified to focus on various segments of the regional economy: Local Business, Retail, Restaurant and Bar Task Force, Hospitality, Entertainment, Arts and Tourism Task Force, and Key Industry Task Force.

The HEAT (hospitality, entertainment, arts, and tourism) Task Force, focused on sub-goals and actions that could spark the recovery of key travel and tourism industries in the greater Sioux Falls area and regional drive-in destinations.

Through special funds a marketing initiative was developed through promotion of travel packages to encourage staycations, safe travel, event attendance, create overnight hotel room nights, and increase economic stimulation. Paid media efforts ran in tandem with the overarching Spark public awareness campaign.



Audience

Personas: active traveler, foodie, family, arts & culture, empty nester
Audiences with predictive travel intent
Bleisure: leisure fly-in



Markets

Primary: Sioux Falls DMA/Eastern SD, Des Moines, Minneapolis-St. Paul, Omaha, Sioux City
Secondary: Chicago, Dallas/Ft. Worth, Denver



Tactics

Geo-targeted: paid search, social/remarketing, email
National: Adara travel intenders, TripAdvisor



Goals

Create consumer confidence
Site traffic
Travel package engagement/bookings
Hotel bookings and revenue



Results

Hotel searches: 100,610
Hotel bookings: 5,146
Hotel revenue: \$898,084
Flight searches: 4,556
Flight bookings: 212
Impressions 5.5M
199K engagements
33.7K pageviews, 26.1K unique

Let's Go There, Coalition

In September, the U.S. Travel Association started a new campaign called “Let’s Go There”, to keep travel top of mind for consumers. This allowed Experience Sioux Falls the opportunity to leverage their brand by sponsoring the campaign and gaining the ability to share the content on social channels.

This national initiative encouraged Americans to think about their future travels and make plans to go when the moment is right. It was led by a coalition of businesses and organizations, including many of the most recognizable U.S. brands from both within and outside the travel sector. The message was straightforward: when the time is right for you to travel again, we will be ready to safely welcome you back.

The Let’s Go There Coalition included more than 75 partnering businesses and counting, including: American Airlines, Inc.; American Express; American Resort Development Association; Chase; Delta Air Lines; Disney Parks, Experiences and Products; Ecolab; Enterprise Holdings, Inc.; Expedia; Hilton; Hilton Head Island-Bluffton Visitor & Convention Bureau; Hyatt Hotels Corporation; Las Vegas Convention and Visitors Authority; Marriott International; PepsiCo; Sabre; South Dakota Department of Tourism; United Airlines; U.S. Travel Association; Visa; Visit California; Visit Spokane; and World Cinema, Inc., among other organizations.



Sioux Falls Alive

At the end of September, the City of Sioux Falls and Experience Sioux Falls, along with the Washington Pavilion and ASM Global/Denny Sanford PREMIER Center, launched a community-wide initiative called Sioux Falls Alive. The initiative was aimed at creating engaging programming and events during the months of October 2020 through February 2021 for residents and visitors to safely attend.

Approximately 77% of the media was used for in-market and staycation promotion and 23% of media was placed out-of-market with safe trip messaging. All media directed to SiouxFallsAlive.com.

Toward the end of October, an Event Safety Guide was developed to further enhance exploring Sioux Falls safely as coronavirus cases started to rise. In November, as the city continued to see coronavirus cases rise and hospitalization rates elevated to record levels, media and messaging were revised to promote safety protocols, safe travel, and wearing a mask to slow the spread. The campaign landing page was updated to SiouxFallsAlive.com/COVID.

SIoux FALLS ALIVE
EVENT SAFETY GUIDE
Meant to communicate personal responsibility while attending events safely during the pandemic.

Wash and sanitize hands often

Follow social distancing guidelines

Pack and wear a face mask or covering

Stay home if you have a cough or fever above 100.4°F

Avoid direct contact with staff and other guests

Use a credit or debit card for purchases

*Review event COVID-19 prevention practices before you go. Always refer to the Center for Disease Control (CDC) as the official resource for guidance.

SIoux FALLS
Alive



Audience

Persona groups: active, culinary, family, arts & culture, shopping, sports, and big city escapists
Audiences with predictive travel intent & propensity to attend events
Extended trip seekers
Bleisure: leisure fly-in



Markets

In-market (local promotion): Sioux Falls MSA
Out-of-market:
Primary: 300-mile radius around Sioux Falls minus Sioux Falls MSA, Minneapolis-St. Paul, Des Moines, Sioux City, Omaha
Secondary: Chicago, Dallas/Ft. Worth (bleisure)



Tactics

Both Markets: 605 Magazine, programmatic display/remarketing, native, social video/remarketing, paid search, email
In-Market: geofencing (billboards), cable and broadcast TV, CTV/Hulu, online radio, out-of-home (billboards), social event listings
National: Adara travel intenders, TripAdvisor



Goals

Consumer confidence to attend events
Site traffic/metrics
Media reach
Hotel bookings and revenue
Attendance metrics



Results

Hotel searches: 141,103
Hotel bookings: 6,922
Hotel revenue: \$1,578,999
Flight searches: 8,122
Flight bookings: 403
Impressions: 13.4M
1.03M engagements
25,160 new users to the website

South Dakota Department of Tourism CARES Funding

A Destination Marketing Organization (DMO) Marketing Assistance Program, administered by the South Dakota Department of Tourism and funded by the federal CARES Act, became available in November 2020. The Act was passed to aid recovery during the COVID-19 pandemic. Entities representing a South Dakota DMO (a DMO is a convention & visitors bureau) with a yearly marketing budget of at least \$20,000 were eligible to apply.

Experience Sioux Falls applied for three areas of funding: marketing campaign funds, production, and public health.

Marketing Campaign

The overarching campaign message included the theme of “**Sioux Falls is Up to Something**”, a concept which appealed to both business and leisure audiences. The timing of the campaign was mid-November through December, a strong safety message and prioritization of safe travel was communicated.

Media Summary:

Traditional media relied on live TV programming that was less likely to be time-shifted along with programming that was likely to garner a more engaged audience, such as sports events.

Digital media had a wide and multi-faceted reach. The primary goal was to increase awareness to businesses that may be seeking event locations in the future, as well as “consumer” visits to the community from greater than 300 miles, or the DMAs also targeted through traditional media. The campaign used four different platforms to deliver ads and multiple ad delivery tactics throughout the campaign. These tactics included video ads across internet-connected apps (OTT/CTV), display ads, native ads, search ads, video preroll, digital radio, and digital out of home. Collectively, these ad campaigns worked together to deliver 20,578,068 impressions and 23,470 clicks to ExperienceSiouxFalls.com.



CARES Funding Cont.

As part of the overall campaign, a tracking pixel for Lead Forensics was placed on the website. Approximately 1,056 total businesses visited the site. The sales team followed up with qualified leads. The list of businesses was also used for re-targeting tactics. Business search ads accounted for 152.64K impressions and 2,195 clicks.

Headline 1	Headline 2	Expanded Text Ad Headline 3	Description	Expanded Text Ad Description	Clicks	Imp.	CTR
Business Meeting Sioux Falls	Things to Do in Sioux Falls	Safe Space to Meet	Plan a South Dakota Business Facility Meeting. Learn how we're prioritizing safety.	Sioux Falls Delivers A Unique Experience Amid Wide Open Spaces For Your Conference.	14	617	2.27%
Business Trip to Sioux Falls	Event Planning Sioux Falls	Prioritizing Safe Travel	Whether You're Here for Business or Pleasure, Sioux Falls Is Ready to Greet You, Safely.	Our Convention And Meeting Spaces Maintain Social Distancing And Provide Accommodations.	9	476	1.89%
Event Planning Sioux Falls	Things to Do in Sioux Falls	Business Meeting Sioux Falls	Plan a South Dakota Business Facility Meeting. Learn how we're prioritizing safety.	Our Convention And Meeting Spaces Maintain Social Distancing And Provide Accommodations.	172	4,457	3.86%
Host an Event in Sioux Falls	Experience Sioux Falls	Prioritizing Safe Travel	Sioux Falls Is Prioritizing Safe Travel. Experience Our Town Today.	Our Town Is Up to Something. Something Artful. Something Soulful. Something Safe.	81	4,231	1.91%

Social media delivered over **3.085M** impressions (imp.), **88.3K** engagements, and **27.7K** link clicks. Impressions were up **386%**, engagements up **292%**, and link clicks up **267%**. Paid social on Facebook was the largest driver of increased metrics.



Production

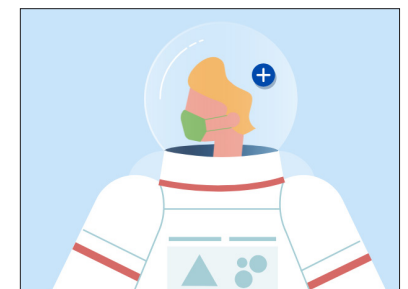
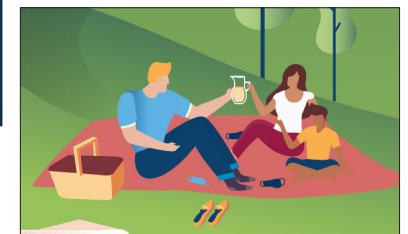
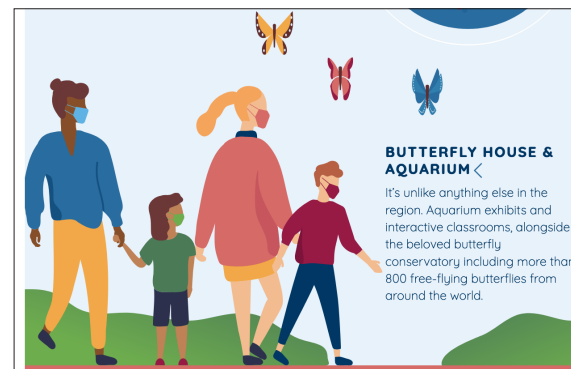
Digital visitor guide updates were made to incorporate COVID-19 safety protocols.



Three (3) new group sales videos were developed for meetings and conventions, sports events, and travel trade incorporating a safety message.



New animated infographics were developed to incorporate safety messaging for both consumer and business audiences.



Safety messaging was also incorporated into three previously developed animated infographics for arts and culture, outdoor adventure, and family activities.

Public Health

Promotional items were purchased to encourage COVID-19 safety precautions.

- Custom Experience Sioux Falls masks (1,000)
- Stand up hand sanitizer stations (4)
- New visitor information pole banners incorporating safety message (6)
- Custom Experience Sioux Falls hand sanitizers (5,000)

Planner Guide

A new sales piece was developed in preparation to bringing group business back to Sioux Falls. COVID-19 had a significant impact on every industry worldwide, but perhaps none greater than that of the travel industry – particularly the business travel segment which saw cancellations around the country. The pandemic gave Experience Sioux Falls an opportunity to step back and look at ways to improve.

After many months of planning and execution, a new 100+ page comprehensive planning guide was created. The guide showcases a glimpse of what the city is all about, and reminds planners that they are not just hosting a meeting or event, they are creating an experience for their attendees.

The guide can be downloaded or viewed online at ExperienceSiouxFalls.com and a limited number of hard copies are available.

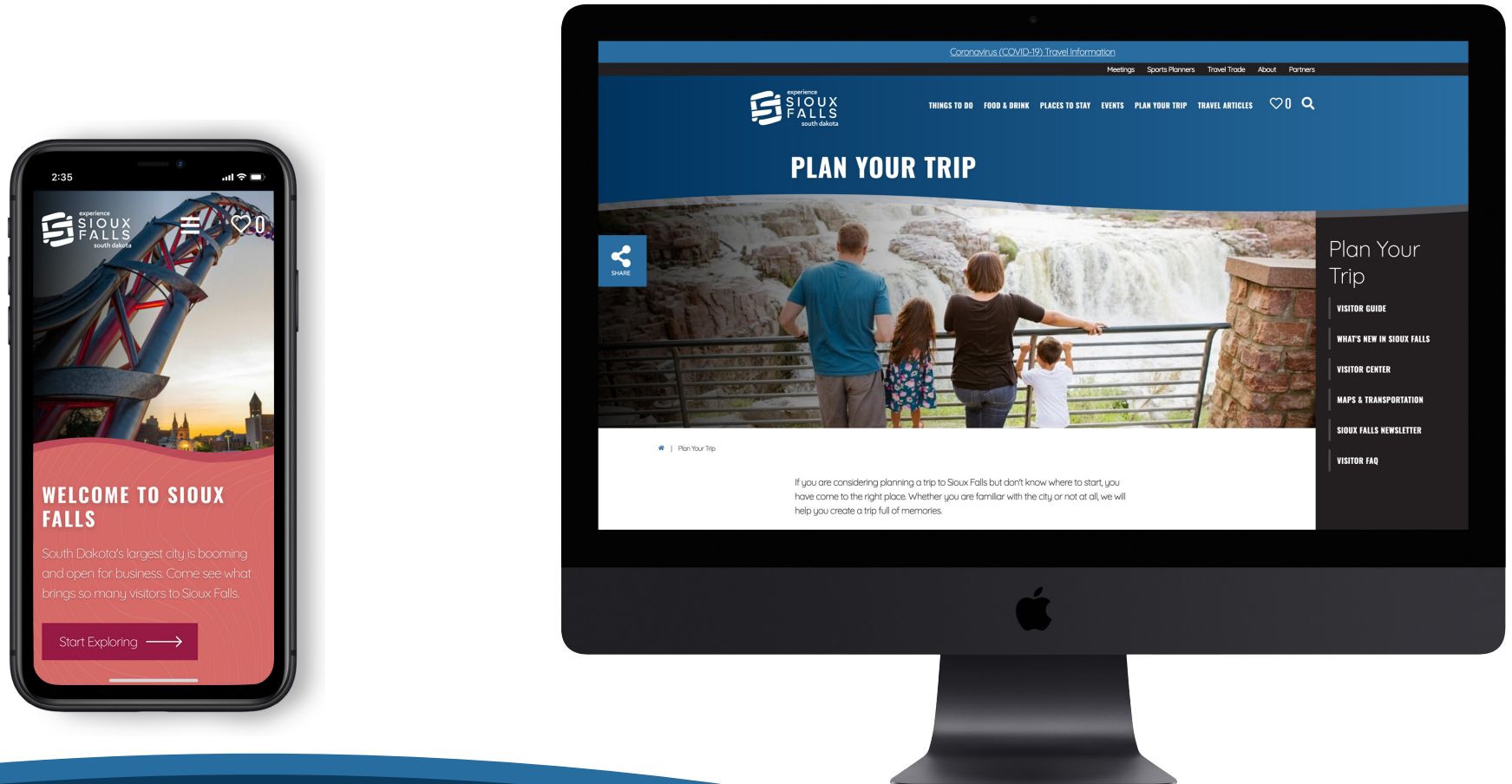


New Website to Showcase Sioux Falls

Over the course of 2020, a new website, ExperienceSiouxFalls.com, was developed to showcase Sioux Falls and launched in early 2021. Formerly VisitSiouxFalls.com, the new website entices travelers of all types to visit the city and enhances the user experience through an explorative journey.

The website is a multiplier for every other marketing effort, both online and offline, and often the first impression visitors and planning professionals have of Sioux Falls. The new site architecture is smarter, ensuring a smooth user experience. It is imperative to stay up-to-date and continue evolving to consumer and industry expectations in the digital space as the recovery from COVID-19 continues.

Through enhanced design and many behind-the-scenes features, site speed and performance will outperform the average Destination Management Organization website. In addition, the custom-built personalization plugin will serve unique website experiences to each visitor, and directly increase conversions. Additional enhancements include on-site search, favorites, dynamic content, paid advertising opportunities, and interactive reporting dashboard.



South Dakota Governor's Conference on Tourism

The 2020 South Dakota Governor's Conference on Tourism was held in Pierre January 21-23, 2020. Sioux Falls served as a gold sponsor for the state-wide, three-day event that provides educational seminars and workshops for anyone involved in tourism, hospitality, and marketing. The 2020 event was especially significant for Sioux Falls as Experience Sioux Falls Executive Director, Teri Schmidt, was honored with the prestigious Ben Black Elk Award. This award is the highest honor bestowed by the South Dakota Department of Tourism. Teri was recognized for a lifetime of outstanding commitment and contribution to the state's visitor industry. Members of her family, industry friends, and the Experience Sioux Falls staff were all in attendance to surprise her as she accepted the award.



Falls Park Visitor Information Center & Events

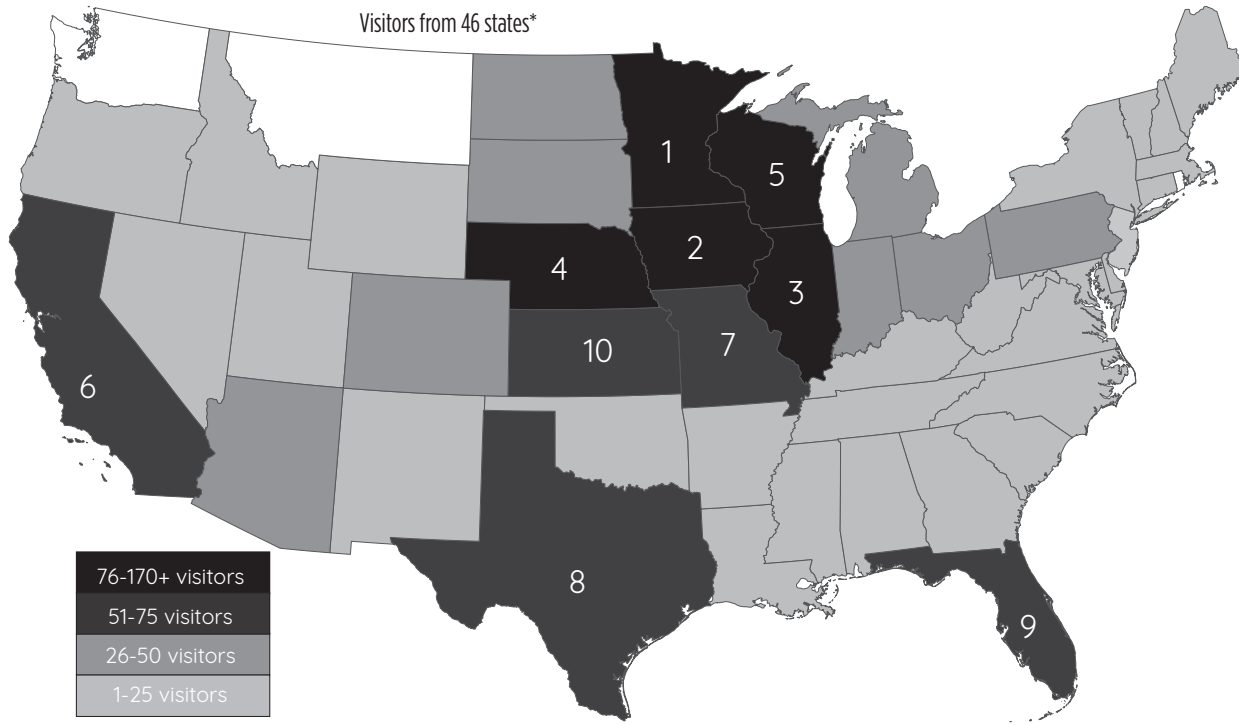
Demographics of Visitors at Falls Park

99,544

Visitors entered the Falls Park Visitor Information Center in 2020.
Number reflects approximately 1/3 of total visitors to Falls Park.

Top 10 States*

Visitors from 46 states*



How Visitors Heard About Sioux Falls*

Friends/Family
Internet
Other
Previous Visitor
Local Referral

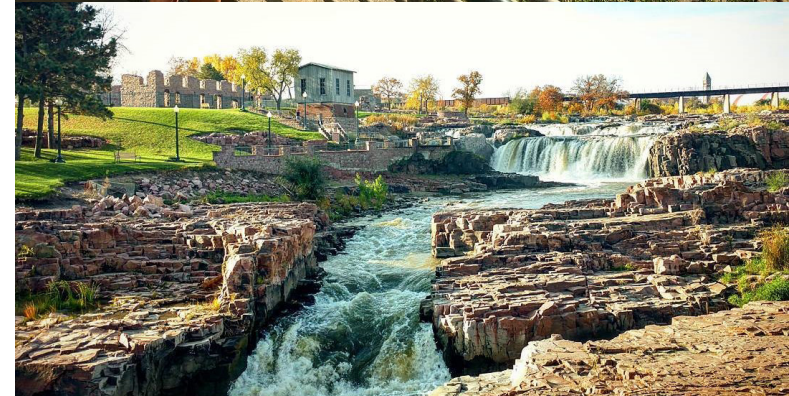


Top 10 Countries*

Visitors from 20 countries*

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

*Reflects visitors who signed the guest book at the Falls Park Visitor Information Center
The Information Center was closed mid-March through mid-May due to COVID-19 restrictions



2020 Events Schedule*

January 10-14

American Bus Association (ABA)

January 21-23

South Dakota Governor's
Conference on Tourism
Continuing Education

January 23-26

National Association of African
Americans in Human Resources
(NAAHR) Site Visit

February 2-4

Destinations International
Convention Sales & Services Summit
Continuing Education

February 13-16

National Pheasant Fest & Quail
Classic Pre-Promotion

February 20-21

South Dakota Tourism Industry
Agritourism Workshop
Continuing Education

July 2

American Holistic Nurses
Association Site Visit

August 4

The New CVB
Virtual Trade Show

September 8-9

State Basketball Championship
Site Visit

September 17-18

Purpose Pioneers
Site Visit

September 24

Destination Midwest
Virtual Trade Show

September 24

FreedomFest Site Visit

October 20-21

Connect Marketplace / Connect
Faith & Specialty
Virtual Trade Show

October 20-22

Adobe MAX
Virtual Continuing Education

November 17-19

Virtual Sales Blitz - Meetings,
Conventions & Sports
Virtual Blitz

December 1-2

Signature Equipovision
Site Visit

December 10

Virtual Sales Blitz - Group Tour
Virtual Blitz

December 14

United States Air Force Snocross
Nationals Site Visit

*Schedule includes a sampling of events Experience Sioux Falls participated in