

2021 Annual Summary Experience Sioux Falls



Experience Sioux Falls is solely funded by a 1% hotel room tax and a \$2 per room per night Business Improvement District (BID).

Tourism in Sioux Falls made tremendous gains in 2021, despite the on-going COVID-19 pandemic. Room tax collection surpassed 2019 (pre-pandemic) by 1.6% with record totals in July, August, and September since fiscal year 2013-14. BID tax collection was down 6.8% compared to 2019, however collections in June, July, August, and September set new records since fiscal year 2010-11.

Fiscal year October 1, 2020 – September 30, 2021

BID Tax

\$1,828,400.21*
FY 2020-21 BID Tax Revenue +23.6%

\$1,478,845.73
FY 2019-20 BID Tax Revenue

Paid by visitors.
Collected by hotels.

*Pre-Audit calculations

Room Tax

\$1,011,814.13*
FY 2020-21 Room Tax Revenue +34.9%

\$750,294.44
FY 2019-20 Room Tax Revenue

How Does the Visitor Industry Benefit Me?



Visitors

=



Net New Money

=



Taxes

=



Job Creation

Where Visitors Spend Money

Food & Beverage | Retail Trade | Finance, Insurance & Real Estate | Lodging | Gasoline Stations | Attractions, Recreation & Entertainment | Construction & Utilities | Business Services | Education & Health Care | Other Transport | Personal Services | Government | Wholesale Trade | Communications | Air Transport | Manufacturing | Agriculture

Source: IMPLAN, Tourism Economics (2020)

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.

2021 Visitor Impact to South Dakota



13.5 Million Visitors
26% increase in visitors.



\$4.4 Billion
30% increase over 2020.



\$345 Million
State and local tax revenue generated.



54,208
Travel and tourism supported jobs.



\$980
Additional amount of taxes each S.D. household would pay if tourism did not exist.

2021 Visitor Impact



Sioux Falls
Had Approximately



1,235,490
Visitors*



\$437,591,682
Estimated Economic
Impact**

186,622

Visitors entered the Falls
Park Visitor Information
Center in 2021.

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



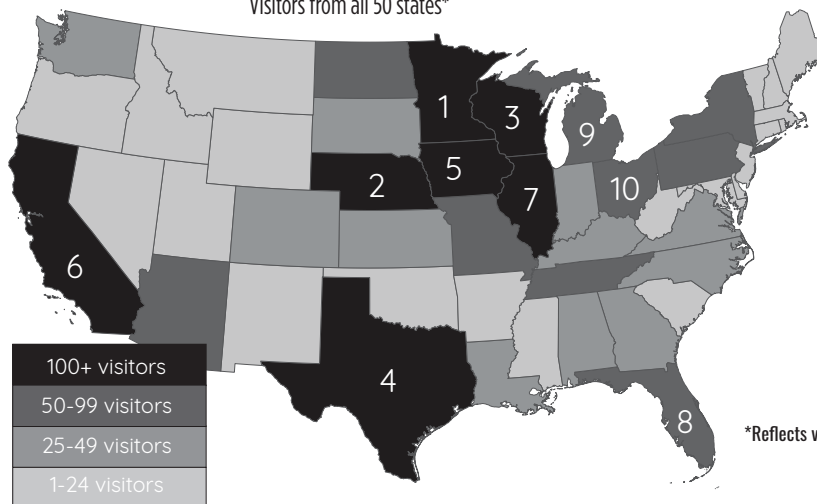
*Destinations International Event Impact Calculator

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

Demographics of Visitors at Falls Park

Top 10 States*

Visitors from all 50 states*



Top 6 Countries*

Canada
United Kingdom
Mexico
Australia
Germany
South Africa

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



Website Highlights

Jan-Dec 2021

+35.8%
Sessions

+31.7%
New Users

+41.3%
Non-Local Sessions

+26.9%
Organic Sessions

+24.9%
Pages Per
Session

+7.2%
Travel Ideas
Time on Site

+48.1%
Email Sign-ups

+13.1%
Planner Guide
Engagements

+34%
Visitor Guide
Engagements

Sales



2021 Sales
Booked Business
through 2023

Number of Events **131**
New Events: 44
Repeat Events: 87



\$31,842,502
Estimated Economic Impact**



26,097
Room nights



69,792
Attendance



2021
Convention Calendar
for groups previously booked

Number of Events **119**
New Events: 45
Repeat Events: 74



\$52,250,096
Estimated Economic Impact**



23,163
Room nights



76,455
Attendance

*Destinations International Event Impact Calculator

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