

2021 Annual Report

Sioux Falls' Official Destination Marketing Organization



experience
**SIOUX
FALLS**
south dakota

2021 Annual Report

On behalf of Experience Sioux Falls (formerly the Sioux Falls Convention and Visitors Bureau), we are pleased to present the 2021 Annual Report of Sioux Falls' Official Destination Marketing Organization (DMO).

The visitor industry in Sioux Falls made tremendous gains in 2021, despite the ongoing 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.

To all our partners and community stakeholders, we thank you for your tremendous resiliency. The incredible strength of the hospitality industry and our community has brought us back better than ever.

The Experience Sioux Falls team will continue to work hard to increase economic impact, the creation of jobs, tax revenues, community sustainability, and better the quality of life for residents.

We give a 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.



Warm Regards,

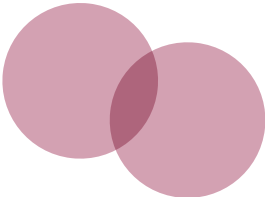
A handwritten signature in black ink, appearing to read 'Teri'.

Teri Schmidt
CEO

Experience Sioux Falls



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Meet the current Experience Sioux Falls Team



TERI SCHMIDT
CEO



KATE SOLBERG
Sales Manager



KATHIE PUTHOFF
Administrative Assistant



ANNA DERRY
Director of Sales



BRIANA JEWELL
Services Manager



KATIE RONEY
Business Manager



BRANDON VANT HUL
Sales Manager



KRISTA ORSACK
Director of Marketing



MARY HUBLOU
First Impressions/Project Manager



JACKIE WENTWORTH
Sales Manager



EMILY SCHAFFER
Creative Development Manager



MELEA HARRIS
Host City Manager



JAY KALTENBACH
Sales Manager



MATT BARTHEL
Communications 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.

Experience Sioux Falls Board of Directors

2021 - 2022 Advisory Council Voting Members

Jan Grunewaldt, Chair

Best Western PLUS Ramkota

Frank Gurnick, Past-Chair

Dakota Alliance Soccer Club

Jodi Schwan, Treasurer

Align Content Studio

Matt Burns

Feeding South Dakota

Shailesh Patel

Hampton Inn, TownePlace Suites,
Hampton Inn SW

Nicole Peyton

Holiday Inn City Centre

Jessie Schmidt

Better Business Bureau

Amy Smolik

Friessen Development,
Inc/Lake Lorraine

Riccardo Tarabelsi

R Wine Bar & Kitchen

Terry Vandrovec

Sanford Sports Complex

Jim Woster

Retired

Stacy Wrightsman

Sanford Health Public
Affairs

Non-Voting

Teri Schmidt, CEO

Experience Sioux Falls

2021-2022 Business Improvement District (BID) Board of Directors

Voting Members:

Frank Gurnick, Chair

Dakota Alliance Soccer Club

Jan Grunewaldt, Vice-Chair

Best Western PLUS Ramkota

Matt Brunick, Secretary

Hilton Garden Inn Sioux Falls
South

Tracy Kolb

Hampton Inn by Hilton &
Hampton SW

Paul Hegg

Hegg Companies

Greg Jamison

At-Large

Non-Voting Members:

Tom Morris

Best Western PLUS Ramkota

Teri Schmidt

Experience Sioux Falls

Janet Brekke

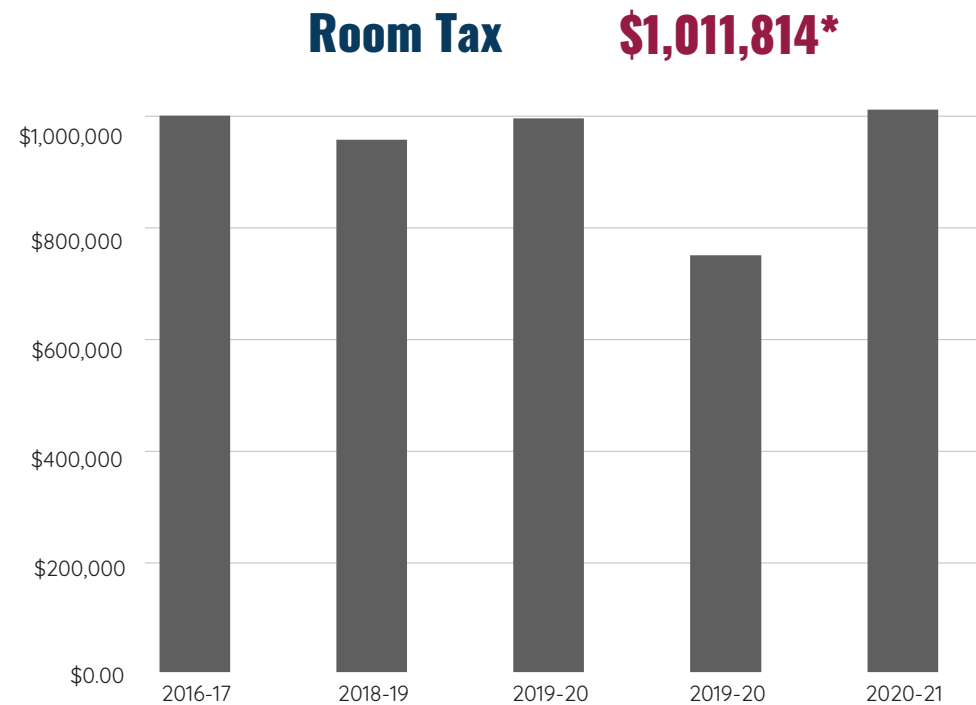
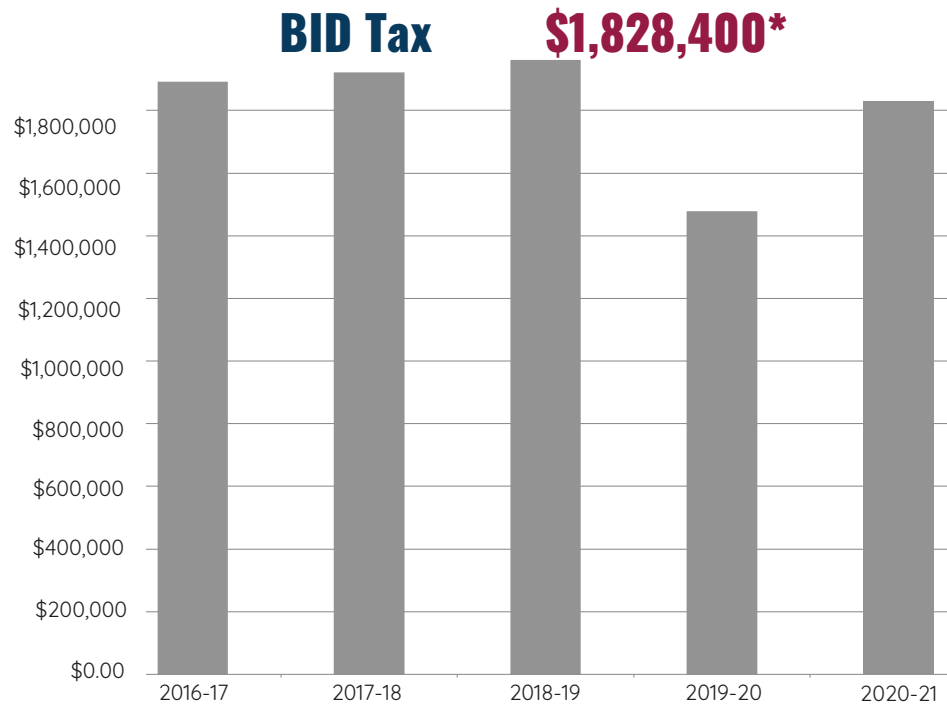
Sioux Falls City Council Liaison

Shawn Pritchett

City of Sioux Falls Liaison



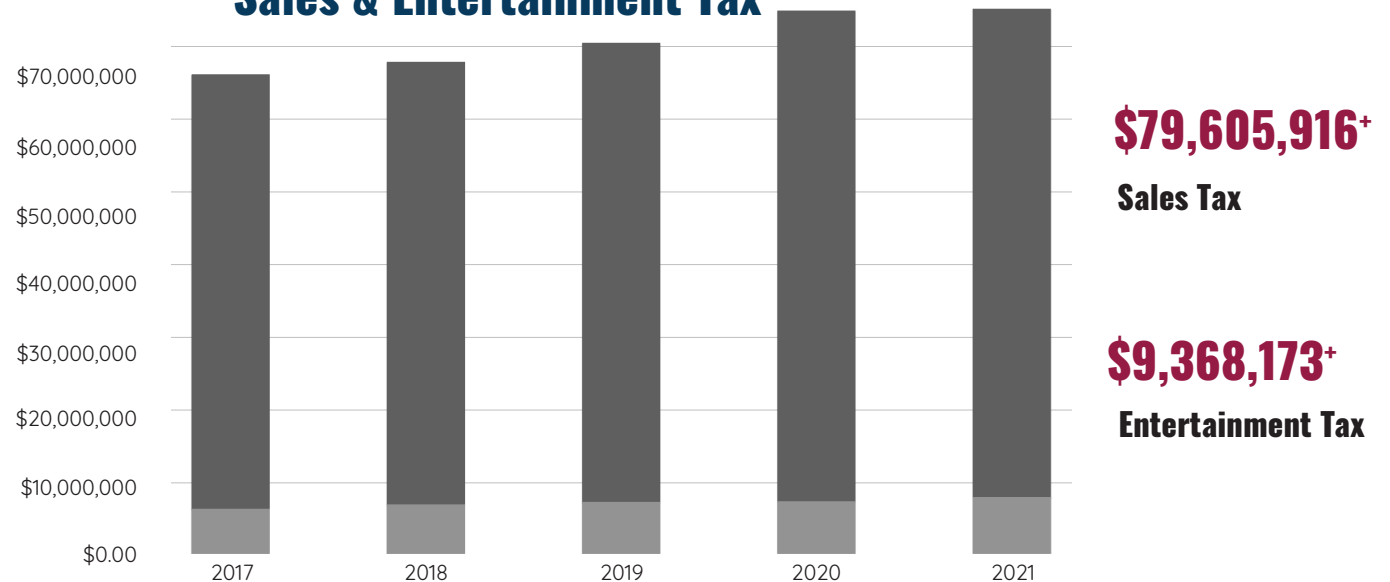
Tax Collections



Sales & Entertainment Tax

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

Visitors also contribute to sales and entertainment tax collections by money spent on shopping, dining, entertainment, transportation, and more.



*Total recognized in the ESF's fiscal year October 1, 2020 - September 30, 2021
+Total recognized in the City of Sioux Falls' 2021 calendar year net reportable revenue

South Dakota Tourism Partnerships

2021 Visitor Impact

The Southeast region was the region most impacted by the COVID pandemic with visitor spending dropping by more than 25% in 2020. The region recovered 90% of those losses in 2021. Visitor spending grew 30% in 2021 to nearly \$1.6 billion.

Over \$1.25 Billion*

36.4% of all visitor spending occurs in the Southeasten region of SD.

Minnehaha and Lincoln Counties captures \$1.25B and nearly 29% of all visitor spending state-wide. With higher wages paid in the region, 39% of the state's tourism-generated labor income goes to employees in the Southeast region.

*This data reflects the 2021 county level impact



Cooperative Partnerships

Direct Email Campaigns
Governor's Conference on Tourism Sponsorship
Instant Experience Social Unit
Peak Magazine Co-op Program
Peak & Shoulder Great Getaways
Rooster Rush
South Dakota Vacation Guide

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.

South Dakota Tourism Partnerships

South Dakota Governor's Conference on Tourism

The South Dakota Department of Tourism hosted the 2021 Governor's Conference on Tourism, January 20-21, in Pierre, SD. Due to the Covid -19 pandemic, the conference limited in-person attendance and offered participants a virtual option.

The theme of the conference was, "Onward!," which acknowledged the challenges the industry had faced, yet provided encouragement to stay focused and determined through 2021 and beyond. As in years past, attendees heard from top industry experts and leaders who brought local, national, and international insights about the future of travel. Secretary Jim Hagen presented a "state of the state" report including marketing plans for the remainder of the year.

The conference concluded with Governor Kristi Noem's presentation of the annual tourism awards. General Manager, Ryan Friez, of Thunder Road in Sioux Falls, was awarded the Ruth Ziolkowski Outstanding Hospitality & Customer Service Award representing the Southeastern South Dakota region. Sioux Falls had 64 individuals representing all areas of the Sioux Falls visitor industry in attendance.



National Travel & Tourism Week

Experience Sioux Falls kicked off National Travel and Tourism Week with a press conference on May 3, 2021 featuring Governor Kristi Noem, Mayor Paul TenHaken, South Dakota Secretary of Tourism Jim Hagen, and Experience Sioux Falls CEO Teri Schmidt. These leaders highlighted the enormous impact that tourism has on the economy.

Members of the industry gathered for a breakfast on May 5 to hear Mayor Paul TenHaken and Secretary of Tourism Jim Hagen discuss the positive outlook for the upcoming summer travel season.

National Travel and Tourism week activities continued throughout the week with a hospitality training seminar and a literature swap to distribute brochures to the South Dakota Welcome Centers.



Hunter's Welcome

Experience Sioux Falls participated in the 2021 South Dakota Rooster Rush offered through the SD Dept. of Tourism. The program provides funding to South Dakota communities to be utilized for welcoming hunters who travel to SD for pheasant hunting.

Experience Sioux Falls applied its funding toward the 27th Annual Hunter's Welcome at the Sioux Falls Regional Airport which took place October 14-15 for out-of-state hunters. Hunters were greeted in the airport lobby with an enthusiastic welcome from Experience Sioux Falls staff and given a commemorative gift. There were also vendor booths 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.

Estimated Visitors to Sioux Falls in 2021



823,660
Non-overnight Visitors



411,830
Overnight Visitors



1,235,490
Total Estimated Visitors+



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

Booked Business through 2023



131
Events
New: 44
Repeat: 87



26,097
Room nights



69,792
Attendance



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

| Market Segments of Booked Business | |
|------------------------------------|----|
| Tour Operator | 50 |
| Sports | 33 |
| Corporate | 16 |
| Other | 13 |
| Religious | 9 |
| Hobby/Clubs | 5 |
| Trade/Business | 5 |

| Scope of Booked Business | |
|--------------------------|----|
| National | 52 |
| Regional | 47 |
| State | 20 |
| Local | 11 |
| International | 1 |

| Source of Booked Business | |
|---------------------------|----|
| Call-In | 64 |
| ABA | 33 |
| Other | 11 |
| ESF Initiated | 9 |
| Cvent | 7 |
| Hotel Partnership | 4 |
| Local Referral | 3 |

Year - End Pending Sales



14
Events



29,514
Room nights



19,585
Attendance



\$4,208,245
Estimated Economic Impact**

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

2021 Convention Calendar



119
Events
New: 45
Repeat: 74



23,163
Room nights



76,455
Attendance



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

Market Segments of Convention Calendar

| | |
|--------------------|----|
| Tour Operator | 46 |
| Sports | 30 |
| Corporate | 11 |
| Religious | 7 |
| Civic Organization | 5 |
| Other | 20 |

2021 Services



522.5
Personnel hours
provided



225,208
Attendance



119
Events, conventions,
and tours serviced



32
Groups utilized
on-site registration
assistance



3 Days
Average length
of a convention



Turned Lost Business in 2021



42
Events



19,148
Room nights



29,232
Attendance



\$18,606,660
Estimated Economic Impact**

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

Marketing - Website

Website traffic and engagement across all audiences are monitored throughout the year. Special attention is paid to organic traffic, paid media traffic, referral traffic, conversions, and more. A summary of key performance indicators comparing 2021 to 2020 are outlined below.

2021 Key Performance Indicators (KPIs)

+35.8%
Sessions

+31.7%
New Users

+41.3%
Non-Local
Sessions

+26.9%
Organic
Sessions

+24.9%
Pages Per
Session

+1.9%
Avg. Session
Duration*

+48.1%
Email Sign-ups

+37%
Goal
Completions



Location-Based Sessions

Nearly all the top ten metros visiting the website showed growth YOY. Minneapolis and New York City website traffic showed declines from record-setting traffic in 2020.

International travel sessions increased substantially throughout the year, although actual visitation has yet to return to pre-COVID levels.

| Metro | Sessions | YOY |
|------------------------|----------|---------|
| Minneapolis/Saint Paul | 49,069 | -9.4% |
| Chicago | 44,761 | +35.8% |
| Omaha | 39,803 | +68.4% |
| Dallas/Ft. Worth | 29,570 | +221.8% |
| Des Moines | 11,903 | +73.2% |
| Sioux City | 11,582 | +2.04% |
| Washington DC | 11,226 | +7.05% |
| Denver | 8,825 | +57.0% |
| New York City | 8,238 | -38.2% |
| Lincoln-Hastings | 6,351 | +48.8 |

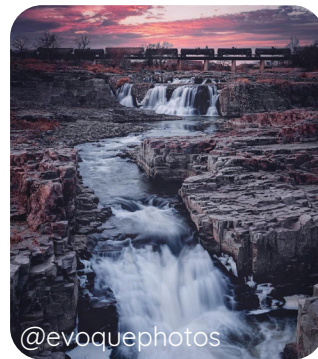
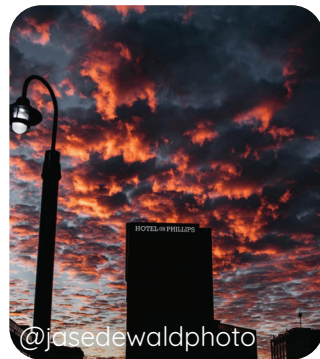
| Country | Sessions | YOY |
|----------------|----------|---------|
| India | 7,621 | +948.3% |
| China | 2,405 | +536.2% |
| Indonesia | 2,188 | +927.2% |
| Ireland | 2,141 | +2,645% |
| Canada | 2,127 | +29.9% |
| France | 1,349 | +167.1% |
| United Kingdom | 1,346 | +67.8% |
| Germany | 1,022 | +52.8% |

Marketing - User Generated Content

CrowdRiff galleries on ExperienceSiouxFalls.com had a **31.7%** engagement rate, with **108K** interactions, and **342K** views.



Top 5 Most-Liked Photos on Instagram



@ExperienceSFSD

Social Media

#ExperienceSiouxFalls



42,808
Likes (+800)



11,842
Followers (+13)



14,725
Followers (+1,331)



1,014
Followers (+26)



790
Followers (+125)



100,559
Views (+9,695)

In 2021 Experience Sioux Falls reached over **11.7M** users and generated **312.6K** engagements. Engagements included comments, retweets, and likes from people across America.

Email Strategy

Over **1.3** million emails were sent out across **77** campaigns throughout the United States and achieved an average of **16.3%** open rate and **2.2%** click rate.



Top Reasons to Visit Sioux Falls This Fall



Fall isn't complete without chilly weather, cozy sweaters, and warm comfort food. See why you should make Sioux Falls your next destination to enjoy the fall season.

[Learn More](#)

NEW VIDEO

A new video series called "We Are Sioux Falls" features the many faces and places that make up Sioux Falls. Check out the first video, Active Adventurer.

[Watch Video](#)



SIoux FALLS SOURCED

Have you signed up to win the Sioux Falls Sourced Fall box? Put your name in the hat to win one of 50 total boxes stuffed with locally sourced goods from Sioux Falls.

[Enter to Win](#)

SIoux FALLS ATTRACTIONS

Don't know where to start when it comes to planning a trip? Start by looking through our list of attractions to see what might interest you and your family.

[View List](#)



MARK YOUR CALENDARS

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

Marketing - Earned Media



15
Pieces of content



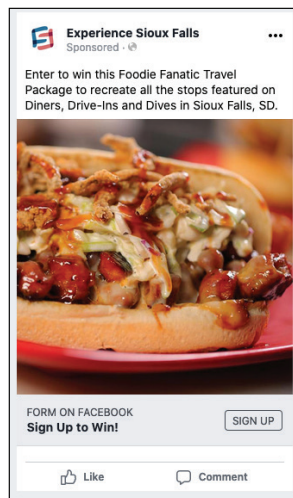
127,792,307
Reach



\$480,950
Value

Diners, Drive-Ins and Dives

During the month of January, several Sioux Falls and surrounding area restaurants were featured on Food Network's Diners, Drive-Ins and Dives. Four completely new episodes were created and reached Food Network's audience across 87 million homes. The episodes also regularly repeat providing Sioux Falls immeasurable earned media exposure.



To take advantage of a captive audience of food lovers, Experience Sioux Falls created a lead generating campaign on Facebook and Instagram. More than 1,220 people signed up to win a package for a three-night hotel stay along with gift cards to each restaurant featured on the show. To keep momentum going, the campaign ran through March. Over the course of three months, campaign efforts drove a total of 2,429 non-duplicated leads or registrations.



Marketing - Visitor Guide

The Official Sioux Falls Visitor Guide is a primary marketing tool meant to inspire travelers to visit the city and experience more once they are here. It is distributed several ways during the inspiration, research, planning, booking, and experience phases of travel. In 2021, the Visitor Guide was not updated due to COVID hardships on paying advertisers, however, it still garnered record engagement bettering the last record set in 2018 by 13.9%.

| Paid Media | |
|-----------------|-----------|
| Impressions | 2,966,010 |
| Engagements | 17,485 |
| Engagement Rate | 1.63% |
| Goal Reached | 136.5% |
| YOY | 34.1% |

54,012
Online Views
+106.5%

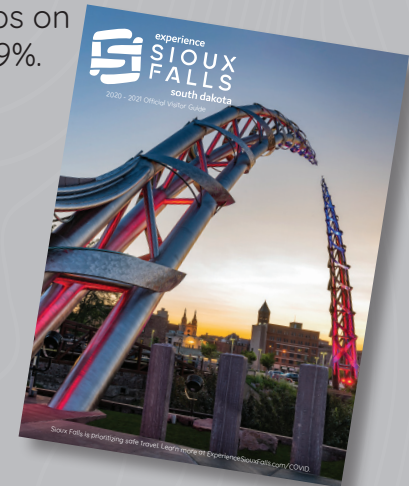
659
Downloads

272
Advertising Reader
Response

1,287
General Office
Requests

3,504
Website Requests

59,734
Total +72.5%



Marketing - Peak Campaign 2021

The 2021 Peak Campaign focused on inspiring travel during the spring and summer months (March-August/September) with continuous monitoring of pandemic concerns. Travelers were still reminded that Sioux Falls is a safe destination with room to roam.

Persona specific messaging and targeting was used to reach potential travelers with content relevant to their interests across several digital tactics. Learnings from previous campaigns showed the average search-to-book and book-to-travel windows had decreased from the year prior (hotel search-to-book: 5.2 days vs 13.7; hotel book-to-travel: 21.6 vs 29). This travel planning data was integrated into the strategy with some COVID-19 related unknowns still lingering.

Target markets were slightly adjusted with more budget allocated toward in-state travel, while some tried and true markets remained.



Engagement by Audience

| Persona | Impressions | Engagements | Engagement Rate |
|-------------------|-------------|-------------|-----------------|
| Music Enthusiast | 1,661,400 | 98,730 | 6.57% |
| Active Adventurer | 1,476,690 | 78,020 | 6.44% |
| Culinary Explorer | 1,269,930 | 47,780 | 5.34% |
| Family Fun Finder | 1,271,500 | 47,010 | 5.25% |
| Culture Seeker | 1,265,040 | 46,630 | 5.24% |



Audience

- Culinary Explorers
- Culture Seekers
- Active Adventurers
- Family Fun Finders
- Music Enthusiasts

Goals

- Position Sioux Falls as a Safe Travel Destination
- Hotel Bookings
- Flight Bookings
- Visitor Guide Interactions

Geography

Primary

- MNPLS/St. Paul, MN
- Sioux Falls, SD DMA (minus +50 miles)
- Chicago, IL
- Omaha, NE

Secondary

- Rapid City, SD
- Des Moines/Ames, IA
- Dallas/Ft. Worth, TX
- Sioux City, IA

Results

- Impressions 15,320,000
- Engagements 1,378,080
- Engagement Rate 9.0%
- Travel Intelligence Platforms
- Impressions 11,440,150
- Hotel Revenue* \$398,855
- Average Hotel Revenue ROI 4.8

*Observed Adara Impact Data

Marketing - Sioux Falls Sourced Phase 1

In September 2021, Experience Sioux Falls launched a campaign called “Sioux Falls Sourced” which encouraged people to sign-up to win a box full of locally sourced products made in the Sioux Falls area. Each quarter (or season) 50 boxes were mailed to randomly selected leisure consumers and 10 qualified planning professionals to get a taste of what the city has to offer. The goal was to engage both audiences to provide their contact information and retarget them through their travel or event planning process.

The Sioux Falls Sourced campaign complimented the ending of the peak season campaign and start of the winter season campaign. Phase I included promotion of the fall and winter boxes.

| Paid Media | |
|-------------------------|----------|
| Impressions | 698,1778 |
| Engagements | 35,847 |
| Engagement Rate | 5.13% |
| Leisure Leads (deduped) | 15,961 |
| Planner Leads (deduped) | 236 |



Sioux Falls Sourced Fall Box

(Valid for entry between September 1-October 31, 2021.)

- Dagger & Arrow Diablo Verde Serrano Hot Sauce
- Inca Salsa
- Juniper Apothecary Sore Muscles Balm
- Little Shire Cinnamon Cardamom Honey
- Simply Perfect Freedom Candle
- Sonja Gloria Pottery Cup
- Sweetgrass Soapery Cozy Soap
- Tea & Spice Exchange Ruby Cider Herbal Tea

Total Value \$59-\$80



Sioux Falls Sourced Winter Box

(Valid for entry between November 1, 2021-January 31, 2022.)

- Dagger & Arrow Diablo Verde Serrano Hot Sauce
- Inca Salsa
- Juniper Apothecary Peaceful Bath Bomb & Minty Lip Balm
- Little Shire Cinnamon Cardamom Honey
- Simply Perfect Freedom Candle
- Sonja Gloria Pottery Cup
- Sweetgrass Soapery Mint Soap
- The Breaks Daily Coffee

Total Value \$77-\$78



Marketing: Winter Campaign 2021-22

Promoting leisure travel into the shoulder travel seasons (October-March) remains an imperative strategic effort to fill hotel rooms during a traditionally slower time of year. Potential travelers were inspired by new messaging that Sioux Falls is “Always in Season” with a plethora of activities across all persona types.

A variety of digital paid placement executions were used to guide users through the travel planning funnel, ultimately leading them to book a vacation. Phase one of the campaign focused on fall messaging, phase two focused on winter messaging, and phase three slowly transitioned to spring and summer planning.

Limited emphasis was also placed on targeting those physically in attendance at the Macy’s Day Parade in New York City, to coincide with the South Department of Tourism’s Macy’s Day Float.



Engagement by Audience

| Persona | Impressions | Engagements | Engagement Rate |
|-------------------|-------------|-------------|-----------------|
| Family Fun Finder | 66,257 | 1,561 | 5.53% |
| Music Enthusiast | 377,920 | 19,685 | 5.01% |
| Culinary Explorer | 222,960 | 7,023 | 3.16% |
| Culture Seeker | 179,300 | 5,175 | 3.01% |
| Active Adventurer | 781,682 | 18,799 | 2.54% |



Audience

- Culinary Explorers
- Culture Seekers
- Active Adventurers
- Family Fun Finders
- Music Enthusiasts

Goals

- Inspire travel to Sioux Falls in the fall and winter
- Hotel Bookings
- Flight Bookings
- Lead Generation

Geography

- Primary
 - Sioux Falls, SD DMA
 - +300 mile radius
- Secondary
 - Chicago, IL
 - Dallas/Ft. Worth, TX

Results

- Impressions 11,050,000
- Engagements 966,780
- Engagement Rate 8.75%
- Travel Intelligence Platforms
 - Impressions 8,584,437
 - Hotel Revenue* \$212,579.94
 - Average Hotel Revenue ROI 3.29

*Observed Adara Impact Data

Marketing - Spotlight Campaigns

Throughout 2021 there were several smaller campaigns that targeted leisure travelers, sports event organizers, and sports fanatics. Many of the campaigns appealed to both consumer and business audiences at the same time and generated nearly five million impressions and 417,000 engagements from people across the country.

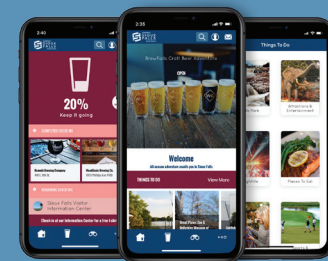
Travel Articles

During the month of June, a campaign was launched with a primary goal of driving users to the travel articles section on ExperienceSiouxFalls.com through the promotion of written content pieces. Tactics included native display, paid social, and boosted social posts. This paid effort successfully elevated on-going organic content calendar activities and finished with a 7.2% increase year-over-year for time spent on-site.



Mobile App

Full promotion of the BrewFalls Craft Beer Adventure was placed on hold after its launch in 2020 due to COVID-19. Paid promotion started as a late summer/fall campaign in July-August 2021. The engagement rate of 28.76% far exceeded expectations and the total number of users for the year was 1,270.



Colorado Springs

The 2021 Colorado Springs campaign focused on reaching visitors, athletes, and sports event organizers at the Colorado Springs Olympic Training Center to drive brand awareness of Sioux Falls as a premier sports destination. A variety of tactics were implemented including geo-fencing, geo-behavioral display, video, and social media. Users who visited the facility as well as engaged with video were retargeted using programmatic display.



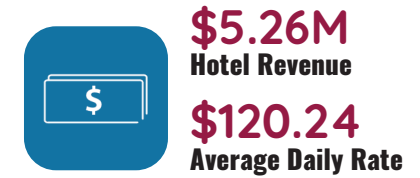
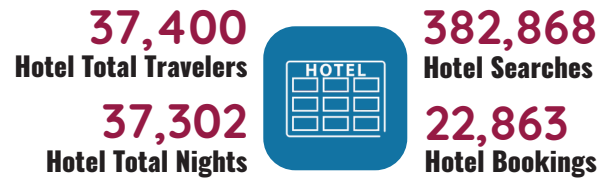
Road to Sioux Falls

Experience Sioux Falls partnered with the Sanford Pentagon to promote three premier sports events in November and December 2021. Impressions totaled over 370K with an engagement rate of 5.3%.

- November 11: University of South Dakota vs. Air Force Men's Basketball Veterans Day event
- November 12: Mammoth Sports Construction Invitational Women's Basketball featuring the University of South Dakota, University of South Carolina, University of Louisville, and University of Arizona
- November 22-24: Men's Crossover Classic featuring South Dakota State University, George Mason University, University of Nevada, and University of Washington

Marketing - 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.



Flight Data (days)



| Top Origin Flight Markets | % of Bookings |
|---------------------------|---------------|
| Phoenix | 10.2 |
| Denver | 8.3 |
| Seattle | 4.8 |
| Washington D.C. | 4.6 |
| Chicago | 3.9 |
| Charlotte | 3.4 |
| Orlando | 1.8 |
| San Antonio | 1.8 |
| Atlanta | 1.4 |

Hotel Data (days)



| Top Origin Hotel Markets | % of Bookings |
|--------------------------|---------------|
| Sioux Falls MSA | 17.1 |
| Minneapolis-St. Paul | 11.6 |
| New York City | 6.4 |
| Chicago | 6.4 |
| Rapid City | 3.4 |
| Los Angeles | 3.0 |
| Sioux City | 2.9 |
| Indianapolis | 2.7 |
| Omaha | 2.6 |



*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.

Marketing - Planner Strategy

Planner campaign efforts in 2021 positioned Sioux Falls as a host city for meetings, conventions, sports, events, and leisure travel. An 'always on' campaign strategy was implemented throughout the year to ensure Sioux Falls remained top of mind and generate leads for the Experience Sioux Falls sales team. Audiences were targeted at local, state, regional, and national levels across several print and digital tactics.

| Goals | Geography | Audience |
|--|---|--|
| <ul style="list-style-type: none"> - Position Sioux Falls as an attractive meetings and event destination - Increase sales leads | <ul style="list-style-type: none"> - United States - CO - IL - TX - FL - D.C. | <ul style="list-style-type: none"> - Meeting & Convention Professionals - Sports Event Organizers & Right's Holders - Travel Trade Professionals & Group Tour Operators |



A Celebrity Chef, A Wild Fig Tart & A Beauty Line

What do these things have in common?

Meet Sanaa Abourezk, owner and chef of Sanaa's Gourmet Mediterranean in Sioux Falls. We won't take up too much of your time with why Sioux Falls should be the host for your next meeting. You can discover more about that here when you are ready >> ExperienceSiouxFalls.com/Meetings.

However, we do want to share this unique story, flavorful lip balm, and a savory recipe to try out at home.

It was no surprise to the Sioux Falls community that local favorite and celebrity chef, Sanaa Abourezk, was tapped by Glossier, Inc. to be an influencer within their social community. The goal was to promote a new lip balm flavor called Wild Fig. So, naturally, Sanaa came up with an amazing recipe as a source for inspiration through her lively and creative spirit.

Follow [@sanaacooks27](https://www.instagram.com/sanaacooks27) on Instagram and try the recipe yourself.
This promotion is not in any way supported or paid for by Glossier, Inc.

ExperienceSiouxFalls.com 200 N. Phillips Ave., Suite 102 | Sioux Falls, SD 57104
605.275.6060 | [@ExperienceSiouxFalls](https://www.instagram.com/ExperienceSiouxFalls) | [@ExperienceSFSF](https://www.instagram.com/ExperienceSFSF)

Sanaa + Glossier Campaign

In late 2020 national skincare and cosmetic company, Glossier, reached out to Sioux Falls' own Sanaa Abourezk, owner of Sanaa's 8th Street Gourmet, to partner with her in creating a Wild Fig Tart recipe to help promote their wild fig flavored lip balm. Sanaa recorded the baking process and Glossier pushed it out through their social media channels.

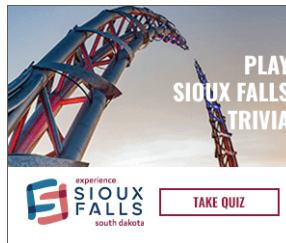
In April 2021, Experience Sioux Falls purchased 150 wild fig lip balms and packaged them each with the Wild Fig Tart recipe and Sanaa's story and sent them to a targeted list of meeting and travel professionals. Feedback from many of the recipients was overwhelmingly positive with appreciation for the promotion of a popular local icon. The sales team booked six pieces of business due to this campaign and are currently working with three additional groups.

Marketing - Planner Strategy

Planner Guide

The Sioux Falls Planner Guide was promoted through both search and display. Due to the changing landscape of large meetings and events, search terms were tweaked to promote the safety precautions being implemented. Prospecting display was used to encourage planner guide downloads and display remarketing encouraged planners to come back and take a newly created interactive quiz. The quiz was used to generate leads for the sales team.

| Paid Media | |
|-----------------|-----------|
| Impressions | 1,053,530 |
| Engagements | 11,295 |
| Engagement Rate | 1.71% |
| Goal Reached | 108.6% |
| YOY | 13.1% |



Get Your Free Sioux Falls Visitor Guide

Headings Sports Planners Travel Trade About Planners

THINGS TO DO FOOD & DRINK PLACES TO STAY EVENTS PLAN YOUR TRIP TRAVEL ARTICLES

SIOUX FALLS TRIVIA QUIZ

Whether you're a Sioux Falls knowledge expert or you know very little about our city, we invite you to fill out the form and see if you can ace our quiz for a chance to win.

1 of 3

WELCOME TO THE SIOUX FALLS TRIVIA QUIZ

Fill out the form and see if you can ace our quiz. If you score well enough you will be entered to win a box full of products made in Sioux Falls. One winner will be selected and notified the first week of February.

First Name* Last Name*

City* State/Province*

Email*

Submit

| Paid Media | |
|-----------------|-----------|
| Impressions | 1,672,280 |
| Engagements | 184,460 |
| Engagement Rate | 10.03% |
| Leads | 250 |



Planner Quiz Re-Engagement

The Planners Campaign launched during the month of June with a primary goal of driving quality users to the planners quiz page on ExperienceSiouxFalls.com. A variety of placements were utilized including display, video, and paid social.



We Are Sioux Falls Season 1

Experience Sioux Falls launched a new video series late summer 2021 to showcase authentic and original stories about the people and places that make Sioux Falls a travel destination. The theme of the video series called “We Are Sioux Falls” was released in monthly episodes. Research continues to show that travelers to Sioux Falls are interested in six categories or personas: active adventurer, family fun finder, culture seeker, music enthusiast, culinary explorer, and sports fanatic.

This project will continue to grow into a longer series taking place over the next couple of years. Video remains a top priority in strategic marketing efforts as a key component in capturing the attention of potential visitors.

| Paid Media | |
|----------------|---------|
| People Reached | 350,359 |
| Video Views | 266,731 |
| Engagements | 12,397 |



Active Adventurer



Family Fun Finder



Culture Seeker



Music Enthusiast



Culinary Explorer



Sports Fanatic

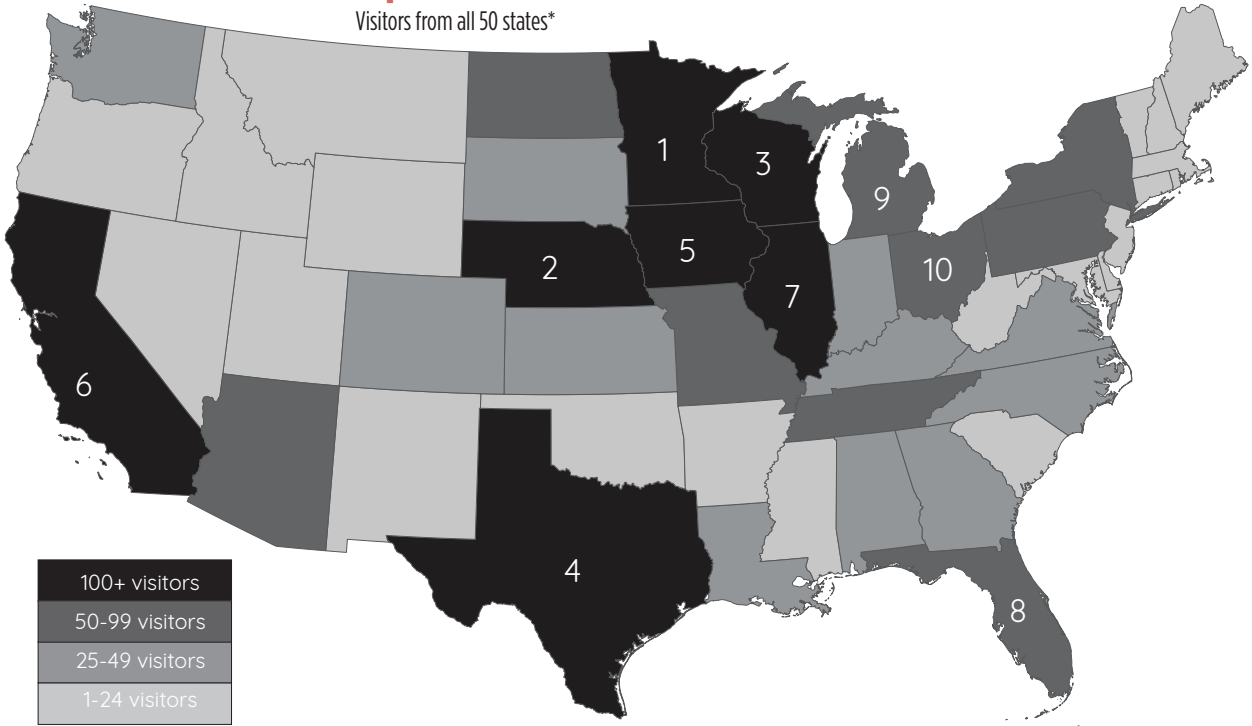
Falls Park Visitor Information Center

Demographics of Visitors to Falls Park

186,622 Visitors entered the Falls Park Visitor Information Center in 2021.
Number reflects approximately 1/3 of total visitors to Falls Park.

Top 10 States*

Visitors from all 50 states*



How Visitors Heard About Sioux Falls*

Friends/Family
Internet
Previous Visitor
Stumbled Upon
Magazine



Top 5 Countries*

Visitors from 27 countries*

Canada
United Kingdom
Mexico
Australia
Germany

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

2021 Events Schedule*

January 20

Northland Youth Wrestling
Association Site Visit

January 20-21

South Dakota Governor's
Conference on Tourism
Virtual Continuing Education

May 3

NTTW Media Day at Falls Park
Press Conference with South Dakota
Governor & Ice Cream Social

May 5

NTTW Visitor Industry Breakfast
with Sioux Falls Mayor &
South Dakota Sec. of Tourism

May 6

NTTW South Dakota Tourism's
Spring Hospitality Training

May 6

NTTW Eastern South Dakota
Literature Swap

June 2-5

American Tour Guide
Group Tours FAM

July 23

World Taxidermy and Fish Carving
Championships Site Visit

August 9-10

Legacy Tour & Travel
Site Visit

September 20 & 23

American Coalition for Ethanol
Site Visit

October 14-15

Hunter's Welcome

October 19-21

USA Skate/Smithsonian
Site Visit

October 21-23

American Harp Society
Site Visit

October 26-28

Adobe MAX
Virtual Continuing Education

October 28-30

Rocky Mountain National Events
Site Visit

November 1-4

The Questers
Site Visit

November 1-4

National Veterans Golden Age
Games Site Visit

November 7-9

National Council of University
Research Administrators (NCURA)
Region IV Site Visit

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