

## WHAT WE DO

The Department of Tourism's primary role is to bring domestic and international visitors to South Dakota as well as to serve as an information resource for you and your community.

## HOW THIS BENEFITS YOU

Last year, South Dakota welcomed 14.1 million visitors, generating \$3.98 billion in visitor spending. Whether they were making your community their final destination or just passing through, these visitors bought gas, dined at your main street cafe or stayed the night in a motel or bed and breakfast. These activities support your locally-owned businesses and provide city and state tax revenue for your community.

## GET CONNECTED



**Check out SDVisit.com** - This is the Department of Tourism's industry website. It contains information about available marketing programs, industry news, research, hospitality training and other resources.



**Sign Up** - The Department of Tourism's Mile Marker e-newsletter provides you with monthly program information and deadlines, industry events, and the latest research and trends in the travel industry. [SDVisit.com](#) → [Industry Toolkit](#) → [Industry Enewsletter Sign-up](#)

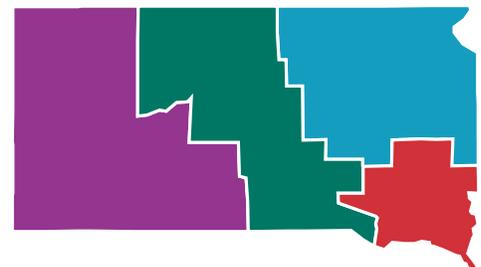


**Get Involved** - Become a member of your local Chamber of Commerce or Convention and Visitors Bureau, as well as your regional tourism association. Each area of the state is unique and these organizations have a strong understanding of your local area and visitors. They can also help promote your city, business, or attraction in a number of ways.



**Join the Visitor Industry Alliance (VIA)** - The VIA was established to unify tourism related businesses and serve as the advocacy group for legislative issues that affect the tourism industry. For more information, call The Department of Tourism at 605-773-3301.

## SOUTH DAKOTA TOURISM REGIONS



**BLACK HILLS & BADLANDS REGION**  
[BlackHillsBadlands.com](#)

**MISSOURI RIVER REGION**  
[SDMissouriRiver.com](#)

**GLACIAL LAKES & PRAIRIES REGION**  
[SDGlacialLakes.com](#)

**SOUTHEAST REGION**  
[SoutheastSouthDakota.com](#)

## WHAT WE OFFER



**List Your Business, Attraction and Event** - [TravelSouthDakota.com](https://TravelSouthDakota.com) is the primary call to action for all of the department's marketing efforts and receives nearly 1.3 million unique visitors each year. By adding your business and event at no charge, you are able to get in front of a qualified audience of potential travelers. We also feature some of these listings in our social media efforts, newsletters and digital marketing efforts.

Submit your business or event listings: [SDVisit.com](https://SDVisit.com) → [Marketing Programs](#) → [TravelSouthDakota Listings](#)



**Attend the Governor's Conference on Tourism** - This is the department's premier annual event and is the best way to meet and network with others who are involved in the tourism industry. Learn from expert speakers on relevant topics such as marketing, hospitality, professional development and research, and learn about this year's marketing campaigns from the Department of Tourism. The conference is held the third week in January. Learn more at [www.SouthDakotaTourismConference.com](https://www.SouthDakotaTourismConference.com).



**Training Opportunities** - Take advantage of the different training opportunities offered by the department. Listen to one of our webinars or request an in-person training session by department staff on topics such as marketing strategy, research and hospitality. [SDVisit.com](https://SDVisit.com) → [Training & Hospitality](#)



**Marketing Programs** - Consider partnering with the department by taking advantage of available cooperative marketing programs such as welcome center advertising, direct mail, email blasts, business listings and social influencers. [SDVisit.com](https://SDVisit.com) → [Marketing Programs](#)

## DEPARTMENT OF TOURISM

### GLOBAL MARKETING & BRAND STRATEGY

The Global Marketing and Brand Strategy team is responsible for working with our marketing agencies to develop, execute and manage our year-round domestic and international marketing campaigns in key strategic markets. The team is also tasked with making sure the department's brand standards are being adhered to with all of our marketing work.

### INDUSTRY OUTREACH, DEVELOPMENT & RESEARCH

The Industry Outreach, Development and Research team is responsible for providing support and assistance to the communities and businesses within the South Dakota tourism industry. This team proactively travels the state to provide industry members with information about cooperative programs, marketing campaigns, consumer trends, marketing research and the latest updates from the Department of Tourism. They make it their goal to help industry members plug into the department as much as possible.

### GLOBAL MEDIA & PUBLIC RELATIONS

The Global Media and Public Relations team works closely with the department's public relations agency and tourism industry partners to promote South Dakota as a premier vacation destination to media around the globe. The team actively pitches South Dakota tourism-related stories to state, regional, national and international media in order to secure coverage in major print and online publications and broadcast outlets.

### GLOBAL TRAVEL & TRADE

The Global Travel and Trade team is responsible for promoting South Dakota as a premier vacation destination to both domestic and international travel trade professionals. They use their expertise to educate and inform tour operators, travel agents and airlines about South Dakota's diverse tourism offerings, and to identify growth segments of the group tour and long haul markets.

Let's Stay In Touch!

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