

The South Dakota Department of Tourism's work is guided by a strategic plan which includes five strategic areas of focus: 1. Maximize South Dakota's visitor economy 2. Enhance and expand sustainable industry success 3. Maintain and expand South Dakota's brand presence 4. Advance the development of the destination 5. Ensure operational excellence. The plan also includes objectives and specific action steps to monitor progress and guide the plan. The Department of Tourism utilizes the six primary indicators below as requested by the legislative planning committee. While these indicators serve as our primary benchmarks to measure performance, we also have monthly metrics to track progress throughout the year. Actual 2019 results will be updated in January, 2020.

2019 Performance Goals

- Increase YOY tourism related economic impact by 2%.
- Increase YOY tourism related jobs by 1%.
- Increase YOY visitation by 1.5%.
- Increase YOY visitor spending by 2%.
- Increase YOY state and local tax revenue by 2%.
- Increase YOY tourism promotion tax revenue by 2%.
- Increase YOY visitor satisfaction by 1%.

Definitions for the performance indicators are as follows:

Economic Impact – Includes direct, indirect and induced effects. Direct tourism sales flow through the South Dakota economy, generating GDP, jobs, wages, and taxes. The indirect impacts measure supply chain (b2b) activity generated by tourism sales and the induced impacts measure the effects of tourism-generated incomes that are spent within the state. Only dollars retained within the state are included in the estimated impact figures.

Annual Visitation – Indicates how many unique people visited South Dakota. It excludes multiple overnights during their stay and multiple destinations within South Dakota visited.

Tourism Supported Jobs – Indicates how many jobs are supported through tourism related activity including direct, indirect and induced spending.

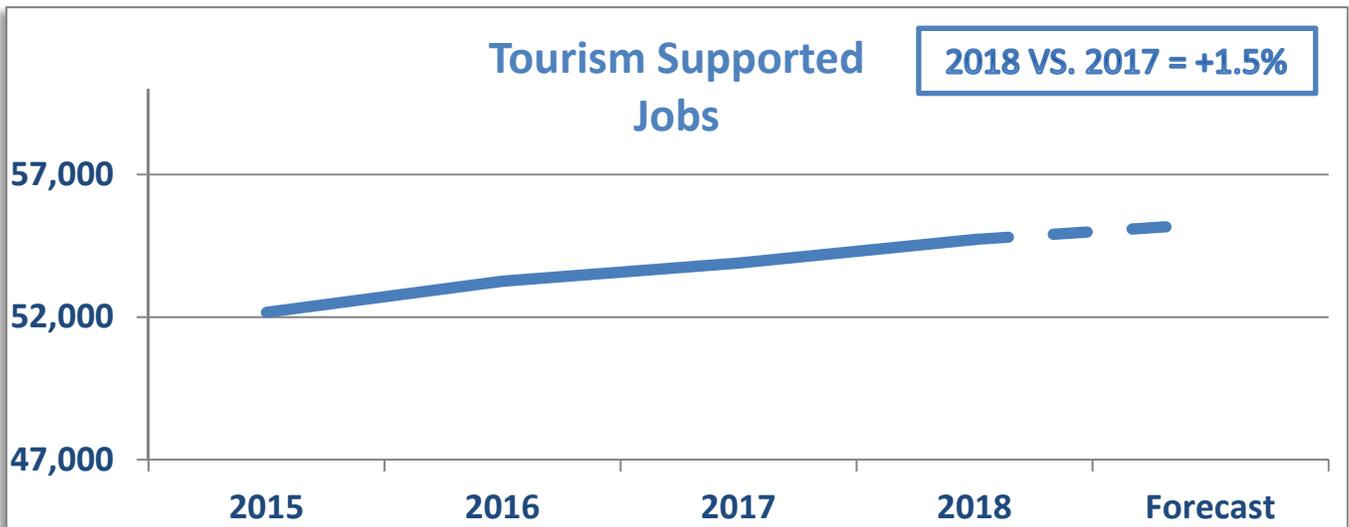
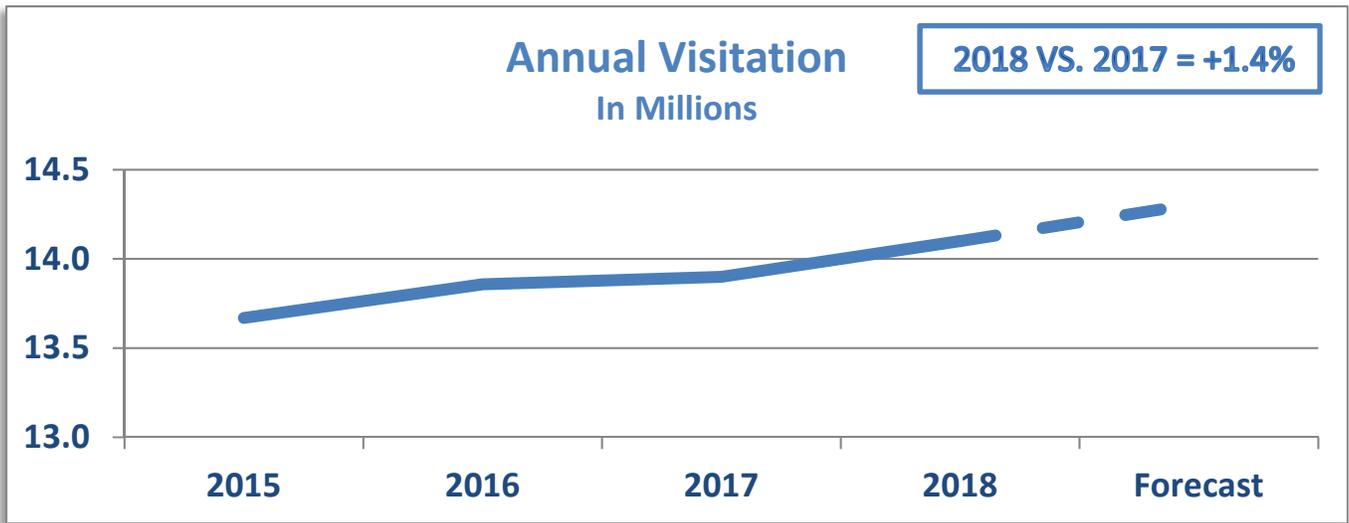
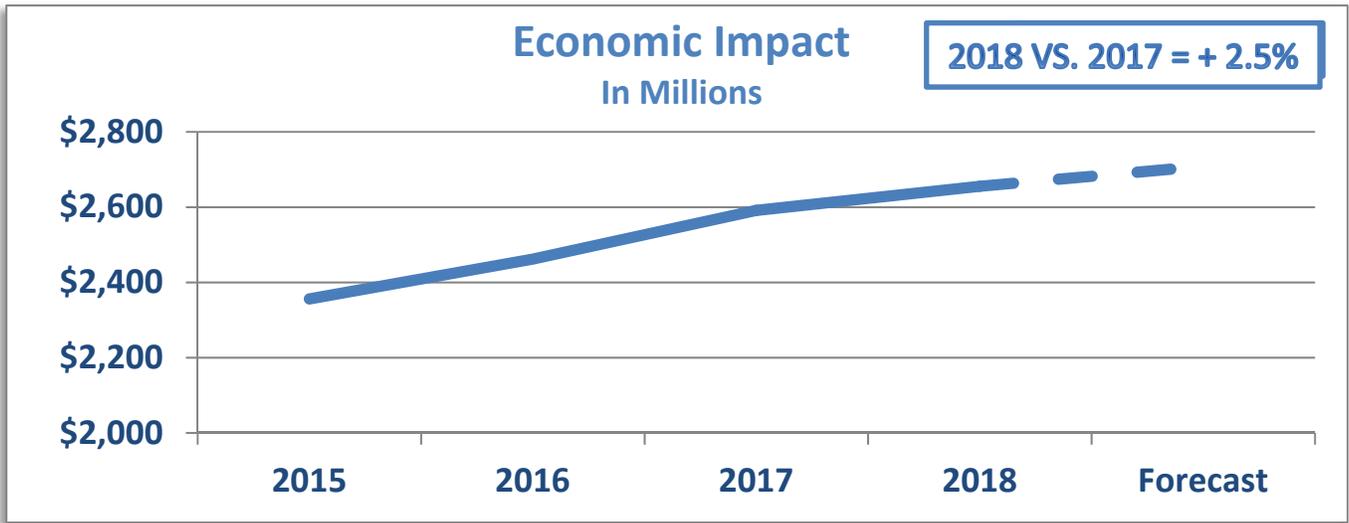
Visitor Spending – This represents actual dollars spent by visitors and excludes indirect or induced effects of that spending.

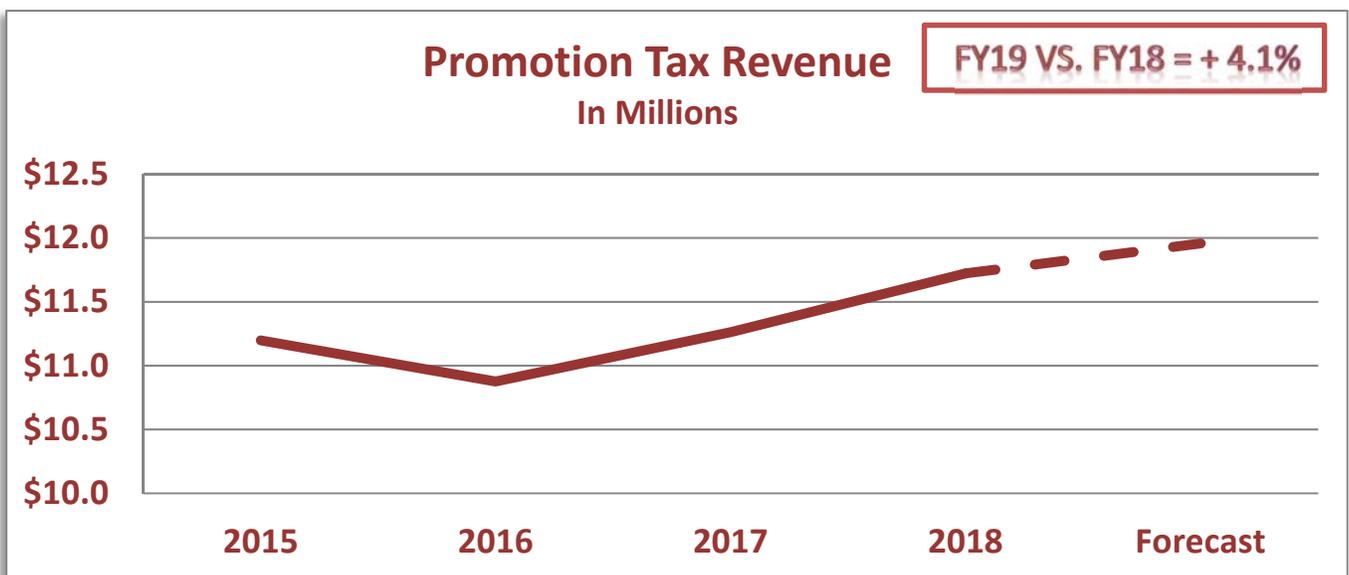
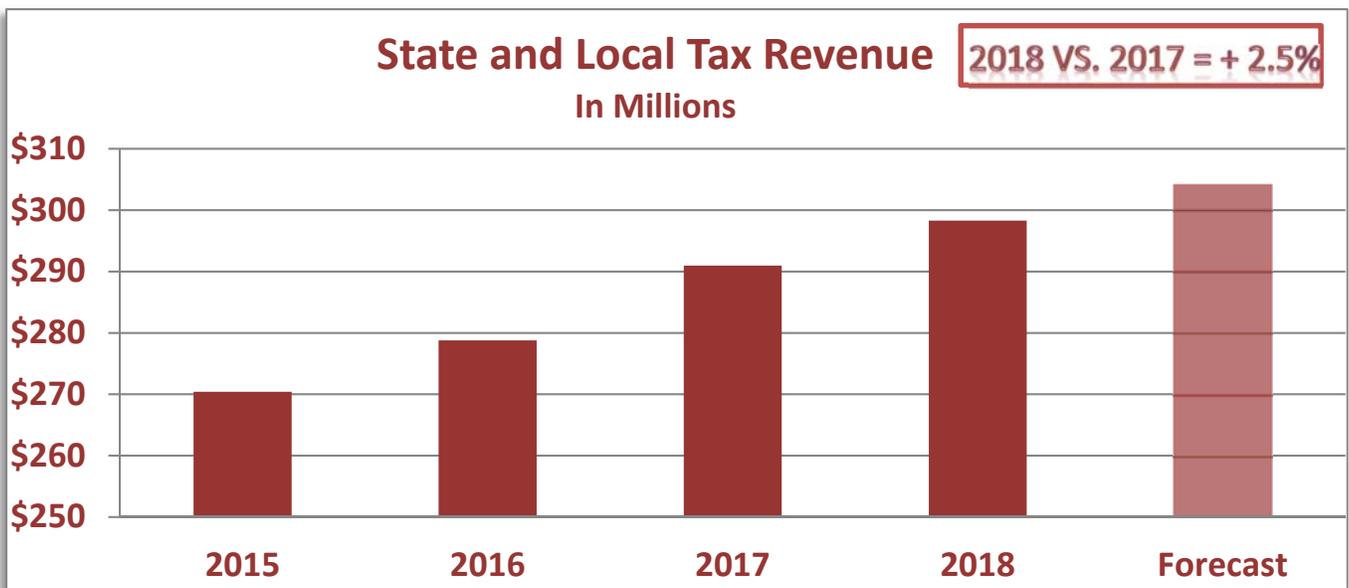
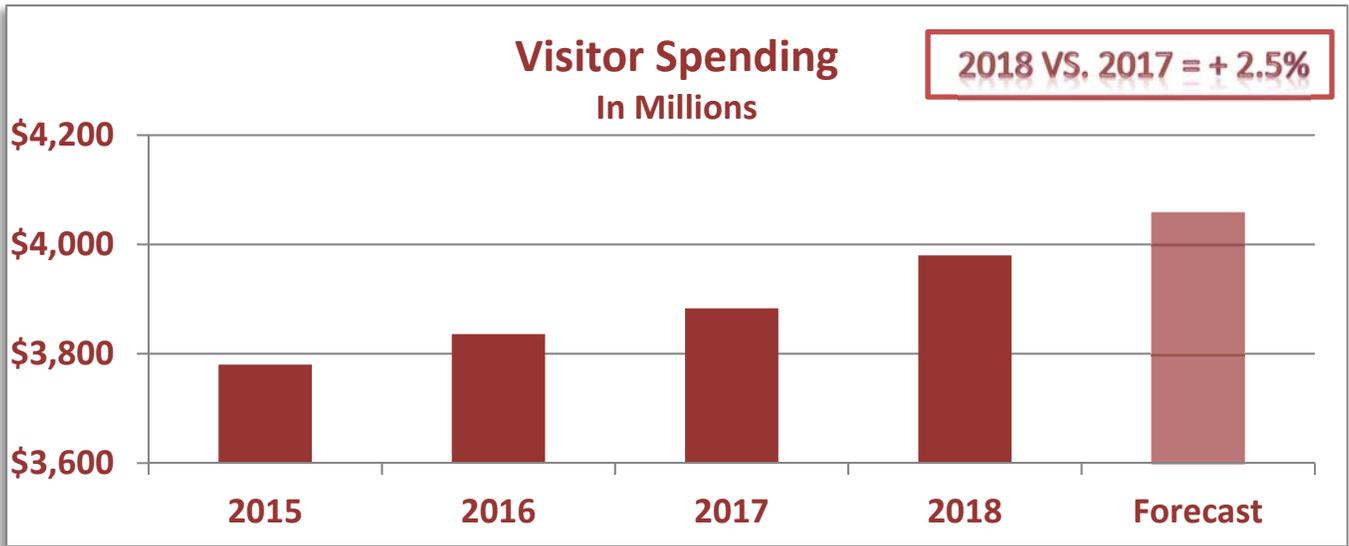
State and Local Tax Revenue – Tax revenue generated by direct and indirect spending within the state as a result of tourism activity.

Promotion Tax Revenue – Tax revenue generated by the 1.5% tourism promotion tax and collected by tourism related businesses.

Visitor Satisfaction – The average score given by visitors regarding their level of satisfaction with their South Dakota vacation (10=excellent, 1=poor).

All indicators are provided by Tourism Economics, DK Shifflet and the South Dakota Department of Revenue.





Visitor Satisfaction

Scale: 1-10

2018 VS. 2017 = - 0.4%

