

2023 ANNUAL SUMMARY

Vision: Share the community of Sioux Falls with the world

Mission: Market Sioux Falls as a one-of-a-kind destination and provide an energized visitor experience to enhance economic impact.

Bid Tax

\$2,112,859
FY 2023 BID Tax Revenue +2.86%
\$2,054,121
FY 2022 BID Tax Revenue

Room Tax

\$1,364,047
FY 2023 Room Tax Revenue -2.64%
\$1,401,019
FY 2022 Room Tax Revenue

VISITOR IMPACT DATA TO SOUTH DAKOTA†



14.7 Million Visitors
2.3% Increase in visitors.



\$384 Million
State and local tax revenue generated.



\$4.96 Billion
4.9% Increase over 2022.

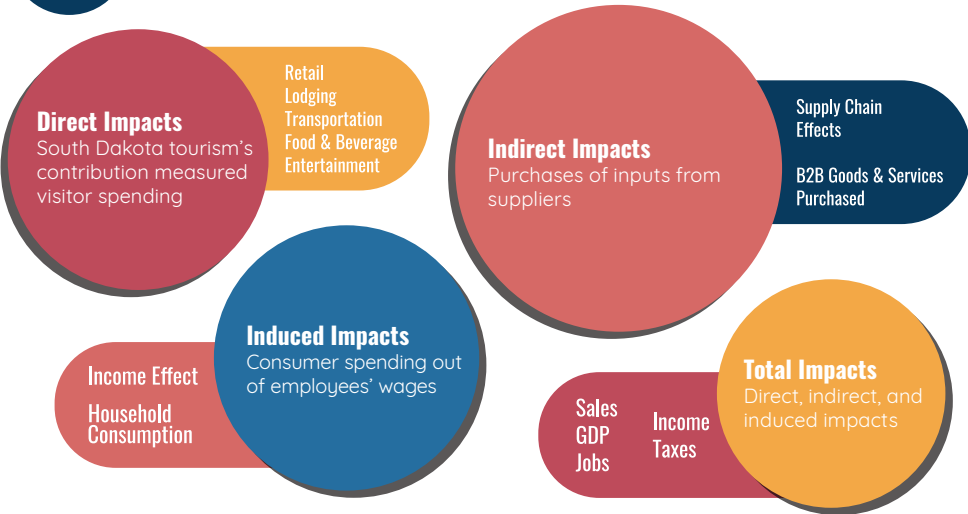


57,835
Travel and tourism supported jobs.



\$1,040
Tax revenue per household supported by tourism.

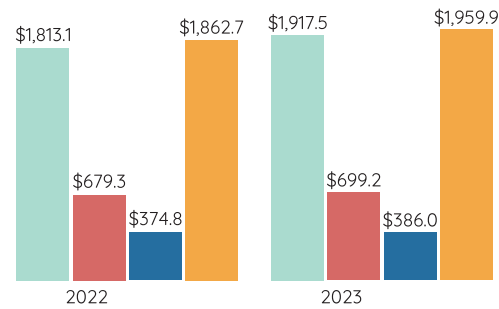
ECONOMIC IMPACT FRAMEWORK



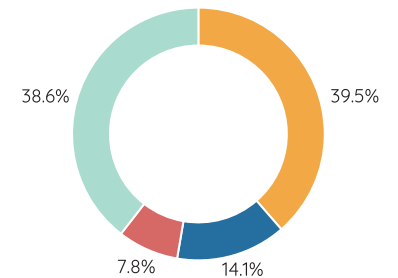
Experience Sioux Falls is solely funded by a 1% hotel room tax and a \$2 Per room per night Business Improvement District (BID) tax.

SD REGIONAL SPENDING†

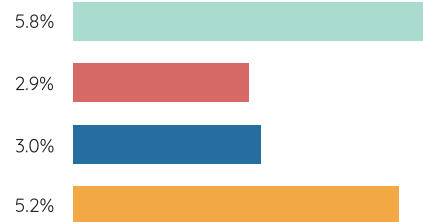
Regional Spending (Amounts in \$ millions)



2023 Percentage of Regional Tourism Spending



2023 Growth



SD Regions

- Black Hills & Badlands
- Glacial Lakes & Prairies
- Missouri River
- Southeast

† Tourism Economics - Economic Impact of Tourism in SD, Prepared for Travel SD

SIoux FALLS

2023 VISITOR IMPACT



825,453
Visitors[†]

[†]Estimated visitors and economic impact based on numbers ESF could count

[†]*Destinations International Event Impact Calculator



\$309,083,997
Estimated Economic Impact^{†*}



WEBSITE HIGHLIGHTS

Jan-Dec 2023

+35.3%
Sessions

+34.2%
New Users

+40.2%
Non Local Sessions

+14.9%
Organic Sessions

+8.1%
VG Engagements

+1.4%
Email Sign-Ups

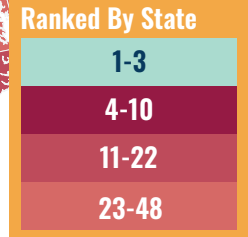
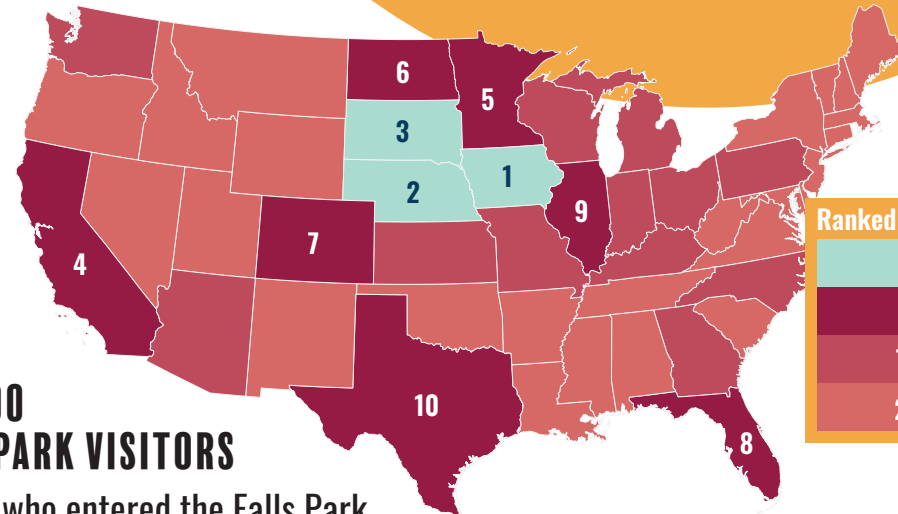
TOP 5 COUNTRIES**

1. CANADA
2. GERMANY
3. UNITED KINGDOM
4. AUSTRALIA
5. MEXICO

FALLS PARK VISITATION

Top 10 States

**Visitors from 48 states



184,900
FALLS PARK VISITORS

Visitors who entered the Falls Park Visitor Information Center in 2023.

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

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

SALES

2023 BOOKED BUSINESS THROUGH 2028

Number of Events: **153**

New Events: **56**

Repeat Events: **97**



\$46,964,420
Economic Impact



43,908
Room Nights



126,481
Attendance

2023 CONVENTION CALENDAR FOR PREVIOUSLY BOOKED GROUPS

Number of Events: **91**

New Events: **33**

Repeat Events: **58**



\$20,286,917
Economic Impact



16,592
Room Nights



70,448
Attendance