experience SIOUX FALLS south dakota

2024 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

$2,091,629
FY 2024 BID Tax Revenue (-1.00%)

$2,112,859
FY 2023 BID Tax Revenue

Room Tax

$1,412,081
FY 2024 Room Tax Revenue (+3.52%)

$1,364,047
FY 2023 Room Tax Revenue

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

Visitor Impact To South Dakota*

15 Million Visitors
1.4% Increase in visitors.

$5.09 Billion
2.8% Increase over 2023.

$1,105
Tax revenue per household supported by tourism.

$384 Million
State and local tax revenue generated.

58,824
Travel and tourism supported jobs.

Economic Impact Framework*

Direct Impacts
South Dakota tourism's contribution measured visitor spending
- Retail
- Lodging
- Transportation
- Food & Beverage
- Entertainment

Indirect Impacts
Purchases of inputs from suppliers
- Supply Chain Effects
- B2B Goods & Services Purchased

Induced Impacts
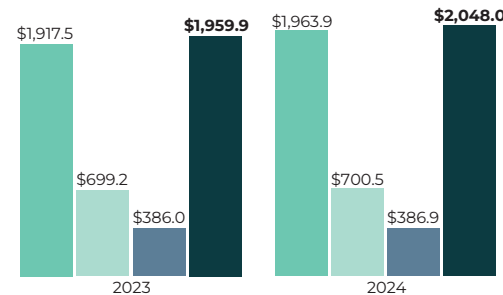Consumer spending out of employees' wages
- Income Effect
- Household Consumption
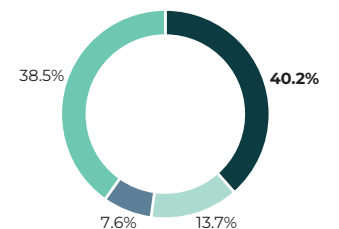
Total Impacts
Direct, indirect and induced impacts
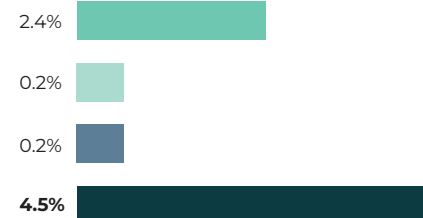- Sales
- GDP
- Jobs
- Income
- Taxes

SD Regional Spending*

Regional Spending (Amounts in $ millions)

	2023	2024
Black Hills & Badlands	$1,917.5	$1,963.9
Glacial Lakes & Prairies	$699.2	$700.5
Missouri River	$386.0	$386.9
Southeast (Sioux Falls)	$1,959.9	$2,048.0

2024 Percentage of Regional Tourism Spending

- 40.2%
- 38.5%
- 13.7%
- 7.6%

2024 Growth

- 2.4%
- 0.2%
- 0.2%
- 4.5%

SD Regions

- Black Hills & Badlands
- Glacial Lakes & Prairies
- Missouri River
- Southeast (Sioux Falls)

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

SIOUX FALLS
2024 VISITOR IMPACT

1,117,647
Visitors†

$$ $445,393,196
Estimated Economic Impact†*

Website highlights
Jan-Dec 2024

■ To Goal ■ YOY

- Email Sign-Ups: 103%
- (YOY): -5%
- New Users: 150%
- (YOY): 21%
- Non-Local Sessions: 148%
- (YOY): 19%
- Organic Sessions: 123%
- (YOY): 24%
- Sessions: 116%
- (YOY): 19%
- VG Engagements: 86%
- (YOY): 0.27%

Sales

Top 5 Countries**
1. Canada
2. Germany
3. England
4. France
5. Australia

Falls Park Visitation
Top 10 States
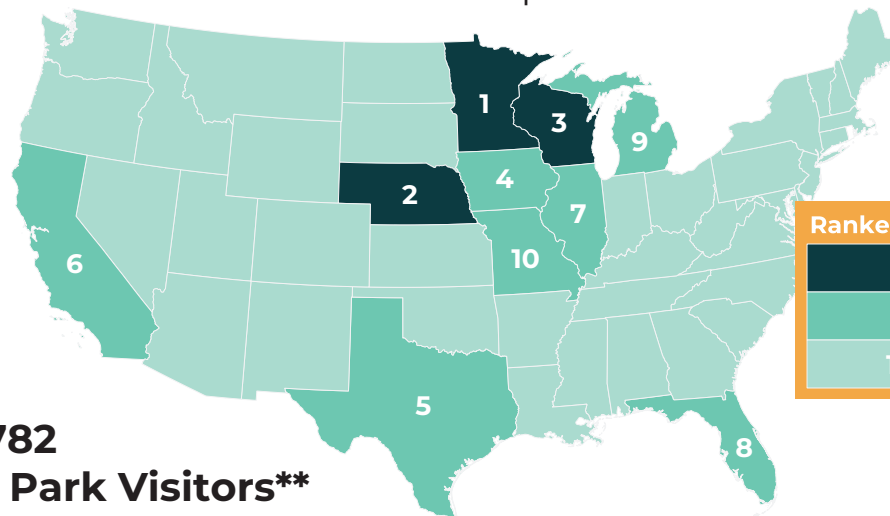
Ranked By State
- 1-3
- 4-10
- 11-50

184,782
Falls Park Visitors**
Visitors who entered the Falls Park Visitor Information Center in 2024.

**Not including SD.

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

*Destinations International Event Impact Calculator

2024 Booked Business Through 2029
Number of Events: **117**
New Events: **49**
Repeat Events: **68**

$18,429,769 Economic Impact
21,934 Room Nights
43,182 Attendance

2024 Convention Calendar For Previously Booked Groups
Number of Events: **111**
New Events: **43**
Repeat Events: **68**

$25,375,791 Economic Impact
27,971 Room Nights
55,633 Attendance