

2022 Annual Summary Experience Sioux Falls



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

Calendar Year 2022

BID Tax

\$2,066,310*
FY 2022 BID Tax Revenue +6.83%

\$1,934,191
FY 2021 BID Tax Revenue

Room Tax

\$1,338,310*
FY 2022 Room Tax Revenue +21.35%

\$1,102,855
FY 2021 Room Tax Revenue

Paid by visitors.
Collected by hotels.

*Pre-Audit calculations

Economic Impact Framework

Direct Impacts

South Dakota tourism's contribution measured visitor spending

- Retail
- Entertainment/Rec
- Food & Beverage
- Transportation
- Lodging

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

Source: Tourism Economics – Economic Impact of Tourism in SD, Prepared for SD Department of Tourism

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.

2022 Visitor Impact to South Dakota



14.4 Million Visitors
0.6% increase in visitors.



\$4.7 Billion
7.8% increase over 2021.



\$361 Million
State and local tax revenue generated.



56,826
Travel and tourism supported jobs.



\$1,011
Additional amount of taxes each S.D. household would pay if tourism did not exist.

2022 Visitor Impact



Sioux Falls
Had Approximately



1,190,766
Visitors+



\$445,872,405
Estimated Economic
Impact*+

166,140

Visitors entered the Falls
Park Visitor Information
Center in 2022.

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



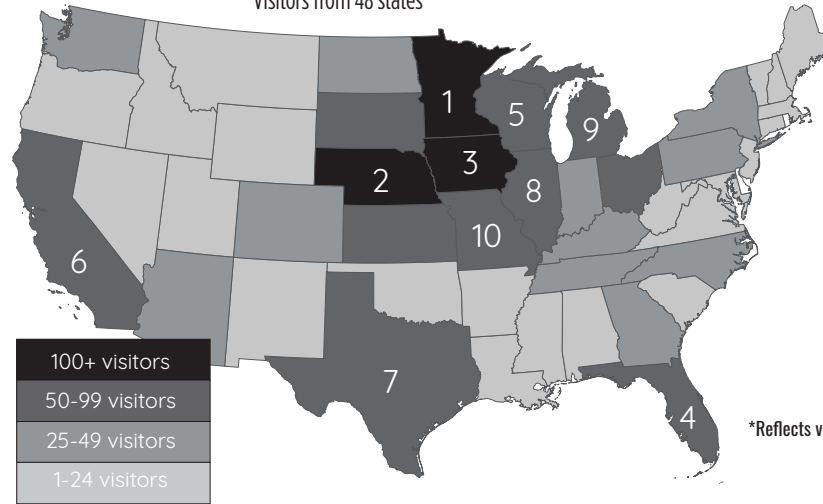
*Destinations International Event Impact Calculator

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

Falls Park Visitation

Top 10 States*

Visitors from 48 states*



Top 5 Countries*

Canada
United Kingdom
Germany
Mexico
France/Spain

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



Website Highlights

Jan-Dec 2022

+15.1%
Sessions

+15.1%
New Users

+41.3%
Non-Local Sessions

+26.5%
Organic Sessions

-5.2%
Bounce Rate

+55.7%
Email Sign-ups

Sales



2022 Sales
Booked Business
through 2027

Number of Events **97**
New Events: 27
Repeat Events: 70



\$20,921,943
Estimated Economic Impact*+



14,250
Room nights



56,181
Attendance



2022
Convention Calendar
for groups previously booked

Number of Events **102**
New Events: 26
Repeat Events: 76



\$20,007,331
Estimated Economic Impact*+



19,209
Room nights



51,079
Attendance

*Destinations International Event Impact Calculator

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

