

# 2022 Annual Report

Sioux Falls' Official Destination Marketing Organization



experience  
**SIOUX  
FALLS**  
south dakota



## 2022 Annual Report

Experience Sioux Falls is pleased to share the 2022 Annual Report of your Official Destination Marketing Organization (DMO).

The visitor industry in Sioux Falls has continued making record gains over the past year. Hotel Room tax collections year-over-year were up 21.4% and Business Improvement District (BID) tax collections were up 6.8%. Compared to pre-pandemic levels, room tax surpassed 2019 by 40.8% and BID tax collections by 5.1%. As you know, visitors to our city also eat in our restaurants, shop throughout the community, enjoy activities and attractions, seek medical attention, etc., all adding to much healthier sales tax revenues, job creation, and an overall stronger economy in Sioux Falls.

Thanks to our partners and community stakeholders for consistently working with us to achieve success and further elevate Sioux Falls as a “#1 Host City”. A special thanks to our Experience Sioux Falls Board of Directors, the Experience Sioux Falls BID Board, the Experience Sioux Falls Council, the Mayor and City Council, and all who live and work in the Sioux Falls visitor industry. None of the growth and success of the industry would be possible without you.

You have our commitment, that as your DMO, we will continue to work harder than ever to increase the economic stability of Sioux Falls. We thank you for the opportunity to work with you and are excited about the future of conventions, meetings, sports, events, and tourism in our city.



Warm Regards,

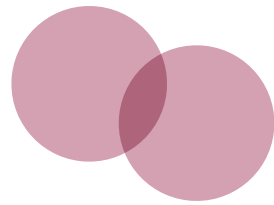
A handwritten signature in black ink that reads "Teri".

Teri Schmidt  
CEO





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# Meet the Current Experience Sioux Falls Team



**TERI SCHMIDT**  
CEO



**KATE SOLBERG**  
Sales Manager



**KATHIE PUTHOFF**  
Executive Assistant



**ANNA DERRY**  
Director of Sales



**BRIANA JEWELL**  
Hospitality Marketing Manager



**KATIE RONEY**  
Business Manager



**BRANDON VANT HUL**  
Sales Manager



**KRISTA ORSACK**  
Director of Marketing



**MARY HUBLOU**  
First Impressions/Project Manager



**JACKIE WENTWORTH**  
Sales Manager



**EMILY SCHAFFER**  
Creative Development Manager



**MELEA HARRIS**  
Host City Manager



**JAY KALTENBACH**  
Sales Manager



**MATT BARTHEL**  
Communications Manager

## **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.



# Experience Sioux Falls Board of Directors

## Advisory Council Voting Members

Jan. 1, 2021 - Aug. 31, 2022

### Jan Grunewaldt, Chair

Best Western PLUS Ramkota

### Frank Gurnick, Past-Chair

Dakota Alliance Soccer Club

### Jodi Schwan, Treasurer

Align Content Studio

### Matt Burns

Feeding South Dakota

### Shailesh Patel

Hampton Inn, TownePlace Suites,  
Hampton Inn SW

### Nicole Peyton

Holiday Inn City Centre

### Jessie Schmidt

Better Business Bureau

### Amy Smolik

Friessen Development, Inc/  
Lake Lorraine

### Riccardo Tarabelsi

R Wine Bar & Kitchen, Maribella  
Ristorante, Brix Wine Bar

### Terry Vandrovec

Sanford Sports Complex

### Jim Woster

Retired

### Stacy Wrightsman

Sanford Health Public Affairs

### Non-Voting Member:

### Teri Schmidt, CEO

Experience Sioux Falls

## Business Improvement District (BID)

Jan. 1, 2021 - Dec. 31, 2022

### Voting Members:

### Frank Gurnick, Chair

Dakota Alliance Soccer Club

### Jan Grunewaldt, Vice-Chair

Best Western PLUS Ramkota

### Matt Brunick, Secretary

Hilton Garden Inn Sioux Falls South

### Paul Hegg

Hegg Companies

### Greg Jamison

Jamison Company Real Estate

### Tracy Kolb

Hampton Inn by Hilton,  
Hampton Inn SW

### Non-Voting Members:

### Tom Morris, Immediate Past-Chair

Best Western PLUS Ramkota

### Teri Schmidt, CEO

Experience Sioux Falls

### Sarah Cole, Council Liaison

Sioux Falls City Council

### Shawn Pritchett, City Liaison

City of Sioux Falls

## Experience Sioux Falls Board of Directors

Sept. 1, 2021 - Dec. 31, 2022

### Jan Grunewaldt, Chair

Best Western PLUS Ramkota

### Frank Gurnick, Vice-Chair

Dakota Alliance Soccer Club

### Amy Smolik, Secretary/Treasurer

Friessen Development, Inc/  
Lake Lorraine

### Christine Bruning

Washington Pavilion

### Shailesh Patel

Hampton Inn, TownePlace Suites,  
Hampton Inn SW

### Paul Hegg

Hegg Companies

### Riccardo Tarabelsi

R Wine Bar & Kitchen, Maribella  
Ristorante, Brix Wine Bar

### Audrey Otto-Pepper

Butterfly House & Aquarium

### Non-Voting Members:

### Teri Schmidt, CEO

Experience Sioux Falls

### Shawn Pritchett, Ex-Officio

City of Sioux Falls

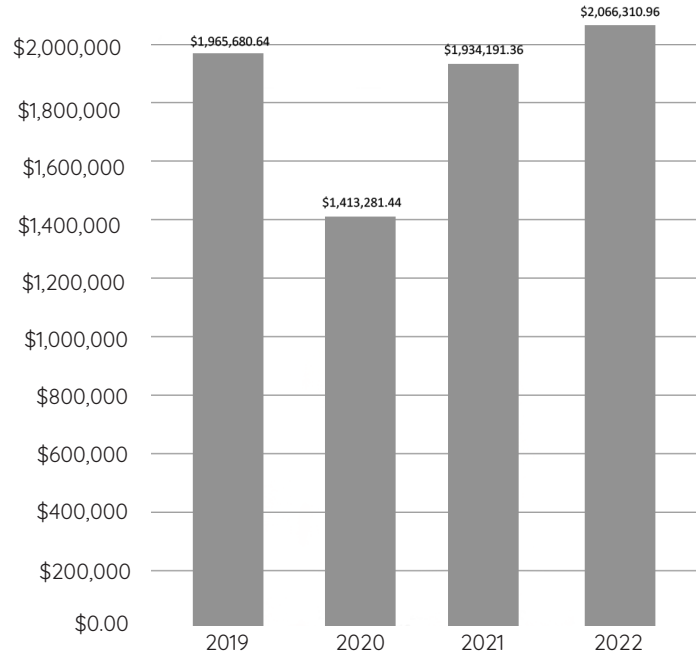




# Tax Collections

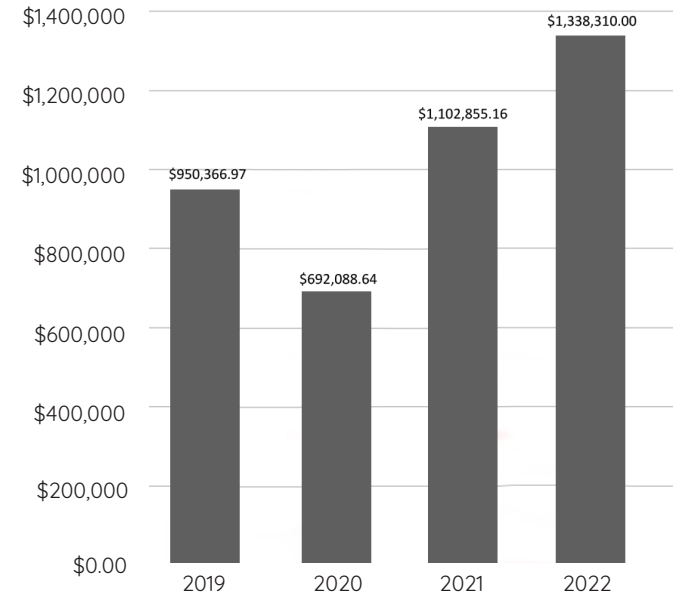
## BID Tax

**\$2,066,310\***



## Room Tax

**\$1,338,310\***



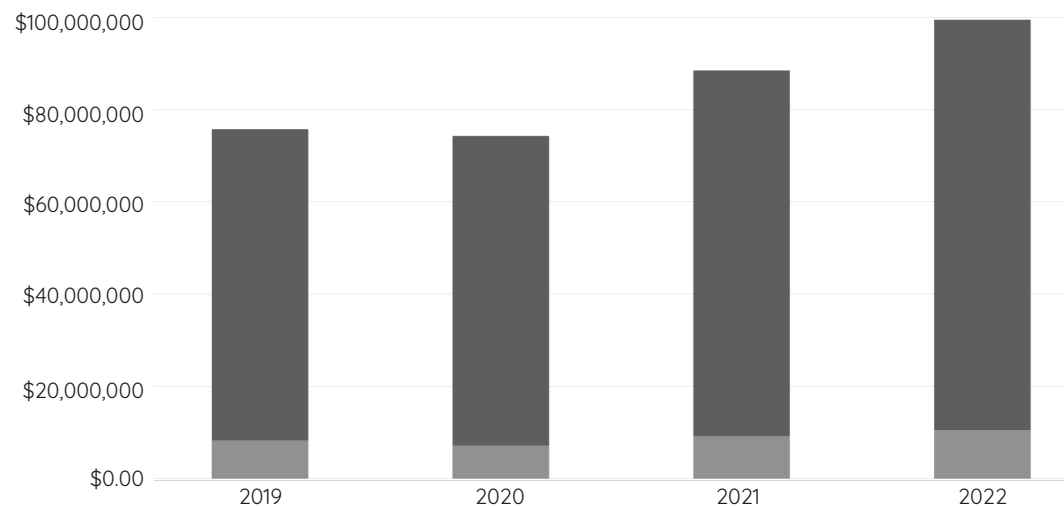
## Sales & Entertainment Tax

**\$88,935,545<sup>+</sup>**

**Sales Tax**

**\$10,571,075<sup>+</sup>**

**Entertainment Tax**



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

Visitors also contribute to sales and entertainment tax collections by money spent on shopping, dining, entertainment, transportation, and more.

\*Total recognized in the ESF's fiscal year January 1, 2022 - December 31, 2022  
<sup>+</sup>Total recognized in the City of Sioux Falls' 2022 calendar year net reportable revenue



# South Dakota Tourism Partnerships

## 2022 Visitor Impact

The Southeast region reclaimed the region with the highest level of visitor spending in the state in 2022. Visitor spending reached \$1.86B, growing nearly 17%, an increase of \$267M. Nearly three-quarters of the region's spending takes place in Minnehaha County, capturing over 29% of all visitor spending.

**Over \$1.86 Billion\***

**43.6% of the state's tourism-generated labor income goes to employees in the region.**

More than \$880M in wages were paid to tourism employees in the Southeast Region. With higher wages paid in the region, 43.6% of the state's tourism-generated labor income goes to employees in the region. Visitors to Minnehaha County spent \$1.39B in 2022, making up 75% of all spending. Visitors to Lincoln County spent \$97.8M.

\*Data provided by Travel South Dakota reflects the 2022 county level impact



## Cooperative Partnerships

- Dedicated Email Campaigns
- Direct Mail Partner Co-op
- Governor's Conference on Tourism Sponsorship
- Rooster Rush
- South Dakota Vacation Guide
- TravelSouthDakota.com Native Advertising

## 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.



## South Dakota Tourism Partnerships

### South Dakota Governor's Conference on Tourism

The South Dakota Department of Tourism hosted its annual Governor's Conference on Tourism, January 18-20, 2022, in Pierre, SD. Over 500 attendees gathered for the three-day event featuring top industry speakers, dynamic evening events, and breakout sessions tackling many of the important issues facing the South Dakota tourism industry. The theme of the conference was "On The Rise".

Secretary Jim Hagen presented a "state of the state" report including the team's marketing plans for 2022. The conference concluded with Lt. Governor Larry Rhoden's presentation of the annual tourism awards. Sioux Falls' very own Jan Grunewaldt, Chief Operating Officer for Best Western PLUS Ramkota, was awarded the prestigious Ben Black Elk Award for making outstanding contributions to the state's visitor industry.



#### 2022 Visitor Industry Award Winners

- Heart of the City - Jackie Tüschen, Avera
- Business - Thunder Road
- First Impression Attraction - Allyson Kasch, Washington Pavilion
- First Impression Hotel - Zane Lodmell, Hampton Inn Sioux Falls
- First Impression Restaurant - Stevie Zeller, Look's Marketplace
- First Impression Retail - Leslie and Stacey Malmgren, Love Marlow



### National Travel & Tourism Week

Experience Sioux Falls (ESF), along with destinations around the country, celebrated National Travel and Tourism Week May 1-7, 2022. A full slate of activities highlighted the importance of the visitor industry and its impact on the economy. Several Sioux Falls landmarks, including the Arc of Dreams, the Falls at Falls Park, the Denny Sanford PREMIER Center, and the Washington Pavilion were all lit red in honor of National Travel and Tourism Week.

On May 3, ESF hosted its annual Visitor Industry Luncheon at the Sioux Falls Convention Center featuring, Horst Schulze, former President and COO of The Ritz Carlton Hotel Company. In addition, ESF presented its annual Visitor Industry Awards recognizing stand-out individuals and businesses in the community.

May 4 included the annual Southeast South Dakota Literature Swap, an event held to distribute brochures to the South Dakota Welcome Centers, followed by the South Dakota Department of Tourism's spring hospitality training.

The ESF team hit the streets on May 5 to recognize all hotels and their frontline employees by delivering cookies to say thank you for the impact they make on the city's guests. And the week wrapped up on May 6 with free Culver's Frozen Custard and Sioux Falls t-shirts distributed to passersby at the Washington Pavilion.

## Estimated Visitors to Sioux Falls in 2022



**793,844**  
Non-overnight Visitors



**396,922**  
Overnight Visitors



**1,190,766**  
Total Estimated Visitors+



**\$445,872,406**  
Estimated Economic Impact\*\*

## Booked Business through 2027



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



**14,250**  
Room nights



**56,181**  
Attendance



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

Market Segments of Booked Business	
Group Tour	47
Sports	22
Hobby/Club	5
Civic	4
Trade/Business	4
Reunion	3
Other	12

Scope of Booked Business	
National	37
Regional	31
International	16
State	13

Source of Booked Business	
Call-In	51
ABA	17
Hotels	10
IPW	8
ESF Initiated	4
FAM	2
Other	5

## Year - End Pending Sales



**15**  
Events



**14,734**  
Room nights



**18,472**  
Attendance



**\$11,507,329**  
Estimated Economic Impact\*\*

\*Destinations International Event Impact Calculator  
+Estimated visitors and economic impact based on numbers ESF could count times three



## 2022 Convention Calendar



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



**19,209**  
Room nights



**51,079**  
Attendance



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

Market Segments of Convention Calendar	
Group Tour	44
Sports	20
Corporate	12
Hobby/Clubs	5
Civic Organization	4
Other	17

## 2022 Services



**825.9**  
Personnel hours  
provided



**230,781**  
Attendance



**106**  
Events, conventions,  
and tours serviced



**31**  
Groups utilized  
on-site registration  
assistance



**3 Days**  
Average length  
of a convention



## Turned Lost Business in 2022



**43**  
Events



**61,311**  
Room nights



**37,073**  
Attendance



**\$26,641,837**  
Estimated Economic Impact\*\*

\*Destinations International Event Impact Calculator  
\*\*Estimated visitors and economic impact based on numbers ESF could count

## Marketing - Website

Website traffic and engagement across all audiences are monitored throughout the year. Special attention is paid to organic traffic, paid media traffic, referral traffic, conversions, and more. A summary of key performance indicators comparing 2022 to 2021 are outlined below.

### 2022 Key Performance Indicators (KPIs)

**+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

### CrowdRiff Photo Galleries

CrowdRiff galleries on ExperienceSiouxFalls.com had a **32.4%** engagement rate, with **113K** interactions, and **342K** views.

### Location-Based Sessions

Chicago jumped to the top metro for traffic to ExperienceSiouxFalls.com and YOY growth. Minneapolis followed, while slightly down YOY, and Omaha coming in slightly up. Washington D.C., Denver, New York City, and Kansas City all showed substantial increases.

International travel sessions made up 7.8% of total traffic, increasing slightly by 1.6%. Canadian users made a notable increase, jumping to a 107.2% increase YOY.

Metro	Sessions	YOY	New Users
Chicago	68,358	+52.7%	+47.8%
Minneapolis-St. Paul	45,933	-6.4%	-7.8%
Omaha	40,892	+2.7%	+2.1%
Washington D.C.	15,316	+36.4%	+35.3%
Denver	13,450	+52.4%	+56.6%
Dallas-Ft. Worth	12,706	-57.0%	-59.1%
New York City	12,313	+49.5%	+50.8%
Sioux City	10,316	-10.9%	-9.0%
Kansas City, MO	7,341	+16.0%	+20.3%
Des Moines	6,886	-42.2%	-42.2%



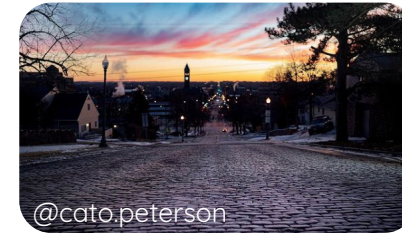
Country	Sessions	YOY	New Users
India	8,900	+16.8%	+20.3%
Canada	4,408	+107.2%	+97.6%
China	2,507	+4.2%	+29.1%



# Marketing - Social Media

In 2022 Experience Sioux Falls reached over **7.5M** users and generated **226.9K** engagements. Engagements included comments, retweets, and likes from people across America. Year-over-year the engagement rate increased **12.4%**.

## Top 5 Most-Liked Photos on Instagram



@ExperienceSFSD

## 2022 Year-End Social Media

#ExperienceSiouxFalls

**f** **43,778**  
Followers

**t** **12,079**  
Followers

**ig** **15,408**  
Followers

**p** **1,025**  
Followers

**in** **964**  
Followers

**YouTube** **108,333**  
Video Views

## Email Strategy

Over **1.2M** emails were sent out across **61** campaigns throughout the United States and achieved an average of **31%** open rate and **2.6%** click rate.

## Top Reasons to Visit Sioux Falls This Fall



Fall isn't complete without chilly weather, cozy sweaters, and warm comfort food. See why you should make Sioux Falls your next destination to enjoy the fall season.

[Learn More](#)

### NEW VIDEO

A new video series called "We Are Sioux Falls" features the many faces and places that make up Sioux Falls. Check out the first video, Active Adventurer.

[Watch Video](#)



### SIoux FALLS SOURCED

Have you signed up to win the Sioux Falls Sourced Fall box? Put your name in the hat to win one of 50 total boxes stuffed with locally sourced goods from Sioux Falls.

[Enter to Win](#)

### SIoux FALLS ATTRACTIONS

Don't know where to start when it comes to planning a trip? Start by looking through our list of attractions to see what might interest you and your family.

[View List](#)



### MARK YOUR CALENDARS

There's a lot going on in Sioux Falls. Here are just a few events we think you should know about.



# Marketing - Visitor Guide

The Official Sioux Falls Visitor Guide is a primary marketing tool meant to inspire travelers to visit the city and to explore more once they are here. It is distributed several ways during the inspiration, research, planning, booking, and experience phases of travel. In 2022, the Visitor Guide was completely re-designed and garnered close to the same engagement level as 2021.

Paid Digital Media	
Impressions	446,751
Engagements	31,477
Engagement Rate	7.05% (+5.42%)

Direct Mail	
Dotdash Mailing List (Fall Geo-Target)	16,033
Midwest Living (Fall Issue Polybag)	37,950

**49,132**  
Online Views  
-9.9%

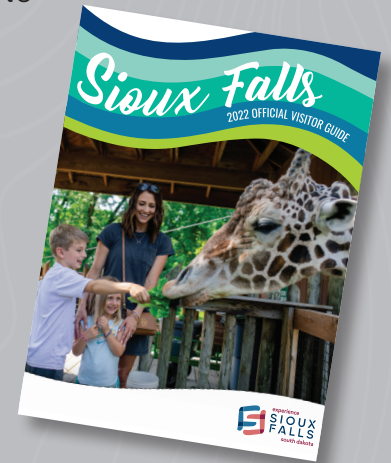
**1,057**  
Website Downloads  
+60.4%

**1,264**  
Advertising Reader  
Response

**2,749**  
General Office  
Requests

**5,331**  
Website Requests  
+52.1%

**59,533**  
Total -34%



## Earned Media



**11**  
Pieces of content



**76,665,422**  
Reach



**\$128,800**  
Value





# Marketing - Sioux Falls Sourced Phase II

In September 2021, Experience Sioux Falls launched a campaign called “Sioux Falls Sourced” which encouraged people to sign-up to win a box filled with locally sourced products made in and around Sioux Falls. Each quarter or season, 50 boxes were mailed to randomly selected leisure consumers and 10 boxes were mailed to planning professionals to get a taste of what the city has to offer. The goal was to engage both audiences to provide their contact information and retarget them throughout their travel or event planning process.

The Sioux Falls Sourced campaign complemented the ending of the peak season campaign and start of the winter season campaign. Phase II included promoting the spring and summer boxes.

Paid Media	
Impressions	1,391,507
Engagements	17,664
Engagement Rate	1.27%
Leisure Leads (deduped)	9,801
Planner Leads (deduped)	169



## Sioux Falls Sourced Spring Box

(Valid for entry between February 1 – April 30, 2022.)

- Dagger & Arrow Diablo Verde Serrano Hot Sauce
- Forever New Odor Spray
- Hammer & Thread Cotton/Linen Tea Towel
- Inca Salsa
- Juniper Apothecary Sore Muscles Balm
- Little Shire Vanilla Bean Orange Blossom Honey
- Sanaa Abourezk Vegetarian Mediterranean Cookbook
- Simply Perfect Freedom Candle
- Sweetgrass Soapery Lavender Lemon with Poppy Seed Exfoliant Soap
- The Spice & Tea Exchange Butcher Spice Blend

Total Value \$58-\$71

## Sioux Falls Sourced Summer Box

(Valid for entry between May 1 – July 31, 2022.)

- Dagger & Arrow Diablo Verde Serrano Hot Sauce
- Forever New Odor Spray
- Honey B Design Co. South Dakota Pasque Flower
- Inca Salsa
- Juniper Apothecary Sunscreen Stick
- Little Shire Vanilla Bean Orange Blossom Honey
- Simply Perfect Freedom Candle
- Sweetgrass Soapery Sunrise on Orange Creek Soap
- The Spice & Tea Exchange Butcher Spice Blend

Total Value \$49-\$88

# Marketing - Peak Campaign 2022

The 2022 Peak Campaign focused on inspiring travel during the spring and summer months (April-September). A variety of digital paid placement executions were used to guide potential visitors through the travel planning funnel, ultimately leading them to book a vacation. Creative messaging included that Sioux Falls is “Always in Season” and that there is “Always Something for Everyone”.

Three specific messages were utilized.

1. Persona specific messaging delivered to potential travelers with content relevant to their interests.
2. Event specific promotion leveraging large-scale events for the first time since pre-pandemic efforts.
3. Native content focused on increasing website engagement to travel articles on ExperienceSiouxFalls.com.

Nearly 3,200 leisure visitors were hyper-targeted based upon previous website engagement to receive a custom wonder wheel print piece driving additional awareness of persona-based travel experiences in Sioux Falls. Digital tactics were optimized across target markets, including South Dakota cities and Sioux Falls DMA.



**Personas:**

- Active Adventurer
- Culinary Explorer
- Culture Seeker
- Family Fun Finder
- Music Enthusiast

**Geography:**

- Chicago
- Dallas/Ft. Worth
- Denver
- Minneapolis/St. Paul
- Omaha
- South Dakota (+50 miles out)
- Sioux Falls DMA (events)

**Persona Results:**

- 15.3M Impressions
- 2.2M Engagements
- 14.4% Engagement Rate

Travel Intelligence Platforms

- 9.2M Impressions
- 11.7K Engagements

\$4M Hotel Revenue\*  
ROI 18.9 to 1

\*Adara Impact Data

**Events & Travel Articles Results:**

- 1.98M Impressions
- 102K Engagements
- 5.15% Engagement Rate

**Engagement by Audience**

Persona	Engagement Rate
Active Adventurer	3.98%
Music Enthusiast	3.38%
Culture Seeker	2.75%
Family Fun Finder	2.59%
Culinary Explorer	2.11%
All Audiences	15.22%



# Marketing - Winter Q4 Campaign

Promoting leisure travel into the shoulder travel seasons (October-December) remains an imperative strategic effort to fill hotel rooms during a traditionally slower time of year. Potential travelers were inspired by new messaging to “Wander this Winter”, showcasing the plethora of activities across all audiences along with the two highest performing personas: active adventurer and music enthusiast.

Given unique identifiers for each audience, tactics and messaging differed to meet potential travelers at the awareness or intent phase of their journey, with the goal of increasing hotel and flight bookings and visitor guide interactions. Upper-to-mid funnel media tactics focused on bringing the general traveler to a landing page with options for interest-based engagement. Remarketing creative was tailored based on user engagement on the landing page to bring the user back to engage with the visitor guide.

Tactics were optimized across target markets, including South Dakota cities and Sioux Falls DMA.

## Personas:

- Active Adventurer
- Music Enthusiast
- All Audiences

## Geography:

- Chicago
- Dallas/Ft. Worth
- Denver
- Minneapolis/St. Paul
- Omaha
- South Dakota (+50 miles out)
- Sioux Falls DMA (events)

## Persona Results:

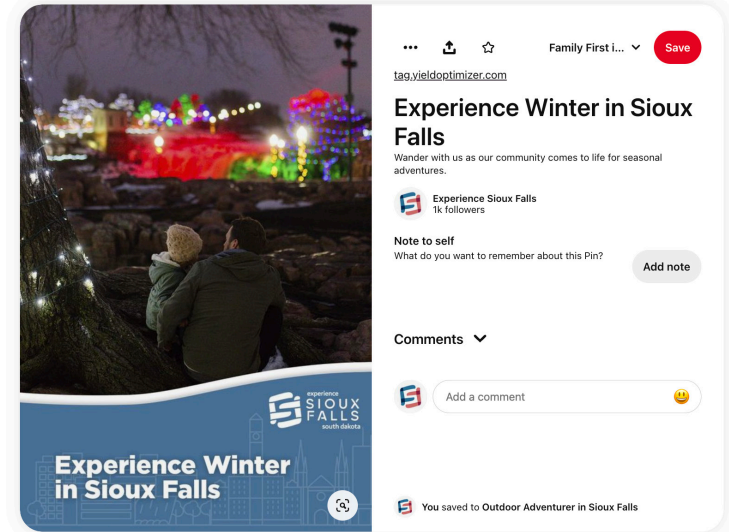
- 13.5M Impressions
- 1.2M Engagements
- 8.59% Engagement Rate

Travel Intelligence Platforms

- 6.2M Impressions
- 6.3K Engagements

\$1.33M Hotel Revenue\*  
ROI 13.8 to 1

\*Adara Impact Data



## Engagement by Audience

Persona	Engagement Rate
Music Enthusiast	6.86%
Active Adventurer	6.16%
All Audiences	8.14%



# Marketing - Road to Sioux Falls




Experience Sioux Falls leveraged large-scale sporting events October-December 2022 to entice sports fanatics to visit.

Target audiences included both potential visitors and residents who have a high propensity for attending live events, with interests in sports and other activities aligned with the active adventurer audience across Facebook and Instagram.

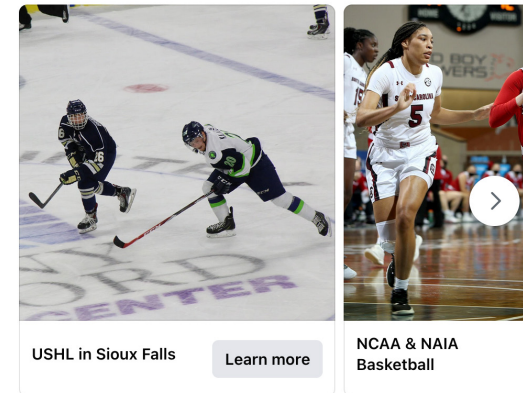
Specific Events Promoted:

- NAIA Basketball Classic - November 5-6
- Nike Cross Regionals Heartland - November 13
- Men's Basketball SDSU vs. St. Bonaventure - November 15
- Men's Basketball Gonzaga vs. Baylor - December 2
- Women's Basketball SDSU vs. South Carolina - December 15

Paid Media	
Impressions	333,717
Engagements	3,726
Engagement Rate	1.12%

 Experience Sioux Falls  
Sponsored ·  

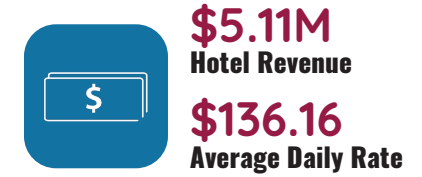
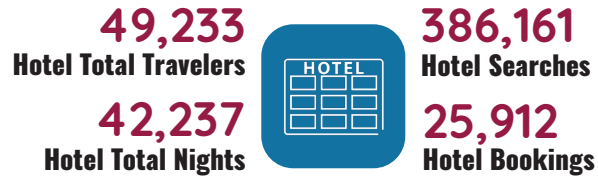
If you are a sports fanatic don't miss out on the variety of events in Sioux Falls this season.





# Marketing - ADARA Impact

ADARA Impact is a travel intelligence tool that quantifies the impact of digital marketing efforts and website visits into travelers, flight bookings, hotel room nights and hotel revenue. It provides traveler insight data such as booking window attribution, traveler type, and length of stay.



## Flight Data (days)



## Hotel Data (days)



Top Origin Hotel Markets	% of Bookings
Sioux Falls MSA	29.5
Minneapolis-St. Paul	15.6
Omaha, NE	7.1
Rapid City, SD	5.0
Chicago, IL	3.4
New York City, NY	2.9
Washington D.C.	2.5
Denver, CO	2.1
Sioux City, IA	1.9
Los Angeles, CA	1.8

Top Origin Flight Markets	% of Bookings
Chicago, IL	10.4
Dallas-Ft. Worth, TX	8.5
Phoenix, AZ	8.0
Denver, CO	6.5
Austin, TX	2.5
Orlando, FL	2.2
Minneapolis-St. Paul	2.2
Washington D.C.	2.2
Indianapolis, IN	2.0
San Antonio, TX	2.0



\*The data above only represents a subset of total digital advertising activities. ADARA Impact has an average of 45% visibility of hotel and flight inventory into Sioux Falls

# Marketing - Planner Strategy

Planner campaign efforts in 2022 positioned Sioux Falls as a host city for meetings, conventions, sports, events, group tours, and leisure travel. An ‘always on’ campaign strategy was implemented throughout the year to ensure that Sioux Falls remained top of mind at local, state, regional, and national levels.

Across nine trade partner publications and digital media outlets the following tactics were deployed to business planning professionals across the country. Unique advertising impressions totaled over 1.86M.

## Brand Awareness

- eHandbook
- Email Banners
- High Impact Print

## Engagement

- Native & Spotlight Content
- Social Media
- Website Banners & Retargeting

## Lead Generation

- Custom Email Deployments
- Webinar Sponsorships



## Planner Guide

The Sioux Falls Planner Guide was promoted through both search and display. Event planning keywords and prospecting display banners were utilized to drive engagements with the planner guide.

Paid Media	
Impressions	1,131,602
Engagements	10,833
Engagement Rate	0.96%



## Trade & Travel Geofence

In the fourth quarter of 2022, geofencing display ads were created to complement travel by the sales team to Connect Faith, Connect D.C., and National Tour Association (NTA) tradeshow.

Paid Media	
Impressions	221,689
Engagements	259
Engagement Rate	0.12%





## Experience Sioux Falls Video Series

After a successful run of videos in 2021 for the “We Are Sioux Falls” video series, season two was launched in 2022. The momentum continued by showcasing authentic and original stories narrated by the people that help make Sioux Falls a travel destination.

A new and fresh creative direction was utilized with the same upbeat energy and quality standards. New taglines, new voices, new locations, new music, and new stimulating sounds were all included.

Video remains a top priority in strategic marketing efforts as a key component in increasing engagement across channels and capturing the attention of potential visitors.

Paid Media	
People Reached	188,526
Video Views	73,418
Engagements	3,278
Engagement Rate	1.74%



Active Adventurer



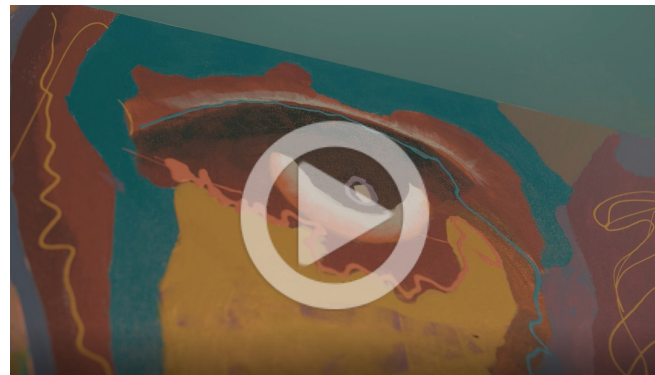
Family Fun Finder



Culinary Explorer



Music & Entertainment Enthusiast



Arts & Culture Seeker



Winter Activities



## Host City Activities

### FAM Tour

Experience Sioux Falls organized a FAM (familiarization) tour contest for all frontline employees in the months of May and June 2022. Sioux Falls' frontline workers immersed themselves in the tourist experience by visiting 13 of the city's attractions. With renewed appreciation and greater knowledge of attractions, frontline workers were able to cross-promote locations, providing a better experience for visitors in Sioux Falls.



### Attraction Appreciation Day

On August 3, 2022, the Experience Sioux Falls team hand-delivered cookies to 18 of Sioux Falls' attractions. After a busy summer, the outreach was a small way to show how much their outstanding service and hospitality is valued across the tourism industry. With new attractions and businesses opening every year, this display of appreciation will continue to grow.



### Hunters Welcome



In collaboration with the Sioux Falls Regional Airport and Travel South Dakota, Experience Sioux Falls hosted the 28th Annual Hunters Welcome. On October 13-14, 2022, staff greeted hunters arriving at the Sioux Falls Regional Airport for the first weekend of pheasant hunting season for out-of-state

visitors. Hunters from across the country have become accustomed to receiving a commemorative gift each year and look forward to the warm welcome to the state. Vendor booths filled with local businesses also provided hunters with food samples, hunting gear, and information about the city. Funding for this event is provided in part through Travel South Dakota's Rooster Rush program and the Sioux Falls Regional Airport.



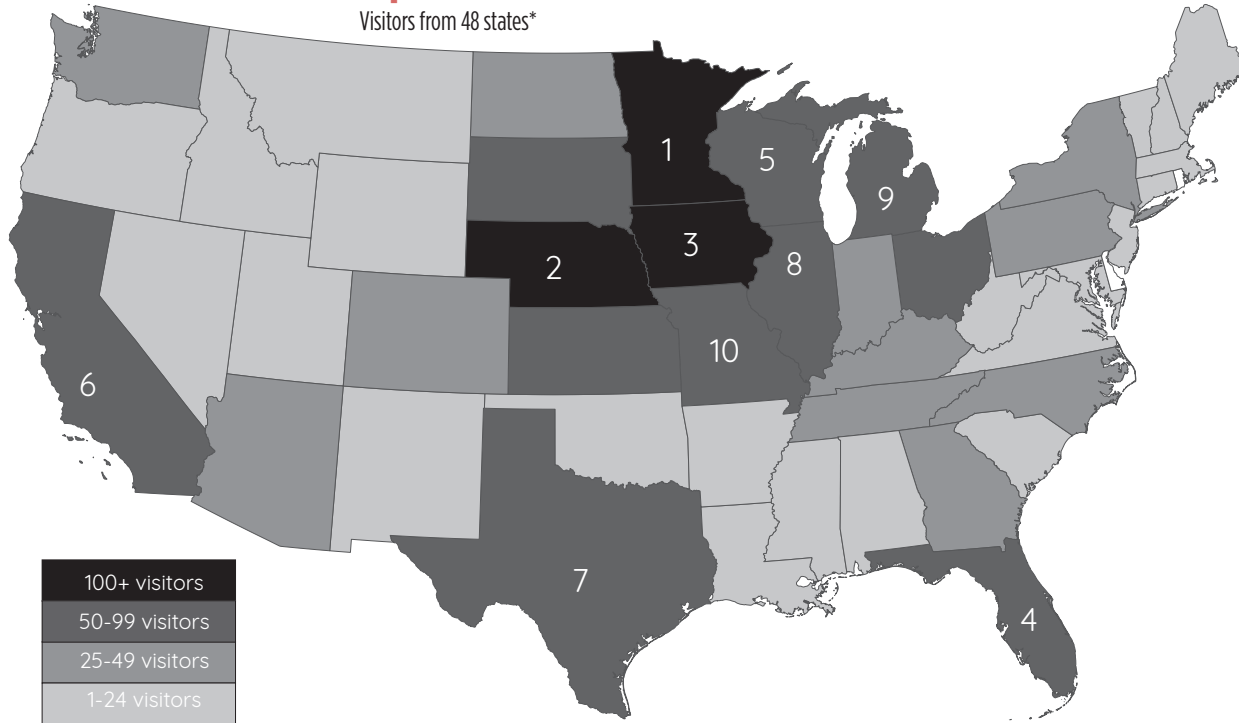
# Falls Park Visitor Information Center

## Demographics of Visitors to Falls Park

**166,140** Visitors entered the Falls Park Visitor Information Center in 2022. Number reflects approximately 1/3 of total visitors to Falls Park.

### Top 10 States\*

Visitors from 48 states\*



### How Visitors Heard About Sioux Falls\*

- Friends/Family
- Internet
- Previous Visitor
- Local Referral
- Stumbled Upon
- Magazine



### Top 5 Countries\*

Visitors from 29 countries\*

- Canada
- United Kingdom
- Germany
- Mexico
- France/Spain

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



## 2022 Events Schedule\*

**January 8-11**  
ABA Marketplace

**January 18-20**  
SD Governor's Conference on  
Tourism Continuing Education

**February 10-12**  
International Ford Retractable  
Club Site Visit

**March 29**  
Professional Rodeo Cowboy  
Association Site Visit

**April 26**  
US Youth Soccer Site Visit

**April 28**  
Pink Bus Mystery Trips  
Site Visit

**May 3**  
Annual Visitor Industry  
Luncheon

**May 4**  
NTTW South Dakota Tourism's  
Spring Hospitality Training

**May 6**  
NTTW Frozen Custard Social

**May 14-17**  
RMI International Roundup  
Show

**May 18-19 & 20-21**  
RMI FAM Tour #1  
RMI FAM Tour #2

**May 25-27**  
National Square Dance  
Convention Site Visit

**June 4-8**  
IPW Show

**June 14-15**  
Professional Rodeo Cowboy  
Association Site Visit

**July 7**  
Kitchen Cabinet Manufacturers  
Association Site Visit

**August 2**  
National Trappers Association  
Site Visit

**August 6-9**  
ESTO Continuing Education

**August 8-10**  
Connect Marketplace  
Show

**August 20-23**  
ASAE Annual Meeting &  
Exposition Show

**September 6-8**  
American Bar Association Young  
Lawyers Division Site Visit

**September 19-22**  
S.P.O.R.T.S. - The Relationship  
Conference

**October 3-5**  
Connect Faith  
Show

**October 13-14**  
Hunters Welcome

**November 2-4**  
NCURA Region IV  
Site Visit

**November 13-16**  
NTA Travel Exchange

**November 21-22**  
Varsity Spirit  
Site Visit

**November 28-29**  
Connect DC Show

**December 5**  
American College of Trial  
Lawyers Site Visit

\*Schedule includes a sampling of events Experience Sioux Falls participated in