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SEE SOUTH DAKOTA WEEK RECOGNIZES IMPORTANCE OF TOURISM

CITY, S.D. – **CITY** joins various cities and travel-related businesses statewide in recognition of See South Dakota Week, to be held May 7-15 in conjunction with National Travel and Tourism Week. The week-long event celebrates the state’s travel and tourism industry and the economic and social contributions it brings to South Dakota.

Quote from local official

INSERT PARAGRAPH DESCRIBING LOCAL SEE SOUTH DAKOTA WEEK CELEBRATIONS, EVENTS AND PROMOTIONS OR OTHER VISITOR INDUSTRY STATS.

“Direct visitor spending in 2010 reached \$1 billion in South Dakota, which in turn had a \$2.6 billion impact on the state’s economy. This state’s visitor industry eases the tax burden on our citizens, and provides nearly thirty thousand jobs for South Dakotans,” said Jim Hagen, Secretary of the Department of Tourism. “See South Dakota Week celebrates the people who visit here, the workforce that provides service for them and the development created as a result.”

Lodging properties, meeting facilities, attractions and restaurants are among the businesses directly impacted by the travelers that visit South Dakota. However, the visitor industry affects the entire community in countless other ways, such as lessening the tax burden on local residents. In addition, the visitor industry in **CITY** employs nearly **NUMBER** people.

In South Dakota, the travel industry directly employs nearly 30 thousand people. Spending by travelers generates \$265 million in tax revenue for local and state governments, and the average South Dakota household pays \$828 less in taxes every year because of travel in South Dakota. In challenging economic times, promoting and increasing travel is a proven way to boost the economy.