



**2011 SEE SOUTH DAKOTA WEEK
SOCIAL MEDIA EDITORIAL CALENDAR – SAMPLE**

These are statewide tourism facts, but could easily be tweaked to represent your local community. Contact Wanda Goodman at 605-773-3301 or wanda.goodman@state.sd.us if you'd like more locally-based information regarding taxes generated, etc.

SATURDAY, MAY 7

See SD Week Fact: National Travel and Tourism Week and See South Dakota Week have officially begun! Visit (website) to learn about what (city/region) has to offer!

SUNDAY, MAY 8

See SD Week Fact: Travel contributes to personal growth, health, professional advancement, education, cultural understanding and the enhancement of South Dakota's image around the world.

MONDAY, MAY 9

See SD Week Fact: Visitor spending in South Dakota reached \$1 billion in 2010, which represents a 10% increase over 2009.

TUESDAY, MAY 10

See SD Week Fact: South Dakota's visitor industry generates \$265 million in state and local taxes.

WEDNESDAY, MAY 11

See SD Week Fact: Every 434 visitors create a new job in South Dakota.

THURSDAY, MAY 12

See SD Week Fact: Tourism-related activity generated 20% of all state and local tax revenue in 2010.

FRIDAY, MAY 13

See SD Week Fact: Tourism has a \$2.6 billion impact on South Dakota's economy.

SATURDAY, MAY 14

See SD Week Fact: Without tourism in South Dakota, each household would have to pay an additional \$828 in taxes in order to maintain the current tax rolls.

SUNDAY, MAY 15

See SD Week Fact: South Dakota's visitor industry supports nearly 30,000 jobs.

CLOSING POST:

Thank you to all who have supported National Travel and Tourism Week and See South Dakota Week. We're all part of the state's visitor industry, and appreciate your support!