

Research and Resources

Sound research provides the basis for good marketing decisions. The Department of Tourism conducts studies that address economic impact and assess travelers' perceptions and motivations. In this section, you'll find a wealth of information pertaining to trends at the national, international, regional and state level. Who are today's visitors? How do they choose a destination? Read on to find out more.

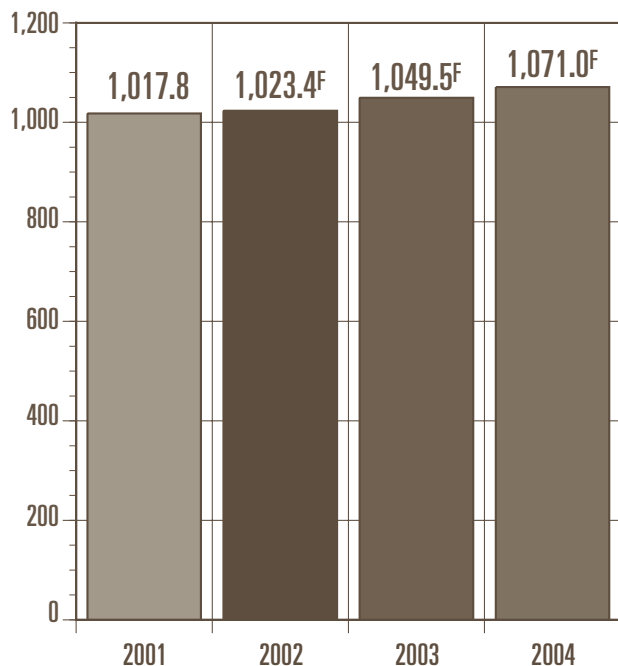
National Outlook

This section looks at travel trends on a national and international level.

Travel Forecast, 2003 and 2004

The Travel Industry Association of America predicts that U.S. travel will continue to rally against a lagging economy. 2002 will see total travel expenditures of \$536.8 billion, a decline of 1 percent from 2001. Total travel expenditures for 2003 are forecast to reach \$561.8 billion for a 4.7 percent increase over 2002. TIA expects visits and spending by international travelers to outpace domestic travelers in 2003 and return to pre-September 11, 2001, levels.

Projected Total Domestic Person-Trips* (in millions)

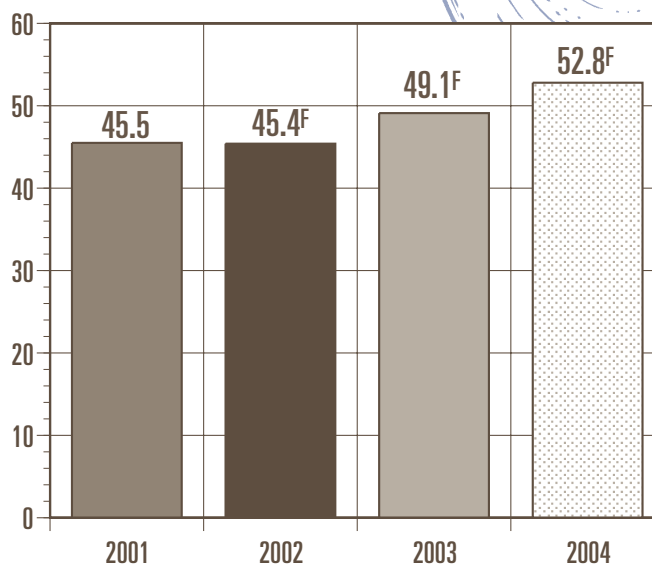


*One person on one trip 50 miles or more (one way) away from home.

F=forecast

Source: Travel Industry Association of America's Travel Forecast

Projected Total International Visitors to U.S. (in millions)



F=forecast

Source: Travel Industry Association of America's Travel Forecast

Economic Impact of Travel in the U.S. 2001*

(including U.S. resident and international travel)

Travel expenditures	\$555.2 billion
Travel-generated tax revenue	\$.98.8 billion
Travel-generated employment7.9 million jobs
Trade surplus	\$.14.0 billion

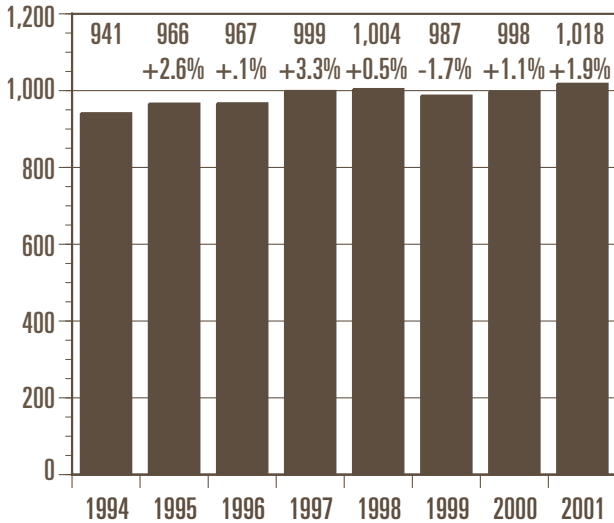
* Preliminary data

Source: Travel Industry Association of America's Travel Forecast and Economic Impact of Travel in the U.S.

U.S. Domestic Travel Volume

Domestic travel in the U.S. has increased 8 percent from 1994 to 2001, slightly lower than the 9 percent increase in the total U.S. population during the same period.

(in millions)

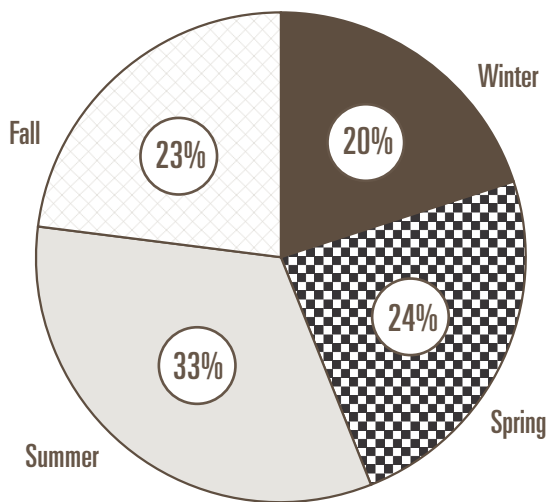


*One person on one trip 50 miles or more (one way) away from home.

Source: Travel Industry Association of America's Domestic Research: Travel Volume and Trends

Season of U.S. Travel in 2001

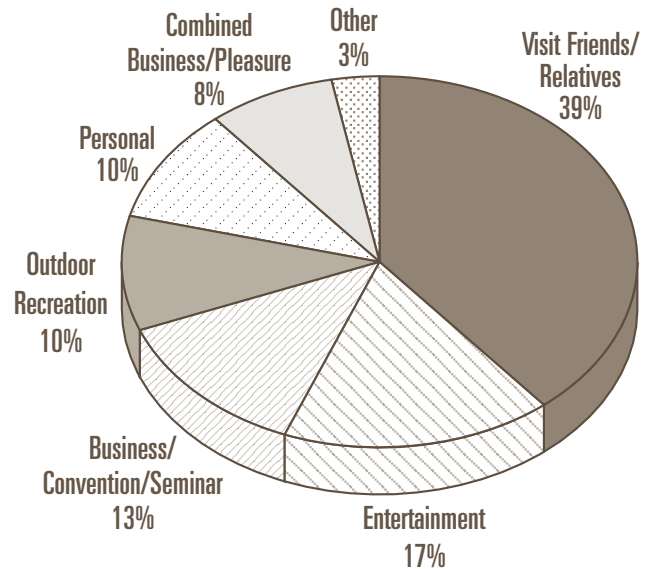
(percent of person-trips)



Source: Travel Industry Association of America's Domestic Research: Travel Volume and Trends

Primary Purpose of Travel, 2001

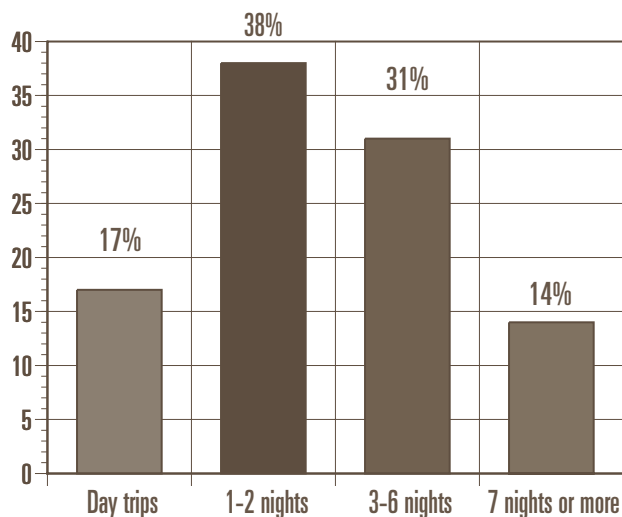
(percent of person-trips)



Source: Travel Industry Association of America's Domestic Travel Market Report

Trip Duration in 2001

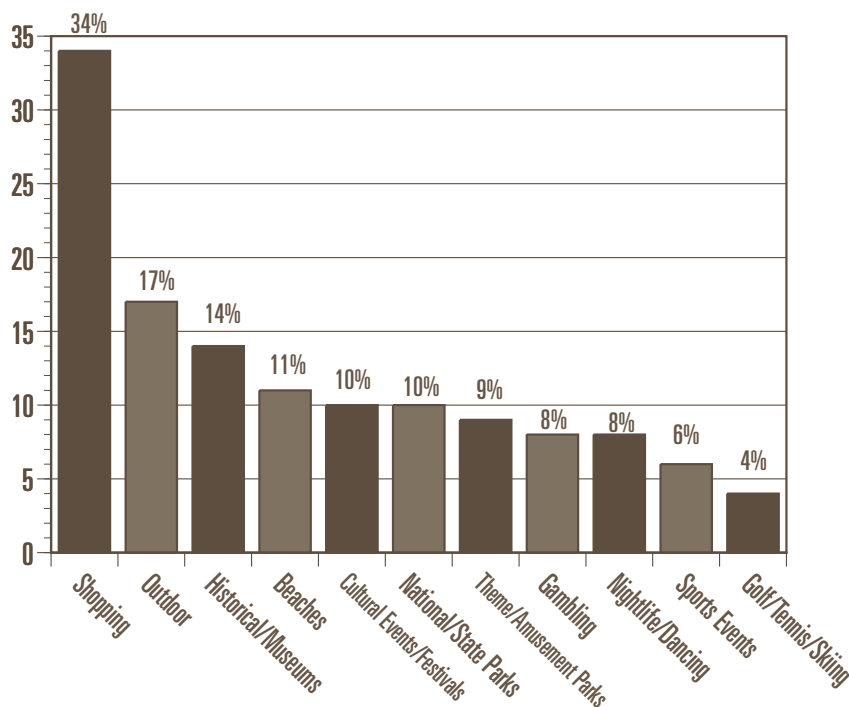
(percent of domestic U.S. person-trips)



Source: Travel Industry Association of America's Domestic Research: Trip Characteristics

Domestic Trip Activity Participation by U.S. Travelers in 2001

(percent of person-trips)



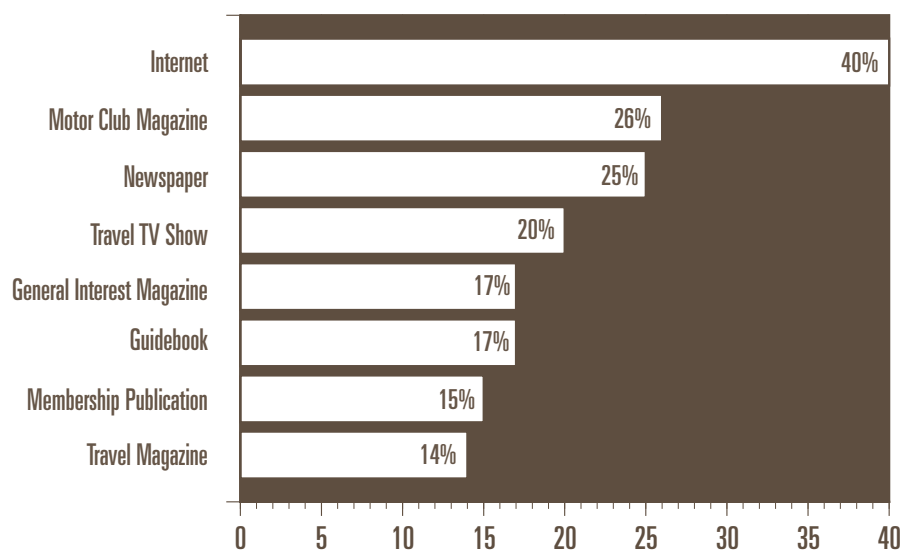
Source: Travel Industry Association of America's Domestic Research: Travel Volume and Trends

U.S. Domestic Travel 2001 at a Glance

- Leisure travel accounts for 76 percent of all U.S. domestic person-trips, while 13 percent are for business purposes.
- Travel by auto, truck, or RV accounts for 74 percent of all person-trips. Air travel accounts for about one in five (17 percent) of all person-trips.
- About four in 10 (38 percent) of all person-trips are short trips of one or two nights.
- More than half (54 percent) of overnight trips include a hotel, motel or bed-and-breakfast stay.
- Shopping is the most popular trip activity at 34 percent.
- On average, travel parties spend a total of \$463 per household trip, not including transportation to the destination.
- Nearly half (45 percent) of household trips are made by adults traveling alone or with someone outside their household, while about one-third (32 percent) are taken by multiple adults.
- One in four (23 percent) household trips include children under 18.

Source: Travel Industry Association of America's Domestic Travel Market Report

Media Used to Plan a Trip/Vacation, 2001*



*Multiple responses allowed.

Source: Travel Industry Association of America's Domestic Travel Market Report

Traveler Profiles by Age Group, 2001

Demographics of all U.S. Travelers

- 63 percent married, 19 percent single/never married, 18 percent divorced, widowed, separated
- Average age: 48 (household head)
- 36 percent have children in the household
- Annual household income: \$57,800 median

Demographics of Generation X and Y Traveling Households (Ages 18-34)

- 48 percent are married.
- Average age: 29
- 34 percent have a child in the household.
- 42 percent have an annual household income of \$50,000+.

Demographics of Baby Boomer Traveling Households (Ages 35-54)

- 71 percent are married.
- Average age: 45
- 56 percent have a child in the household.
- 68 percent have an annual household income of \$50,000+.

Demographics of Matures Traveling Households (Ages 55+)

- 64 percent are married.
- Average age: 66
- 10 percent have a child in the household.
- 55 percent have an annual household income of \$50,000+.

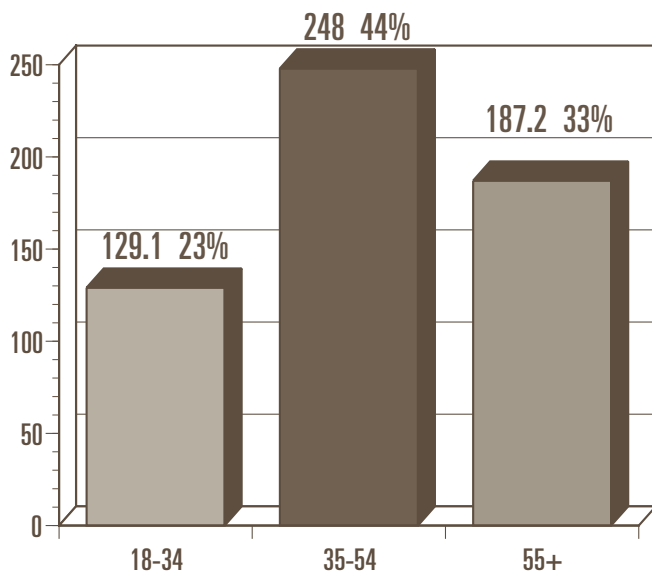
Source: Travel Industry Association of America's Domestic Travel Market Report

Baby Boomers (ages 35-54) generate the highest travel volume in the U.S. They also spend the most per trip, an average \$489. Matures (ages 55+) spend an average \$476, while Generation X and Y travelers (ages 18-34) spend the lowest, an average \$398.

Source: Travel Industry Association of America's Domestic Travel Market Report

Who Travels the Most?

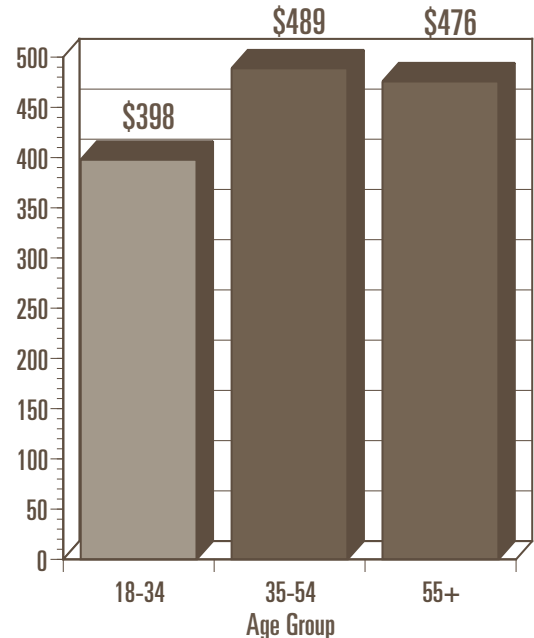
Volume of Travel by Age of Household Head, 2001
(Number of household trips in millions)



Source: Travel Industry Association of America's Domestic Travel Market Report

Who Spends the Most?

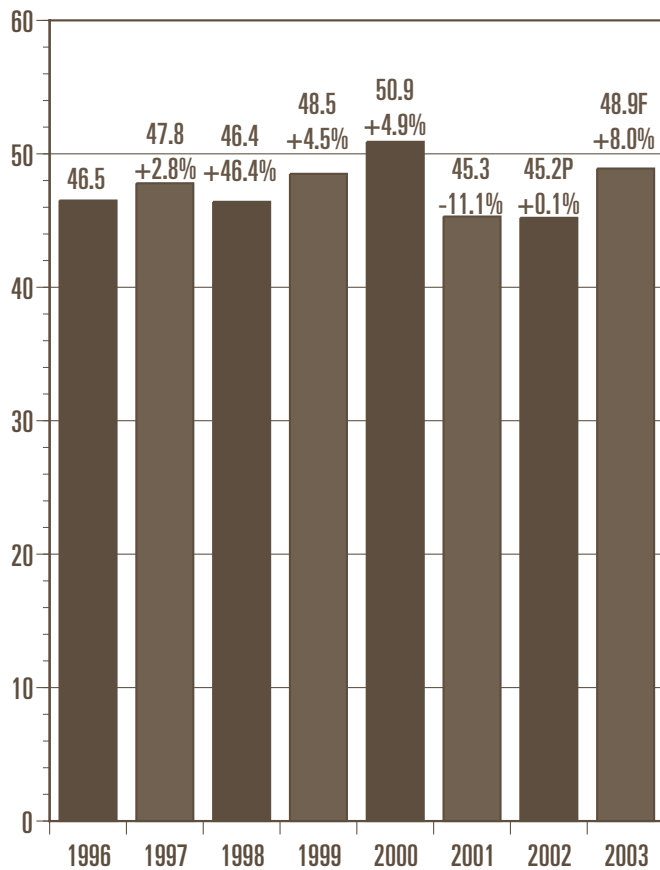
Average Spending Per Trip by Age of Household Head, 2001



Source: Travel Industry Association of America's Domestic Travel Market Report

International Travel to the United States

(in millions)



P=Preliminary

F=Forecast

Source: Office of Travel and Tourism Industries/International Trade Administration, U.S. Dept. of Commerce

Top 10 Generating Countries for U.S. (2001)

- | | |
|-------------------|----------------|
| 1. Canada | 6. France |
| 2. Mexico | 7. South Korea |
| 3. United Kingdom | 8. Venezuela |
| 4. Japan | 9. Brazil |
| 5. Germany | 10. Italy |

Source: Travel Industry Association of America

State Tourism Budgets

(in millions of dollars)

State	FY 2002-03 projected budget
Alabama	\$.85
Alaska	\$.10.5
Arizona	\$.9.0
Arkansas	\$.12.3
California	No data
Colorado	\$.7.5
Connecticut	No data
Delaware	\$.2.0
Florida	\$.29.4
Georgia	\$.9.4
Hawaii	\$.56.0
Idaho	\$.5.5
Illinois	\$.49.7
Indiana	\$.5.3
Iowa	\$.3.6
Kansas	\$.4.0
Kentucky	\$.9.0
Louisiana	\$.17.8
Maine	\$.6.0
Maryland	\$.13.4
Massachusetts	\$.10.1
Michigan	\$.14.8
Minnesota	\$.9.9
Mississippi	\$.9.3
Missouri	\$.15.2
Montana	\$.7.7
Nebraska	\$.3.0
Nevada	\$.12.3
New Hampshire	\$.5.4
New Jersey	\$.6.0
New Mexico	\$.14.3
New York	\$.47.7
North Carolina	\$.10.4
North Dakota	\$.2.5
Ohio	\$.5.4
Oklahoma	\$.10.9
Oregon	\$.2.9
Pennsylvania	\$.35.1
Rhode Island	\$.2.5
South Carolina	\$.9.7
South Dakota	\$.6.5*
Tennessee	\$.12.8
Texas	\$.32.1
Utah	\$.7.3
Vermont	\$.4.8

State Tourism Budgets cont.

(in millions of dollars)

State	2001-02 projected budget
Virginia	No data
Washington	\$3.5
West Virginia	\$16.0
Wisconsin	\$14.8
Wyoming	\$5.6

* South Dakota's projected budget for FY03 is \$6,470,049

Source: Travel Industry Association of America's Survey of U.S. State and Territory Tourism Office Budgets

Tourism Budgets in Review

- The average projected state budget for 2002-2003 was \$12.7 million.
- Hawaii had the largest budget of \$56 million. Illinois came in next with \$49.7 million and New York third with \$47.7 million.
- South Dakota's projected budget ranked 31st among the 47 states that provided budget figures for the survey. States not reporting (California, Connecticut and Virginia) typically have larger budgets than South Dakota's.
- Our neighboring states ranked as follows: Minnesota 21st, Montana 28th, Iowa 41st, Wyoming 34th, Nebraska 43rd, and North Dakota 45th.

Travel and E-Commerce

Today, more than half of American adults use the Internet. Nearly half of all travelers use the Internet for travel planning, while one in four use it to make travel reservations. According to the Travel Industry Association

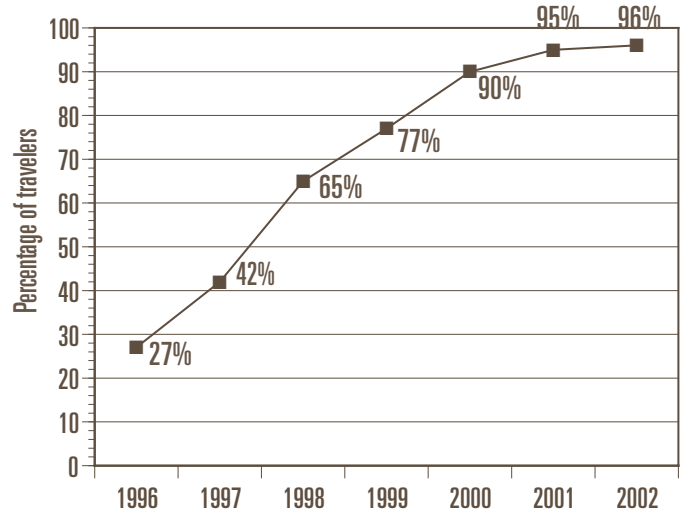
*F*our in 10 business travelers go online while away from home, while one in five pleasure travelers access the Internet while on vacation.

Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

of America, 85 percent of the 113 million adults who use the Internet indicated they are travelers. This translates to a market of 96 million travelers.

Internet Use Among Travelers

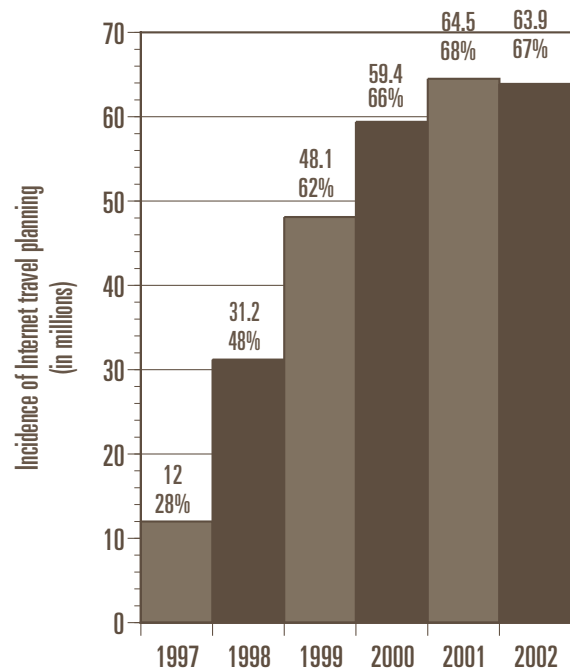
(Among past-year travelers)



Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

Use of the Internet for Travel

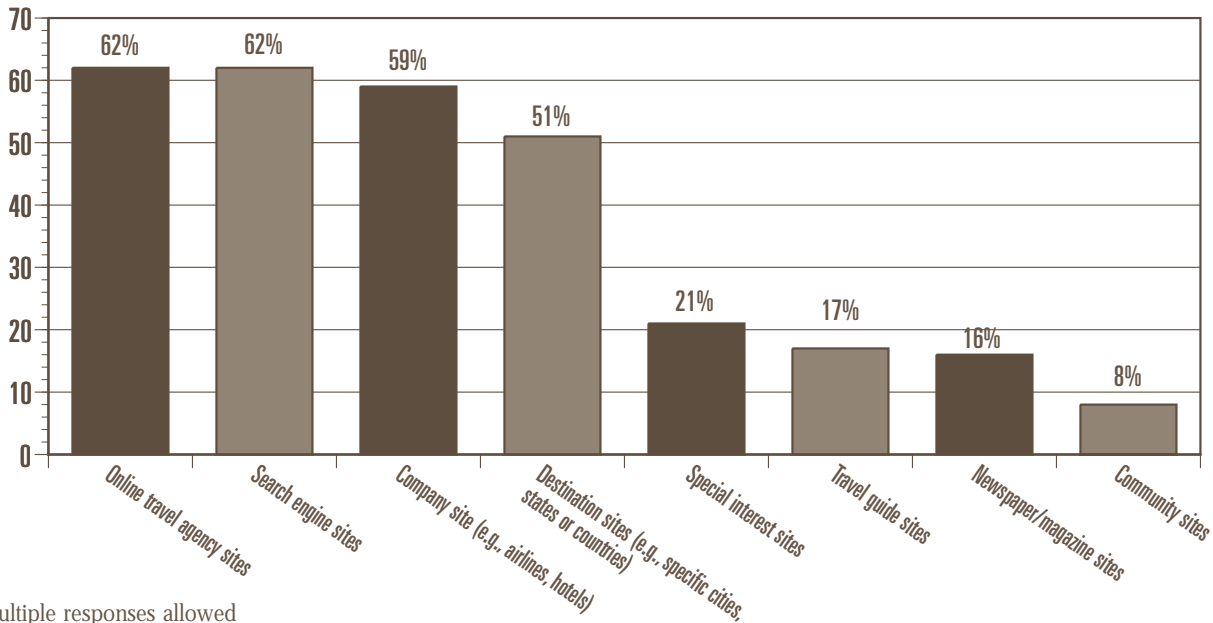
Planning (Among online travelers)



Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

Types of Internet Sites Used for Travel Planning*

(Among 63.9 million online travelers who used the Internet to make travel plans)



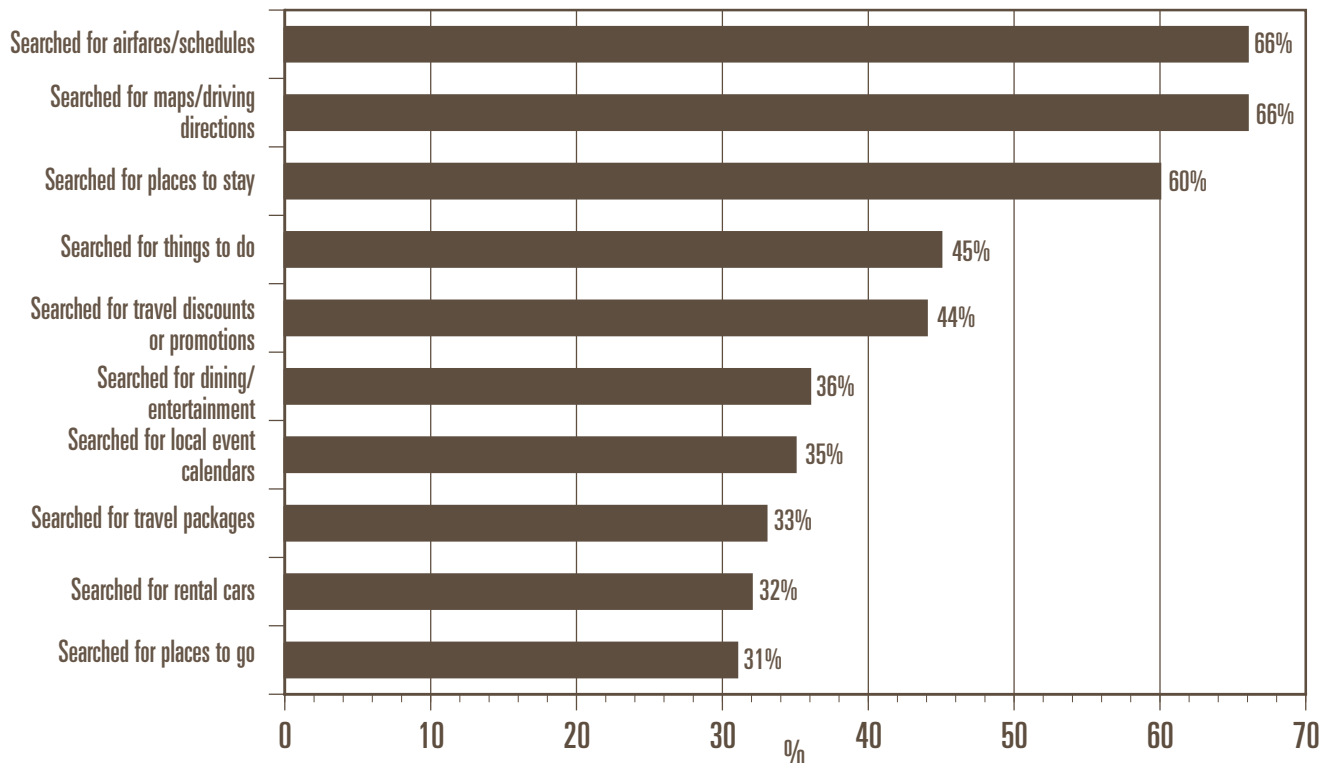
*Multiple responses allowed

Source: Travel

Industry of America

Types of Travel Planning Done Online for Trips in Past Year*

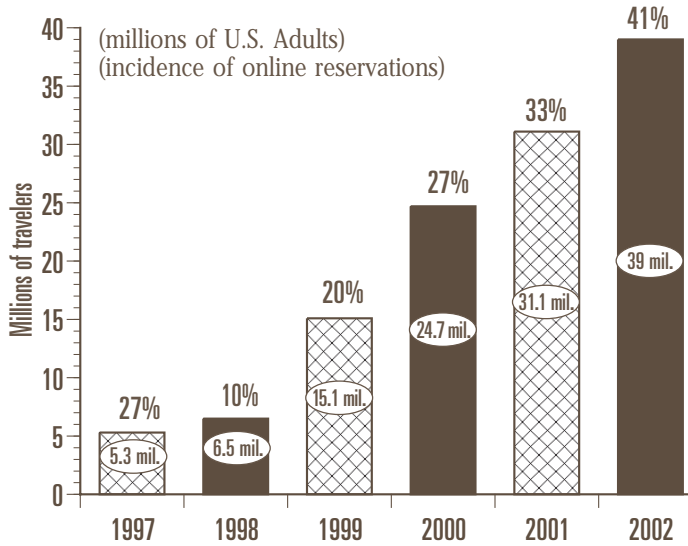
(Among 63.9 million online travelers who used the Internet to make travel plans)



*Multiple responses allowed

Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

Use of the Internet to Make Travel Reservations (Among online travelers)



Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

Demographics of Online Travelers, 2002

- 52 percent of online travelers are female and 48 percent male.
- 46 percent are Baby Boomers (35-54); 38 percent are Generation X and Y (18-34); and 16 percent are Matures (55+).
- Median household income is \$50,000
- Nearly 66 percent work full-time and 39 percent have college degrees.
- Most (57 percent) are married, 30 percent are single and 16 percent are divorced, separated or widowed.

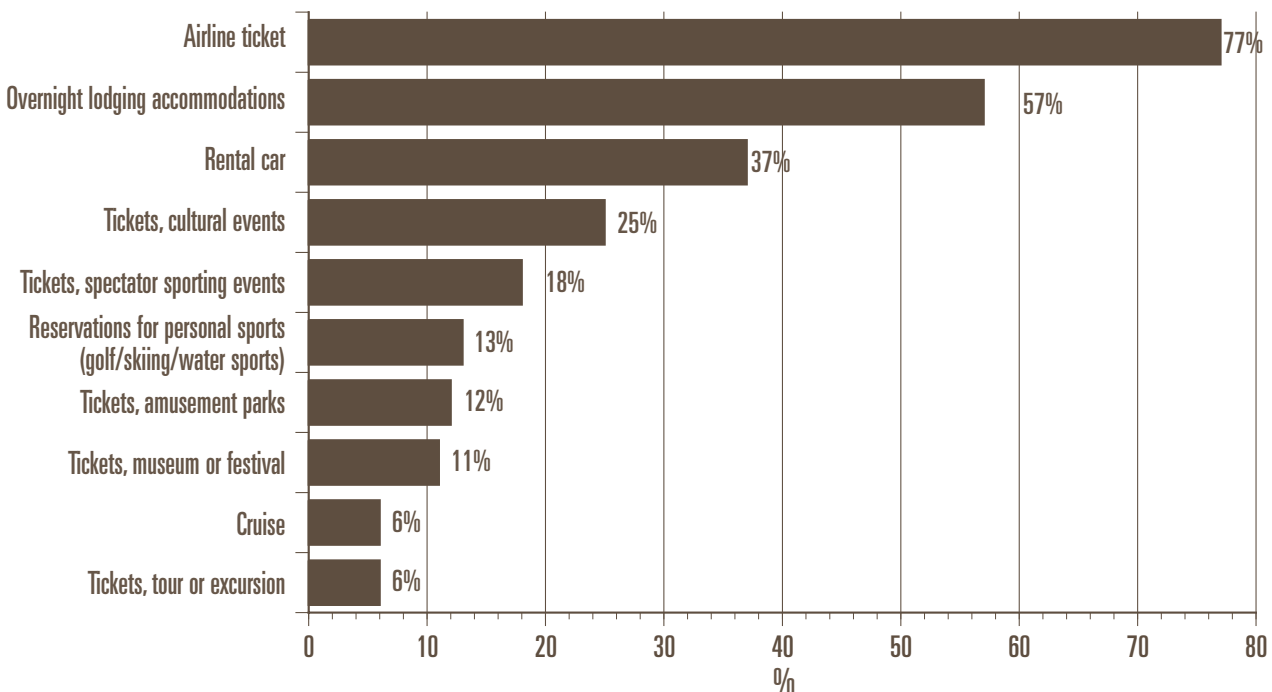
Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

Nearly all those who make travel reservations online say they made reservations for pleasure, vacation or personal purposes. About three in 10 say they made reservations for business or convention purposes.

Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

Travel Products/Services Purchased Online in Past Year

(Among 39.0 million online travelers who booked travel online)



Source: Travel Industry of America Association's Traveler's Use of the Internet, 2002 Edition

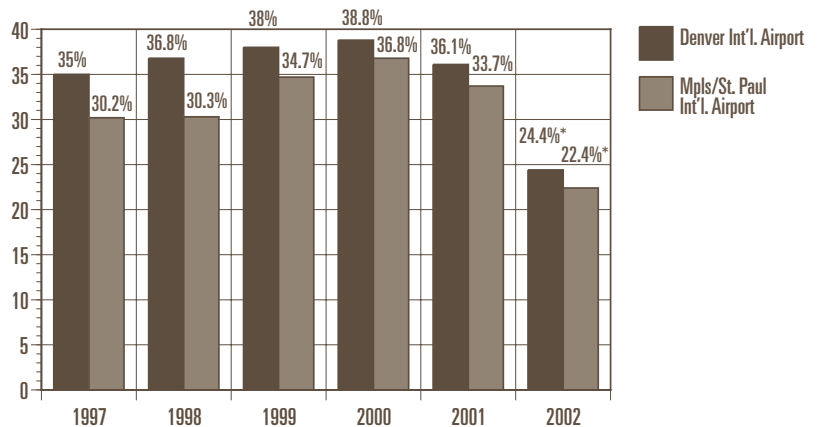
Regional Roundup

Occupancy Rates around the Region (January-September)

	2001	2002	% change
Colorado	59.4	61.8	-3.9
Iowa	56.3	56.6	-0.5
Michigan	57.0	58.7	-2.9
Minnesota	60.0	61.9	-3.1
Montana	61.7	61.5	+0.3
Nebraska	58.0	57.5	+0.9
North Dakota	59.3	60.2	-1.5
South Dakota	57.9	56.1	+3.2
Wisconsin	55.8	55.7	+0.2
Wyoming	64.3	62.0	+3.7

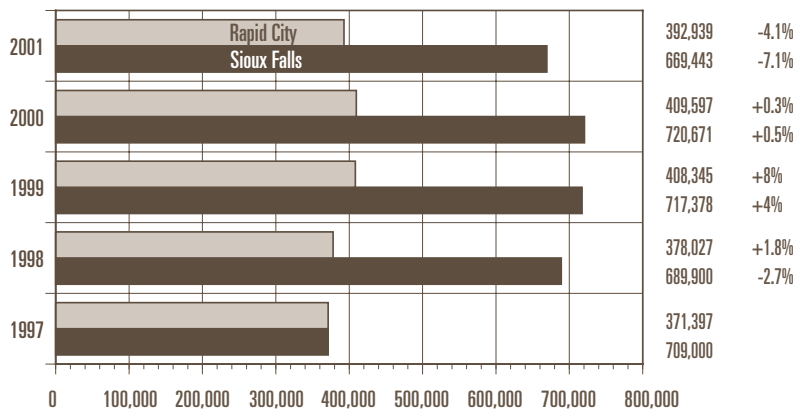
Source: Smith Travel Research Lodging Outlook, November 2002

Passenger Volume at Gateway Airports (in millions)



Source: Denver International Airport and Minneapolis/St. Paul International Airport *January-August 2002

Passenger Volume Rapid City and Sioux Falls Regional Airports



Source: Rapid City Regional Airport and Sioux Falls Regional Airport

Visitation at National Parks (January-December, Recreational Visits)

Park	2001	2002F	% Change from '01-'02F	2003F	%Change from '02F-'03F
Badlands National Park, South Dakota	955,469	1,016,995	+6.4%	1,022,427	+0.5%
Devils Tower National Monument, Wyoming	375,596	352,833	-6.1%	337,068	-4.4%
Effigy Mounds National Monument, Iowa	79,846	81,056	+1.5%	82,411	+1.7%
Glacier National Park, Montana	1,680,614	1,679,122	-0.1%	1,663,248	-1.0%
Grand Teton National Park, Wyoming	2,535,108	2,520,193	-0.6%	2,478,818	-1.6%
Mount Rushmore National Memorial, South Dakota	1,904,119	1,949,937	+2.4%	1,965,797	+0.8%
Pipestone National Monument, Minnesota	88,512	91,185	+3.0%	91,366	+0.2%
Scotts Bluff National Monument, Nebraska	113,135	107,695	-4.8%	99,779	-7.4%
Theodore Roosevelt National Park, North Dakota	446,609	457,321	+2.4%	466,343	+2.0%
Yellowstone National Park, Wyoming	2,758,526	2,784,325	+0.9%	2,729,868	-2.0%

F=Forecast Source: National Park Service

State Statistics

See how South Dakota's visitor industry fared in 2002. This section contains statistics on visitor spending, occupancy and visitation across the Mount Rushmore State.

2002 Economic Impact*

Visitor spending totaled \$662.8 million in 2002, \$60 million more than 2001, marking the highest level of visitor spending ever achieved in South Dakota. Visitor spending in 2002 is estimated to be 6 percent higher than the previous high recorded in 2000. The positive economic performance of 2002 has brought the industry back to the long term trend.

The peak visitor season, June, July and August, experienced the strongest relative performance explaining much of the substantial growth in visitor spending for the year.

Positive growth rates occurred in Black Hills counties and those along the Interstate 90 corridor. The weakest visitor spending levels were associated with counties along Lake Oahe. Meade County had the highest growth in visitor spending among South Dakota's larger counties.

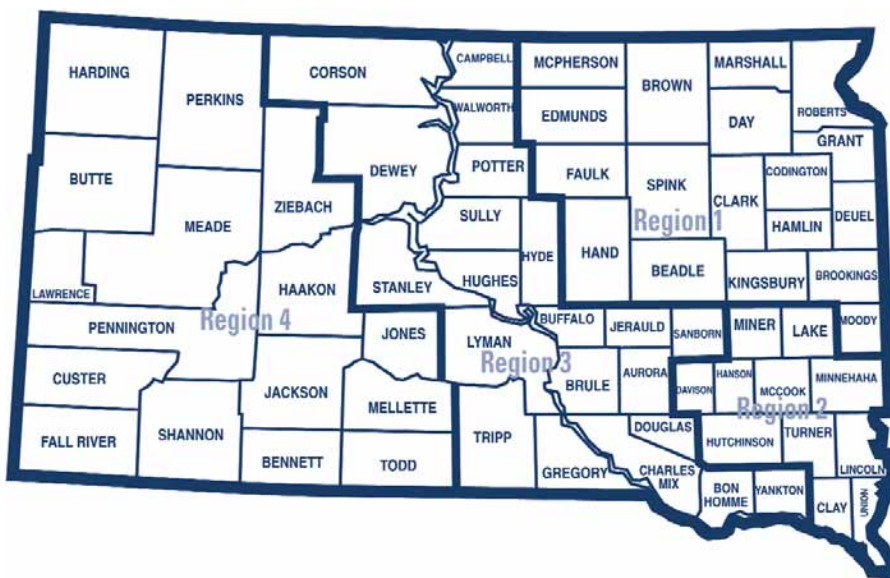
As for the state's four regions, the Black Hills experienced the largest increase in travel spending, 15.3 percent, reversing that region's drop in 2001. Spending in both the Glacial Lakes and Prairies and Southeast regions rose by a healthy 5.2 percent. Within these regions Brookings, Davison, Deuel, Edmonds, Lincoln, McPherson and Turner Counties generated double digit growth over 2001. Expenditures this year in the Great Lakes rose by a moderate 1.5 percent with negative growth occurring in many counties in the northern part of the region. These counties include Campbell, Dewey, Potter, Sully and Walworth. Many counties from Hughes and southward experienced positive growth in 2002 offsetting what was experienced to the north.

In the long-term, annual increases in South Dakota's real spending growth (a figure that factors out inflation) have averaged 3.9 percent since 1988. In 2002, however, the state experienced an 8.4 percent increase in real growth.

Visitors yielded an estimated \$40.5 million in gas and sales tax receipts for 2002, about \$3.7 million more than in 2001. The visitor industry also accounted for an estimated 31,022 jobs across South Dakota.

*Unless otherwise noted, statistics included in this section are provided by Dr. Michael Madden. For an explanation of the methodology used in computing travel industry estimates, see Appendix A on page 111.

Travel Regions Used in Study



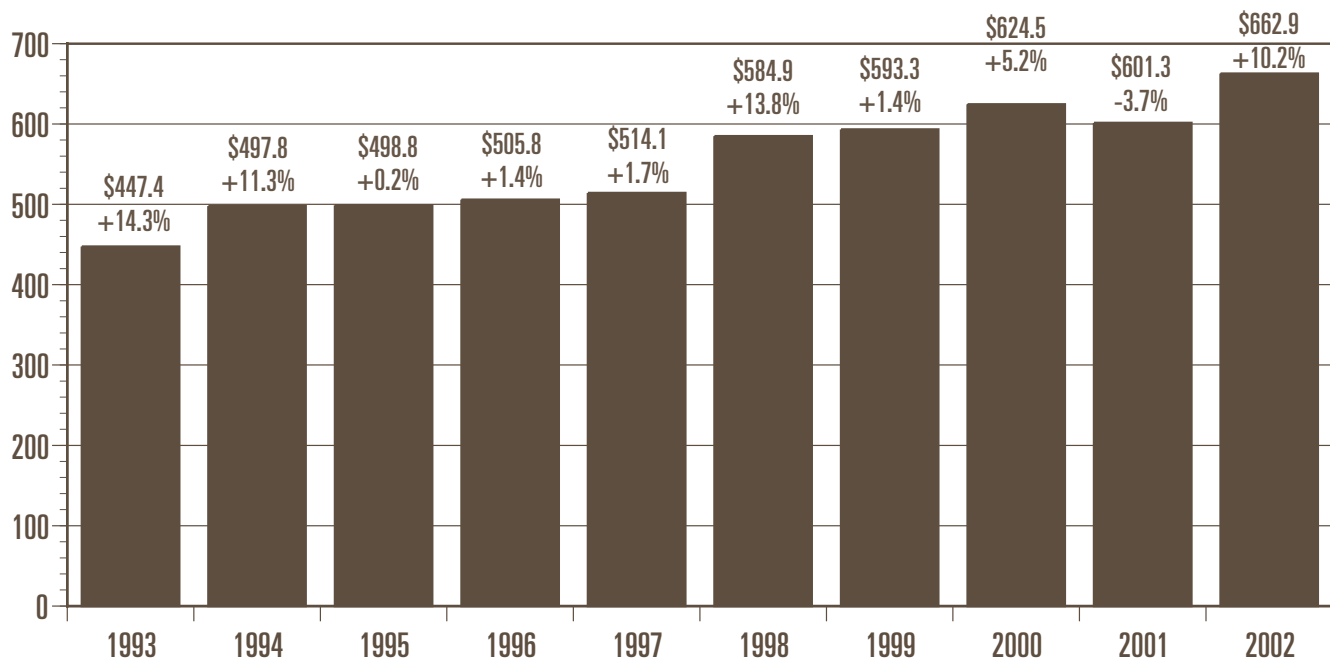
- Region 1 = Glacial Lakes & Prairies**
- Region 2 = Southeast**
- Region 3 = Great Lakes**
- Region 4 = Black Hills, Badlands & Lakes**

Research

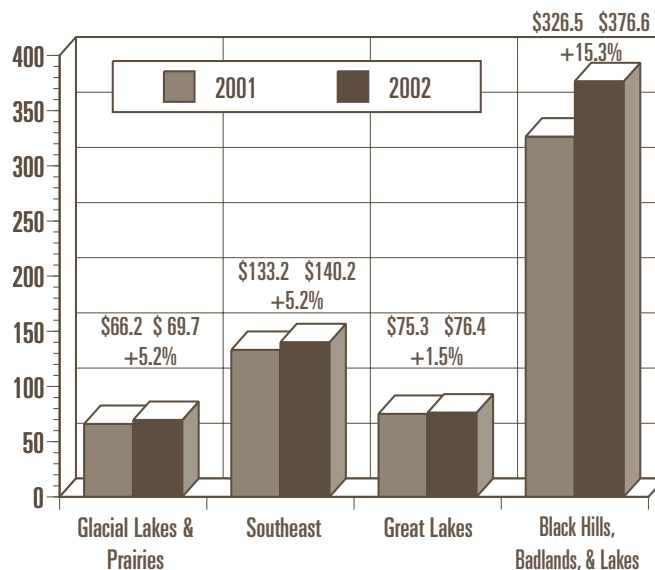
Facts at a Glance 2002

Total visitor spending	\$662,860,933	(+10.2 percent from 2001)
Impact on state's economy	\$1.66 billion	(+6.7 percent from 2001)
State sales tax from visitor spending	\$19,700,000	(+10.2 percent from 2001)
State gasoline tax from visitor spending	\$20,812,000	(+10.1 percent from 2001)
Employment traceable to visitor industry	31,022 jobs	(+7.4 percent from 2001)

Total Visitor Expenditures and Percent Change 1993-2002 (in millions of \$)



Visitor Expenditures and Percent Change by Region 2001-2002

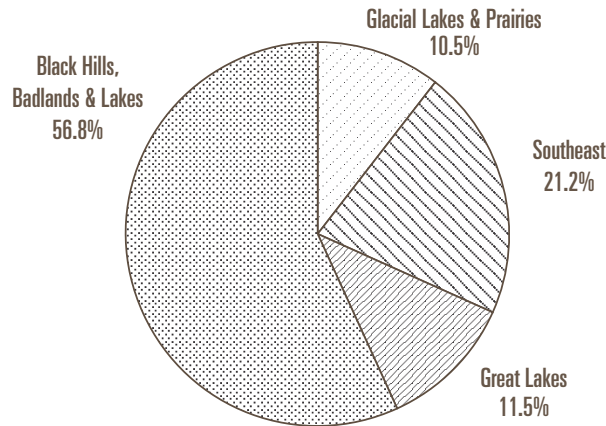


Percentage Change in Real Growth (Visitor Sales Volume) 1988-2002

(Percentages factor out the impact of inflation on actual expenditure levels.)

1988	+6.5%	1997	-0.6%
1989	+7.2%	1998	+12.1%
1990	+9.1%	1999	-0.7%
1991	+5.5%	2000	+2.7%
1992	-0.1%	2001	-6.4%
1993	+11.3%	2002	+8.4%
1994	+8.2%		
1995	-2.6%		
1996	-1.4%	Arithmetic Average	+3.9%

Visitor Expenditures by Regional Share 2002



Visitor Expenditures by Region 1992-2002 (in millions of \$)

	Glacial Lakes & Prairies	Southeast	Great Lakes	Black Hills, Badlands & Lakes
1992	\$43.9	\$85.2	\$44.9	\$217.6
1993	\$46.3	\$94.5	\$53.9	\$252.7
1994	\$57.8	\$103.1	\$63.6	\$273.3
1995	\$56.1	\$106.2	\$63.2	\$273.3
1996	\$56.3	\$106.6	\$67.0	\$275.9
1997	\$61.1	\$110.4	\$70.3	\$272.3
1998	\$66.1	\$129.3	\$74.7	\$314.9
1999	\$65.4	\$129.3	\$72.6	\$326.1
2000	\$67.5	\$131.2	\$74.1	\$351.7
2001	\$66.2	\$133.2	\$75.3	\$326.5
2002	\$69.7	\$140.2	\$76.4	\$376.6

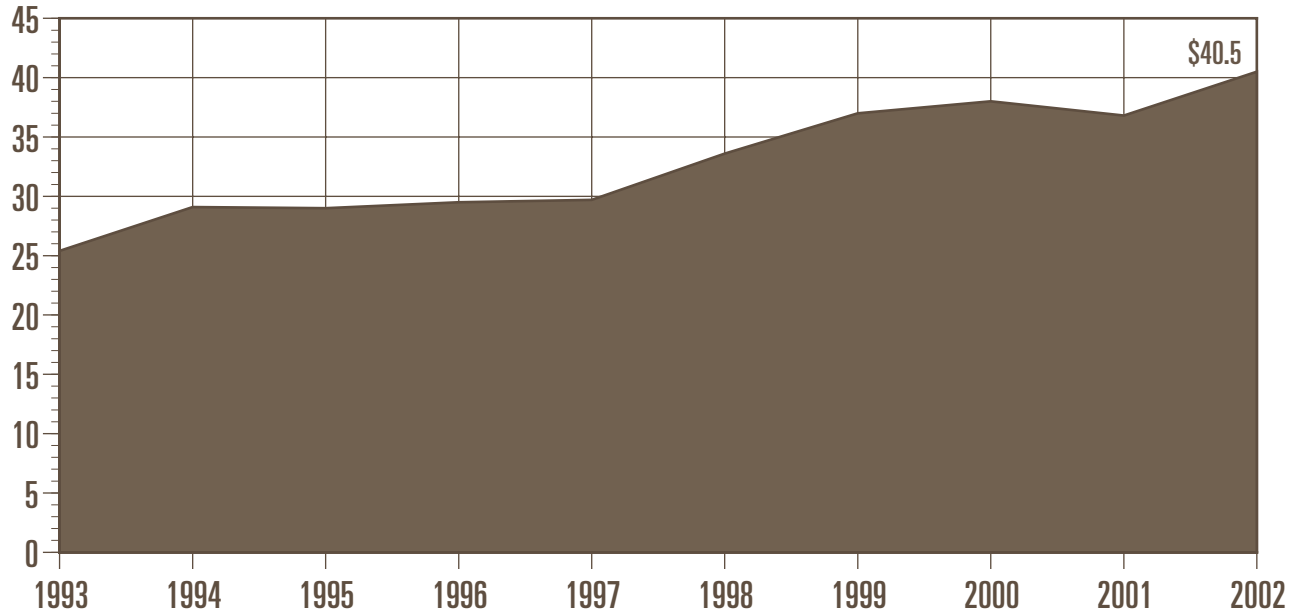
Estimated Total Visitor Sales - Volume by County and Percent Change

County	\$Amount 2001	\$Amount 2002	Percentage Change	County	\$Amount 2001	\$Amount 2002	Percentage Change
Aurora	1,149,275	1,311,739	+14.1%	Jones	5,150,585	5,704,126	+10.7%
Beadle	6,936,884	6,330,255	-8.7%	Kingsbury	2,363,350	2,267,876	-4.0%
Bennett	1,155,613	1,116,823	- 3.4%	Lake	3,257,725	2,307,850	-29.2%
Bon Homme	1,120,017	1,241,150	+10.8%	Lawrence	74,183,004	84,380,116	+13.7%
Brookings	8,259,849	9,394,686	+13.7%	Lincoln	4,607,837	6,096,078	+32.3%
Brown	12,006,899	12,831,776	+6.9%	Lyman	10,301,471	10,520,994	+2.1%
Brule	8,719,713	9,279,991	+6.4%	McCook	1,449,778	1,557,325	+7.4%
Buffalo	NA*	NA*	NA*	McPherson	671,472	790,877	+17.8%
Butte	5,090,769	5,568,092	+9.4%	Marshall	1,679,178	1,610,827	-4.1%
Campbell	1,168,847	1,025,122	-12.3%	Meade	25,697,976	32,813,412	+27.7%
Charles Mix	7,351,239	7,155,043	-2.7%	Mellette	415,435	627,066	+50.9%
Clark	659,110	672,251	+2.0%	Miner	554,579	498,984	-10.0%
Clay	7,136,162	7,051,546	-1.2%	Minnehaha	84,775,089	88,842,168	+4.8%
Codington	13,150,343	14,070,790	+7.0%	Moody	5,728,344	6,108,134	+6.6%
Corson	372,810	519,112	+39.2%	Pennington	151,685,199	177,356,673	+16.9%
Custer	39,495,173	43,343,345	+9.7%	Perkins	777,037	1,016,969	+30.9%
Davison	22,440,292	25,027,050	+11.5%	Potter	2,984,701	2,781,094	-6.8%
Day	2,731,458	2,819,588	+3.2%	Roberts	2,774,618	2,892,099	+4.2%
Deuel	777,730	1,029,959	+32.4%	Sanborn	459,103	707,885	+54.2%
Dewey	1,074,417	952,749	-11.3%	Shannon	480,241	497,445	+3.6%
Douglas	551,144	393,583	-28.6%	Spink	2,047,031	2,196,163	+7.3%
Edmonds	601,551	700,244	+16.4%	Stanley	2,123,754	2,207,621	+3.9%
Fall River	9,339,874	10,302,614	+10.3%	Sully	2,961,126	2,238,514	-24.4%
Faulk	567,722	622,511	+9.7%	Tripp	4,854,629	5,338,289	+10.0%
Grant	2,732,831	2,727,347	-0.2%	Todd	3,529,477	3,920,022	+11.1%
Gregory	1,403,215	1,621,256	+15.5%	Turner	1,005,916	1,115,094	+10.9%
Haakon	835,275	767,005	-8.2%	Union	5,711,779	5,720,285	+0.1%
Hamlin	816,235	811,482	-0.6%	Walworth	4,268,672	4,096,502	-4.0%
Hand	1,702,193	1,789,758	+5.1%	Yankton	11,387,520	11,665,870	+2.4%
Hanson	496,864	528,731	+6.4%	Ziebach	150,027	99,341	-33.8%
Harding	733,752	712,782	-2.9%				
Hughes	13,353,306	13,795,291	+3.3%				
Hutchinson	1,797,507	1,416,694	-21.2%				
Hyde	374,251	315,572	-15.7%				
Jackson	6,467,501	6,955,203	+7.5%				
Jerauld	675,084	684,093	+1.3%				

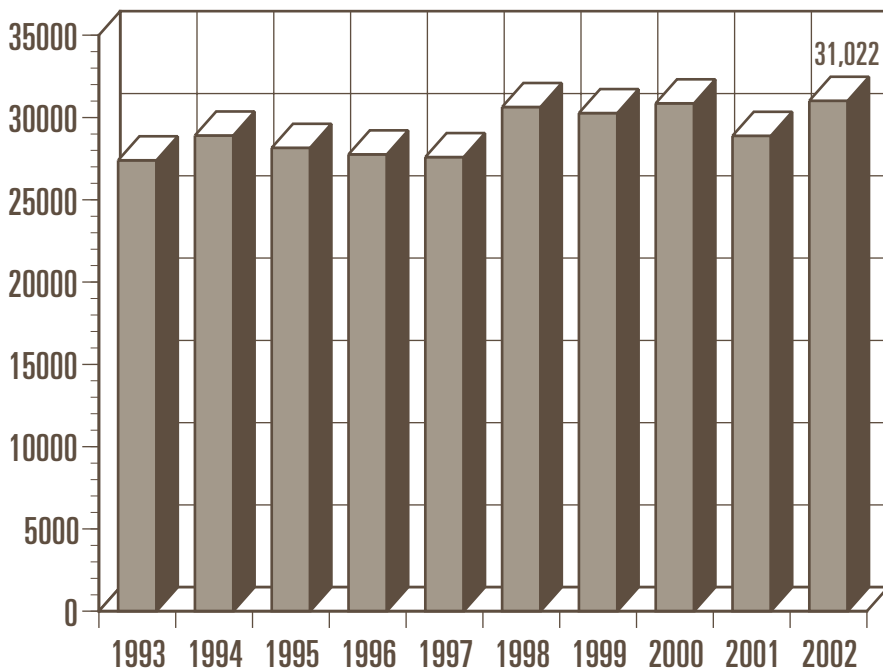
*Not available: Taxable sales not available for lodging, eating and drinking establishments for Buffalo County from 1998 to 2002.

State Fiscal Impacts (gas and sales tax)

(in millions of \$)



South Dakota Employment Traceable to Visitor Industry



NOTE: About 75 percent of any job creation in the travel industry occurs in the sectors directly impacted by visitor spending. These sectors include retail trade, transportation, food and beverages, lodging and amusements. The remaining 25 percent occur in a variety of sectors via induced employment impacts.

Research

2002 Hotel/Motel and Campground Occupancy*

Statewide hotel/motel occupancy for May through October 2002 was 67.2 percent, measurably higher than 64.4 percent in 2001 and 65.8 percent in 2000. Occupancy rates for each of the months in 2002 were higher than that achieved in 2001 with the exception of October.

An additional 544 lodging units were available statewide in 2002, accounting for a 2.4 percent increase over 2001. Region 5, Black Hills, led the way with an increase of 429 rooms. The number of rooms available statewide in 2002 is 9.5 percent higher than five years ago.

Statewide, the number of room nights rented in 2002 was 2,816,949, a 6.9 percent increase from 2001.

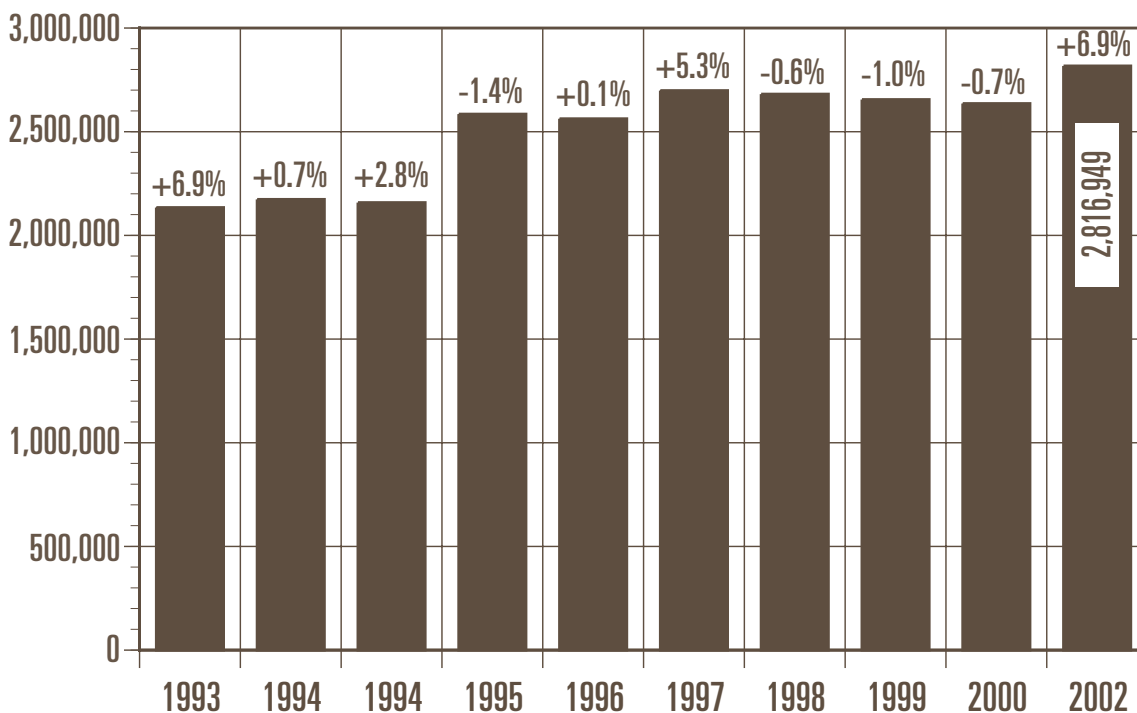
Region 4, North Central, saw monthly declines in room occupancy after June that apparently grew in magnitude as the season progressed. This is probably largely due to low water levels and associated drops in recreational opportunities on Lake Oahe.

Campground occupancy in 2002 returned to the pre-2001 level in the state equating to 56.6 percent occupancy. Statewide, occupancy in the months of June through August were significantly improved over the same months in 2001. Region 5 in the Black Hills increased significantly over 2001, while Region 2 in the northeast showed modest gains. The southeast was the only region that saw a drop in campground use.

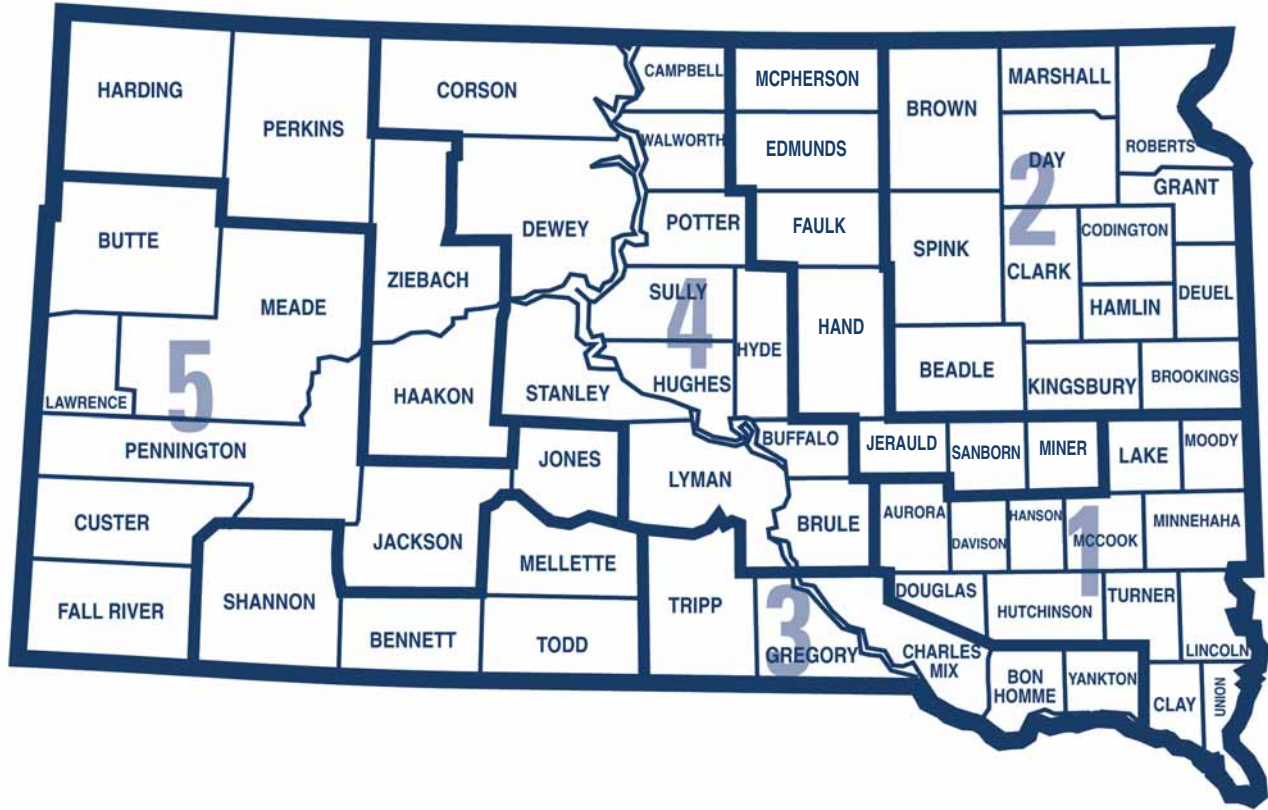
*Unless otherwise noted, statistics included in this section are provided by Dr. Michael Madden. For an explanation of the methodology used in figuring occupancy rates, see Appendix B on page 111.

South Dakota Room Nights Rented

(May through October)



Occupancy Regions



Lodging Units by Region, 1997-2002

Region	1997	1998	1999	2000	2001	2002	Change 2001-2002	Change 1996-2002
1	5,102	5,111	5,471	5,552	5,832	5,754	-78	+652
2	2,805	2,818	2,723	2,954	2,946	3,010	+64	+205
3	891	883	858	881	874	923	+49	+32
4	2,174	2,248	2,195	2,234	2,225	2,308	+83	+134
5	9,402	9,444	9,503	9,888	9,923	10,352	+429	+950
Other	440	442	426	417	438	435	-3	-5
Total	20,814	20,946	21,176	21,926	22,238	22,782	+544	+1,968

NOTE: Room count data is based on South Dakota Department of Health records as of October of each year.

Season-end Motel Occupancy

(May through October)

Region	1996%	1997%	1998%	1999%	2000%	2001%	2002%
1 Southeast	67.0	67.0	70.6	71.9	69.8	70.5	71.5
2 Northeast	66.1	59.8	66.9	61.2	60.3	58.7	59.6
3 South Central	65.0	62.8	59.3	62.5	63.8	54.8	55.3
4 North Central	66.4	68.7	69.7	66.9	62.1	65.2	63.9
5 Western	68.9	69.5	71.5	69.6	66.5	63.5	68.3
Statewide	67.8	66.9	70.0	68.4	65.8	64.4	67.2

Season-end Campground Occupancy*

(June through August)

Region	1996%	1997%	1998%	1999%	2000%	2001%	2002%
1 Southeast	45.7	46.0	45.1	47.4	48.7	52.5	47.2
2 Northeast	39.9	34.6	34.9	42.2	42.5	49.8	52.2
3 South Central	53.4	58.0	53.2	51.1	52.4	60.0	60.1
4 North Central	54.3	59.8	57.2	42.3	48.5	40.2	40.5
5 Western	44.2	54.3	57.5	59.8	60.7	54.7	61.5
Statewide	47.1	53.0	54.4	54.6	56.1	52.7	56.6

*Sample includes both public and private campgrounds.

International Occupancy

Since 1995, the Department of Tourism has conducted research that tracks foreign visitation. In the first years, the survey concentrated solely on Western South Dakota. In 2000, the survey sample was expanded to include the Southeast Region. In 2001 the survey also included the Northeast. These same three regions of the state were used in the 2002 survey.

According to survey results, South Dakota experienced some improvement in international visitation in 2002. As in previous years, the Western region experienced a higher international influence than other regions in the state. For the entire sample period, Western South Dakota is estimated to have received an international impact of about 4.6 percent on average in 2002, compared to 2.4 percent the previous year. The Southeast Region averaged about 1.7 percent for the combined months of August and September. In the Northeast,

international travel generally accounted for only about 0.7 percent of travel.

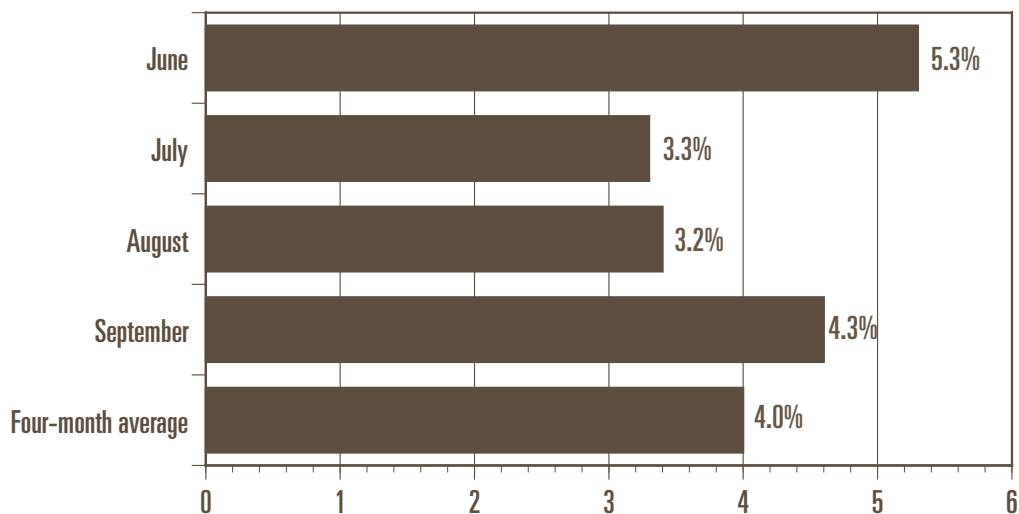
Using surveys from previous years, it appears that the relative shoulder visitation months of June and September are characterized by higher percentages of foreign guests than the traditional peak visitor months of July and August. This largely continued to be the case in 2002.

Germany remained the top-generating country in 2002, followed by the United Kingdom. Other top countries of origin for 2002 included Japan, Asia/China, Netherlands, Italy and France.

The Department of Tourism targets visitors from Germany, France, Belgium, Italy and the United Kingdom with its international promotions. This is done as part of a consortium, Rocky Mountain International, with Montana, Wyoming and Idaho.

Percentage of Lodging Guests of Foreign Origin

(1996-2002 average for Western South Dakota)



Influence of International Visitors in Select Regional Markets (2000-2002)

Region	Year	Mo. Average August	Mo. Average Sept.
Southeast	2000	2.9%	3.3%
	2001	1.2%	1.4%
	2002	1.6%	1.7%
Western	2000	3.5%	3.9%
	2001	2.4%	2.3%
	2002	3.8%	5.4%
Northeast	2000	N/A	N/A
	2001	0.3%	0.5%
	2002	0.9%	0.5%
Combined*	2000	3.2%	3.6%
	2001	1.3%	1.4%
	2002	2.1%	2.5%

*Excludes the Northeast in 2000.

Top 20 States Represented at Interstate Information Centers (2002)

- | | |
|-----------------|------------------|
| 1. Minnesota | 11. California |
| 2. South Dakota | 12. North Dakota |
| 3. Iowa | 13. Indiana |
| 4. Wisconsin | 14. Ohio |
| 5. Illinois | 15. Florida |
| 6. Nebraska | 16. Texas |
| 7. Missouri | 17. Pennsylvania |
| 8. Wyoming | 18. Colorado |
| 9. Michigan | 19. Montana |
| 10. Washington | 20. Kansas |

Source: Guest registers at South Dakota Interstate Information Centers.

Top Countries of Origin of Foreign Visitors (2002)

1. Germany
2. United Kingdom
3. Japan
4. Italy
5. Asia/China

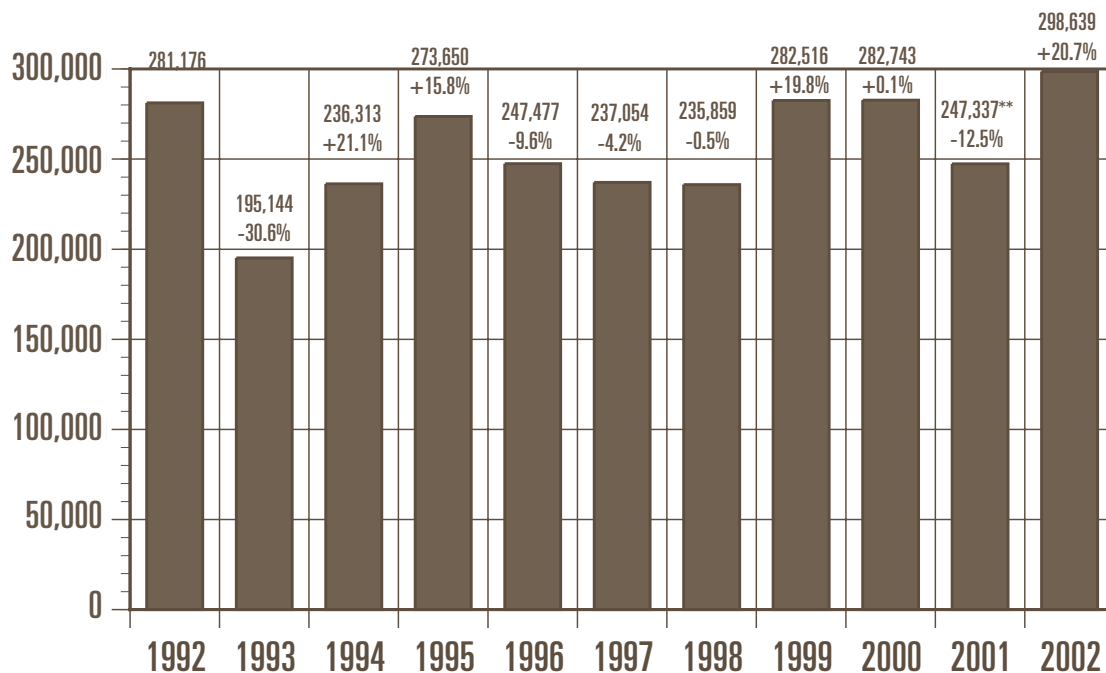
Visitation at Major South Dakota Attractions

Mount Rushmore National Memorial		Wind Cave National Park		Jewel Cave National Monument		Fort Sisseton State Park	
1993	2,604,692	1993	740,807	1993	132,611	1993	69,619
1994	2,755,394	1994	1,180,024	1994	148,552	1994	78,407
1995	2,700,721	1995	1,069,197	1995	154,758	1995	79,364
1996	2,571,209	1996	1,059,070	1996	144,983	1996	72,753
1997	2,365,008	1997	1,130,695	1997	133,393	1997	78,852
1998	2,706,926	1998	1,158,001	1998	131,238	1998	96,992
1999	2,656,278	1999	1,016,065	1999	135,253	1999	98,976
2000	2,522,288	2000	872,194	2000	129,445	2000	107,799
2001	2,570,271	2001	874,026	2001	125,678	2001	111,219
2002	2,922,002	2002	965,416	2002	131,565	2002	107,862
Badlands National Park		Lewis and Clark Recreation Area		The Mammoth Site		Cultural Heritage Center	
1993	1,198,322	1993	844,251	1993	88,527	1993	37,119
1994	1,149,323	1994	1,043,451	1994	98,837	1994	30,995
1995	1,094,433	1995	1,102,499	1995	103,096	1995	23,614
1996	1,043,407	1996	1,122,924	1996	92,926	1996	22,513
1997	989,560	1997	1,037,169	1997	90,391	1997	20,653
1998	1,039,913	1998	1,013,286	1998	97,104	1998	21,829
1999	969,317	1999	1,013,070	1999	99,878	1999	22,262
2000	1,124,688	2000	1,028,697	2000	105,706	2000	22,733
2001	974,333	2001	1,071,621	2001	96,160	2001	20,733
2002	927,762	2002	1,070,190	2002	107,102	2001	22,984
Custer State Park		Corn Palace*		Storybook Land**		West Whitlock Recreation Area	
1993	1,495,355	1993	561,149	1993	132,883	1993	62,727
1994	1,651,115	1994	587,822	1994	137,365	1994	74,859
1995	1,700,217	1995	535,861	1995	157,801	1995	76,440
1996	1,678,808	1996	500,372	1996	155,013	1996	86,658
1997	1,703,819	1997	287,358	1997	145,423	1997	97,479
1998	1,828,623	1998	334,452	1998	139,053	1998	86,658
1999	1,801,494	1999	330,894	1999	127,197	1999	69,771
2000	1,693,887	2000	300,852	2000	142,992	2000	40,497
2001	1,666,938	2001	267,094	2001	126,039	2001	64,047
2002	1,820,154	2002	294,922	2002	120,559	2002	69,745
						Washington Pavilion of Arts and Science	
						2000	358,746
						2001	293,290
						2002	304,567
						Redlin Art Center	
						2000	234,648
						2001	231,304
						2002	195,552

*Corn Palace figures are for Memorial Day-Labor Day only. Changed counting method in 1997.

**Storybook Land numbers are for April-October only. The 1999 figures do not include October visitation, as the park closed early for construction.

Visitation at Interstate Information Centers*



* Figures represent cars counted at 13 Interstate Information Centers during the summer travel season, generally mid-May through September.

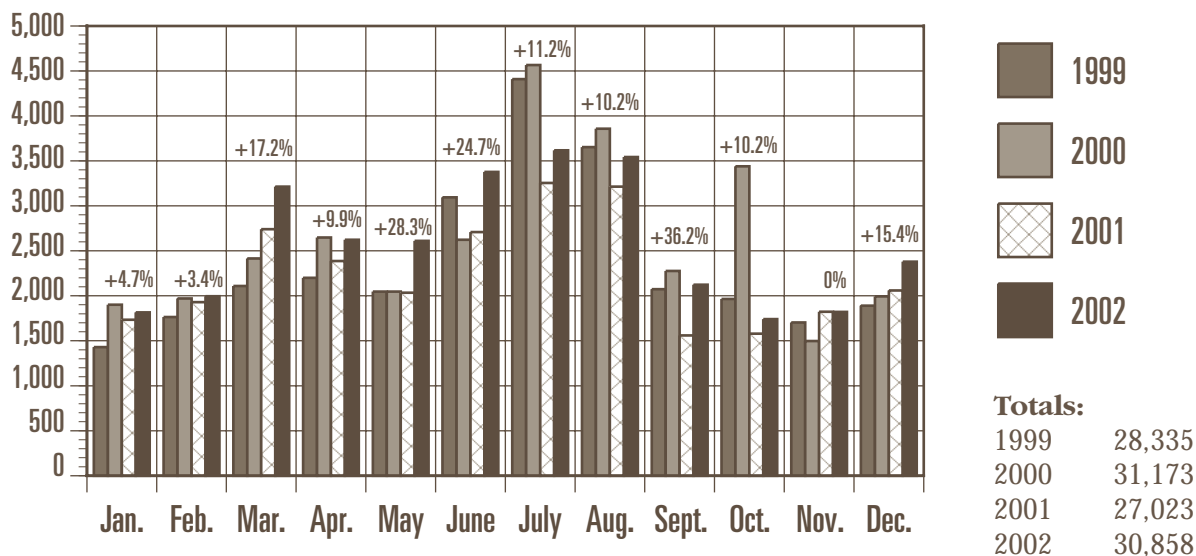
** Vivian Information Center was closed in 2001, which accounted for 23,900 cars in 2000.

Source: Guest Registers at South Dakota Interstate Information Centers.

The average number of people per party at the Information Centers was 2.58 in 2002. For the season (mid-May through September), more than 770,000 people passed through the Interstate Information Center doors.

Visitors to the SD Vacation Store at the Mall of America

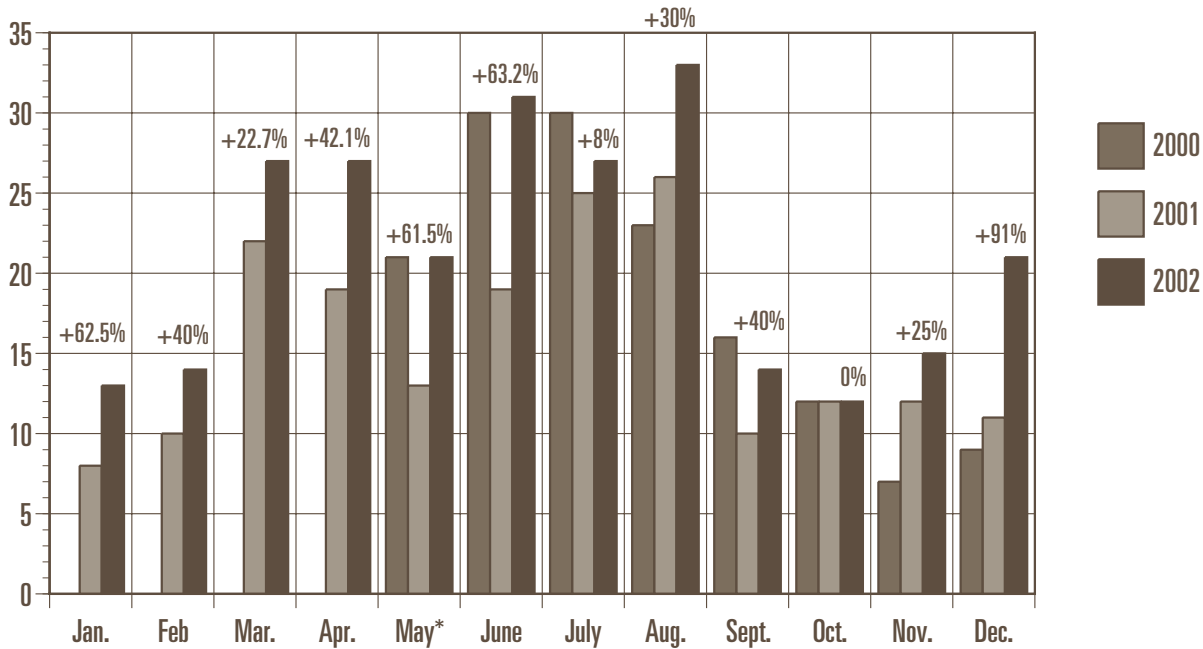
(Percentage change over 2001 is indicated.)



Source: South Dakota Department of Tourism

Itineraries Created Daily by Mall of America Travel Counselors

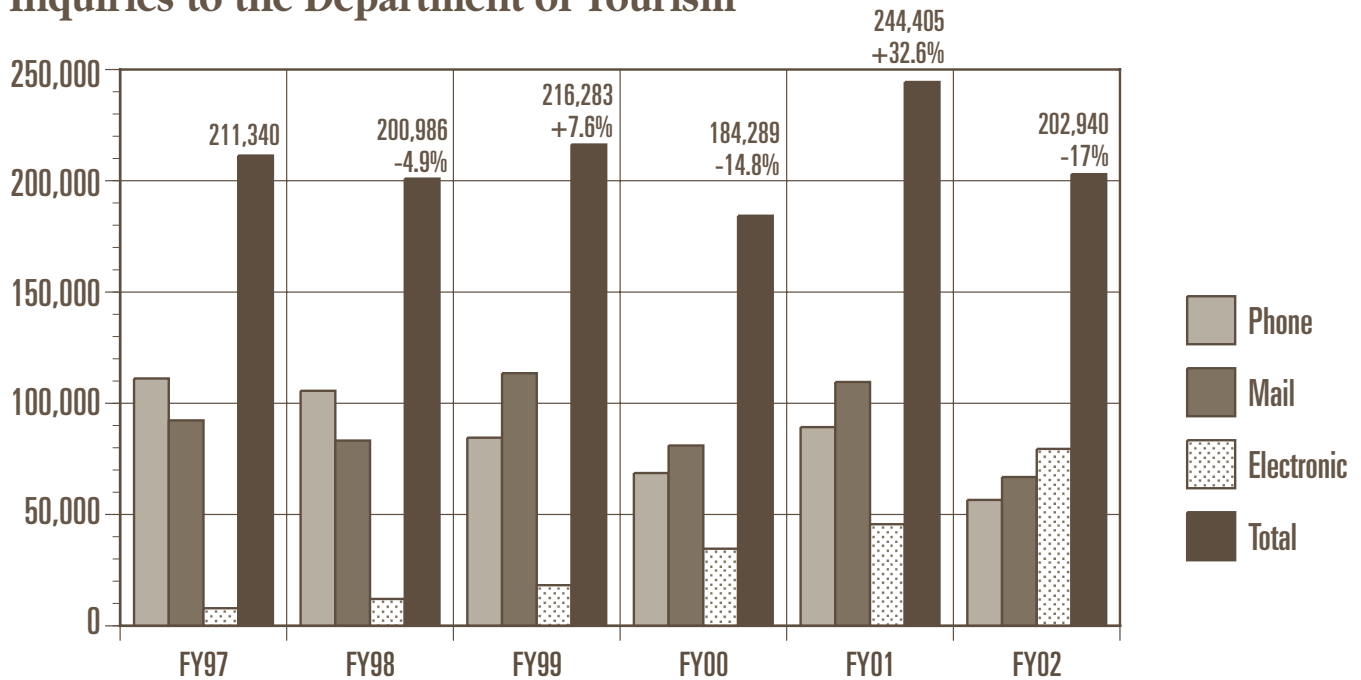
(Percentage change over 2001 is indicated.)



*Tracking of itineraries began in May 2000.

Source: South Dakota Department of Tourism.

Inquiries to the Department of Tourism*

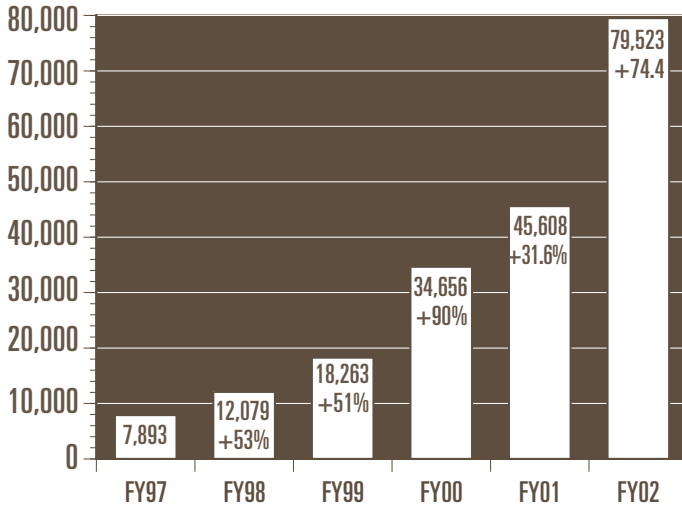


*Does not include visits to travelsd.com.

Source: South Dakota Department of Tourism

Web Statistics

Electronic Inquiries to the Department of Tourism*



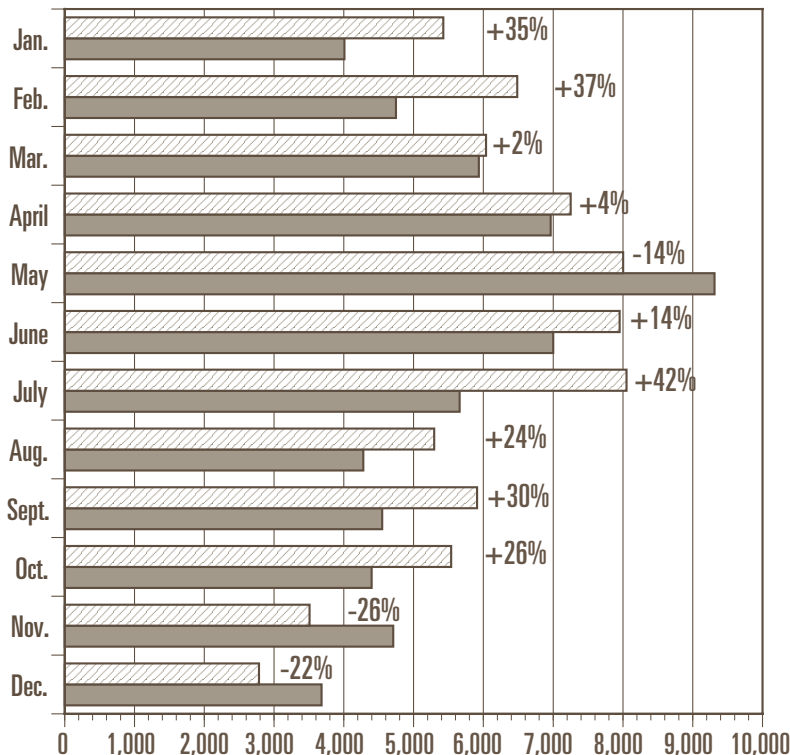
*Does not include visits to Web site.
Source: South Dakota Department of Tourism

Who's Using travelsd.com?

- Nearly 62 percent of our Web site users are female while 35 percent are male.
- A large majority, 71.7 percent, are married.
- Nearly half, 48.3 percent, report having children at home.
- 44 percent get to the site via a search engine, while 15.9 percent came directly to the site.
- A remarkable 89.9 percent said they plan to visit South Dakota in the upcoming year.
- A majority, 54.7 percent, live in our target market states, but all 50 states and 30 foreign countries are represented.

Source: South Dakota Department of Tourism, World Wide Web User Survey, Jan.-Sept. 2002

Daily Average Visits to travelsd.com*

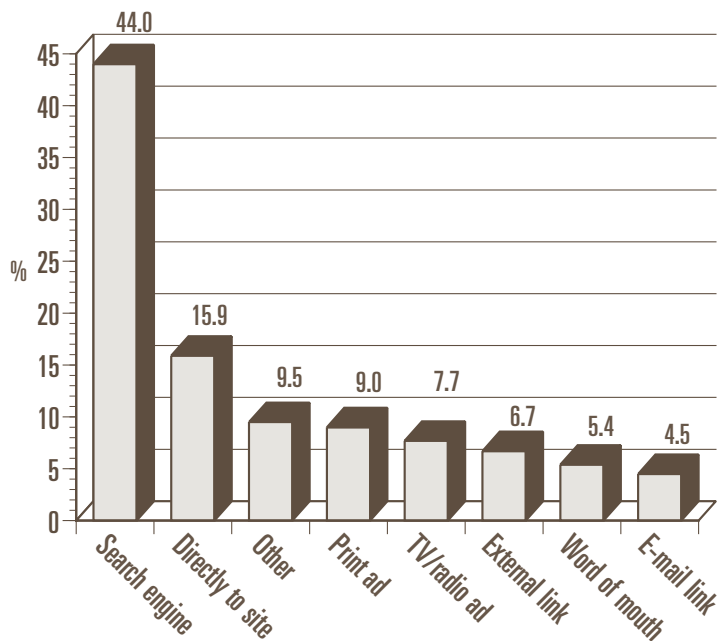


Totals:
2001 1,888,656
2002 2,057,668

*Visit means the number of times the site is accessed per day.

Source: South Dakota Department of Tourism, Bureau of Information and Telecommunications.

How Users Get to travelsd.com

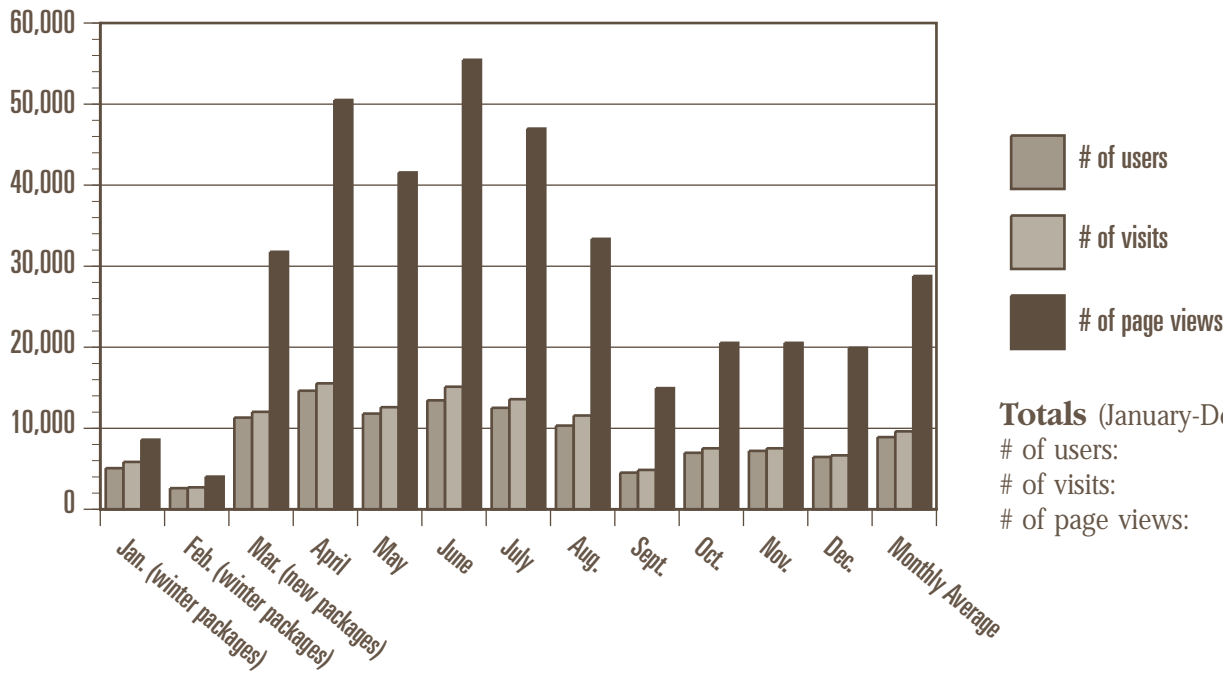


Source: Department of Tourism, World Wide Web User Survey, Jan.-Sept. 2002

Google is the most popular search engine used by our Web site visitors. Of those referred to travelsd.com through a search engine, 25.7 percent came from Google.

For January to November 2002, vacation packages on travelsd.com averaged 9,893.9 visits per month and 362.8 per day. Those visits accounted for more than 325,000 page views of online vacation packages.

2002 Online Vacation Package Promotion



Totals (January-December)
 # of users: 106,942
 # of visits: 115,499
 # of page views: 345,545

Key

User – the number of users per day. Visit – the number of times the site is accessed per day. Page view – the number of times each and every page within the Web site is accessed.

2002 Lewis and Clark Study

Lewis and Clark Information Center Survey

In July and August 2002, a survey was conducted at the Lewis and Clark Information Center near Chamberlain. The survey questions were specifically related to the center. There were a total of 441 survey participants. Following is a sampling of results:

Upon arrival, 64 percent of the visitors planned on spending 15 minutes at the center, and 23 percent said they planned on spending one half-hour. However, 45 percent of the visitors actually spent one half-hour, 34 percent spent one hour, and 7 percent spent 15 minutes.

Seventy-three percent of the visitors said the main reason they spent additional time was because of the Lewis and Clark exhibits.

Prior to their visit at the center, 50 percent of the visitors had some knowledge of Lewis and Clark, and 35 percent felt they had a good knowledge. After the visit, 68 percent had a good knowledge and 22 percent felt they were extremely knowledgeable.

Prior to visiting the Information Center, 43 percent had prior knowledge of the upcoming Lewis and Clark Trail Bicentennial.

Lewis and Clark Visitor Survey

In October 2002, a survey by the South Dakota Department of Tourism was conducted by randomly calling 350 consumers from South Dakota's target market areas to evaluate interest in and awareness of the Lewis and Clark Trail. The consumers surveyed had traveled for leisure in the preceding 12 months.

Half (50.6 percent) of the respondents indicated that they were very interested or somewhat interested in the Lewis and Clark Trail. Lincoln, Neb., consumers indicated the highest level of interest (81.8 percent).

Markets with the least interest in the Lewis and Clark Trail were Chicago, Ill.; Dallas, Texas; and Omaha, Neb. Level of interest did not appear to correspond with a community's proximity to the trail.

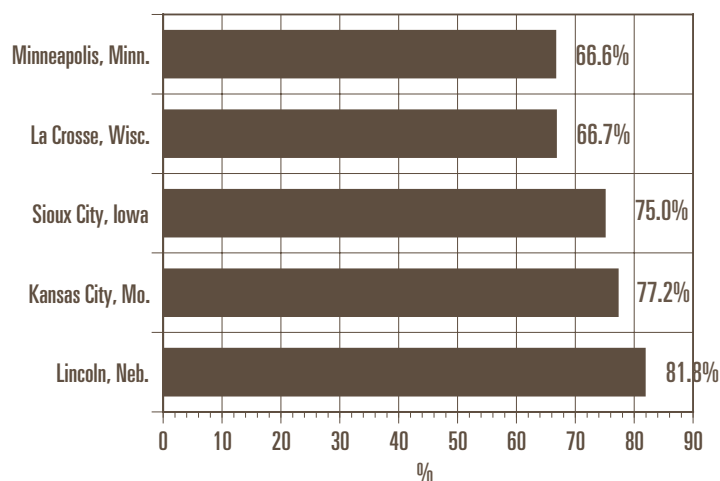
The surveyed markets have not been saturated with promotions about the Lewis and Clark Trail. The study found that 21.1 percent of the respondents said they had seen or heard advertisements regarding Lewis and Clark Trail vacations or vacations at destinations along the Lewis and Clark Trail.

At this time, there is interest among one-third (34.3 percent) of the population surveyed in visiting sites along the Lewis and Clark Trail. Most likely to be interested in visiting trail sites were respondents from Sioux City, Iowa and La Crosse, Wisc. Respondents from Des Moines, Iowa and St. Paul, Minn., were least likely to be interested in visiting Lewis and Clark Trail sites.

Interesting to note is the fact that respondents were less interested in visiting sites along the Lewis and Clark Trail (34.3 percent) than they are interested in the trail itself (50.6 percent somewhat to very interested). This may be interpreted that the respondents are more concerned with learning about the Lewis and Clark expedition rather than experiencing the sites along the trail.

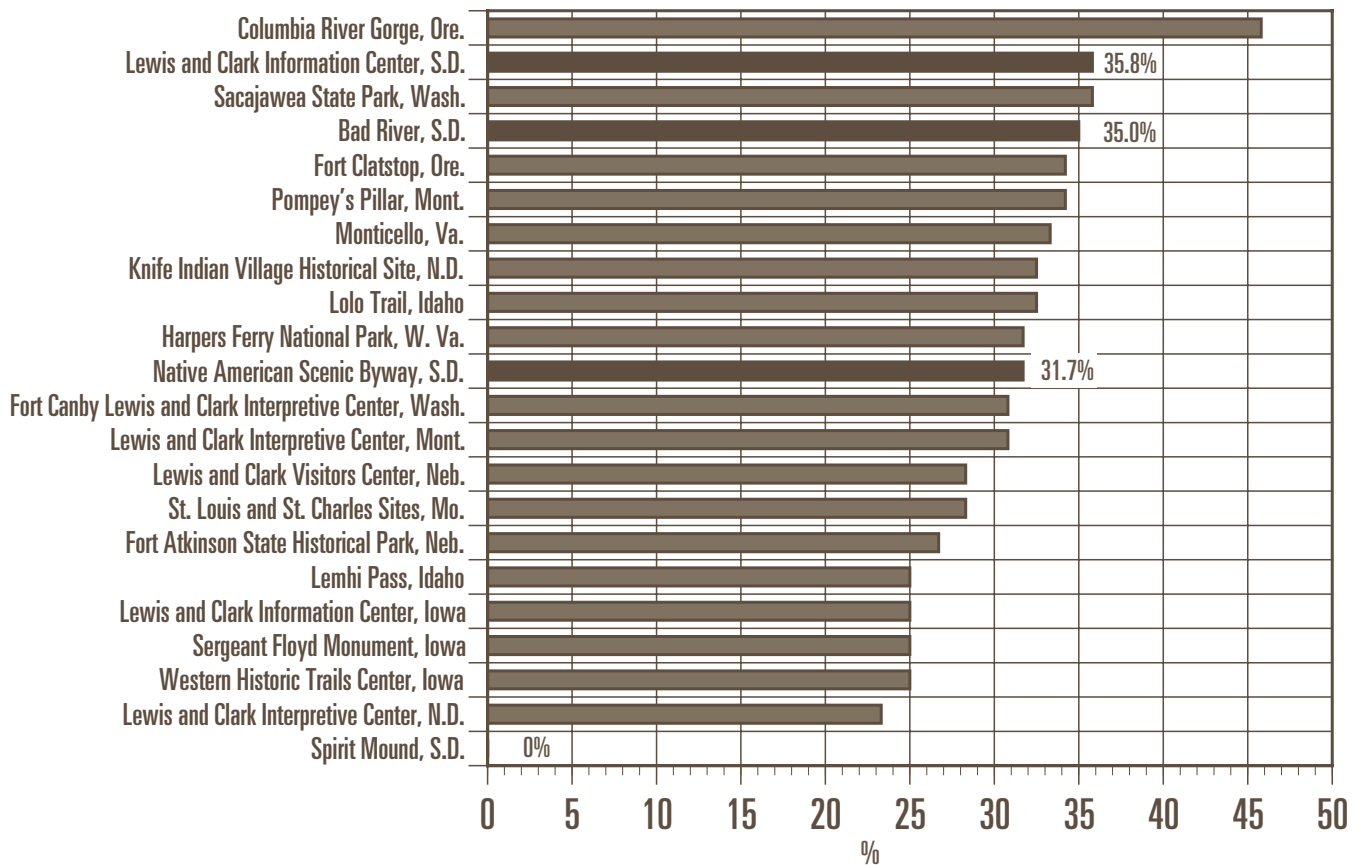
Of the 34.3 percent interested in visiting sites, 23.3 percent to 45.8 percent of the respondents were interested in 21 of the 22 sites listed.

Markets with High Interest in the Lewis and Clark Trail



Source: South Dakota Department of Tourism
2002 Lewis and Clark Study

Sites Receiving the Most Interest to Visit



Source: South Dakota Department of Tourism 2002 Lewis and Clark Study