

# South Dakota Office of Tourism



## 2007 Intercept Survey Final Report

July 2007  
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## **SURVEY METHODOLOGY**

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Six thousand surveys were printed and distributed evenly (500) to each of the following locations: Lewis and Clark Information Center near Chamberlain, New Effington Information Center, Salem Information Center (East), Salem Information Center (West), Spearfish Information Center, Tilford Information Center (East), Tilford Information Center (West), Valley Springs Information Center, Vermillion Information Center, Vivian Information Center, Wasta Information Center (East), Wasta Information Center (West) and Wilmot Information Center. Surveys were distributed at random by the travel counselors at these Information Centers from July 7 through July 15, 2007. Each visitor was given a postage-paid envelope addressed to South Dakota Tourism in which to return the survey. Participants returning completed surveys by July 20, 2007, were entered into a drawing to receive a South Dakota gift package valued at \$100.

A total of 1,642 travelers completed written surveys. This report summarizes the responses of 1,519 surveys filled out by non-business, leisure, travelers. The Office of Tourism's peak season in-target market areas consisted of Illinois, Iowa, Minnesota, Nebraska, North Dakota and Wisconsin. In 2007, 39.9 of respondents were within the target market while the remaining 60.1 percent were from out-of-target areas. In 2006, 49.2 respondents were within the target market while 50.8 respondents were from out-of-target areas. This document makes comparisons to the 2006 Intercept Study, which was conducted July 7- July 16, 2006. The 2006 and 2007 survey instruments were very similar. Unlike the 2006 Intercept Study, South Dakotans were included in this study. Other differences are noted throughout this summary.

The Research Team would like to thank all of the Information Center employees for their efforts in distributing this survey. And a special thanks to Robin Rattei, Jamie Nickelson, and Jenn Anderson for their invaluable assistance with the data input portion of this study. THANK YOU!

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## EXECUTIVE SUMMARY

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- **Question 1: Is South Dakota your final destination on this trip?** The top destination for in-target travelers is South Dakota at 60.3 percent. Sixty-three-point-nine percent of out-of-target respondents were traveling through South Dakota to reach other destinations; the top non-South Dakota destinations was Yellowstone, Montana or Wyoming. These results are consistent with the 2006 results.
- **Question 2: What is your travel purpose?** 92.5 percent of respondents were leisure travelers. The remaining 7.5 percent of respondents traveling for business were not included in this study.
- **Question 3: How many days will you be spending on your entire vacation?** The average in-target traveler took an 8.1 day vacation while the average out-of-target traveler took a 12.2 day vacation.
- **Question 4: How many days total will you be spending in South Dakota?** In-target travelers spent an average of 4.3 days in South Dakota while out-of-target travelers spent 4.4 days in South Dakota.
- **Question 5: How satisfied are you with your South Dakota portion of your trip?** For both in-target and out-of-target travelers, 98.1 percent were satisfied with the South Dakota portion of their trip.
- **Question 6: How many people are in your travel party?** The average number per in-target travel party is 3.5 people. This is an increase from the 2006 average party size of three. The average number per out-of-target traveler party as also increased from 2.8 people to 3.2 people in 2007.
- **Question 7: Where did your travel party originate from?** The top three origins of in-target travelers are Minnesota, Iowa, and Wisconsin. Similar to 2006 results, Minnesota accounted for the largest number of respondents with 24.6 percent of the total in-target travelers. Missouri (6.8 percent), Michigan (6.2 percent) and California (6.2 percent) had the largest turn out of out-of-target respondents. In 2006, Michigan accounted for the largest number of out-of-target travelers at 9.8 percent.
- **Question 8: How many children are in your travel party (any traveler under the age of 18 years)?** Children made up 25 percent of in-target travel parties. In out-of-target parties, children made up 21 percent.
- **Question 9: What are the genders and ages of the adults in your party?** 54.8 percent of in-target travelers were female and averaged the age of 53.3 years; the average age for male in-target travelers was 55. Approximately 51.8 percent of the out-of-target travelers were female and averaged the age of 55.3 years; the average age for a male out-of-target traveler was 58.2.

- **Question 10: When did you make the decision to come to/through South Dakota?** In-target and out-of-target travelers had similar responses. 53.3 percent of in-target travelers decided to visit South Dakota between the months of April and July; 46.7 percent of out-of-target travelers decided to come to South Dakota during the same time period.
- **Question 11: Have you been to South Dakota prior to this trip?** Approximately 84.8 percent of the in-target travelers had visited South Dakota previously while 62.3 percent of out-of-target travelers had been to South Dakota before.
- **Question 12: What in particular prompted you to choose South Dakota for your vacation this year?** A specific attraction brought both in-target (49.7 percent) and out-of-target travelers (56.3 percent) to South Dakota.
- **Question 13: Have you ever visited the South Dakota state tourism website, [www.TravelSD.com](http://www.TravelSD.com)?** 31.3 percent of in-target travelers had visited [www.TravelSD.com](http://www.TravelSD.com) while 24.3 percent of out-of-target travelers visited the website. Of those who visited the website, the majority noted that the website answered all their questions.
- **Question 14: While traveling in South Dakota, are you using a South Dakota Vacation Guide?** In-target travelers were 2.3 percent more likely to be using a South Dakota Vacation guide than out-of-target travelers. In-target travelers were 13.6 percent more likely to have received their vacation guides before arriving in South Dakota than out-of-target travelers.
- **Question 15: Are you using a travel special or vacation package that combines lodging and activities on your trip?** There was an increase in travel special/vacation package usage among in-target and out-of-target travelers. In-target travelers who did use vacation packages rose from 2.8 percent in 2006 to 6.4 percent. Out-of-target usage rose from 2.7 percent to 4.9 percent.
- **Question 16: Which type of activities would you enjoy participating in on a vacation?** The top five activities listed by in-target travelers are: sightseeing, visiting national/state parks, visiting museums, old west activities and hiking. Out-of-target travelers listed: sightseeing, visiting national/state parks, visiting museums, old west activities and camping.
- **Question 17: Approximately, how much are you spending total per day for your entire travel party?** In-target travelers spent approximately \$222.75 per day on the South Dakota portion of their vacation. For out-of-target travelers, the average amount spent increased per day was \$220.14, up more than \$10 over 2006.
- **Question 18: How did you travel to South Dakota?** Over 90 percent of both in-target and out-of-target travelers traveled to South Dakota by car.

## IN-TARGET TRAVELER SUMMARY

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### Profile of In-Target Traveler, 2006

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- 3.0 people in travel party
- Average age of adult traveler was 54.9 years.
- Took a 9.0 day vacation
- Spent an average of 4.2 days in South Dakota
- Approximately 82.5 percent had been to South Dakota before.
- Last time here was about 5.5 years ago.
- Spent \$221.77 per day, per travel party on South Dakota portion of vacation
- Top destination was South Dakota (50.9 percent)

### Profile of In-Target Traveler, 2007

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- 3.5 people in travel party
- Average age of adult traveler was 54.1 years.
- Took a 8.1 day vacation
- Spent an average of 4.3 days in South Dakota
- Approximately 84.8 percent had been to South Dakota before.
- Last time here was about 8.3 years ago.
- Spent \$222.75 per day, per travel party on South Dakota portion of vacation
- Top destination was South Dakota (60.3 percent)
- Top five activities: Sightseeing, Visiting National/State Parks, Museums, Old West and Hiking
- Approximately 98.1 percent of travelers were satisfied with the South Dakota portion of their trip

## OUT-OF-TARGET TRAVELER SUMMARY

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### Profile of Out-of-Target Traveler, 2006

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- 2.8 people in travel party
  - Average age of adult traveler was 56.7 years.
  - Took a 12.6-vacation
  - Spent an average of 4.0 days in South Dakota
  - Approximately 54.9 percent had been to South Dakota before.
  - Last time here was about 7.0 years ago
  - Spent \$209.50 per day, per travel party on South Dakota portion of vacation
  - South Dakota was the final destination for 32.8 percent of the respondents. The top non-South Dakota destinations were Yellowstone, Montana or Wyoming.
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### Profile of Out-of-Target Traveler, 2007

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- 3.2 people in travel party
  - Average age of adult traveler was 56.7 years
  - Took a 12.2 day vacation
  - Spent an average of 4.4 days in South Dakota
  - Approximately 62.3 percent had been to South Dakota before
  - Last time here was about 10.6 years ago
  - Spent \$220.14 per day, per travel party on South Dakota portion of vacation
  - South Dakota was the final destination for 36.1 percent of the respondents. The top non-South Dakota destinations were Yellowstone, Montana or Wyoming.
  - Top five activities: Sightseeing, Visiting National/State Parks, Museums, Old West and Camping
  - Approximately 98.1 percent of travelers were satisfied with the South Dakota portion of their trip.
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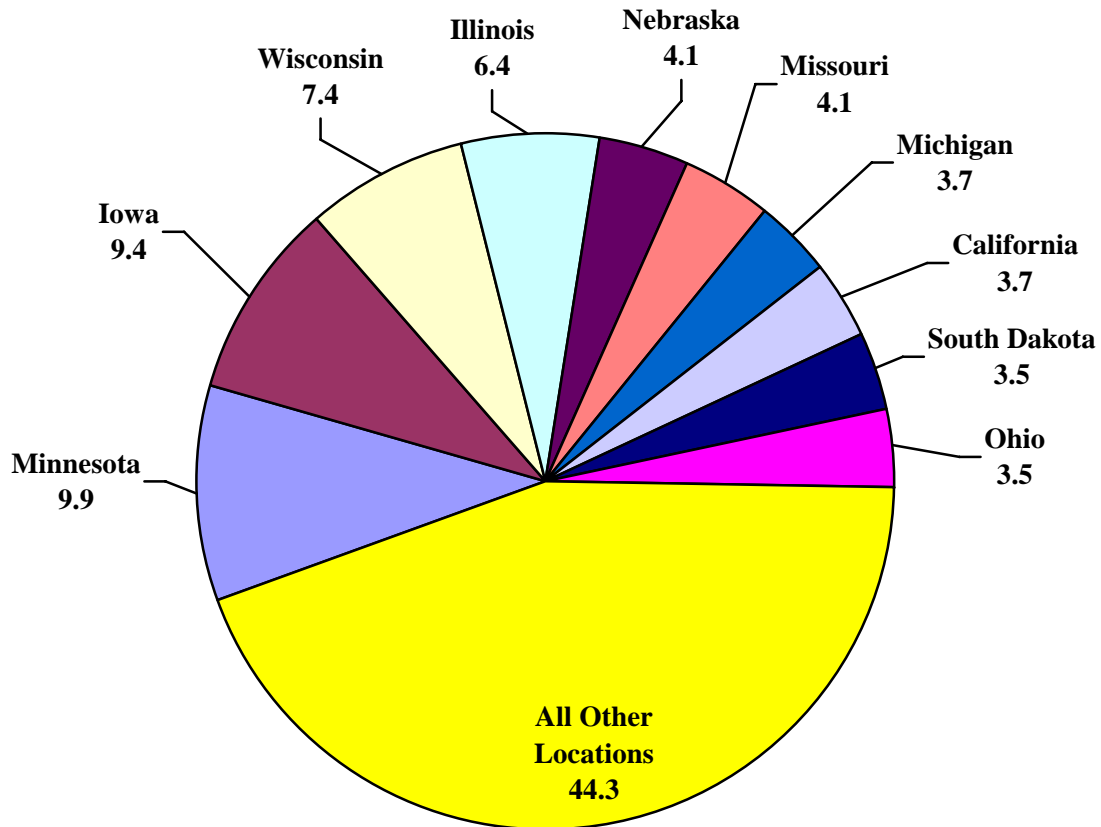
## ORIGIN OF TRAVELERS

Origin of Traveler by State (In-Target)	2007 Percent
Minnesota	24.6
Iowa	23.3
Wisconsin	18.5
Illinois	16.0
Nebraska	10.2
North Dakota	7.4

Origin of Traveler By State (Out-of-Target)	2007 Percent
Missouri	6.8
Michigan	6.2
California	6.2
South Dakota	5.8
Ohio	5.6
Texas	5.1
Indiana	5.1
Florida	5.1
Washington	4.9
Pennsylvania	4.0

Origin of Traveler By State (All Respondents)	2007 Percent
Minnesota	9.9
Iowa	9.4
Wisconsin	7.4
Illinois	6.4
Nebraska	4.1
Missouri	4.1
Michigan	3.7
California	3.7
South Dakota	3.5
Ohio	3.3

Top Ten Origins of All Respondents by percentage:



## VACATION DESTINATIONS

Vacation Destination	In-Target		Out-of-Target	
	2006 Percent	2007 Percent	2006 Percent	2007 Percent
South Dakota	50.9	60.3	32.8	36.1
Other	49.1	39.7	67.2	63.9

The state of South Dakota has four geopolitical tourism regions: Region 1, Black Hills Badlands and Lakes; Region 2, Great Lakes; Region 3, Glacial Lakes and Prairies; and Region 4, Southeast South Dakota. The 2007 instrument asked that each traveler indicating South Dakota as a final destination, specify which region within South Dakota was their final destination.

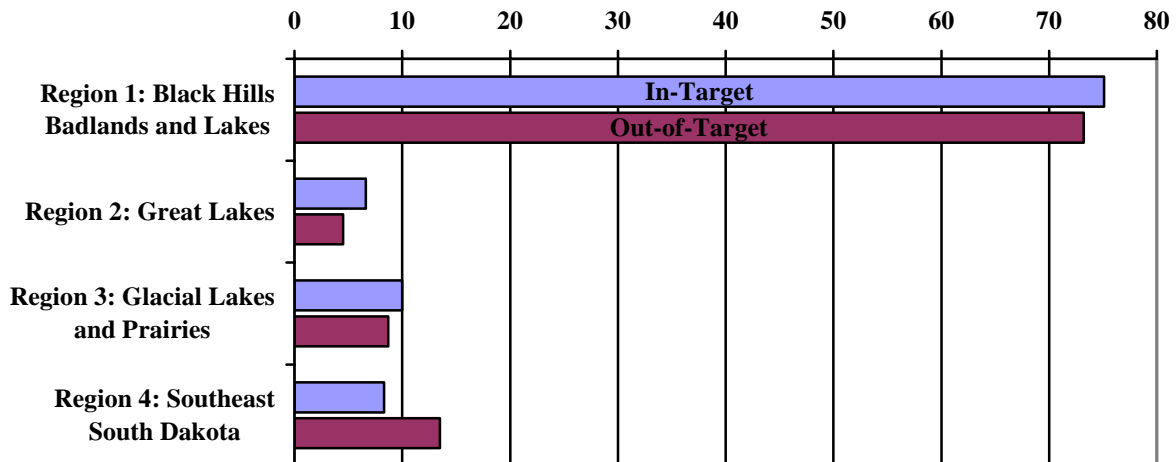
Top destinations in South Dakota (In-Target)	2006 Percent
1. Black Hills, Badlands and Lakes Region	81.0
4. Southeast Region	11.3
2. Great Lakes Region	7.7
3. Glacial Lakes and Prairies Region	6.3

Top destinations in South Dakota (In-Target)	2007 Percent
1. Black Hills, Badlands and Lakes Region	75.1
3. Glacial Lakes and Prairies Region	10.0
4. Southeast Region	8.3
2. Great Lakes Region	6.6

Top destinations in South Dakota (Out-of-Target)	2006 Percent
1. Black Hills, Badlands and Lakes Region	87.2
4. Southeast Region	11.2
3. Glacial Lakes and Prairies Region	8.5
2. Great Lakes Region	5.3

Top destinations in South Dakota (Out-of-Target)	2007 Percent
1. Black Hills, Badlands and Lakes Region	73.3
4. Southeast Region	13.5
3. Glacial Lakes and Prairies Region	8.7
2. Great Lakes Region	4.5

Top South Dakota Region Destinations by percent.



## VACATION DESTINATIONS (Continued)

<b>Destinations other than South Dakota (In-Target)</b>	<b>2006 Percent</b>
Wyoming	10.2
Montana	8.8
Colorado	7.3
North Dakota	6.9
Minnesota	6.2
Washington	4.4
California	3.3
Oregon	2.9
Idaho	2.2
Canada	1.8
Missouri	1.8
Wisconsin	1.5
Nebraska	1.5
Texas	1.1
(multiple answers allowed)	

<b>Destinations other than South Dakota (In-Target)</b>	<b>2007 Percent</b>
Wyoming	28.3
Montana	12.5
Minnesota	12.1
Colorado	7.9
North Dakota	6.3
Nebraska	4.6
Iowa	4.6
Washington	3.3
California	3.3
Canada	2.9
Others	14.2

Yellowstone National Park was the top destination for both 2006 and 2007 In-Target travelers. 2006 In-Target: 13.1 percent; 2007 In-Target: 14.7 percent. Glacier National Park was also a popular destination for 2006 In-Target travelers (4 percent).

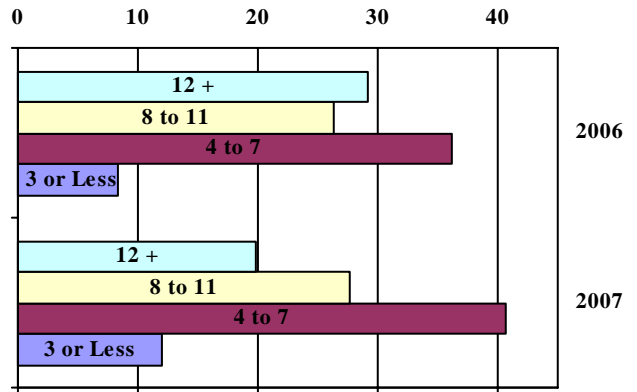
<b>Destinations other than South Dakota (Out-of-Target)</b>	<b>2006 Percent</b>
Montana	9.1
Wyoming	6.8
Minnesota	4.7
California	3.6
Washington	3.6
Oregon	3.1
Canada	3.1
Colorado	2.9
Alaska	2.9
Wisconsin	2.1
Iowa	1.6
Idaho	1.3
North Dakota	1.0
Missouri	1.0
(multiple answers allowed)	

<b>Destinations other than South Dakota (Out-of-Target)</b>	<b>2007 Percent</b>
Wyoming	16.1
Montana	10.1
Minnesota	8.3
Washington	6.0
Canada	6.0
California	4.7
Colorado	4.5
North Dakota	4.1
Oregon	3.8
Iowa	2.8
Others	33.6

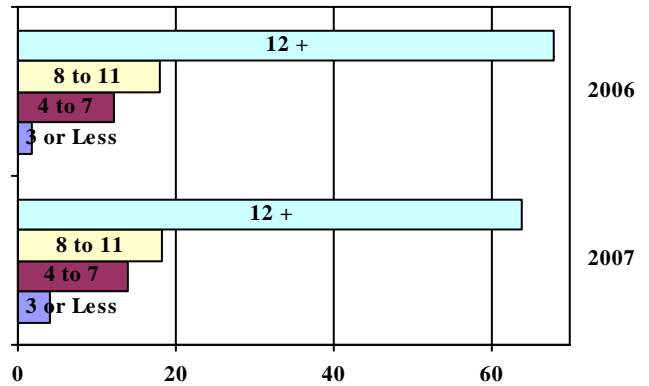
Yellowstone National Park was the top destination for both 2006 and 2007 Out-of-Target travelers. 2006 Out-of-Target: 11.2 percent; 2007 Out-of-Target: 8.1 percent. Glacier National Park was also a popular destination for 2006 Out-of-Target travelers (1.6 percent).

# LENGTH OF VACATION

Total vacation days (In-Target)	2006 Percent	2007 Percent
3 days or less	8.3	12.0
4-7 days	36.1	40.7
8-11 days	26.4	27.7
12+	29.2	19.8
<b>Average vacation days:</b>	<b>9.0 days</b>	<b>8.1 days</b>



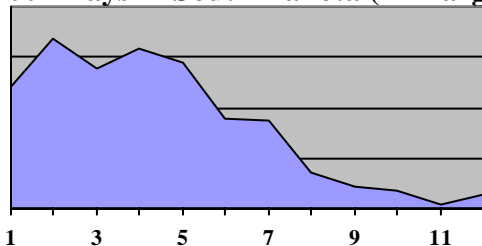
Total vacation days (Out-of-Target)	2006 Percent	2007 Percent
3 days or less	1.7	4.1
4-7 days	12.2	14.0
8-11 days	18.0	18.3
12+	68.0	63.8
<b>Average vacation days:</b>	<b>12.6 days</b>	<b>12.2 days</b>



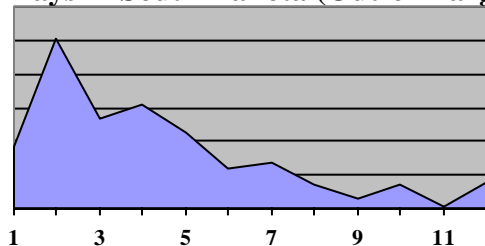
Total vacation days in South Dakota (In-Target)	2006 Percent	2007 Percent
1	12.1	12.1
2	21.8	16.9
3	14.8	13.8
4	13.4	15.9
5	12.0	14.4
6	8.2	8.9
7	7.5	8.7
8	3.6	3.5
9	1.1	2.2
10	1.4	1.8
11	0.4	0.3
12+	3.8	1.3
<b>Average days in S.D.:</b>	<b>4.2 days</b>	<b>4.3 days</b>

Total vacation days in South Dakota (Out-of-Target)	2006 Percent	2007 Percent
1	8.6	9.2
2	22.9	25.2
3	22.9	13.4
4	15.0	15.4
5	9.5	11.4
6	5.7	6.0
7	5.2	6.7
8	2.6	3.5
9	0.9	1.5
10	1.4	3.5
11	0.7	0.3
12+	4.8	3.9
<b>Average days in S.D.:</b>	<b>4.0 days</b>	<b>4.4 days</b>

2007 Days in South Dakota (In-Target)



2007 Days in South Dakota (Out-of-Target)

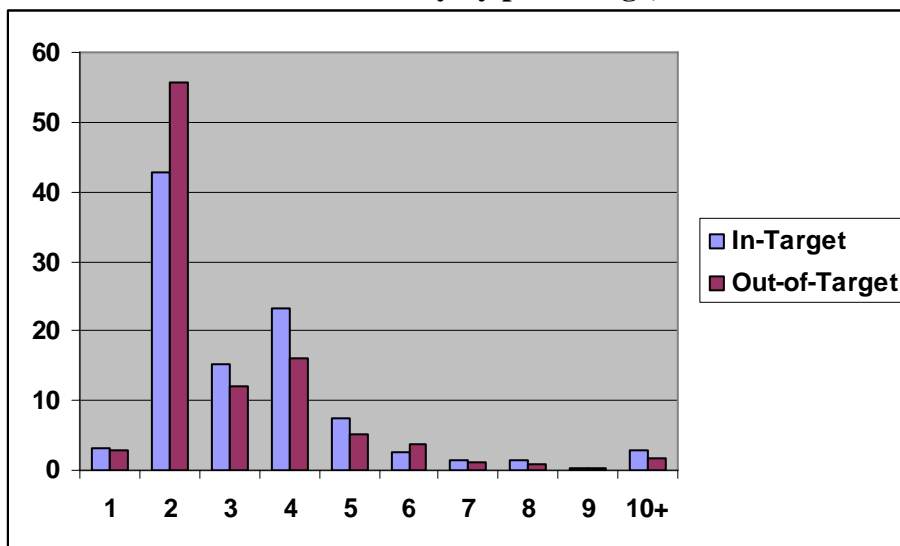


## DESCRIPTION OF TRAVEL PARTY

Size of travel party (In-Target)	2006 Percent	2007 Percent
1	4.8	3.3
2	52.0	42.9
3	12.1	15.1
4	16.0	23.2
5	6.7	7.5
6	4.6	2.5
7	1.4	1.3
8	0.7	1.3
9	0.5	0.2
10+	1.2	2.8
<b>Average party size:</b>	<b>3.0 people</b>	<b>3.5 people</b>

Size of travel party (Out-of-Target)	2006 Percent	2007 Percent
1	4.5	3.0
2	58.8	55.6
3	11.7	12.2
4	14.6	16.2
5	6.3	5.3
6	1.0	3.7
7	1.0	1.2
8	0.5	0.8
9	0.7	0.4
10+	0.9	1.6
<b>Average #/party:</b>	<b>2.8 people</b>	<b>3.2 people</b>

Size of Travel Party by percentage, 2007:



**DESCRIPTION OF TRAVEL PARTY (Continued)**

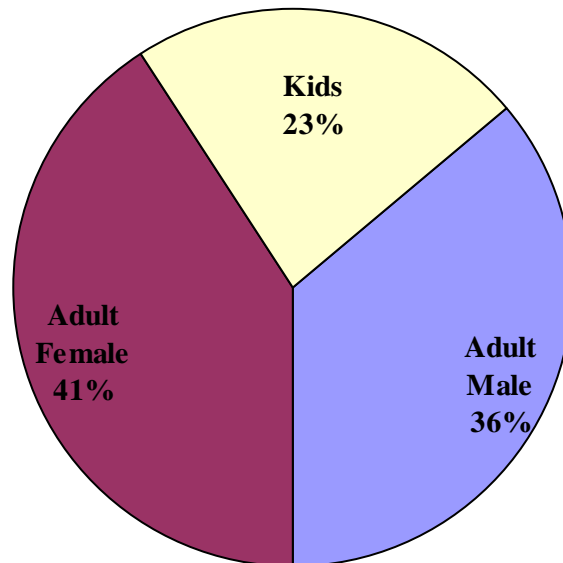
<b>Age of adults in travel party (In-Target)</b>	<b>2006 Percent</b>	<b>2007 Percent</b>
19-24	2.3	3.5
25-34	5.5	7.6
35-54	37.6	36.8
55-64	27.5	23.6
65+	27.2	28.5
<b>Average age:</b>	<b>54.9 years</b>	<b>54.1 years</b>

<b>Age of adults in travel party (Out-of-Target)</b>	<b>2006 Percent</b>	<b>2007 Percent</b>
19-24	2.8	2.7
25-34	4.2	5.1
35-54	30.3	30.4
55-64	31.8	28.7
65+	31.0	33.1
<b>Average age:</b>	<b>56.7 years</b>	<b>56.7 years</b>

<b>Gender of adults in travel party (In-Target)</b>	<b>2006 Percent</b>	<b>2007 Percent</b>
Male	47.7	45.2
Female	52.3	54.8

<b>Gender of adults in travel party (Out-of-Target)</b>	<b>2006 Percent</b>	<b>2007 Percent</b>
Male	46.7	48.2
Female	53.3	51.8

**Party Composition, all respondents 2007.**

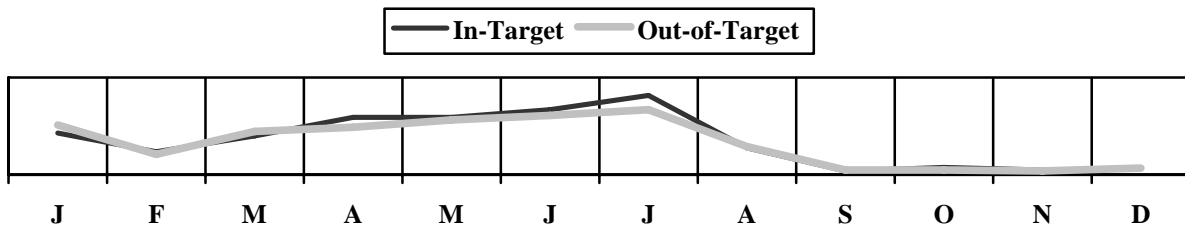


## TRAVEL PLANS TO SOUTH DAKOTA

When did you make the decision to come to/through South Dakota? (In-Target)	2006 Percent	2007 Percent
January	17.5	8.6
February	7.7	4.7
March	13.9	8.0
April	9.7	11.8
May	12.2	11.8
June	16.6	13.4
July	16.2	16.3
August	0.9	5.5
September	0.4	0.8
October	0.7	1.5
November	1.8	1.0
December	2.4	1.3
Over A Year Ago		15.1

When did you make the decision to come to/through South Dakota? (Out-of-Target)	2006 Percent	2007 Percent
January	16.6	10.2
February	7.6	4.2
March	11.9	8.9
April	11.2	9.8
May	10.6	11.3
June	17.2	12.2
July	15.9	13.4
August	1.4	5.8
September	1.4	1
October	1.8	1
November	1.9	0.8
December	2.5	1.4
Over A Year Ago		19.9

2007 Decision Month



## TRAVEL PLANS TO SOUTH DAKOTA (Continued)

How did you travel to South Dakota? (In-Target)	2007 Percent
Car	95.8
Motorcycle	2.7
Fly/Drive Combination	0.7
Bus	0.5
Plane	0.3

How did you travel to South Dakota? (Out-of-Target)	2007 Percent
Car	91.7
Motorcycle	3.1
Fly/Drive Combination	3.0
Plane	1.7
Bus	0.6

Have you been to South Dakota before? (In-Target)		
	2006 Percent	2007 Percent
Yes	82.7	84.8
No	17.3	15.2

Have you been to South Dakota before? (Out-of-Target)		
	2006 Percent	2007 Percent
Yes	54.9	62.3
No	45.1	37.7

How many years ago were you in South Dakota? (In-Target)	2006 Percent
1 or less	41.1
2 years ago	10.4
3 years ago	6.8
4 years ago	4.4
5 years ago	3.8
6 years ago	2.3
7 years ago	1.9
8 years ago	1.9
9 years ago	1.1
10+ years ago	26.3
<b>Average:</b>	<b>5.5 years ago</b>

2007 Percent
34.8
12.2
5.6
4.5
4.7
2.8
2.8
3.0
0.2
29.4
<b>8.3 years ago</b>

How many years ago were you in South Dakota? (Out-of-Target)	2006 Percent
1 or less	25.0
2 years ago	10.9
3 years ago	9.0
4 years ago	4.7
5 years ago	5.0
6 years ago	3.7
7 years ago	2.8
8 years ago	3.4
9 years ago	2.5
10+ years ago	33.0
<b>Average:</b>	<b>7.0 years ago</b>

2007 Percent
21.6
13.8
7.4
7.0
5.1
4.3
2.9
1.4
1.2
35.2
<b>10.6 years ago</b>

## TRAVEL PLANS TO SOUTH DAKOTA (Continued)

<b>What in particular prompted you to consider South Dakota? (In-Target)</b>	<b>2006 Percent</b>
Specific attraction	40.2
Family and Friends	19.7
Other	10.3
Passing Through*	9.9
Specific Event	7.3
Close to home	6.2
Advertisement TV	1.9
Advertisement Magazine	1.7
Advertisement Internet/E-mail	1.3
Advertisement Newspaper	1.0
Adv: Travel/Outdoor Show	0.5

<b>What in particular prompted you to consider South Dakota? (In-Target)</b>	<b>2007 Percent</b>
Specific Attraction	49.7
Friends and Family	39.7
Advertisement	13.9
Close to Home	10.2
Specific Event	9.7
Other	5.9
(multiple answers allowed)	

\*NOTE: In 2007, 3.2 percent of those responding indicated they were "Passing Through". This was not listed as an option in the 2007 survey but was written in by respondents.

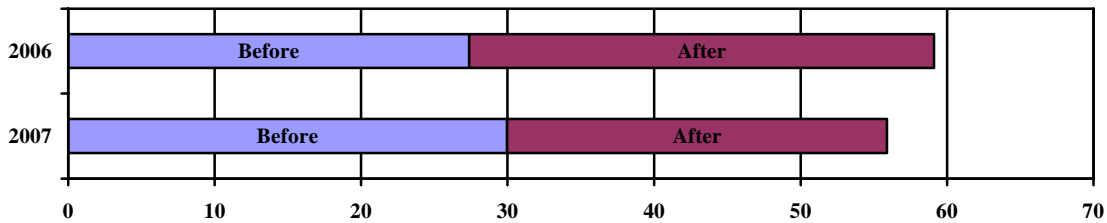
<b>What in particular prompted you to consider South Dakota? (Out-of-Target)</b>	<b>2006 Percent</b>
Specific attraction	51.7
Family and Friends	17.7
Other	11.3
Specific Event	5.0
Close to home	1.2
Adv: Travel/Outdoor Show	1.8
Advertisement Magazine	3.2
Advertisement Internet/E-mail	1.2
Advertisement TV	1.5

<b>What in particular prompted you to consider South Dakota? (Out-of-Target)</b>	<b>2007 Percent</b>
Specific Attraction	56.3
Family and Friends	34.2
Advertisement	11.7
Specific Event	9.0
Other	6.3
Close to Home	3.9
(multiple answers allowed)	

## TRAVEL INFORMATION

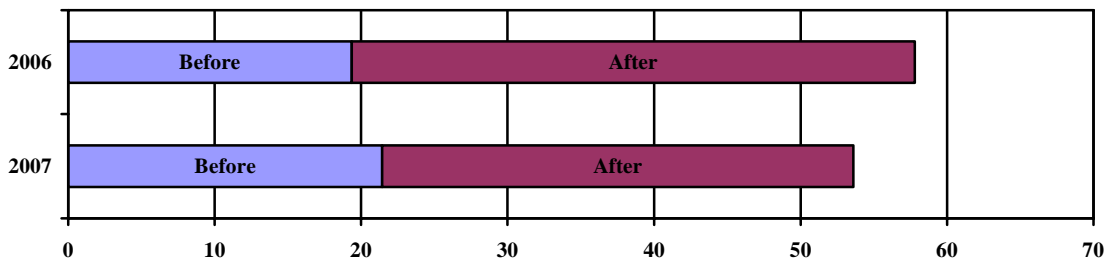
While on your vacation, are you using a South Dakota Vacation Guide? (In-Target)	2006 Percent	2007 Percent
Yes	59.1	55.9
No	40.9	44.1
<b>If yes, when did you receive the vacation guide? (In -Target)</b>		
Before coming to South Dakota	46.3	53.6
After Arriving to South Dakota	53.7	46.4

Percentage of Travelers using a South Dakota Vacation Guide and Reception of Guide (In-Target)



While on your vacation, are you using a South Dakota Vacation Guide? (Out-of-Target)	2006 Percent	2007 Percent
Yes	57.8	53.6
No	42.2	46.4
<b>If yes, when did you receive the vacation guide? (Out-of-Target)</b>		
Before coming to South Dakota	33.5	40.0
After Arriving to South Dakota	66.5	60.0

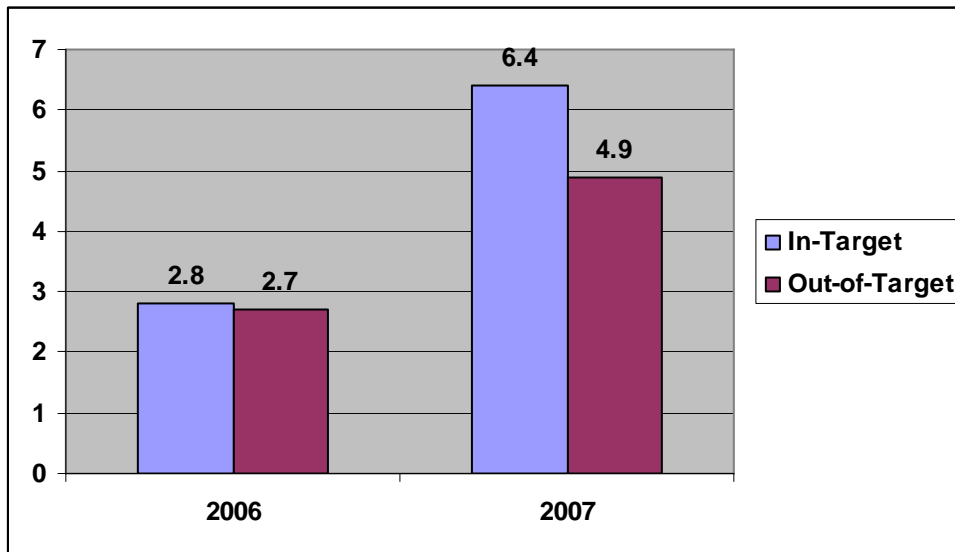
Percentage of Travelers using a South Dakota Vacation Guide and Reception of Guide (Out-of-Target)



## TRAVEL INFORMATION (Continued)

Are you using a travel special or vacation package that combines lodging and activities during your trip?				
	In-Target		Out-of-Target	
	2006	2007	2006	2007
Yes	2.8	6.4	2.7	4.9
No	97.2	93.6	97.3	95.1

Percentage of travelers using a travel special or vacation package that combines lodging and activities during the trip:



If yes, where did you find out about the packages? (Both In-Target/Out-of-Target)	2007 Percent
Travel Professionals	61
Internet/E-mail	53.8
Magazine	41.7
Friends/Family	26.2
Direct Mail	12.4
Newspaper	4.9
<i>Information Not Included in 2006 Intercept Study</i>	(82 Responses)

**TRAVEL INFORMATION (Continued)**

	<b>In-Target</b>	<b>Out-of-Target</b>
<b>Have you ever visited the South Dakota state tourism website, www.TravelSD.com?</b>	<b>31.3</b>	<b>24.3</b>
<b>If yes, did the website answer all your questions?</b>	<b>92.4</b>	<b>90.5</b>

<b>Information that was missing/unavailable to you on www.TravelSD.com (In-Target)</b>	<b>2007 Percent</b>	<b>Information that was missing/unavailable to you on www.TravelSD.com (Out-of-Target)</b>	<b>2007 Percent</b>
Travel Packages	8.3	Travel Packages	26.3
Virtual Tours	8.3	Virtual Tours	15.8
Online Reservation System	8.3	Online Reservation System	7.9
Website Difficult to Navigate	16.7	Website Difficult to Navigate	13.2
Website Difficult to Find	0.0	Website Difficult to Find	0.0
Other	58.3	Other	36.8
<i>Information Not Included in 2006 Intercept Study</i>			

<b>What type of activities would you enjoy participating in on a vacation? (In-Target)</b>	<b>2007 Percent</b>	<b>What type of activities would you enjoy participating in on a vacation? (Out-of-Target)</b>	<b>2007 Percent</b>
Sightseeing	16.3	Sightseeing	16.2
Visiting National/State Parks	14.3	Visiting National/State Parks	14.9
Museums	9.6	Museums	10.2
Old West	8.0	Old West	8.0
Hiking	7.6	Camping	7.3
Camping	6.0	Hiking	7.2
Outdoor Photography	6.0	Outdoor Photography	6.3
Native American Heritage	5.4	Native American Heritage	6.1
Archeology/Paleontology/Geology	4.8	Archeology/Paleontology/Geology	4.8
Fishing	3.8	Fishing	3.5
Gaming/Gambling	3.4	Gaming/Gambling	2.7
Waterparks	3.3	Biking	2.5
Biking	3.0	Boating/Water Activities	2.4
Boating/Water Activities	2.7	Waterparks	2.3
Rock/Mt. Climbing	1.8	Other	1.9
Hunting	1.6	Hunting	1.5
Other	1.6	Rock/Mt. Climbing	1.3
Sturgis Rally	0.8	Sturgis Rally	0.8
<i>Information Not Included in 2006 Intercept Study</i>			

## SPENDING and SATISFACTION

Total spending per day for entire travel party (In-Target)	2006 Percent	2007 Percent
Less than \$100	15.0	13.5
\$100-199	42.1	41.4
\$200-299	23.4	25.2
\$300-399	7.3	11.6
\$400-499	3.6	3.1
\$500-599	1.4	1.7
\$600-699	0.9	0.7
Over \$700	4.1	2.9
<b>Average spending:</b>	<b>\$221.77 per day</b>	<b>\$222.75 per day</b>

Total spending per day for entire travel party (Out-of-Target)	2006 Percent	2007 Percent
Less than \$100	12.3	12.4
\$100-199	45.1	42.6
\$200-299	26.4	26.6
\$300-399	6.7	10.2
\$400-499	2.7	3.5
\$500-599	1.7	2.0
\$600-699	0.5	0.1
Over \$700	2.1	2.6
<b>Average spending:</b>	<b>\$209.50 per day</b>	<b>\$220.14 per day</b>

Average spending of **all** respondents, 2006: \$215.52 per day  
 Average spending of **all** respondents, 2007: \$221.18 per day

How satisfied are you with your South Dakota portion of your trip? (In-Target)	2007 Percent	How satisfied are you with your South Dakota portion of your trip? (Out-of-Target)	2007 Percent
Very Satisfied	77.4	Very Satisfied	75.0
Satisfied	20.7	Satisfied	23.1
Neither	1.5	Neither	1.2
Dissatisfied	0.3	Dissatisfied	0.3
Very Dissatisfied	0.0	Very Dissatisfied	0.3
<i>Information Not Included in 2006 Intercept Study</i>			