



**GLOBAL
INSIGHT**



2010 Tourism Satellite Account

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IHS Global Insight

- **Premier** country intelligence, economic analysis & forecasting, and consulting organization globally
- Most **comprehensive** coverage of countries, regions, and industries available from any single source
- Common **analytical framework** and a consistent set of assumptions
- Broad range of **capabilities** include:
 - Strategic and Tactical Planning Tools
 - Market Risk Assessment
 - Tourism Forecasts
 - Tourism Economic Impact
 - Project Feasibility Studies
 - Performance Benchmarking
- IHS Global Insight consistently has the **best track record** among commercial forecasters. See www.ihsglobalinsight.com/accolades



Travel and Tourism Expertise

- ***Visitation & Spending Forecasts*** –by category and by country, region, state, or U.S. city. Market size, growth, and share.
- ***Market Feasibility & Investment Facilitation*** market analysis & research, demand/supply review, policy evaluation, development cost analysis.
- ***Destination Impact & Concession Support*** economic impact of the construction and operations of individual facilities –resort, convention center, entertainment venue, event...
- ***Tourism Economic Impact & Tourism Satellite Accounting*** conforming to the UN/WTO standards. What does travel & tourism contribute in jobs, wages, spending, and taxes to a national or local economy?
- ***Tourism Policy Analysis*** travel & tourism policy evaluation and rationalization.



Tourism Satellite Accounting

- The **Tourism Satellite Account** is the international (UN/WTO, OECD) standard for measuring the contribution of tourism to an economy
- **Measuring the industry “tourism” is difficult:**
 - Tourism industry is not measured in standard economic accounting systems.
 - Most industries are accounted via the *supply-side*: firms are categorized into NAICS codes and asked about jobs, revenues, costs.
 - But tourism is a demand-side activity: the focus is on what the traveler buys before and during a trip.
As a result, tourism touches many industries.
- **4Cs: Credibility, Comprehensiveness, Comparability, Consistency**



The Distinct Value of the TSA

✓ **Credibility**

- The TSA is the product of countless committees, conferences, papers and expert opinions.
- It defines tourism in measurements consistent with System of National Accounts (SNA) economic accounts.
- It has been ratified by the UN, OECD and Eurostat.

✓ **Comprehensiveness**

- TSA includes a wider view of tourism demand to include second home activity, capital investment, outbound resident purchases, and government spending *-not just visitor spending*.
- TSA explicitly counts employment, sales, and GDP and allows (implicitly) for measurement of wages and taxes.
- System also provides a framework for indirect impact analysis.



The Distinct Value of the TSA

✓ *Comparability*

- Only the TSA provides measurements of tourism that are designed to be consistent with SNA.
- This facilitates inter-industry comparisons
- Facilitates inter-country/sub-national comparisons
- Enables share analysis (tourism is x% of GSP, wages, jobs)

✓ *Consistency*

- Measuring tourism using the same data sources and methodology year in and year out facilitates the analysis of tourism growth, promotional and public investment ROI, and economic development comparisons
- Changing research vendors or personnel should not result in a re-start



Benefits of a TSA

- ✓ **Are we spending enough on tourism promotion and infrastructure?** *Compares government support of the tourism sector with government revenue generated by tourism.*
- ✓ **Which are our best economic development targets and are candidate-requested concessions worth it?** *Allows policy-makers to compare the size & growth of tourism to other industrial sectors.*
- ✓ **What is the ROI of public tourism investment?** *Enables analysts to assess long-term health of the tourism sector vis-a-vis capital investment and govt. support.*
- ✓ **How can we benchmark ourselves against our destination competition?** *Provides an accepted international standard for benchmarking.*
- ✓ **How can we communicate the full value of tourism to policy makers, businesses, and citizens?** *Quantifies how other industries benefit from tourism.*



TSA and Tourism Economic Impact Client Examples

Tourism Satellite Account

- **SOUTH DAKOTA**
- North Dakota
- New Jersey
- Bahamas
- Delaware
- Maryland
- Israel
- Dubai
- Abu Dhabi
- Kansas
- Rhode Island
- Guam
- North Carolina
- Alaska
- South Carolina
- Virginia
- Utah

Economic Impact

- Idaho
- Pennsylvania
- Indiana

City Tourism Impact

- | | |
|------------------|----------------|
| • Washington, DC | • Tulsa |
| • NYC | • St. Louis |
| • Dallas | • Kansas City |
| • Boston | • Battle Creek |
| • Arlington, TX | • Durham, NC |
| • Sacramento | • Savannah |
| • Baltimore | • Pittsburgh |
| • Philadelphia | • Austin |
| • Orlando | • Indianapolis |
| • Camden & SNJ | • Omaha |



TSA: Definitions

- **Visitor:** GT 50 miles, non-commuting day trips, or all overnight stays
- **Person Stays:** stays times the number in the party
- **Resident Outbound Tourism:** Only outbound purchases made in advance of a trip are included. No resident usage of SD tourism assets.*

- **Tourism Expenditures:** A TSA concept, includes all spending by all constituents on travel made in the jurisdiction (SD), as well as all investment
- **Visitor Spending:** Spending in the jurisdiction by visitors (accommodations, food & beverage, shopping, transportation, entertainment, other)
- **Total Economic Impact:** “GDP” definition...spending less value of supply chain purchases made elsewhere. The amount truly retained in jurisdiction.
- **Import Leakages:** The value of supply chain purchases made outside of the jurisdiction.

- **Direct Spending/Jobs/Wages:** Industries that “touch” the visitor (e.g. hotels, restaurants, museums,...)
- **Indirect Spending/Jobs/Wages:** Industries that supply those that touch the visitor



T&T Industry and Economy

Travel & Tourism Industry

The direct effect of travel demand

Tourism Industry (Direct Effect)
Accommodation, Recreation, Catering,
Entertainment, Transportation

Travel & Tourism Economy

The flow-through effect of travel demand
across the economy

Tourism Economy (Indirect Effect)
Aircraft Manufacturing, Chemicals,
Computers, Concrete, Financial
Services, Foods and Beverages,
Furniture and Fixtures, Iron/Steel,
Laundry Services, Metal Products,
Mining, Oil/Gas Suppliers, Plastics,
Printing/Publishing, Rental Car
Manufacturing, Resort Development,
Sanitation Services, Security, Ship
Building, Suppliers, Textiles, Utilities,
Wholesalers, Wood

The TSA provides both a narrow & a broad understanding of the *Tourism "Industry"*



2010 Travel Year TSA Estimates



South Dakota Tourism: Did You Know?

- ✓ **Tourism expenditures reached \$3.6B in 2010**
- ✓ **In '10, visitation grew by 3% and visitor spending increased by 5%**
- ✓ **Avg. spend-per-visitor was \$231 in '10**
- ✓ **1 of every 11 South Dakotan owes his/her job to tourism**
- ✓ **Tourism is responsible for 5.2% of total SD Gross State Product**
- ✓ **Tourism generated 20% of all state & local tax revenue in '10**
- ✓ **Tourism's tax contribution reached \$828 per SD Household**
- ✓ **Tourism is the 4th largest private industry in SD (based upon jobs)**
- ✓ **Avg. Annual Tourism Wages reached \$26,000 in '10**
- ✓ **Every 434 visitor/travelers creates a new job in SD**
- ✓ **In '10, SD's share of US total tourism jobs grew by 5.1% from '09**
- ✓ **In '10, SD's share of US direct tourism jobs grew by 2.7% from '09**



Industry Structure – 2010*

Tourism Expenditures
\$3.61 billion

All Visitor Related Spending



Total Impact
\$1.76 billion

Import Leakage
\$1.84 billion

Tourism goods & services from outside of the state – e.g. clothing made in China

Economic Value to State

Core Tourism
(Direct)
\$1.24 billion

Industries directly providing goods & services to the visitor, such as restaurants

Non-Core Tourism
(Indirect & Investment)
\$0.52 billion

Industries directly providing goods & services to core tourism providers – e.g. food distribution

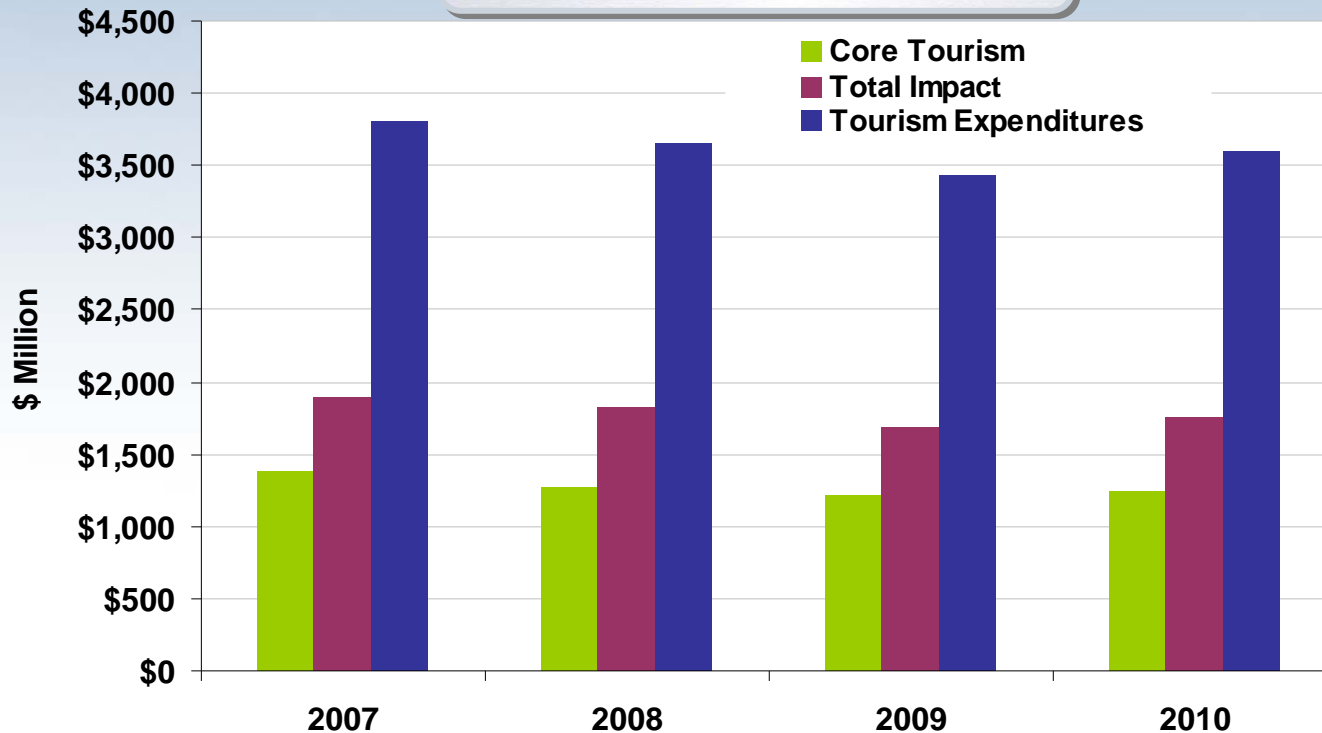


* 2010 Projection based on YTD results from South Dakota, as well as IGI projections for 2010 economic data for the state and counties.



Total Tourism Expenditures

Tourism expenditures tallied
\$3.74 billion in 2010





South Dakota TSA: Top Line Results

Measurement	2010 (billion)	2009 (billion)	2008 (billion)	Growth Rate 09- 10	Growth Rate 08- 09
Total Tourism Expenditures	\$3.61	\$3.43	\$3.66	5.2%	-6.4%
Total Impact	\$1.76	\$1.69	\$1.80	4.2%	-6.1%
Core Tourism (direct)	\$1.24	\$1.21	\$1.28	2.6%	-5.1%
Non-Core Tourism	\$0.52	\$0.48	\$0.52	8.4%	-8.4%
Import Leakage	\$1.84	\$1.73	\$1.86	6.2%	-6.6%

- The rebound in the tourism market has begun to take hold in South Dakota
- Total tourism expenditure growth outpaced overall economic growth in the state in 2010.
- Growth in non-core was helped by construction investment growth, driven primarily by a return in activity in the private sector.



Why Are the 2008 Figures Different From Last Year?

Key Measurements	2008 Original	2008 Recast
Total Expenditures (\$B)	\$3.72	\$3.66
Economic Value		
▪ Core Tourism	\$1.32	\$1.28
▪ Total Impact	\$1.88	\$1.80
Wages & Salaries		
▪ Core Tourism	\$0.80	\$0.75
▪ Total Impact	\$1.15	\$1.08
Employment ('000)		
▪ Core Tourism	33.21	29.37
▪ Total Impact	42.84	37.89
Taxes –Total Impact	\$602 M	\$538 M

Each year revisions to most of the historical tourism metrics (2009 last year was an estimate, and minor revisions may still occur) must be made in order to reflect:

- Revisions to the BLS and BEA inputs covering employment, Gross State Product, Sales Output, and Payroll.
- Upgrade to the latest IMPLAN interindustry model provided by MIG (Minnesota IMPLAN Group), which has been revised to include latest industry census data – which primarily impacts employment and taxes.



SD Tourism: 2010 Visitation Up Despite Slowing Spending

South Dakota Tourism Bottom Line:

Measurement	2010	2009	2008	Growth '09-'10	Growth '08-'09	Perspective
Visitation and Expenditures <ul style="list-style-type: none"> Total Person-Stays Total Tourism Expenditures 	16.64 M \$3.61 B	15.24 M \$3.43 B	15.96 M \$3.66 B	2.6% 5.2%	-4.5% -6.4%	<ul style="list-style-type: none"> Visitation growth was seen in all categories – biz/leis, res/non-res, domestic/Int'l
Economic Value (GSP) <ul style="list-style-type: none"> Core Tourism (direct) Total Impact (direct+indirect) 	\$1.24 B \$1.76 B	\$1.21 B \$1.69 B	\$1.28 B \$1.80 B	2.6% 4.2%	-5.1% -6.1%	<ul style="list-style-type: none"> South Dakota's nominal Gross State Product advanced by 4.9% in 2010.
Wages & Salaries <ul style="list-style-type: none"> Core Tourism (direct) Total Impact (direct+indirect) 	\$0.73 B \$1.06 B	\$0.71 B \$1.01 B	\$0.75 B \$1.08 B	2.9% 4.6%	-5.7% -6.1%	<ul style="list-style-type: none"> Avg. annual direct tourism wages increased 1.5% to approx. \$26,100
Employment ('000) <ul style="list-style-type: none"> Core Tourism (direct) Total Impact (direct+indirect) 	28.02 36.03	27.65 34.78	29.37 37.89	1.3% 3.6%	-5.9% -8.2%	<ul style="list-style-type: none"> 1 out of every 11 SD workers owes his/her job to tourism.

Numbers may differ due to rounding



Total Impact of Tourism

- In 2010, the total impact of travel & tourism (direct and indirect) was *\$1.76 billion*.
- The ratio of the total impact to total expenditures reveals that *49% of each tourism dollar spent in South Dakota* is retained in the state. The remainder represents import leakages.
- Over *28,000 direct jobs* – were supported by core travel & tourism economic activity. This accounts for *6.8% of total non-farm employment* in the state.
- Another *6,400* indirect jobs were supported by tourism activity.
- Approximately *\$732 million in wages & salaries (direct impact)* was generated by core travel & tourism in 2010.
- Tourism generated *\$263 million* in federal government taxes and *\$265 million* in state & and local government taxes in 2010.



Breaking Down Tourism Expenditures

- **Resident In-State** – In-state travel expenditures of South Dakota residents
- **In-state Business Travel** – South Dakota businesses' spending within the state economy on travel
- **Government Spending** – South Dakota Tourism Office Budget, transportation functions related to tourism, publicly funded attractions and funding for security in tourism-intensive areas
- **Investment** – Construction of hotels, attractions, tourism infrastructure, operating and transportation equipment
- **Domestic Out-of-State** – Spending of all visitors to South Dakota coming from other parts of the country (Key Category)
- **International** – Spending of international visitors to South Dakota
- **Resident Outbound** – Resident spending preparing for an out-of-state trip

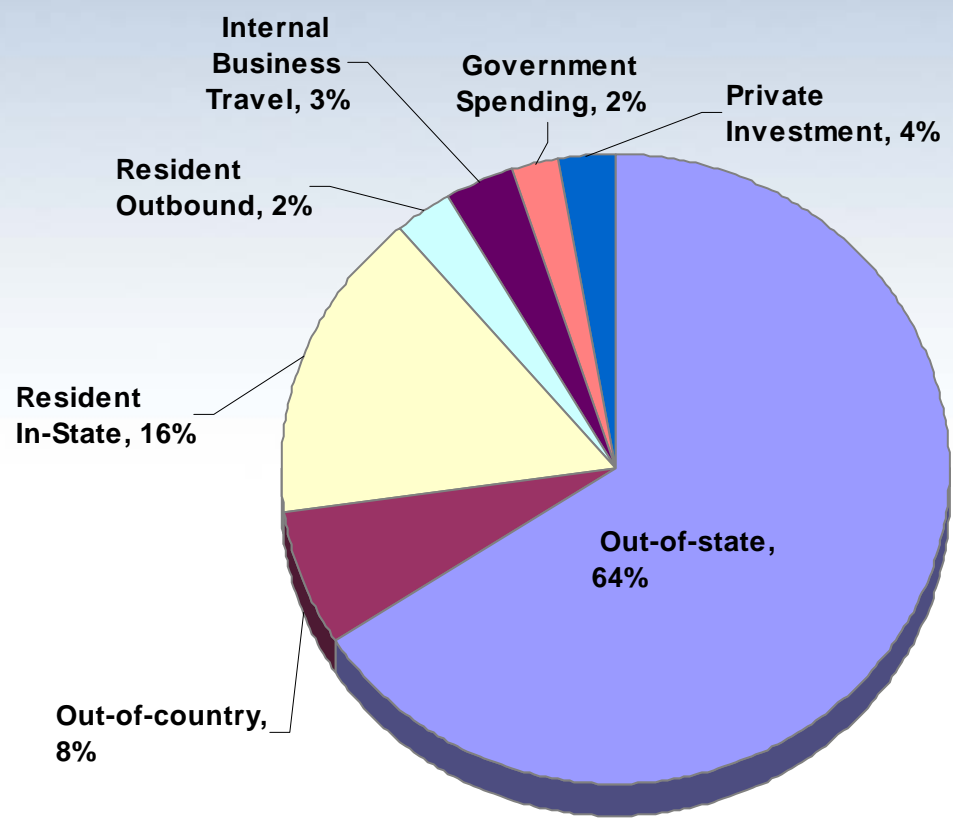


Breaking Down Tourism Expenditures - 2010

Visitors from other states represent the largest portion of tourism expenditures in SD

By Origin	Millions \$\$	Share
In State	982	27%
Other U.S.	2,359	65%
International	265	7%
Total	3,606	100%

By Source	Millions \$\$	Share
Visitor Spending	3,322	92%
Resident Outbound	81	2%
Government Spending	79	2%
Construction & Investment	124	3%
Total	3,606	100%

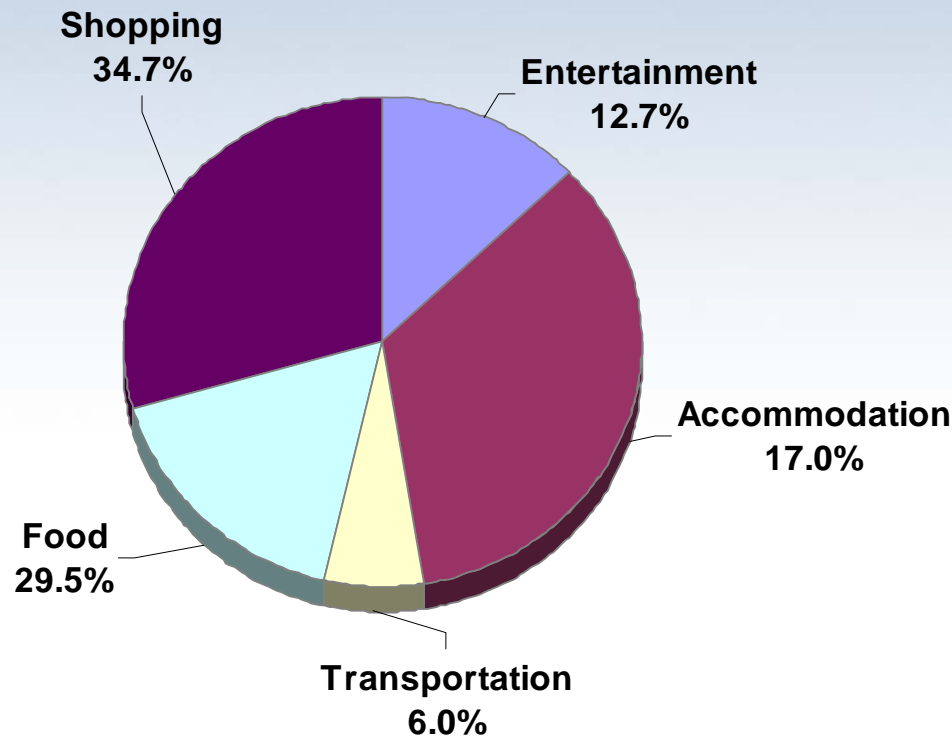




Category Distribution of Expenditures - 2010

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent over 81% of visitor expenditures.

	Millions \$\$	Share
Entertainment	434	12.7%
Retail	1,183	34.7%
Transportation	205	6.0%
Accommodation	580	17.0%
Food	1,004	29.5%
Total*	3,406	100%



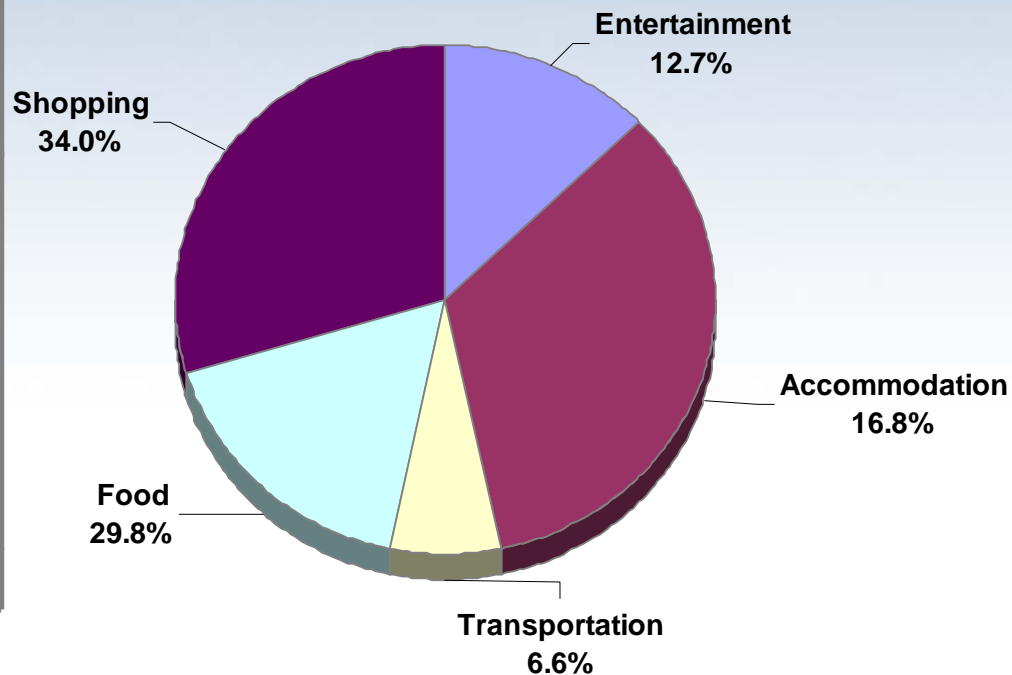
* Visitor Expenditures only (w/o construction, investment, & government spending)



Category Distribution of Expenditures - 2009

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent over 80% of visitor expenditures.

	Millions \$\$	Share
Entertainment	415	12.7%
Accommodation	1,107	34.0%
Transportation	216	6.6%
Food	547	16.8%
Shopping	969	29.8%
Total	3,254	100%



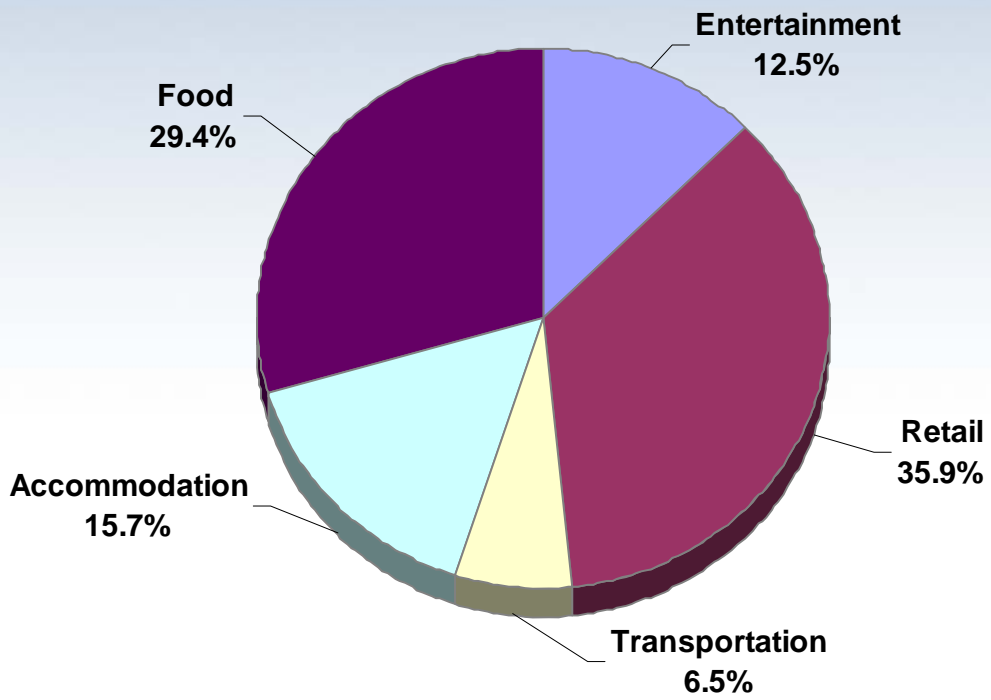
* Visitor Expenditures only (w/o construction, investment, & government spending)



Category Distribution of Expenditures - 2008

Shopping accounts for the largest share of tourism expenditure. Combined with food and accommodation, these components represent 81% of visitor expenditures.

	Millions \$\$	Share
Entertainment	436	12.5%
Accommodation	548	15.7%
Transportation	226	6.5%
Food	1,027	29.4%
Shopping	1,253	35.9%
Total *	3,491	100%



* Visitor Expenditures only (w/o construction, investment, & government spending)



Core Tourism

- **Answers the question “How does tourism compare with other industries?”**
- **Core Tourism measures the size of the industry directly providing goods & services to the visitor.**
- **Therefore, all indirect effects are excluded – these are part of other supplier industries such as wholesalers. The impact of capital investment is also excluded.**
- **Core Tourism generated \$1.24 billion in economic value in 2010. This ranks core tourism as the 8th largest private industry in SD in terms of gross state product.**



Core Tourism – Gross State Product

Core Tourism contributed \$1.28 billion in economic value in 2010. Tourism ranked as the 8th largest private industry in the state.

Rank	Industry (NAICS Definitions)	Millions \$	% of State
1	Finance and Insurance	7,670	21.8%
2	Real Estate and Rental and Leasing	3,831	10.9%
3	Health Care and Social Assistance	3,440	9.8%
4	Retail Trade	2,663	7.6%
5	Durables Manufacturing	2,459	7.0%
6	Wholesale Trade	2,246	6.4%
7	Construction	1,453	4.1%
8	Professional, Scientific, and Technical Services	1,133	3.2%
9	Accommodation and Food Services	1,106	3.1%
10	Information	982	2.8%
11	Other Services	982	2.8%
12	Non-Durables Manufacturing	949	2.7%
13	Administrative and Waste Services	531	1.5%
14	Management of Companies and Enterprises	404	1.1%
15	Educational Services	268	0.8%
	Other Industries	5,138	14.6%
Total Private Industries		35,253	100.0%
	Travel & Tourism	\$1,244	3.5%



Source: IHS Global Insight



Core Tourism Impact – Composition – 2010

The activity of tourism touches a diversity of South Dakota's industries

Composition of Core Tourism

Rank	Industry	\$ Value '10 (Millions)	'09-'10 Growth	% of Total
1	Food services and drinking places	442	1.9%	35.6%
2	Hotels and motels, including casino hotels	273	5.8%	21.9%
3	Other amusement and recreation industries	112	2.8%	9.0%
4	Real estate establishments	87	-2.1%	7.0%
5	Retail Stores - Food and beverage	63	5.4%	5.0%
6	Retail Stores - Miscellaneous	45	5.6%	3.6%
7	Travel arrangement and reservation services	41	-3.8%	3.3%
8	Retail Stores - General merchandise	36	4.5%	2.9%
9	Retail Stores - Clothing and clothing accessories	34	6.6%	2.8%
10	Retail Stores - Gasoline stations	34	5.6%	2.7%
11	Retail Stores - Sporting goods, book and music	19	6.4%	1.5%
12	Transport by rail	16	0.8%	1.3%
13	Automotive equipment rental and leasing	16	-21.0%	1.3%
14	Transport by air	13	0.4%	1.1%
15	Performing arts companies	8	4.5%	0.7%
	All Others	5	-0.2%	0.4%
	Total	1,244	2.6%	100.0%



Core Tourism Impact – Composition – 2009

Composition of Core Tourism

Rank	Industry	\$ Value '09 (Millions)	'08-'09 Growth	% of Total
1	Food services and drinking places	434	-5.7%	35.8%
2	Hotels and motels, including casino hotels	257	0.1%	21.2%
3	Other amusement and recreation industries	109	-5.1%	9.0%
4	Real estate establishments	89	0.0%	7.3%
5	Retail Stores - Food and beverage	59	-11.5%	4.9%
6	Retail Stores - Miscellaneous	42	-11.3%	3.5%
7	Travel arrangement and reservation services	43	-5.8%	3.5%
8	Retail Stores - General merchandise	34	-11.1%	2.8%
9	Retail Stores - Clothing and clothing accessories	32	-10.8%	2.7%
10	Retail Stores - Gasoline stations	32	-12.7%	2.7%
11	Retail Stores - Sporting goods, book and music	18	-11.3%	1.5%
12	Transport by rail	16	-1.2%	1.3%
13	Automotive equipment rental and leasing	20	-11.1%	1.6%
14	Transport by air	13	1.9%	1.1%
15	Performing arts companies	8	-1.5%	0.6%
	All Others	5	2.0%	0.4%
	Total	1,212	-5.1%	100.0%



Core Tourism Impact – Composition – 2008

Composition of Core Tourism

Rank	Industry	\$ Value '08 (Millions)	'07-'08 Growth	% of Total
1	Food services and drinking places	460	-3.5%	36.0%
2	Hotels and motels, including casino hotels	257	-8.0%	20.1%
3	Other amusement and recreation industries	115	-5.9%	9.0%
4	Real estate establishments	89	5.0%	6.9%
5	Retail Stores - Food and beverage	67	-5.9%	5.3%
6	Retail Stores - Miscellaneous	48	-5.0%	3.7%
7	Travel arrangement and reservation services	45	-5.6%	3.6%
8	Retail Stores - General merchandise	38	-5.4%	3.0%
9	Retail Stores - Clothing and clothing accessories	36	-6.0%	2.8%
10	Retail Stores - Gasoline stations	37	5.5%	2.9%
11	Retail Stores - Sporting goods, book and music	20	-5.1%	1.6%
12	Transport by rail	16	3.1%	1.2%
13	Automotive equipment rental and leasing	22	9.8%	1.7%
14	Transport by air	13	6.4%	1.0%
15	Performing arts companies	8	-6.4%	0.6%
	All Others	5	2.5%	0.4%
	Total	1,277	-4.3%	100.0%



Core Tourism – South Dakota Jobs & Wages

- Core Tourism is the 4th largest private sector employer in the state with **28,017 direct full-time equivalency jobs** in 2010.
- Core Tourism generated **8.6% of non-farm private state employment** in 2010.
- Core Tourism jobs provided **\$732 million in wages & salaries** in 2010.
- Core Tourism's **average annual wage** was **\$26,115** in 2010.



Core Tourism – Employment Ranking - 2010

With tourism extracted from other industries, Total Travel & tourism is the 3rd largest private sector employer.

Rank	South Dakota Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment
1	Health Care and Social Assistance	57.1	17.6%	57.1
2	Retail Trade	49.4	15.2%	44.1
3	Accommodation and Food Services	36.0	11.1%	18.7
4	Finance and Insurance	25.5	7.9%	24.9
5	Durables Manufacturing	24.2	7.5%	24.2
6	Construction	19.8	6.1%	19.8
7	Wholesale Trade	19.0	5.8%	19.0
8	Other Services	15.9	4.9%	15.9
9	Administrative and Support and Waste Management	13.7	4.2%	13.7
10	Non-Durables Manufacturing	13.4	4.1%	13.4
11	Transportation and Warehousing	10.7	3.3%	10.3
12	Professional, Scientific, and Technical Services	10.4	3.2%	9.8
13	Information	6.8	2.1%	6.8
14	Educational Services	6.7	2.1%	6.7
15	Management of Companies and Enterprises	3.3	1.0%	3.3
	Other Industries	13.0	4.0%	9.2
	Total Private Non-farm	324.9	100.0%	296.9
	Core Tourism	28.0	8.6%	
	Total Travel & Tourism	36.0	11.1%	

Core Tourism represented 28,017 jobs in 2010
Total Tourism represented 36,029



Core Tourism – Employment Ranking - 2009

With tourism extracted from other industries, Total Travel & tourism is the 3rd largest private sector employer.

Rank	South Dakota Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment
1	Health Care and Social Assistance	56.4	17.3%	56.4
2	Retail Trade	49.6	15.2%	44.5
3	Accommodation and Food Services	36.2	11.1%	19.1
4	Finance and Insurance	26.8	8.2%	26.2
5	Durables Manufacturing	24.8	7.6%	24.8
6	Construction	20.8	6.4%	20.8
7	Wholesale Trade	18.3	5.6%	18.3
8	Other Services	15.7	4.8%	15.7
9	Administrative and Support and Waste Management	13.3	4.1%	13.3
10	Non-Durables Manufacturing	13.2	4.0%	13.2
11	Transportation and Warehousing	10.5	3.2%	10.0
12	Professional, Scientific, and Technical Services	10.0	2.1%	9.4
13	Information	6.7	3.1%	6.7
14	Educational Services	6.9	2.1%	6.9
15	Management of Companies and Enterprises	3.2	1.0%	3.2
	Other Industries	13.7	4.2%	10.0
	Total Private Non-farm	326.1	100.0%	298.5
	Core Tourism	27.7	8.5%	
	Total Travel & Tourism	34.8	10.7%	

Core Tourism represented 27,652 jobs in 2009
Total Tourism represented 34,781



Core Tourism – Employment Ranking - 2008

Rank	South Dakota Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment
1	Health Care and Social Assistance	55.3	16.5%	55.3
2	Retail Trade	50.2	15.0%	44.5
3	Accommodation and Food Services	36.3	10.8%	18.4
4	Finance and Insurance	27.3	8.1%	26.6
5	Durables Manufacturing	29.1	8.7%	29.1
6	Construction	22.3	6.6%	22.3
7	Wholesale Trade	18.7	5.6%	18.7
8	Other Services	15.9	4.7%	15.9
9	Administrative and Support and Waste Management	14.0	4.2%	14.0
10	Non-Durables Manufacturing	13.5	4.0%	13.5
11	Transportation and Warehousing	10.9	3.2%	10.4
12	Professional, Scientific, and Technical Services	10.6	3.2%	10.0
13	Information	7.0	2.1%	7.0
14	Educational Services	6.8	2.0%	6.8
15	Management of Companies and Enterprises	3.4	1.0%	3.4
	Other Industries	13.9	4.2%	10.0
	Total Private Non-farm	335.2	100.0%	305.9

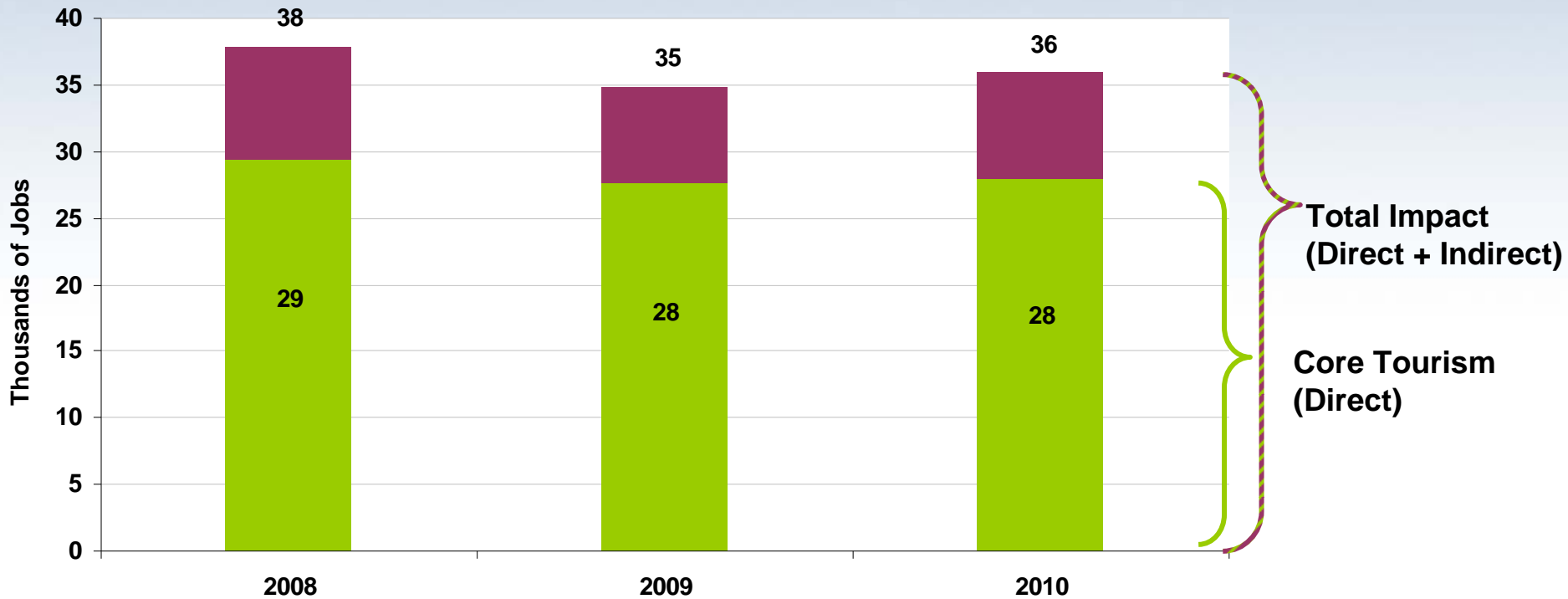
Core Tourism represented 29,372 jobs in 2008
Total Tourism represented 37,886

Core Tourism	33.2	9.8%
Total Travel & Tourism	42.8	12.7%



Total Tourism Employment Edged Higher in 2010

Core Tourism jobs comprise 78% of total tourism-generated employment in 2010.



Source: IHS Global Insight



Indirect Benefits in 2010: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 15.6M person-stays in 2010

Indirect Benefits of Tourism

Rank	Industry	\$ Value '10 (Millions)	'09-'10 Growth	% of Total
1	Real estate establishments	\$62.7	3.4%	9.4%
2	Electric power generation, transmission	\$44.3	4.2%	6.7%
3	Wholesale trade businesses	\$38.7	3.9%	5.8%
4	Monetary authorities and depository credit	\$20.3	2.1%	3.1%
5	Management of companies and enterprises	\$20.0	2.9%	3.0%
6	Telecommunications	\$17.4	3.5%	2.6%
7	Food services and drinking places	\$15.0	3.5%	2.3%
8	US Postal Service	\$13.3	4.0%	2.0%
9	Nondepository credit intermediation	\$13.1	2.3%	2.0%
10	Insurance carriers	\$12.2	2.9%	1.8%
11	Transport by truck	\$9.0	4.5%	1.4%
12	Maintenance and repair of nonres structures	\$8.5	3.3%	1.3%
13	Commercial machinery repair and maintenance	\$8.4	2.0%	1.3%
14	Radio and television broadcasting	\$8.4	3.8%	1.3%
15	Architectural, engineering, and related services	\$8.4	6.6%	1.3%
	Other Industries	\$162.0	3.7%	24.4%
	Investment and Government	\$202.7	17.2%	30.5%
	Total	\$664.4	7.4%	100.0%



Indirect Benefits in 2009: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 15.2M person-stays in 2009

Indirect Benefits of Tourism

Rank	Industry	\$ Value '09 (Millions)	'08-'09 Growth	% of Total
1	Real estate establishments	\$60.6	-7.1%	9.8%
2	Electric power generation, and distribution	\$42.5	-6.0%	6.9%
3	Wholesale trade businesses	\$37.3	-6.7%	6.0%
4	Monetary authorities and depository credit	\$19.9	-6.9%	3.2%
5	Management of companies and enterprises	\$19.4	-6.5%	3.1%
6	Telecommunications	\$16.8	-6.3%	2.7%
7	Food services and drinking places	\$14.5	-5.1%	2.3%
8	US Postal Service	\$12.8	-6.4%	2.1%
9	Nondepository credit intermediation	\$12.8	-6.2%	2.1%
10	Insurance carriers	\$11.8	-6.6%	1.9%
11	Transport by truck	\$8.6	-6.1%	1.4%
12	Maintenance and repair of nonres structures	\$8.2	-5.4%	1.3%
13	Commercial machinery repair and maintenance	\$8.3	-5.6%	1.3%
14	Radio and television broadcasting	\$8.1	-6.4%	1.3%
15	Architectural, engineering, and related services	\$7.8	0.2%	1.3%
	Other Industries	\$156.2	-5.8%	25.3%
	Investment and Government	\$172.9	1.7%	27.9%
	Total	\$618.6	-4.1%	100.0%



Indirect Benefits in 2008: Tourism Supplier Industries

Many sectors on tourism's supply chain also benefit from South Dakota's 16.0M person-stays in 2008

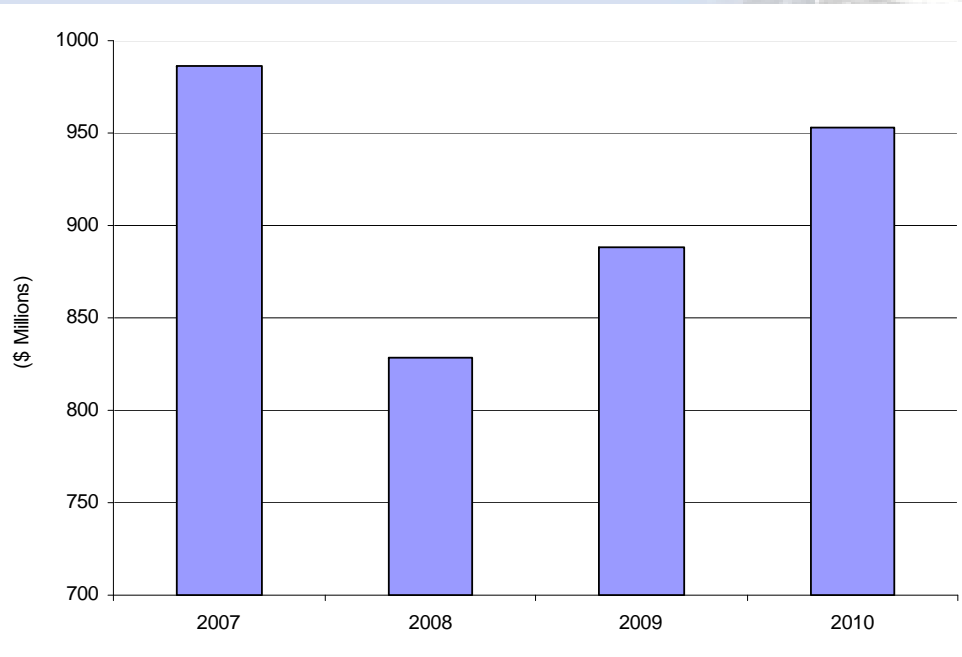
Indirect Benefits of Tourism

Rank	Industry	\$ Value '08 (Millions)	'07-'08 Growth	% of Total
1	Real estate establishments	\$65.2	-2.2%	10.1%
2	Electric power generation, and distribution	\$45.2	-0.2%	7.0%
3	Wholesale trade businesses	\$40.0	-2.6%	6.2%
4	Monetary authorities and depository credit	\$21.4	-2.4%	3.3%
5	Management of companies and enterprises	\$20.8	-1.8%	3.2%
6	Telecommunications	\$17.9	0.2%	2.8%
7	Food services and drinking places	\$15.3	-0.1%	2.4%
8	US Postal Service	\$13.7	-4.1%	2.1%
9	Nondepository credit intermediation	\$13.6	-1.2%	2.1%
10	Insurance carriers	\$12.6	14.5%	2.0%
11	Transport by truck	\$9.2	-1.3%	1.4%
12	Maintenance and repair of nonres structures	\$8.7	-1.2%	1.3%
13	Commercial machinery repair and maintenance	\$8.7	-1.2%	1.4%
14	Radio and television broadcasting	\$8.7	-0.6%	1.3%
15	Architectural, engineering, and related services	\$7.8	0.9%	1.2%
	Other Industries	\$165.9	0.1%	25.7%
	Investment and Government	\$170.0	71.9%	26.4%
	Total	\$644.7	15.6%	100.0%



Construction Impacts

The Construction sector is also a significant beneficiary of tourism. After the decline in 2008, South Dakota tourism-oriented construction has rebounded with two years of steady growth, with 2010 growth driven by a 34% increase in private investment.



In 2010, growth in Hotels and Amusement & Recreational structures were the primary drivers of the private investment growth.

Source: IHS Global Insight and FW Dodge



Tourism Generated Government Revenue

Tourism is a major contributor of government revenue at all levels

	2010 Total (million\$)	2009 Total (million\$)	'09 - '10 Growth	'08 - '09 Growth
Federal Government				
Corporate Profits Tax	\$30.9	\$29.8	3.6%	-5.8%
Indirect Business Tax	\$31.1	\$29.7	4.5%	-6.7%
Personal Tax	\$54.2	\$51.8	4.6%	-6.1%
Social Insurance Tax	\$146.9	\$140.5	4.6%	-6.1%
<i>Subtotal</i>	\$263.2	\$251.9	4.5%	-6.2%
State/Local Government				
Corporate Profits Tax	\$3.5	\$3.3	3.6%	-5.8%
Dividends	\$13.3	\$12.8	4.5%	-6.6%
Hotel Tax	\$3.6	\$3.4	6.4%	-0.3%
Gaming Tax	\$9.0	\$8.0	12.5%	0.1%
Indirect Business Tax	\$224.4	\$214.6	4.5%	-6.7%
Personal Tax	\$8.1	\$7.7	4.6%	-6.1%
Social Insurance Tax	\$2.8	\$2.7	4.6%	-6.3%
<i>Subtotal</i>	\$264.7	\$252.5	4.8%	-6.4%
Grand Total	\$527.8	\$504.4	4.6%	-6.3%



Tourism's Contribution to Tax Revenues in 2010

- **Tourism activity generated \$265 million in state and local government revenue in 2010, an increase of 4.8 from 2009.**
- **Indirect business tax contributed \$224.4 million to state government revenues in 2010.**
- **Tourism contributes about 3.1% of *total SD* gross state product, yet it is responsible for about 20.1% of state government revenue in 2010.***
- **If tourism didn't exist, each household would have to pay about \$828 more in taxes in order to maintain the current level of state and local tax receipts.**

* State tax collections taken from the U.S. Census Bureau's Summary of State and Local Government Tax Revenue



How Important in 2010?

Tourism related spending of \$3.61 billion

TOTAL

Tourism Total Impact: \$1.76 billion

4.4% of Total Gross State Product

Total Employment: 36,029 jobs

8.9% of Total Non-Farm Employment

CORE

Core Tourism Value Added: \$1.24 billion

3.1% of Total Gross State Product

Core Employment: 28,017 jobs

6.9% of Total Non-Farm Employment





What Do Visitors* Mean to South Dakota?

- ✓ **Each SD visitor generates about \$231 in expenditures, \$118 of which goes to businesses that do not directly “touch” that visitor**
- ✓ **Every 434 visitors create a new job in South Dakota**
- ✓ **Each visitor contributes about \$34 in tax receipts, \$17 of which goes to state & local authorities**
- ✓ **It takes only 504 visitors to pay for one SD public school student for one year****
- ✓ **Each visitor generates \$68 in wages paid to workers directly employed in tourism**
- ✓ **Each visitor adds about \$113 to Gross State Product**

* *Person stays*

** *Per student expenditure taken from the Federal Education Budget Project, 2008 figure*



Detailed County Estimates



County Details

Aurora County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	947.2	0.0	3,504.2	2,763.3	745.3	7,960.0	6.7%	0.2%
2009	828.0	0.0	3,254.0	2,662.4	754.2	7,498.6	6.8%	0.2%
2008	787.3	0.0	3,540.8	2,744.6	643.4	7,716.1	5.5%	0.2%
% Change ('09-'10)	14.4%	0.0	7.7%	3.8%	-1.2%	6.2%		
% Change ('08-'09)	5.2%	0.0	-8.1%	-3.0%	17.2%	-2.8%		

Beadle County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	8,596.3	4,019.6	23,776.7	13,467.7	9,882.0	59,742.3	3.6%	1.8%
2009	8,717.2	4,122.5	22,390.5	13,037.2	9,622.4	57,889.9	3.8%	1.8%
2008	8,441.1	4,287.8	25,729.1	14,035.2	10,342.5	62,835.8	3.9%	1.8%
% Change ('09-'10)	-1.4%	-2.5%	6.2%	3.3%	2.7%	3.2%		
% Change ('08-'09)	3.3%	-3.9%	-13.0%	-7.1%	-7.0%	-7.9%		

* Note: Gasoline purchases included in shopping category, not transportation.



County Details

Bennett County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	688.7	0.0	2,432.6	1,570.7	718.7	5,410.6	3.2%	0.2%
2009	630.7	0.0	2,219.1	1,577.3	646.4	5,073.6	3.2%	0.2%
2008	590.7	0.0	2,535.8	1,578.5	643.4	5,348.4	2.8%	0.2%
% Change ('09-'10)	9.2%	0.0	9.6%	-0.4%	11.2%	6.6%		
% Change ('08-'09)	6.8%	0.0	-12.5%	-0.1%	0.5%	-5.1%		

Bon Homme County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	658.5	947.5	6,675.4	3,022.5	911.1	12,215.0	3.5%	0.4%
2009	662.0	750.8	6,202.4	2,950.8	818.5	11,384.4	3.7%	0.3%
2008	666.3	733.3	7,076.8	2,977.9	810.9	12,265.2	3.2%	0.4%
% Change ('09-'10)	-0.5%	26.2%	7.6%	2.4%	11.3%	7.3%		
% Change ('08-'09)	-0.6%	2.4%	-12.4%	-0.9%	0.9%	-7.2%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Brookings County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	10,569.2	3,365.8	36,721.3	36,983.1	4,311.2	91,950.6	4.0%	2.7%
2009	10,116.7	3,694.2	34,605.8	35,910.4	4,120.7	88,447.8	4.0%	2.7%
2008	9,133.3	3,736.4	39,587.7	38,738.9	4,329.9	95,526.2	4.0%	2.7%
% Change ('09-'10)	4.5%	-8.9%	6.1%	3.0%	4.6%	4.0%		
% Change ('08-'09)	10.8%	-1.1%	-12.6%	-7.3%	-4.8%	-7.4%		

Brown County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	24,462.9	65,063.3	51,723.8	42,300.4	14,795.0	198,345.4	5.7%	5.8%
2009	23,445.1	66,863.9	49,171.3	41,118.1	14,277.4	194,875.7	5.8%	6.0%
2008	22,045.3	70,922.3	56,343.8	44,321.0	15,135.7	208,768.0	6.1%	6.0%
% Change ('09-'10)	4.3%	-2.7%	5.2%	2.9%	3.6%	1.8%		
% Change ('08-'09)	6.3%	-5.7%	-12.7%	-7.2%	-5.7%	-6.7%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Brule County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	4,357.6	381.3	9,084.5	5,220.8	2,138.6	21,182.8	5.6%	0.6%
2009	4,032.9	377.6	8,475.0	5,065.1	2,063.7	20,014.3	5.6%	0.6%
2008	3,842.7	369.0	9,684.1	5,410.2	2,071.0	21,377.0	5.5%	0.6%
% Change ('09-'10)	8.0%	1.0%	7.2%	3.1%	3.6%	5.8%		
% Change ('08-'09)	5.0%	2.4%	-12.5%	-6.4%	-0.4%	-6.4%		

Buffalo County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	5,220.9	0.0	1,131.6	0.0	0.0	6,352.5	9.4%	0.2%
2009	5,228.8	0.0	1,067.4	0.0	0.0	6,296.3	10.2%	0.2%
2008	5,288.9	0.0	1,199.6	0.0	0.0	6,488.5	10.7%	0.2%
% Change ('09-'10)	-0.2%	0.0	6.0%	0.0	0.0	0.9%		
% Change ('08-'09)	-1.1%	0.0	-11.0%	0.0	0.0	-3.0%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Butte County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	3,870.6	0.0	10,088.3	8,087.3	2,487.1	24,533.3	4.6%	0.7%
2009	3,992.0	0.0	9,421.9	7,790.1	2,397.4	23,601.4	4.7%	0.7%
2008	5,369.3	0.0	10,748.3	8,388.3	2,432.6	26,938.5	4.8%	0.8%
% Change ('09-'10)	-3.0%	0.0	7.1%	3.8%	3.7%	3.9%		
% Change ('08-'09)	-25.7%	0.0	-12.3%	-7.1%	-1.4%	-12.4%		

Campbell County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	926.9	0.0	821.3	968.8	2,302.0	5,018.9	4.8%	0.1%
2009	904.8	0.0	774.8	932.9	2,127.0	4,739.4	5.0%	0.1%
2008	920.5	0.0	827.2	961.2	2,127.9	4,836.7	3.7%	0.1%
% Change ('09-'10)	2.4%	0.0	6.0%	3.9%	8.2%	5.9%		
% Change ('08-'09)	-1.7%	0.0	-6.3%	-2.9%	0.0%	-2.0%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Charles Mix County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	3,214.6	0.0	12,821.4	5,087.0	2,502.4	23,625.5	3.6%	0.7%
2009	3,158.0	0.0	12,180.9	4,864.4	2,474.0	22,677.3	3.7%	0.7%
2008	3,410.6	0.0	13,834.4	5,109.3	2,611.6	24,966.0	3.9%	0.7%
% Change ('09-'10)	1.8%	0.0	5.3%	4.6%	1.1%	4.2%		
% Change ('08-'09)	-7.4%	0.0	-12.0%	-4.8%	-5.3%	-9.2%		

Clark County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	582.2	758.0	2,101.1	1,712.1	292.8	5,446.2	2.2%	0.2%
2009	572.0	563.1	1,974.4	1,649.5	197.5	4,956.5	2.2%	0.2%
2008	561.3	550.0	2,225.7	1,589.6	196.6	5,123.2	1.9%	0.1%
% Change ('09-'10)	1.8%	34.6%	6.4%	3.8%	48.2%	9.9%		
% Change ('08-'09)	1.9%	2.4%	-11.3%	3.8%	0.5%	-3.3%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Clay County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	5,895.3	622.1	25,606.4	17,975.2	1,157.7	51,256.6	7.9%	1.5%
2009	5,872.7	462.5	23,347.7	17,472.1	1,013.0	48,168.0	8.0%	1.5%
2008	5,142.9	451.9	26,677.8	18,740.4	1,009.2	52,022.3	8.5%	1.5%
% Change ('09-'10)	0.4%	34.5%	9.7%	2.9%	14.3%	6.4%		
% Change ('08-'09)	14.2%	2.4%	-12.5%	-6.8%	0.4%	-7.4%		

Codington County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	11,154.5	3,613.6	54,461.4	35,408.7	16,803.0	121,441.4	4.4%	3.6%
2009	11,328.4	3,793.8	51,581.6	34,222.2	16,185.9	117,111.9	4.5%	3.6%
2008	10,443.8	3,405.4	58,627.0	36,664.7	17,282.7	126,423.6	4.6%	3.6%
% Change ('09-'10)	-1.5%	-4.8%	5.6%	3.5%	3.8%	3.7%		
% Change ('08-'09)	8.5%	11.4%	-12.0%	-6.7%	-6.3%	-7.4%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Corson County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	940.5	689.1	556.4	575.7	741.6	3,503.3	2.2%	0.1%
2009	1,136.8	546.0	489.5	554.7	685.0	3,412.0	2.3%	0.1%
2008	1,080.6	533.3	589.6	468.8	682.6	3,355.0	1.9%	0.1%
% Change ('09-'10)	-17.3%	26.2%	13.7%	3.8%	8.3%	2.7%		
% Change ('08-'09)	5.2%	2.4%	-17.0%	18.3%	0.3%	1.7%		

Custer County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	20,195.7	1,631.3	6,187.1	6,995.6	8,219.1	43,228.9	10.6%	1.3%
2009	20,130.8	1,582.8	5,784.9	6,781.5	7,638.8	41,918.8	10.9%	1.3%
2008	18,394.8	682.1	6,559.3	7,229.2	6,471.1	39,336.4	9.8%	1.1%
% Change ('09-'10)	0.3%	3.1%	7.0%	3.2%	7.6%	3.1%		
% Change ('08-'09)	9.4%	132.1%	-11.8%	-6.2%	18.0%	6.6%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Davison County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	13,241.7	1,089.0	49,442.4	30,076.6	5,996.7	99,846.5	4.9%	2.9%
2009	13,549.8	1,311.5	46,950.3	29,196.9	5,939.1	96,947.6	5.0%	3.0%
2008	13,488.7	1,492.3	54,026.8	31,467.7	6,041.4	106,516.9	5.5%	3.1%
% Change ('09-'10)	-2.3%	-17.0%	5.3%	3.0%	1.0%	3.0%		
% Change ('08-'09)	0.5%	-12.1%	-13.1%	-7.2%	-1.7%	-9.0%		

Day County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	9,047.9	0.0	8,213.0	4,270.1	1,143.4	22,674.5	5.3%	0.7%
2009	8,999.4	0.0	7,661.5	4,149.0	1,059.3	21,869.2	5.4%	0.7%
2008	9,112.0	0.0	8,707.0	4,499.2	1,105.5	23,423.8	5.3%	0.7%
% Change ('09-'10)	0.5%	0.0	7.2%	2.9%	7.9%	3.7%		
% Change ('08-'09)	-1.2%	0.0	-12.0%	-7.8%	-4.2%	-6.6%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Deuel County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	2,365.5	6.2	3,102.7	2,599.2	527.0	8,600.7	2.4%	0.3%
2009	1,928.9	6.1	2,883.8	2,503.7	540.2	7,862.8	2.4%	0.2%
2008	1,898.3	4.2	3,240.9	2,669.0	522.3	8,334.7	2.4%	0.2%
% Change ('09-'10)	22.6%	1.8%	7.6%	3.8%	-2.4%	9.4%		
% Change ('08-'09)	1.6%	46.7%	-11.0%	-6.2%	3.4%	-5.7%		

Dewey County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	1,354.8	0.0	3,796.2	1,428.0	146.9	6,725.9	1.7%	0.2%
2009	885.5	0.0	3,546.7	1,347.1	145.0	5,924.2	1.6%	0.2%
2008	1,181.5	0.0	4,024.6	1,343.8	153.3	6,703.2	1.8%	0.2%
% Change ('09-'10)	53.0%	0.0	7.0%	6.0%	1.3%	13.5%		
% Change ('08-'09)	-25.1%	0.0	-11.9%	0.3%	-5.4%	-11.6%		

* Note: Gasoline purchases included in shopping category, not transportation.



County Details

Douglas County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	228.2	0.0	1,277.6	1,022.7	266.2	2,794.6	1.0%	0.1%
2009	264.5	0.0	1,248.2	947.4	179.6	2,639.7	1.0%	0.1%
2008	248.6	0.0	1,547.9	978.2	178.7	2,953.5	1.0%	0.1%
% Change ('09-'10)	-13.7%	0.0	2.4%	7.9%	48.2%	5.9%		
% Change ('08-'09)	6.4%	0.0	-19.4%	-3.2%	0.5%	-10.6%		

Edmunds County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	2,014.0	0.0	2,459.3	1,674.6	284.9	6,432.9	2.3%	0.2%
2009	1,897.8	0.0	2,320.0	1,613.1	281.5	6,112.5	2.4%	0.2%
2008	2,075.1	0.0	2,554.0	1,551.8	272.7	6,453.7	2.1%	0.2%
% Change ('09-'10)	6.1%	0.0	6.0%	3.8%	1.2%	5.2%		
% Change ('08-'09)	-8.5%	0.0	-9.2%	3.9%	3.2%	-5.3%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Fall River County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	8,049.2	10,341.8	10,348.4	8,611.7	4,960.1	42,311.2	8.3%	1.2%
2009	7,863.1	10,652.3	9,710.3	8,382.0	4,773.4	41,381.1	8.4%	1.3%
2008	7,916.5	10,805.0	11,086.9	8,978.5	4,862.3	43,649.1	8.5%	1.3%
% Change ('09-'10)	2.4%	-2.9%	6.6%	2.7%	3.9%	2.2%		
% Change ('08-'09)	-0.7%	-1.4%	-12.4%	-6.6%	-1.8%	-5.2%		

Faulk County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	733.1	0.0	976.9	1,543.4	585.6	3,839.0	2.7%	0.1%
2009	708.8	0.0	922.9	1,485.6	592.6	3,709.9	2.8%	0.1%
2008	675.3	0.0	982.7	1,545.5	589.8	3,793.3	2.5%	0.1%
% Change ('09-'10)	3.4%	0.0	5.8%	3.9%	-1.2%	3.5%		
% Change ('08-'09)	5.0%	0.0	-6.1%	-3.9%	0.5%	-2.2%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Grant County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	1,335.9	1,531.1	7,802.4	7,720.6	4,000.3	22,390.3	2.6%	0.7%
2009	1,343.9	1,643.4	7,282.7	7,502.1	3,732.1	21,504.2	2.7%	0.7%
2008	1,219.1	1,605.8	8,271.6	7,994.7	3,952.8	23,044.1	2.6%	0.7%
% Change ('09-'10)	-0.6%	-6.8%	7.1%	2.9%	7.2%	4.1%		
% Change ('08-'09)	10.2%	2.3%	-12.0%	-6.2%	-5.6%	-6.7%		

Gregory County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	1,448.6	9.1	8,511.2	3,606.4	2,221.3	15,796.7	5.9%	0.5%
2009	1,356.9	9.0	8,019.4	3,514.0	2,170.6	15,070.0	6.0%	0.5%
2008	1,152.3	6.9	9,074.2	3,743.4	2,070.0	16,046.7	5.2%	0.5%
% Change ('09-'10)	6.8%	1.8%	6.1%	2.6%	2.3%	4.8%		
% Change ('08-'09)	17.8%	30.4%	-11.6%	-6.1%	4.9%	-6.1%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Haakon County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	684.8	5.6	1,930.1	1,337.3	319.4	4,277.1	2.6%	0.1%
2009	673.2	5.5	1,781.9	1,288.6	323.2	4,072.5	2.6%	0.1%
2008	542.1	3.8	2,046.1	1,234.8	321.7	4,148.5	2.2%	0.1%
% Change ('09-'10)	1.7%	1.8%	8.3%	3.8%	-1.2%	5.0%		
% Change ('08-'09)	24.2%	46.7%	-12.9%	4.4%	0.5%	-1.8%		

Hamlin County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	5,028.3	0.0	8,301.4	1,181.1	319.4	14,830.2	3.7%	0.4%
2009	4,998.7	0.0	7,718.1	1,138.1	215.5	14,070.3	3.8%	0.4%
2008	4,921.3	0.0	8,740.4	1,120.6	214.5	14,996.8	3.6%	0.4%
% Change ('09-'10)	0.6%	0.0	7.6%	3.8%	48.2%	5.4%		
% Change ('08-'09)	1.6%	0.0	-11.7%	1.6%	0.5%	-6.2%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Hand County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	795.6	12.5	4,489.8	2,673.5	925.4	8,896.7	3.1%	0.3%
2009	689.9	12.3	4,132.0	2,575.2	934.6	8,344.1	3.1%	0.3%
2008	681.0	7.5	4,643.7	2,562.3	898.3	8,792.8	2.8%	0.3%
% Change ('09-'10)	15.3%	1.8%	8.7%	3.8%	-1.0%	6.6%		
% Change ('08-'09)	1.3%	63.0%	-11.0%	0.5%	4.0%	-5.1%		

Handson County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	565.2	0.0	1,076.2	475.3	362.0	2,478.7	2.1%	0.1%
2009	597.6	0.0	978.9	457.8	244.2	2,278.5	2.3%	0.1%
2008	475.5	0.0	1,101.8	427.0	243.1	2,247.4	1.5%	0.1%
% Change ('09-'10)	-5.4%	0.0	9.9%	3.8%	48.2%	8.8%		
% Change ('08-'09)	25.7%	0.0	-11.2%	7.2%	0.5%	1.4%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Harding County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	753.8	0.0	780.2	969.5	79.9	2,583.4	2.5%	0.1%
2009	832.6	0.0	697.3	966.4	80.8	2,577.1	2.6%	0.1%
2008	853.4	0.0	827.2	994.8	80.4	2,755.8	2.4%	0.1%
% Change ('09-'10)	-9.5%	0.0	11.9%	0.3%	-1.2%	0.2%		
% Change ('08-'09)	-2.4%	0.0	-15.7%	-2.9%	0.5%	-6.5%		

Hughes County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	14,028.7	3,391.3	31,100.0	22,516.6	11,464.1	82,500.7	5.1%	2.4%
2009	13,664.8	3,477.1	29,440.8	21,803.8	10,843.9	79,230.4	5.1%	2.4%
2008	13,200.7	3,636.8	33,434.8	23,548.4	11,037.3	84,857.9	5.4%	2.4%
% Change ('09-'10)	2.7%	-2.5%	5.6%	3.3%	5.7%	4.1%		
% Change ('08-'09)	3.5%	-4.4%	-11.9%	-7.4%	-1.8%	-6.6%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Hutchinson County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	734.2	0.0	5,584.9	3,206.7	1,245.7	10,771.4	1.8%	0.3%
2009	855.7	0.0	5,229.6	3,087.6	1,179.7	10,352.6	1.9%	0.3%
2008	818.5	0.0	5,964.3	3,364.4	1,093.8	11,241.0	1.8%	0.3%
% Change ('09-'10)	-14.2%	0.0	6.8%	3.9%	5.6%	4.0%		
% Change ('08-'09)	4.5%	0.0	-12.3%	-8.2%	7.9%	-7.9%		

Hyde County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	141.3	0.0	1,423.6	319.7	734.0	2,618.6	2.0%	0.1%
2009	153.9	0.0	1,342.9	308.3	742.8	2,547.8	2.1%	0.1%
2008	147.1	0.0	1,470.5	266.5	740.4	2,624.6	1.9%	0.1%
% Change ('09-'10)	-8.1%	0.0	6.0%	3.7%	-1.2%	2.8%		
% Change ('08-'09)	4.6%	0.0	-8.7%	15.7%	0.3%	-2.9%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Jackson County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	4,741.9	124.8	6,077.6	961.9	1,191.7	13,097.9	11.6%	0.4%
2009	4,264.3	122.6	5,784.9	925.0	1,110.7	12,207.4	10.5%	0.4%
2008	4,055.9	246.0	6,559.3	945.4	1,145.6	12,952.2	9.5%	0.4%
% Change ('09-'10)	11.2%	1.8%	5.1%	4.0%	7.3%	7.3%		
% Change ('08-'09)	5.1%	-50.2%	-11.8%	-2.2%	-3.1%	-5.8%		

Jerauld County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	350.9	0.0	2,144.5	1,378.1	346.0	4,219.5	1.2%	0.1%
2009	509.8	0.0	1,979.9	1,328.0	350.1	4,167.9	1.3%	0.1%
2008	629.2	0.0	2,128.4	1,375.9	348.5	4,482.0	1.3%	0.1%
% Change ('09-'10)	-31.2%	0.0	8.3%	3.8%	-1.2%	1.2%		
% Change ('08-'09)	-19.0%	0.0	-7.0%	-3.5%	0.5%	-7.0%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Jones County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	3,161.6	0.0	3,799.2	1,203.1	0.0	8,163.9	9.0%	0.2%
2009	2,948.9	0.0	3,593.4	1,158.9	0.0	7,701.2	8.6%	0.2%
2008	2,716.9	0.0	4,087.9	1,235.4	0.0	8,040.1	7.6%	0.2%
% Change ('09-'10)	7.2%	0.0	5.7%	3.8%	0.0	6.0%		
% Change ('08-'09)	8.5%	0.0	-12.1%	-6.2%	0.0	-4.2%		

Kingsbury County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	2,124.3	0.0	4,868.5	3,716.9	1,380.4	12,090.0	2.8%	0.4%
2009	2,015.4	0.0	4,450.6	3,619.7	1,292.0	11,377.6	3.0%	0.3%
2008	1,808.6	0.0	5,214.5	3,858.6	1,244.8	12,126.6	2.8%	0.3%
% Change ('09-'10)	5.4%	0.0	9.4%	2.7%	6.8%	6.3%		
% Change ('08-'09)	11.4%	0.0	-14.7%	-6.2%	3.8%	-6.2%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Lake County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	9,477.2	150.7	12,319.5	15,632.4	2,254.5	39,834.3	4.7%	1.2%
2009	9,512.5	145.2	11,578.3	15,129.6	2,015.5	38,381.1	4.9%	1.2%
2008	9,483.5	142.1	13,302.3	16,281.0	2,023.9	41,232.9	4.7%	1.2%
% Change ('09-'10)	-0.4%	0.0	6.4%	3.3%	11.9%	3.8%		
% Change ('08-'09)	0.3%	0.0	-13.0%	-7.1%	-0.4%	-6.9%		

Lawrence County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	103,992.3	3,394.4	45,121.4	42,682.8	63,868.2	259,059.2	15.4%	7.6%
2009	90,019.3	3,440.4	42,469.6	41,429.3	61,400.1	238,758.8	14.8%	7.3%
2008	94,778.5	3,746.6	48,899.4	44,709.9	65,679.2	257,813.5	16.1%	7.4%
% Change ('09-'10)	15.5%	-1.3%	6.2%	3.0%	4.0%	8.5%		
% Change ('08-'09)	-5.0%	-8.2%	-13.1%	-7.3%	-6.5%	-7.4%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Lincoln County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	793.7	3,283.5	12,689.1	17,678.4	3,331.0	37,775.7	1.7%	1.1%
2009	804.8	3,401.1	11,892.5	16,546.0	3,196.9	35,841.3	1.8%	1.1%
2008	2,159.4	3,483.9	13,321.7	17,226.6	3,010.8	39,202.3	1.8%	1.1%
% Change ('09-'10)	-1.4%	-3.5%	6.7%	6.8%	4.2%	5.4%		
% Change ('08-'09)	-62.7%	-2.4%	-10.7%	-4.0%	6.2%	-8.6%		

Lyman County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	4,210.0	0.0	13,305.1	1,826.2	425.9	19,767.1	7.6%	0.6%
2009	4,338.5	0.0	12,602.7	1,758.4	431.0	19,130.6	7.9%	0.6%
2008	3,972.9	0.0	14,395.5	1,830.9	536.2	20,735.5	7.5%	0.6%
% Change ('09-'10)	-3.0%	0.0	5.6%	3.9%	-1.2%	3.3%		
% Change ('08-'09)	9.2%	0.0	-12.5%	-4.0%	-19.6%	-7.7%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Marshall County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	996.8	948.5	3,572.7	2,638.6	359.2	8,515.8	3.1%	0.3%
2009	956.3	934.0	3,370.2	2,540.4	328.7	8,129.5	3.2%	0.2%
2008	968.7	596.9	3,831.1	2,712.4	263.0	8,372.0	2.9%	0.2%
% Change ('09-'10)	4.2%	1.6%	6.0%	3.9%	9.3%	4.8%		
% Change ('08-'09)	-1.3%	56.5%	-12.0%	-6.3%	25.0%	-2.9%		

Mc Cook County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	1,395.9	2.1	4,608.4	2,153.6	803.4	8,963.4	2.9%	0.3%
2009	1,395.9	2.0	4,175.1	2,110.3	739.7	8,422.9	2.9%	0.3%
2008	1,395.9	2.1	4,788.8	2,135.2	670.2	8,992.2	2.6%	0.3%
% Change ('09-'10)	0.0%	0.0	10.4%	2.1%	8.6%	6.4%		
% Change ('08-'09)	0.0%	0.0	-12.8%	-1.2%	10.4%	-6.3%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Mc Pherson County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	6,174.7	0.0	2,409.2	980.3	851.7	10,415.9	9.5%	0.3%
2009	6,174.7	0.0	2,117.7	944.3	754.2	9,990.8	9.8%	0.3%
2008	6,174.7	0.0	2,379.9	915.1	750.6	10,220.4	7.2%	0.3%
% Change ('09-'10)	0.0%	0.0	13.8%	3.8%	12.9%	4.3%		
% Change ('08-'09)	0.0%	0.0	-11.0%	3.2%	0.5%	-2.2%		

Meade County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	12,278.5	1,425.9	18,670.9	24,911.5	6,692.2	63,979.1	4.6%	1.9%
2009	12,549.1	1,390.4	17,251.3	23,956.5	6,559.1	61,706.4	4.7%	1.9%
2008	11,860.7	1,225.7	19,387.5	25,161.5	6,776.2	64,411.6	4.5%	1.8%
% Change ('09-'10)	-2.2%	2.5%	8.2%	4.0%	2.0%	3.7%		
% Change ('08-'09)	5.8%	13.4%	-11.0%	-4.8%	-3.2%	-4.2%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Mellette County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	452.5	0.0	2,965.8	397.5	0.0	3,815.8	5.3%	0.1%
2009	433.1	0.0	2,711.7	383.0	0.0	3,527.8	5.4%	0.1%
2008	438.1	0.0	2,999.1	293.4	0.0	3,730.6	4.2%	0.1%
% Change ('09-'10)	4.5%	0.0	9.4%	3.8%	0.0	8.2%		
% Change ('08-'09)	-1.2%	0.0	-9.6%	30.5%	0.0	-5.4%		

Miner County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	558.8	0.0	2,208.4	1,118.2	585.6	4,471.0	2.6%	0.1%
2009	639.9	0.0	2,083.2	1,077.6	493.8	4,294.6	2.7%	0.1%
2008	648.6	0.0	2,288.0	1,021.3	491.5	4,449.4	2.5%	0.1%
% Change ('09-'10)	-12.7%	0.0	6.0%	3.8%	0.0	4.1%		
% Change ('08-'09)	-1.3%	0.0	-8.9%	5.5%	0.0	-3.5%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Minnehaha County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	75,014.3	41,595.5	289,828.3	259,089.8	124,241.5	789,769.4	3.8%	23.2%
2009	72,956.1	45,517.9	271,061.8	249,627.2	119,253.3	758,416.3	3.9%	23.3%
2008	73,952.2	47,844.1	303,505.9	262,661.9	126,127.7	814,091.8	4.1%	23.3%
% Change ('09-'10)	2.8%	-8.6%	6.9%	3.8%	4.2%	4.1%		
% Change ('08-'09)	-1.3%	-4.9%	-10.7%	-5.0%	-5.5%	-6.8%		

Moody County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	472.1	2.1	3,969.6	2,896.3	1,512.7	8,852.8	1.9%	0.3%
2009	470.1	2.0	3,658.6	2,789.9	1,270.4	8,191.0	1.9%	0.3%
2008	400.2	2.1	4,063.3	2,821.5	1,264.5	8,551.6	1.7%	0.2%
% Change ('09-'10)	0.4%	1.8%	8.5%	3.8%	19.1%	8.1%		
% Change ('08-'09)	17.5%	0.0	-10.0%	-1.1%	0.5%	-4.2%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Pennington County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	121,428.5	43,775.0	226,241.3	249,480.1	57,942.5	698,867.4	8.4%	20.5%
2009	111,923.8	48,344.3	209,132.9	239,841.3	55,313.4	664,555.6	8.3%	20.4%
2008	112,042.9	52,539.1	235,204.5	254,990.4	59,727.9	714,504.8	8.9%	20.5%
% Change ('09-'10)	8.5%	-9.5%	8.2%	4.0%	4.8%	5.2%		
% Change ('08-'09)	-0.1%	-8.0%	-11.1%	-5.9%	-7.4%	-7.0%		

Perkins County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	1,582.3	310.1	3,654.8	1,737.8	710.1	7,995.1	3.2%	0.2%
2009	1,434.0	307.1	3,408.9	1,706.1	628.5	7,484.7	3.2%	0.2%
2008	1,366.9	300.0	3,874.6	1,750.1	425.7	7,717.2	2.7%	0.2%
% Change ('09-'10)	10.3%	1.0%	7.2%	1.9%	13.0%	6.8%		
% Change ('08-'09)	4.9%	2.4%	-12.0%	-2.5%	47.6%	-3.0%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Potter County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	8,501.6	0.0	4,051.8	2,628.2	526.7	15,708.3	6.5%	0.5%
2009	8,156.0	0.0	3,770.5	2,531.0	531.1	14,988.5	6.5%	0.5%
2008	7,814.1	0.0	4,237.4	2,700.2	446.9	15,198.6	6.0%	0.4%
% Change ('09-'10)	4.2%	0.0	7.5%	3.8%	-0.8%	4.8%		
% Change ('08-'09)	4.4%	0.0	-11.0%	-6.3%	18.8%	-1.4%		

Roberts County								
Sales (US\$ thousands)								
	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	9,676.3	206.8	10,631.3	8,856.8	9,740.6	39,111.8	6.9%	1.1%
2009	9,344.9	200.3	10,028.8	8,603.7	9,258.8	37,436.5	7.1%	1.2%
2008	9,366.7	202.7	11,367.4	8,559.0	9,931.7	39,427.5	6.0%	1.1%
% Change ('09-'10)	3.5%	3.3%	6.0%	2.9%	5.2%	4.5%		
% Change ('08-'09)	-0.2%	-1.2%	-11.8%	0.5%	-6.8%	-5.0%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Sanborn County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	449.8	0.0	1,027.4	1,299.6	124.2	2,900.9	1.7%	0.1%
2009	453.4	0.0	928.5	1,216.1	125.7	2,723.6	1.7%	0.1%
2008	458.6	0.0	944.6	1,372.6	125.1	2,901.0	1.4%	0.1%
% Change ('09-'10)	-0.8%	0.0	10.7%	6.9%	-1.2%	6.5%		
% Change ('08-'09)	-1.1%	0.0	-1.7%	-11.4%	0.5%	-6.1%		

Shannon County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	425.9	0.0	6,898.9	1,901.1	12,265.9	21,491.9	6.1%	0.6%
2009	424.0	0.0	6,542.4	1,802.7	11,841.0	20,610.1	6.2%	0.6%
2008	432.3	0.0	7,546.0	1,860.7	13,618.8	23,457.9	7.4%	0.7%
% Change ('09-'10)	0.5%	0.0	5.4%	5.5%	3.6%	4.3%		
% Change ('08-'09)	-1.9%	0.0	-13.3%	-3.1%	-13.1%	-12.1%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Spink County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	2,398.9	1,361.0	3,832.7	5,347.0	1,157.3	14,096.9	3.7%	0.4%
2009	2,383.7	1,344.7	3,581.1	5,179.1	1,024.5	13,513.0	3.9%	0.4%
2008	2,448.9	1,200.0	4,063.3	5,521.1	1,015.8	14,249.0	3.6%	0.4%
% Change ('09-'10)	0.6%	1.2%	7.0%	3.2%	13.0%	4.3%		
% Change ('08-'09)	-2.7%	12.1%	-11.9%	-6.2%	0.9%	-5.2%		

Stanley County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	4,784.1	0.0	3,563.5	3,594.3	624.6	12,566.6	5.2%	0.4%
2009	4,327.3	0.0	3,314.2	3,462.3	533.3	11,637.1	5.0%	0.4%
2008	3,415.5	0.0	3,511.8	3,565.0	533.6	11,026.0	4.6%	0.3%
% Change ('09-'10)	10.6%	0.0	7.5%	3.8%	17.1%	8.0%		
% Change ('08-'09)	26.7%	0.0	-5.6%	-2.9%	0.0%	5.5%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Sully County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	1,703.1	785.0	1,331.8	3,143.9	1,021.3	7,985.0	9.2%	0.2%
2009	1,703.7	881.9	1,254.4	3,030.6	920.1	7,790.7	10.0%	0.2%
2008	1,626.7	947.5	1,411.4	3,086.0	902.1	7,973.7	7.6%	0.2%
% Change ('09-'10)	0.0%	-11.0%	6.2%	3.7%	11.0%	2.5%		
% Change ('08-'09)	4.7%	-6.9%	-11.1%	-1.8%	2.0%	-2.3%		

Tripp County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	2,567.4	120.6	6,752.9	5,168.7	745.1	15,354.7	3.6%	0.5%
2009	2,523.9	116.1	6,266.9	5,007.4	685.0	14,599.4	3.8%	0.4%
2008	2,218.4	113.7	7,159.1	5,277.0	682.6	15,450.8	3.4%	0.4%
% Change ('09-'10)	1.7%	3.8%	7.8%	3.2%	8.8%	5.2%		
% Change ('08-'09)	13.8%	0.0	-12.5%	-5.1%	0.3%	-5.5%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Todd County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	18,053.3	4,976.2	8,030.5	482.7	0.0	31,542.7	9.5%	0.9%
2009	14,929.7	4,979.7	7,575.4	465.0	0.0	27,949.7	9.0%	0.9%
2008	16,250.9	4,990.3	8,707.0	419.4	0.0	30,367.7	9.9%	0.9%
% Change ('09-'10)	20.9%	-0.1%	6.0%	3.8%	0.0	12.9%		
% Change ('08-'09)	-8.1%	-0.2%	-13.0%	10.9%	0.0	-8.0%		

Turner County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	782.2	0.0	11,250.6	3,390.1	1,112.4	16,535.2	3.4%	0.5%
2009	779.4	0.0	10,215.2	3,304.9	1,129.5	15,429.0	3.5%	0.5%
2008	785.1	0.0	11,284.3	3,481.2	1,125.4	16,676.0	3.2%	0.5%
% Change ('09-'10)	0.4%	0.0	10.1%	2.6%	-1.5%	7.2%		
% Change ('08-'09)	-0.7%	0.0	-9.5%	-5.1%	0.4%	-7.5%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Union County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	3,720.5	684.6	14,304.3	22,709.7	16,674.1	58,093.3	3.3%	1.7%
2009	3,911.0	445.8	13,304.3	21,875.3	15,811.5	55,348.0	3.3%	1.7%
2008	4,353.1	522.2	15,164.7	23,109.9	17,005.5	60,155.3	3.5%	1.7%
% Change ('09-'10)	-4.9%	53.6%	7.5%	3.8%	5.5%	5.0%		
% Change ('08-'09)	-10.2%	-14.6%	-12.3%	-5.3%	-7.0%	-8.0%		

Walworth County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	6,275.4	605.8	10,266.3	5,569.7	13,019.5	35,736.7	8.7%	1.0%
2009	6,445.3	777.9	9,641.4	5,329.3	12,401.7	34,595.6	9.2%	1.1%
2008	6,072.2	916.0	10,980.5	5,795.6	13,576.3	37,340.6	8.5%	1.1%
% Change ('09-'10)	-2.6%	-22.1%	6.5%	4.5%	5.0%	3.3%		
% Change ('08-'09)	6.1%	-15.1%	-12.2%	-8.0%	-8.7%	-7.4%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



County Details

Yankon County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	6,117.9	4,014.9	44,352.5	32,252.4	6,483.8	93,221.6	4.8%	2.7%
2009	6,348.6	4,099.4	41,947.6	31,392.5	6,243.6	90,031.7	4.9%	2.8%
2008	5,983.6	4,099.1	47,889.0	33,660.4	5,874.3	97,506.5	4.9%	2.8%
% Change ('09-'10)	-3.6%	-2.1%	5.7%	2.7%	3.8%	3.5%		
% Change ('08-'09)	6.1%	0.0%	-12.4%	-6.7%	6.3%	-7.7%		

Ziebach County

Sales (US\$ thousands)

	Lodging	Transportation	Shopping	Food	Entertainment	Total	% of Total County Sales	% of State Tourism Sales
2010	216.8	0.0	109.5	155.6	0.0	481.9	0.8%	0.0%
2009	216.8	0.0	103.3	149.6	0.0	469.7	0.9%	0.0%
2008	216.8	0.0	116.1	130.0	0.0	462.9	0.8%	0.0%
% Change ('09-'10)	0.0%	0.0	6.0%	4.0%	0.0	2.6%		
% Change ('08-'09)	0.0%	0.0	-11.0%	15.0%	0.0	1.5%		

* Note: Gasoline purchases included in shopping category, not transportation.

Source: IHS Global Insight



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Thank you!

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