



STURGIS MOTORCYCLE RALLY POST-RALLY SUMMIT

South Dakota

SOUTH DAKOTA DEPARTMENT OF TOURISM TEAM



GLOBAL MARKETING
& BRAND STRATEGY



INDUSTRY OUTREACH &
DEVELOPMENT



GLOBAL TRAVEL & TRADE



GLOBAL MEDIA & PR

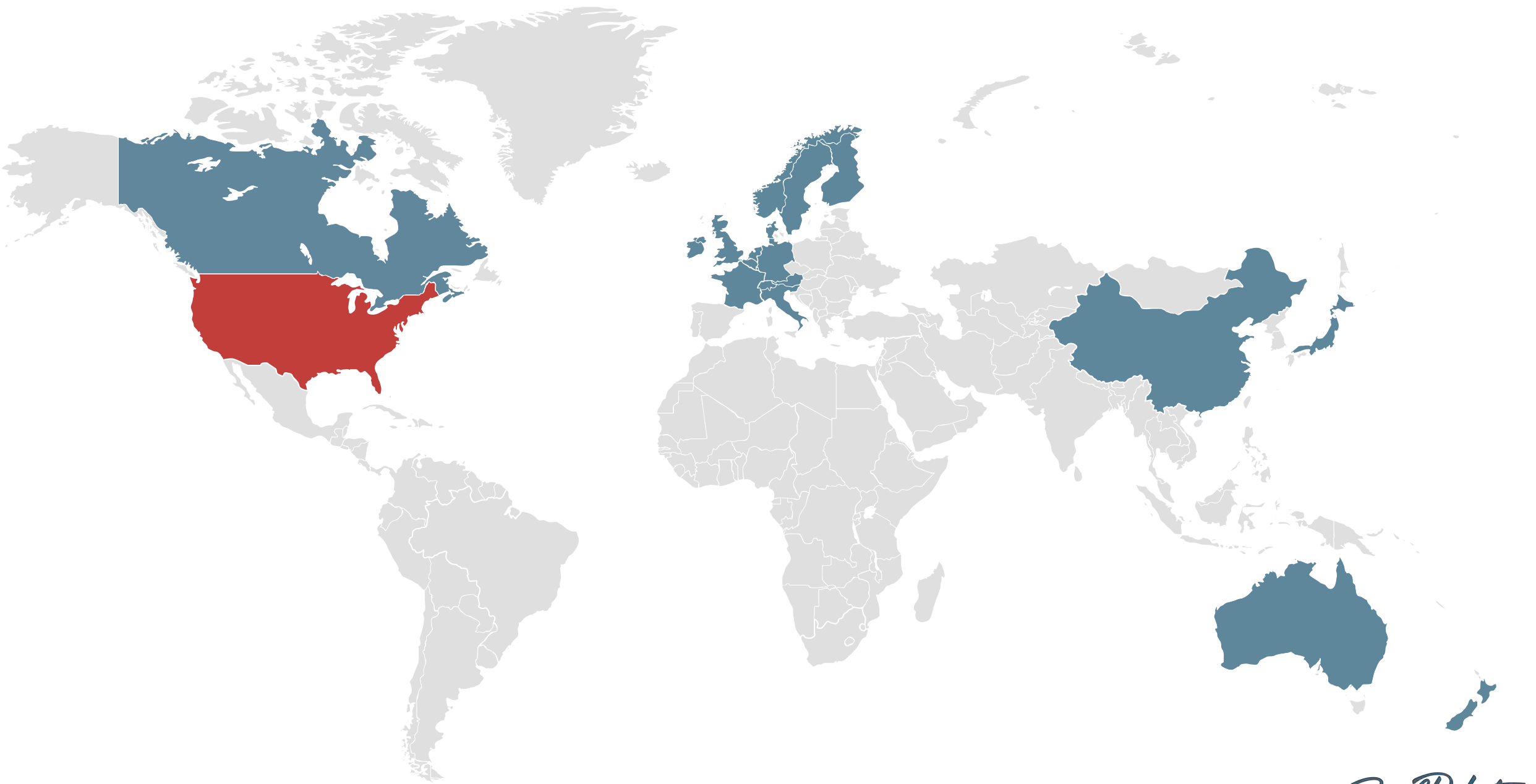
South Dakota



OUR MISSION

We work to maximize Tourism's impact on South Dakota's economy by increasing domestic and international travel to our state.

South Dakota



OUR REACH

South Dakota



2018 IMPACT



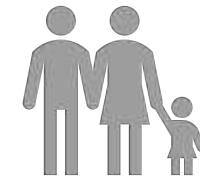
\$3.98B

Total Visitor Spending



\$176M

Incremental Spend

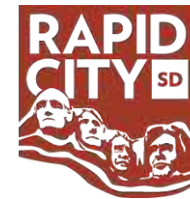


\$14.1M

Total Visitors to South Dakota

Sources: Tourism Economics "Economic Impact of Tourism in South Dakota, 2018"
Longwoods International "South Dakota 2018 Advertising ROI Research"

COMMUNITY CO-OP PARTNERS



NEW COMMUNITY CO-OP PROGRAM



01

COHESIVE STRATEGY

Year-round look that incorporates department's marketing efforts and better unites all partner efforts.

02

UTILIZE TOURISM'S PROGRAMS + TOOLS

Maximize department's efforts extending valuable programs to partners.

03

AWARD-WINNING CREATIVE AT NO-COST

Utilizing department's campaign creative saves an avg. of \$15k in production per partner.

A motorcycle stunt rider in a blue and white suit is performing a wheelie, balancing the bike on its rear wheel. The rider is positioned in the upper center of the frame. Below the rider, a large, dense crowd of people is gathered on a street, many holding up their phones to take pictures. In the background, a large, orange bottle of Jim Beam Kentucky Straight Bourbon Whiskey is visible, standing taller than the surrounding buildings. The scene is set outdoors under a clear blue sky with some light clouds. The overall atmosphere is festive and energetic.

MEASURING CAMPAIGN SUCCESS

South Dakota



CAMPAIGN GOALS

- BUILD AWARENESS OF STURGIS AS A DESTINATION
- INFLUENCE CONSIDERATIONS FOR LODGING AND EVENTS
- DRIVE ACTION ON THE WEBSITE



- **EVENT CLICKS**
- **HOUSING ACCOUNT REGISTRATIONS**
- **HOUSING AD EMAIL SENDS**
- **BOOKINGS THROUGH BLACKHILLSVACATIONS**
- **LINK CLICKS TO BLACKHILLSBADLANDS.COM**
- **LINK CLICKS TO STURGIS VIP EXPERIENCE**
- **EMAIL SIGN UPS**
- **PHONE CALLS FROM WEBSITE (MOBILE) & TEXT ADS**

South Dakota



AUDIENCES

South Dakota

TARGET AUDIENCES



FAMILIES



WANDERERS



SEARCHERS



OUTDOORS

A large crowd of people and motorcycles at a festival. The scene is filled with hundreds of motorcycles parked in rows, and many people are walking around, some on foot and some on bikes. The background shows a street lined with buildings and more people. The overall atmosphere is festive and busy.

WANDERERS

South Dakota



WANDERERS

DEMOGRAPHICS

- Age: 50+
- HHI: \$100K+
- No children in the household

LIFESTYLE

- Lower social media and mobile usage than other audiences
- Loyal to associations and brands



TRAVEL PREFERENCES

- Frequent travelers
- Plenty of planning and lead time
- Some interest in packages and tours
- Often seeking once in a lifetime experiences



SEARCHERS

South Dakota



SEARCHERS

DEMOGRAPHICS

- AGE: 25-44
- HHI: \$50-100K
- NO CHILDREN IN THE TRAVELING PARTY

LIFESTYLE

- LESS LIKELY TO OWN A HOME THAN OTHER GROUPS
- MOST LIKELY TO HAVE GRADUATED COLLEGE



TRAVEL PREFERENCES

- HIGH INTEREST IN ACTIVE VACATIONS
- PREFERS TO TRAVEL TO NEW DESTINATIONS
- VALUE EXPERIENCES OVER POSSESSIONS



MARKETS

South Dakota

MARKET & TIMING SELECTION



**WEBSITE
DATA**



**VEP
DATA**



**HISTORICAL
PRESENCE**



**ARRIVALIST
DATA**

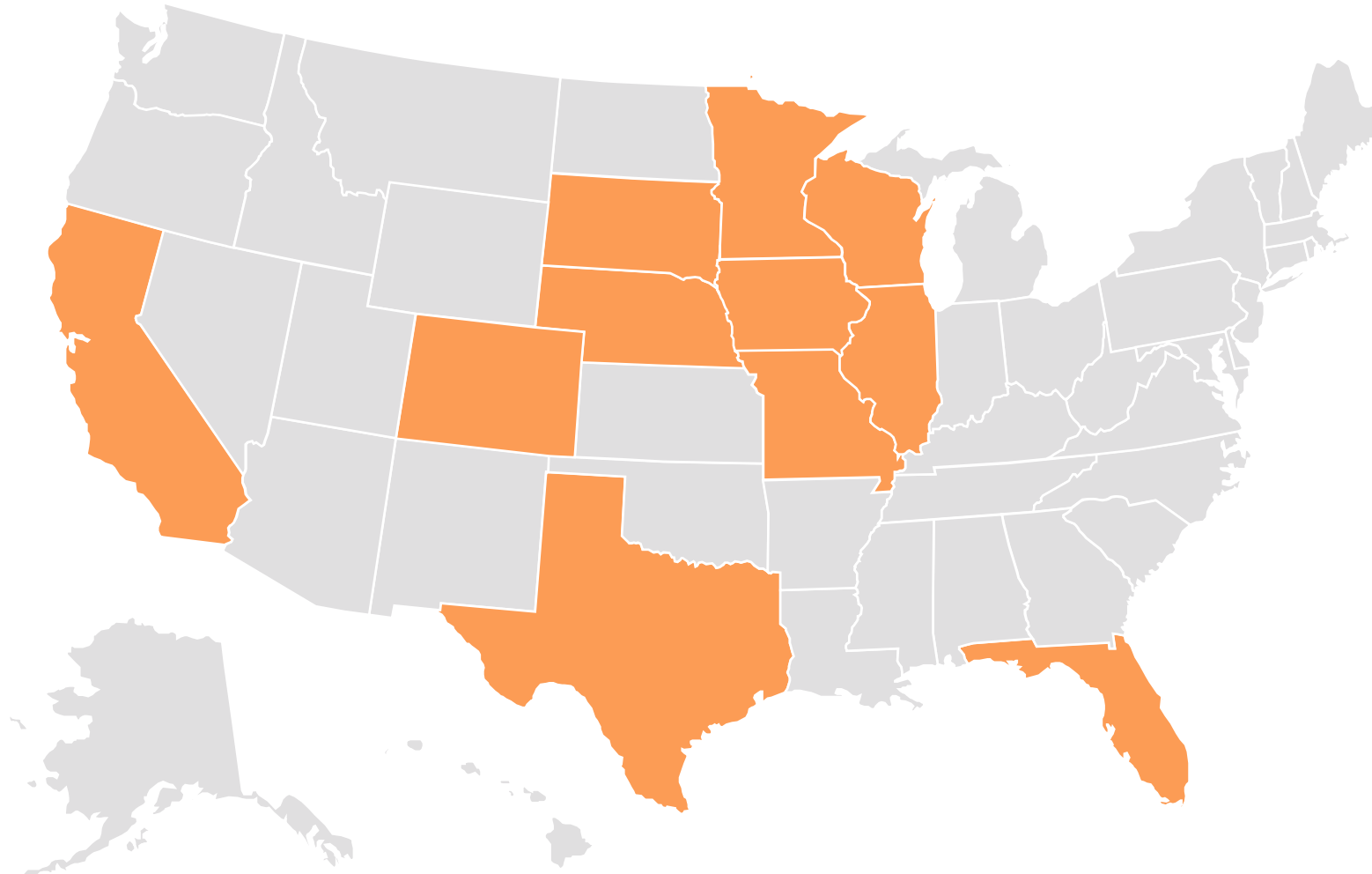


**STURGIS
RALLY
STUDY**



**STATE & CO-OP
EFFORTS**

STURGIS TOP METROS



STATES	SESSIONS
Illinois	66,040
Texas	58,523
Minnesota	54,212
Nebraska	54,457
California	52,387
Colorado	49,594
South Dakota	47,509
Wisconsin	26,450
Florida	24,714
Missouri	24,512

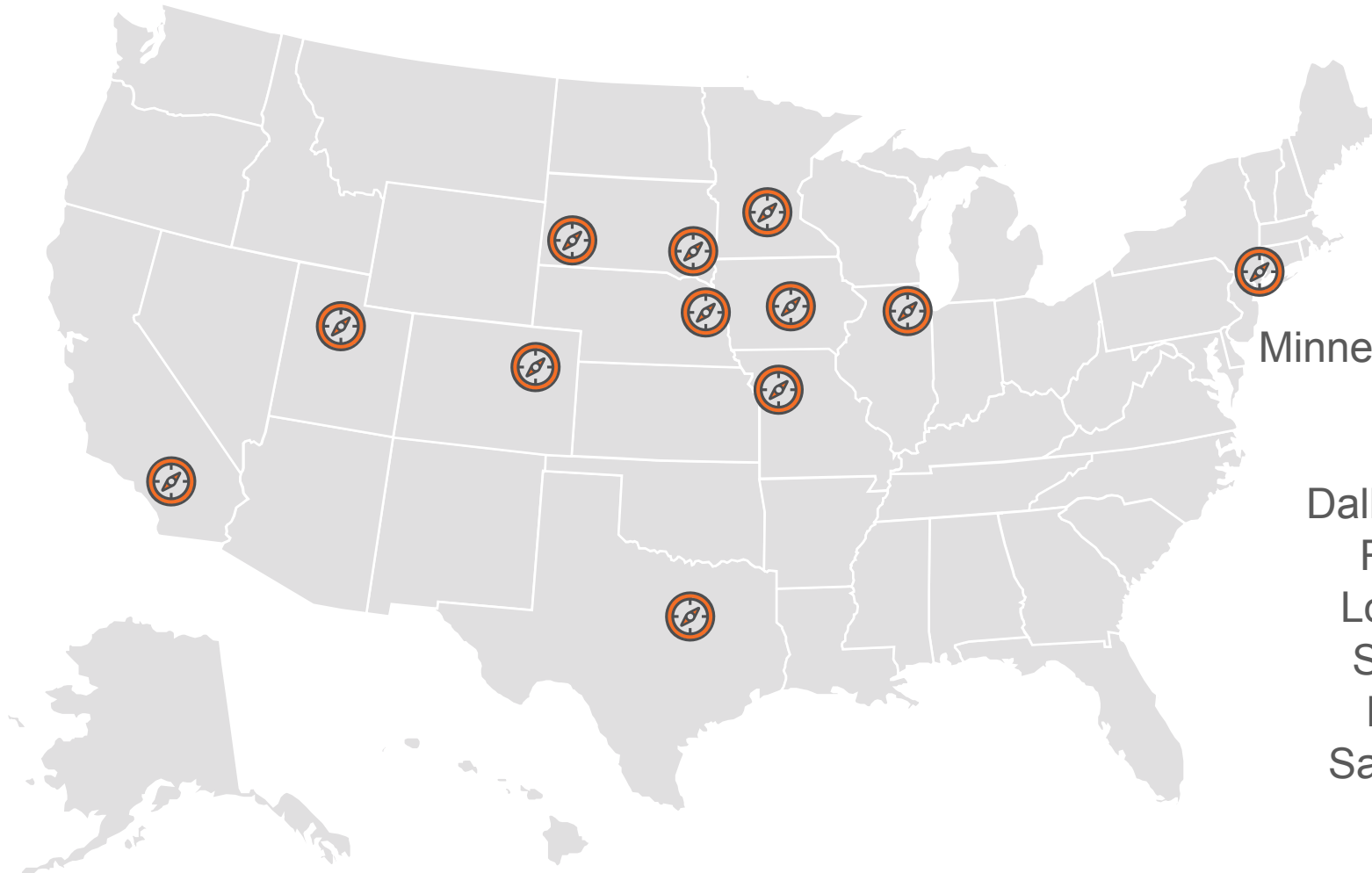


Google Analytics



March – August 2018

STURGIS TOP METROS



METRO	SESSIONS
Chicago, IL	58,566
Minneapolis-St. Paul, MN	47,429
Denver, CO	47,037
Omaha, NE	44,354
Dallas-Ft. Worth, TX	29,831
Rapid City, SD	28,718
Los Angeles, CA	23,055
Sioux Falls, SD	20,097
New York, NY	18,720
Salt Lake City, UT	18,087



Google Analytics



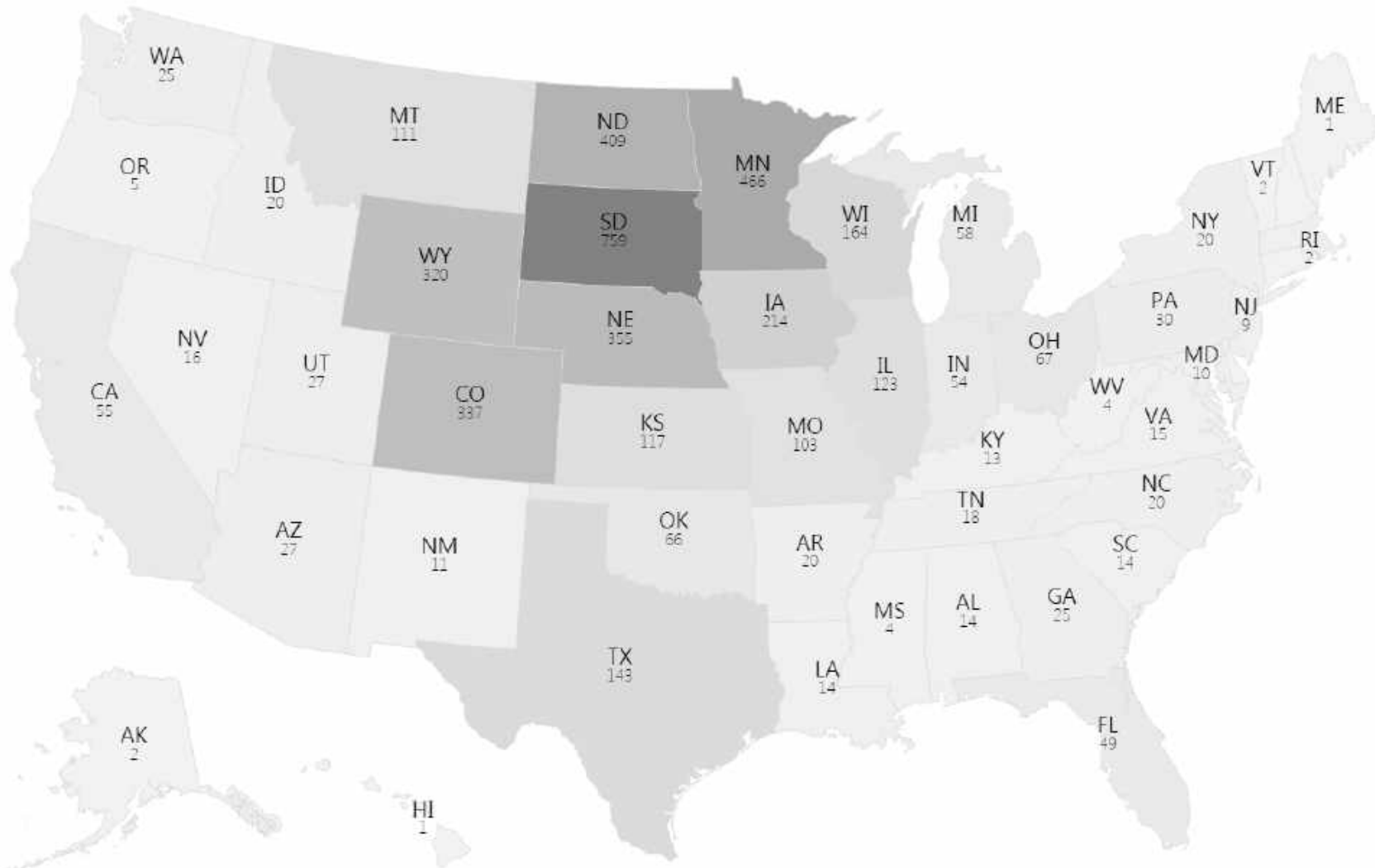
March – August 2018

ARRIVALIST DATA

South Dakota

STURGIS ARRIVALIST DATA

ARRIVALS BY STATE



South Dakota

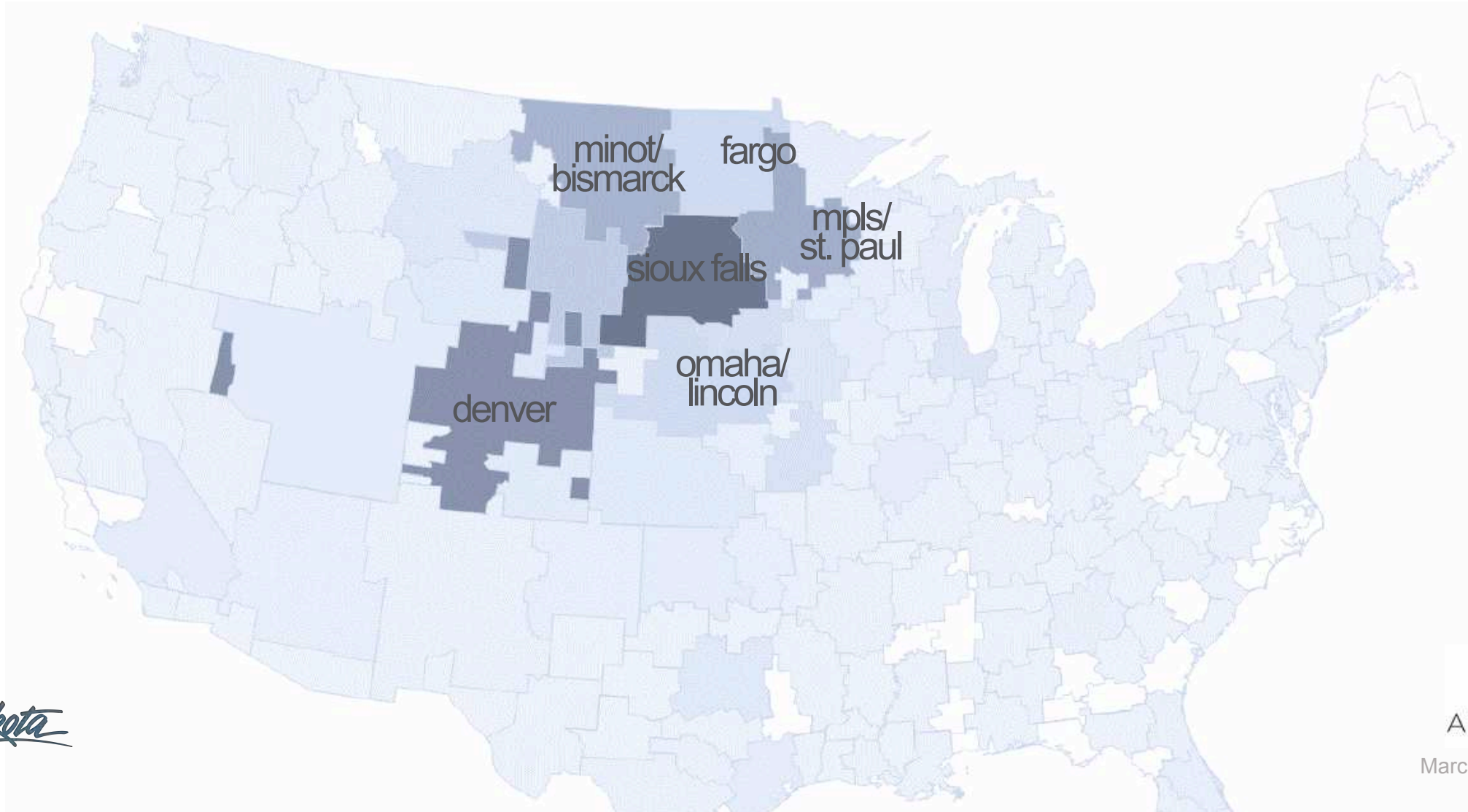


ARRIVALIST

March – August 2018

STURGIS ARRIVALIST DATA

ARRIVALS BY METRO



South Dakota



ARRIVALIST

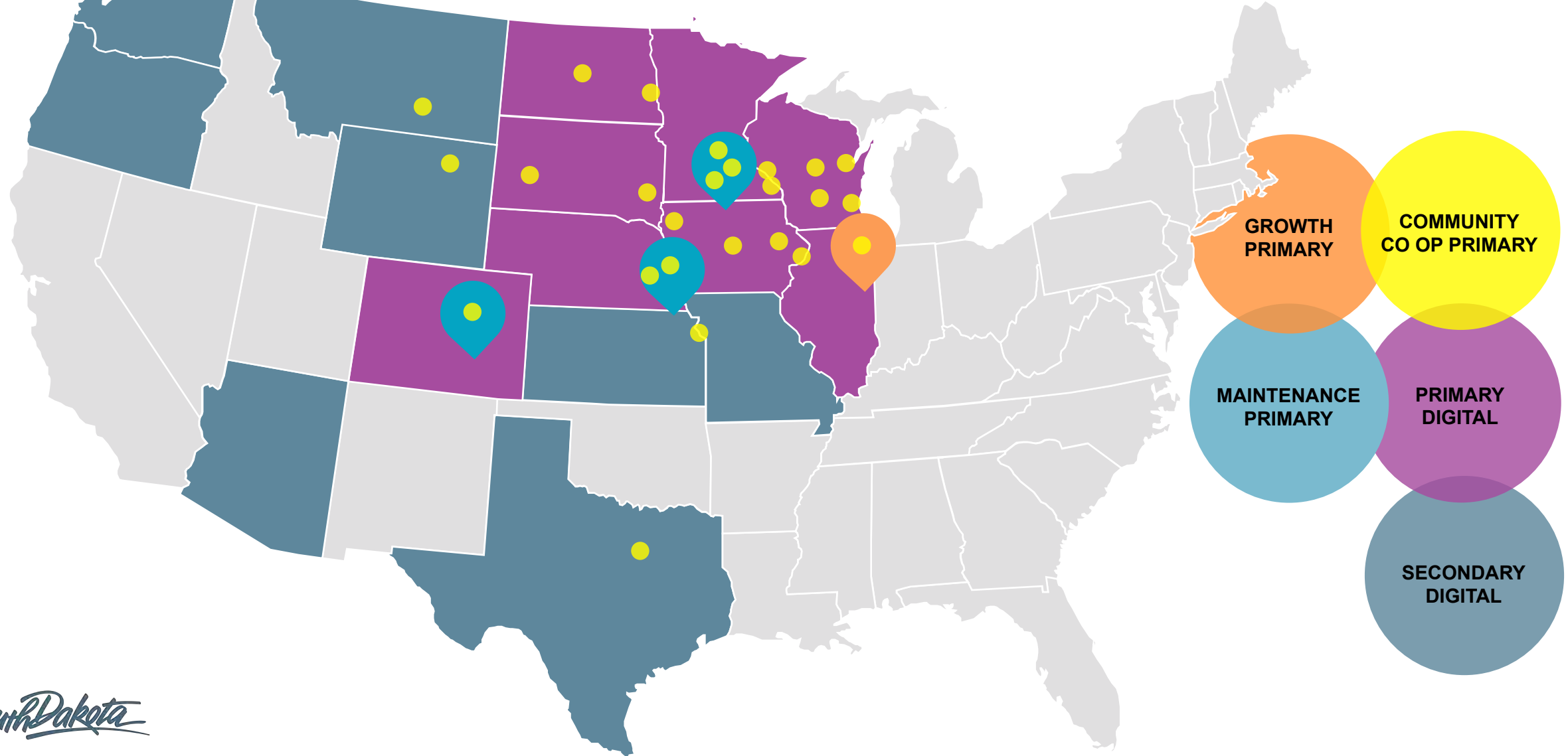
March – August 2018

TARGET MARKETS



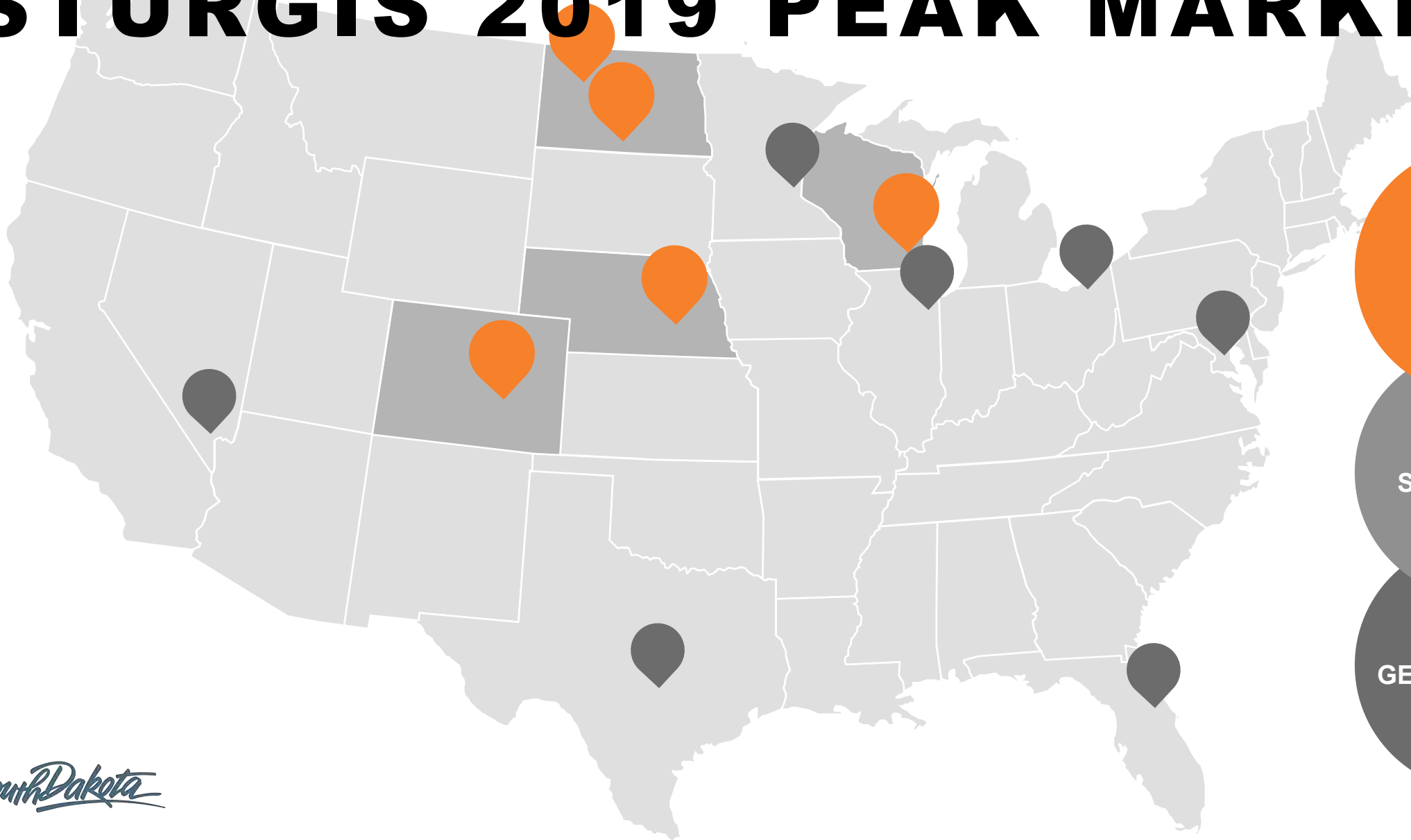
South Dakota

TOURISM 2019 PEAK MARKETS



South Dakota

STURGIS 2019 PEAK MARKETS



South Dakota



TIMING

DECISION TIMELINE

2017 STURGIS SUMMIT INTERCEPTS

AVERAGE AGE: 40-45 (8%)

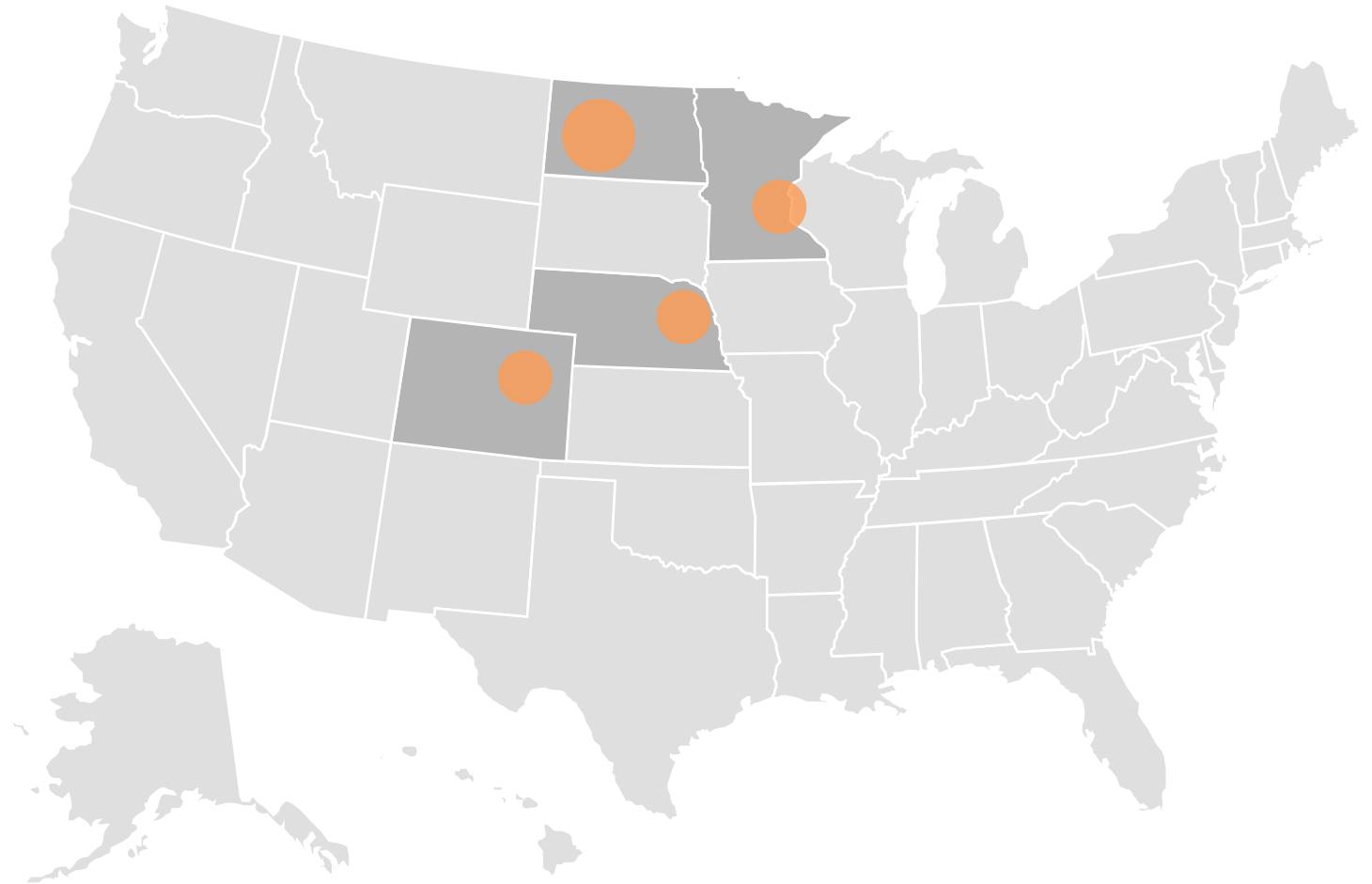
Most decided in March-July

AVERAGE AGE: 46 (22%)

42% decided in February-June
22% decided in July

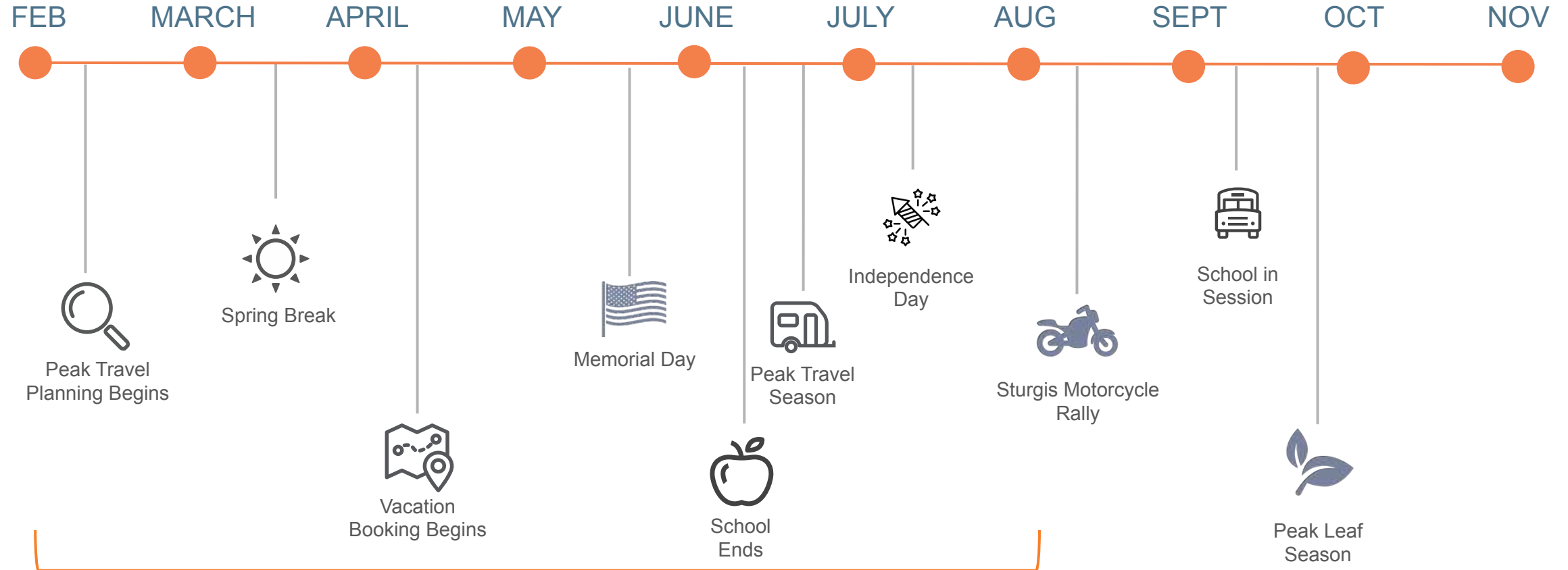
AVERAGE AGE: 50-55 (13%)

Most decided in June-July



South Dakota

2019 TIMING



PEAK 2019 LEISURE EFFORTS

STURGIS PEAK 2019 RALLY EFFORTS

STURGIS SHOULDER 2019 EFFORTS





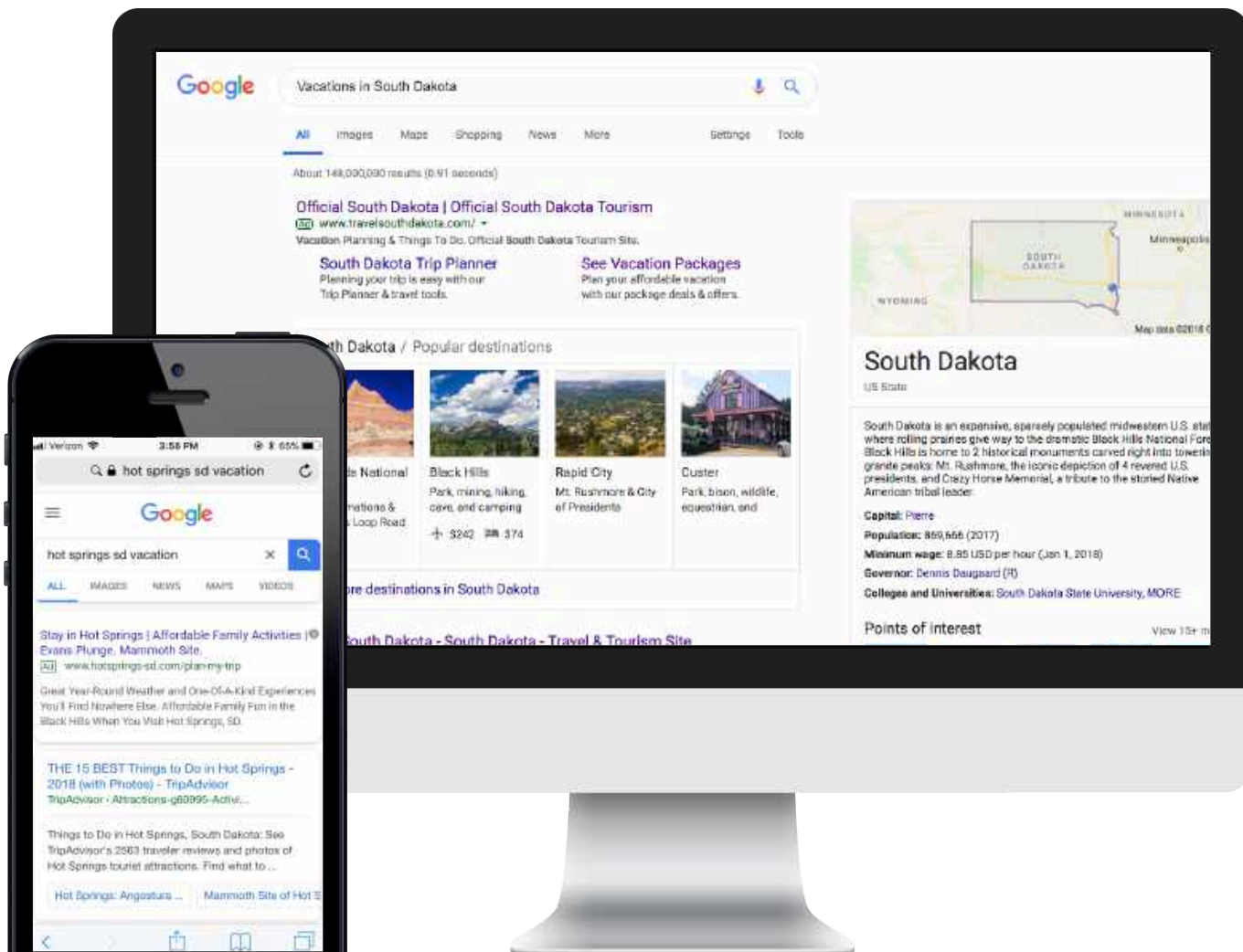
MEDIA TACTICS

South Dakota

A photograph of a wooden desk with a laptop and a newspaper. The laptop is open, showing a dark screen and a keyboard. The newspaper is spread out to the left of the laptop. The word "DIGITAL" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The background is slightly blurred, showing a wall with some circular objects.

DIGITAL

South Dakota



PAID SEARCH

TIMING

February-October

FORMAT

Google Text Ads on
Desktop and Mobile

17.61% CLICK-
THRU-RATE

276% over goal

South Dakota

PROGRAMMATIC DISPLAY

PLACEMENT

Standard Desktop & Mobile Display

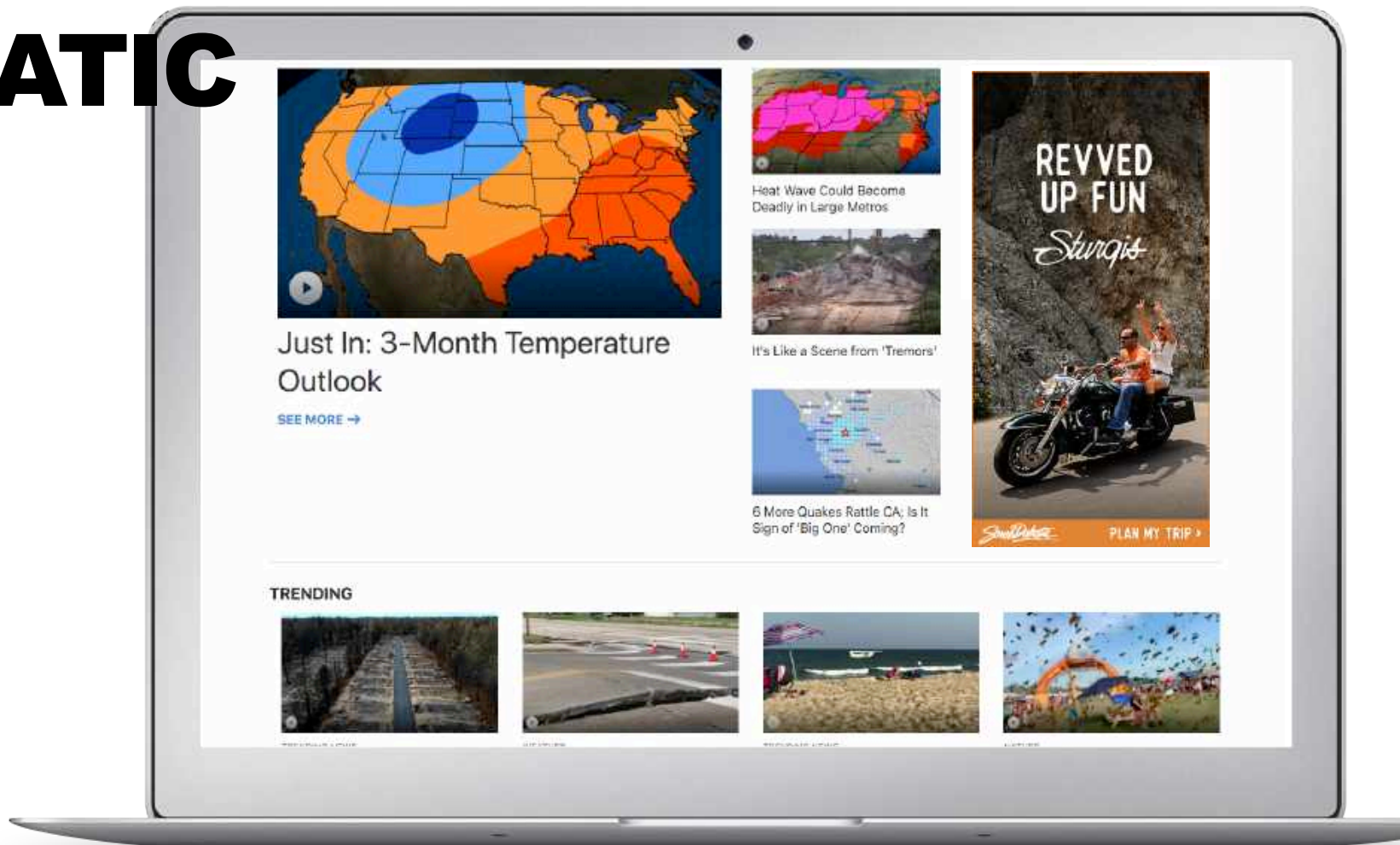
TARGETING

Adults 25-44; 45-64

Interest & Behavior Based

0.51% CLICK-
THRU-RATE

12.5X over goal



GEOBEHAVIORAL DISPLAY

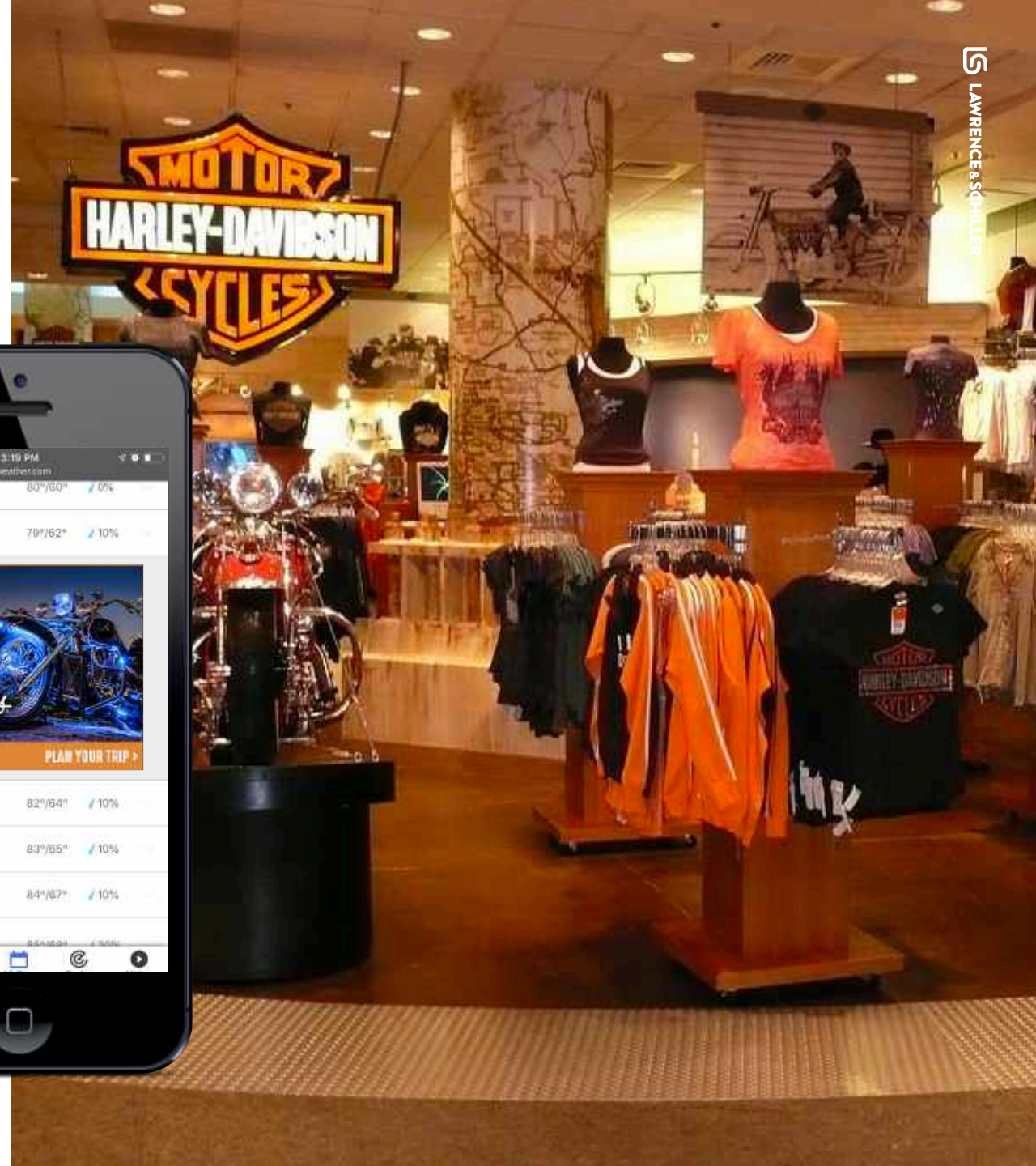
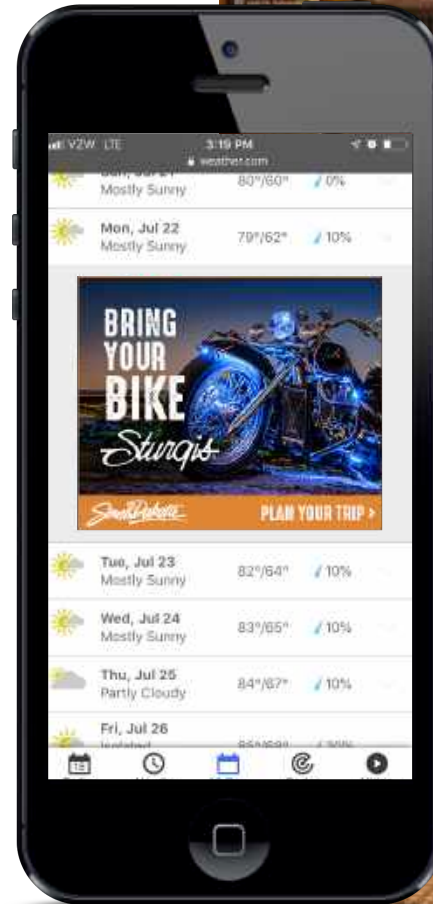
FORMAT

Mobile Display

TARGETING

Adults 45-64

Have Been to Motorcycle Stores,
Gear Shops, etc.



GEOBEHAVIORAL DISPLAY

FORMAT

Mobile Display

TARGETING

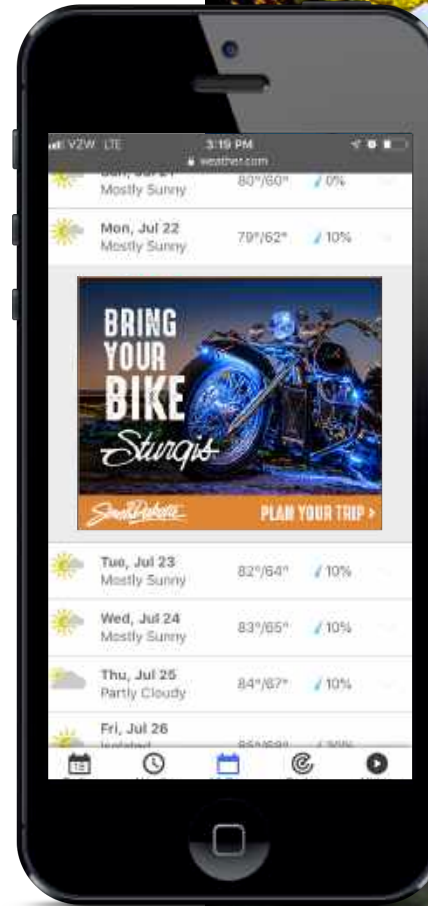
MOTORCYCLE EVENTS

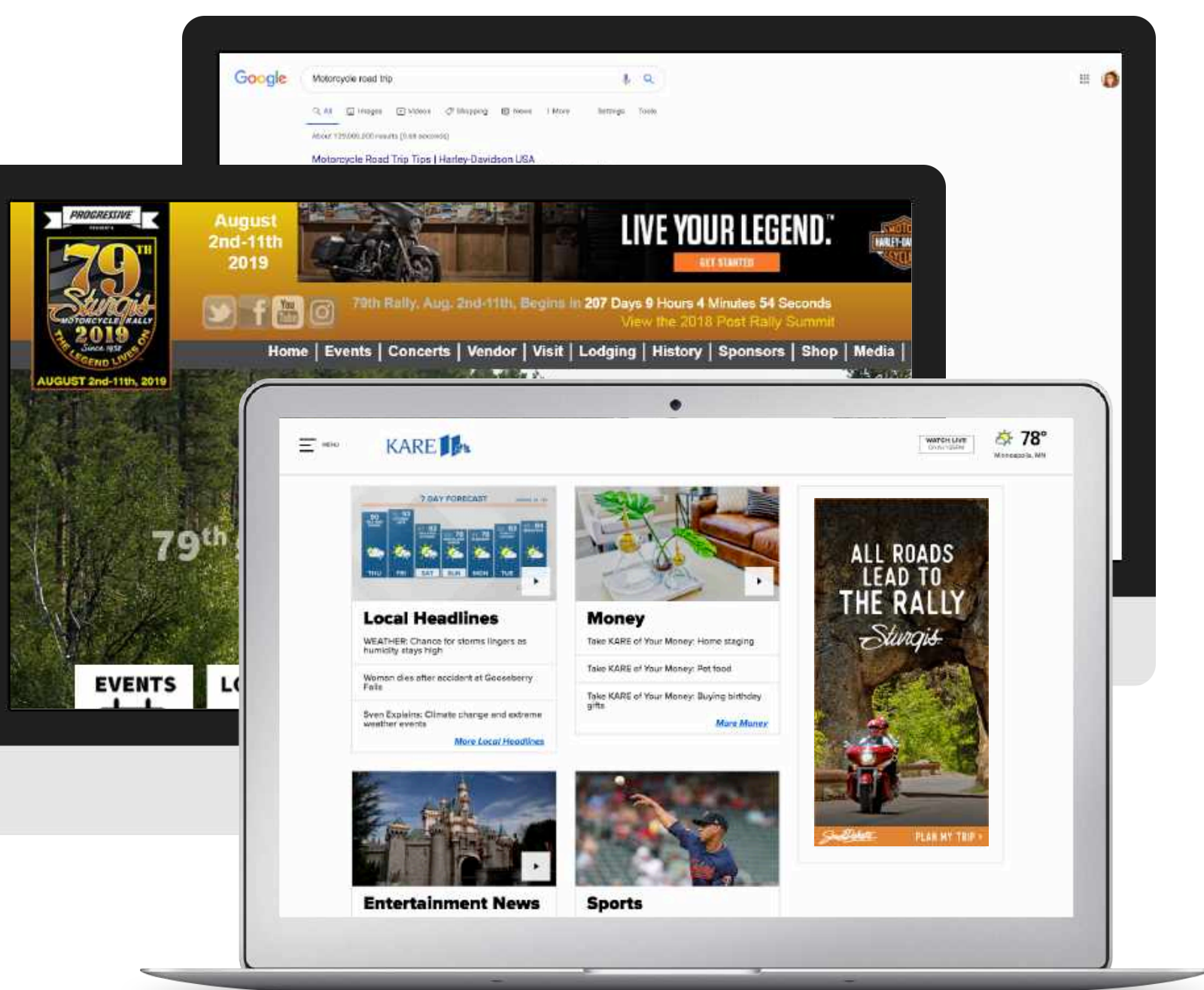
Cleveland, OH // Minneapolis, MN //
Washington D.C. // Chicago, IL // Milwaukee,
WI // Daytona Beach, FL // St. Paul, MN //
Laughlin, NV // Austin, TX

EFFORTS GENERATED

2,323 New

Website Visitors and 3,110 New Sessions





RETARGETING

PLACEMENT

Standard Desktop & Mobile Display

TARGETING

Non-Converting Website Visitors // Highly searched keywords related to Motorcycling as well as Concerts, Festivals, etc.

21% LIFT ON
OVERNIGHT STAYS

South Dakota



SOCIAL

South Dakota

FACEBOOK NEWSFEED

FORMAT

Facebook Newsfeed

TARGETING

Adults 45-64

Interest & Behavior Based

EFFORTS GENERATED

31,328 MEDIA
ENGAGEMENTS



South Dakota

FACEBOOK RETARGETING

FORMAT

Facebook Retargeting Ads

TARGETING

Non-Converting Website Visitors

8.48% Actual Conversion
Rate

70% over goal



END RESULTS

A photograph of two motorcycle racers on a track, leaning into a turn. The racer in the foreground is wearing a blue and white helmet and a yellow and white suit, with the number 44 on their bike. The racer in the background is wearing a white helmet and a yellow and white suit, with the number 23 on their bike. The background is blurred, showing trees and a clear sky.

South Dakota

WEBSITE ACTION GENERATED



Paid Media led to

98,035
SESSIONS



72,528
NEW USERS



27%
OVER GOAL

in impressions served v. goal



Google Analytics



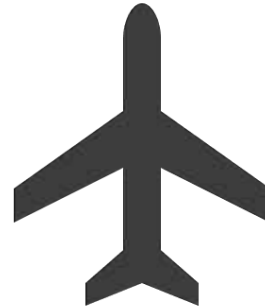
March – August 2019

BOOKING ACTION GENERATED

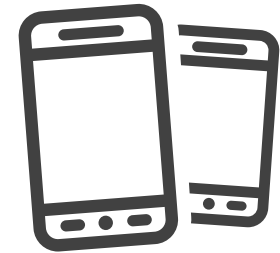


Paid Media led to

514
OBSERVED
HOTEL
BOOKINGS



62
OBSERVED
FLIGHT
BOOKINGS

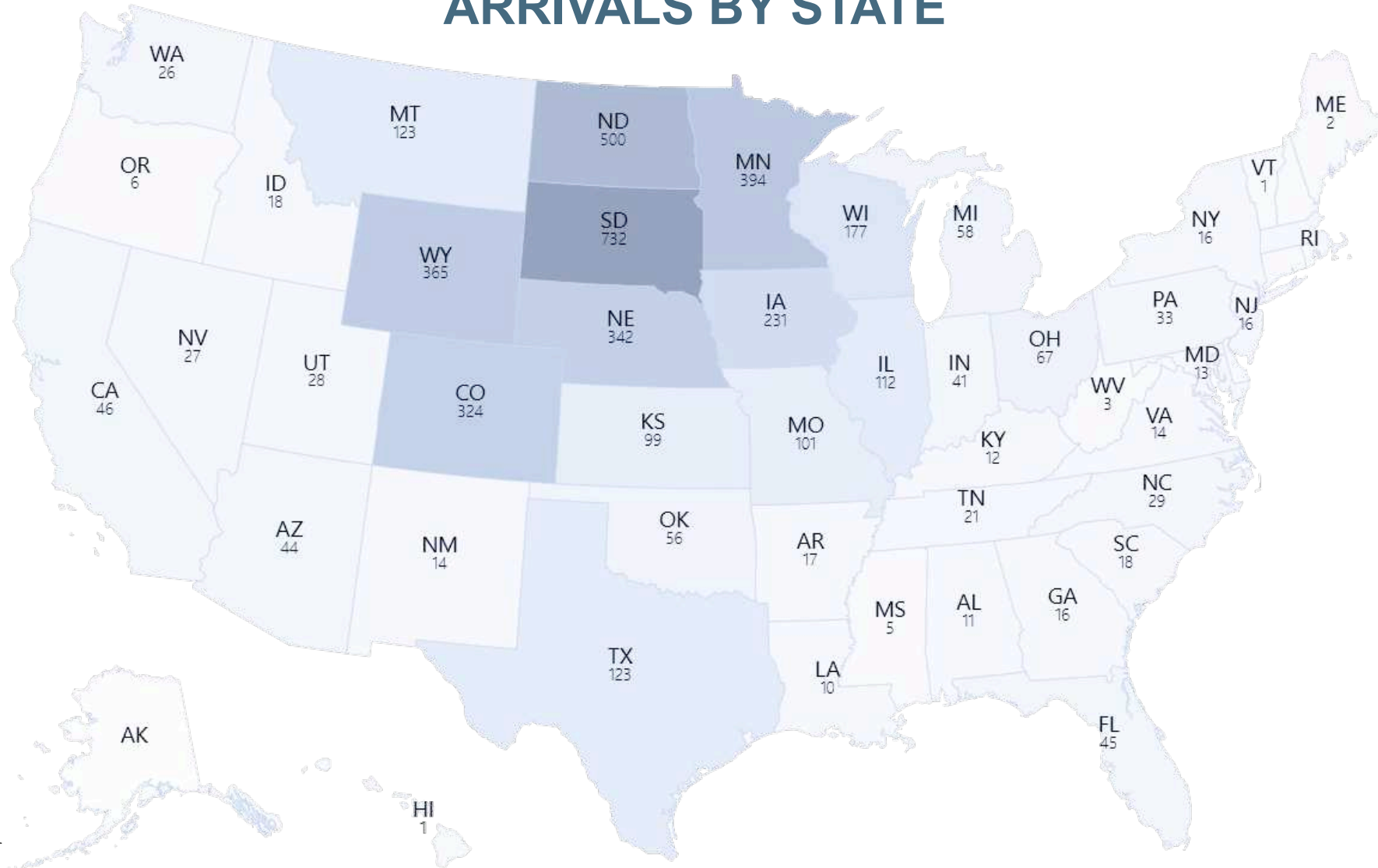


Paid Media led to

33,788
OBSERVED
HOTEL
SEARCHES

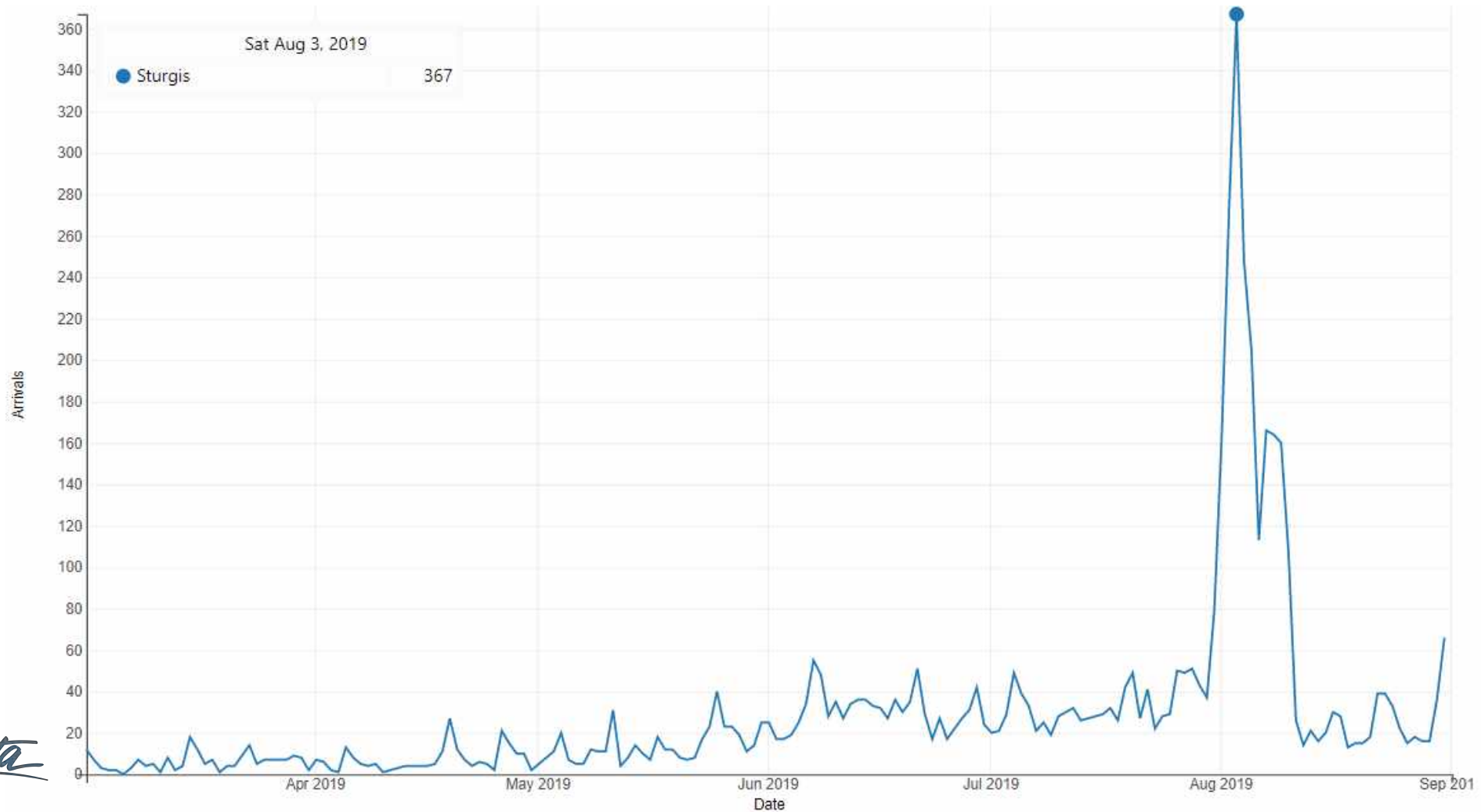
STURGIS ARRIVALIST DATA

ARRIVALS BY STATE



STURGIS ARRIVALIST DATA

ARRIVALS BY POI OVER TIME



South Dakota

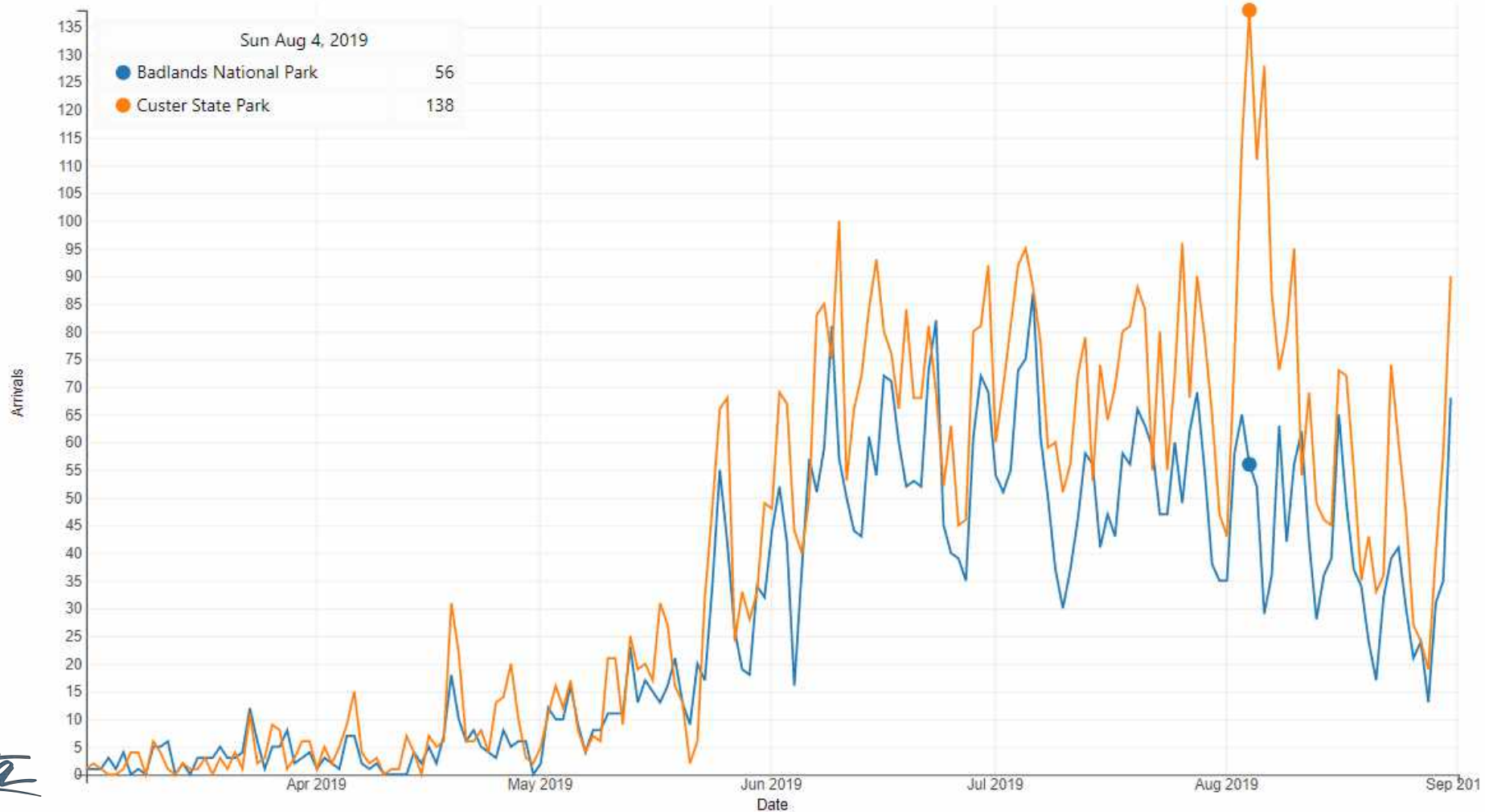


ARRIVALIST

March – August 2019

STURGIS ARRIVALIST DATA

ARRIVALS BY POI OVER TIME



South Dakota

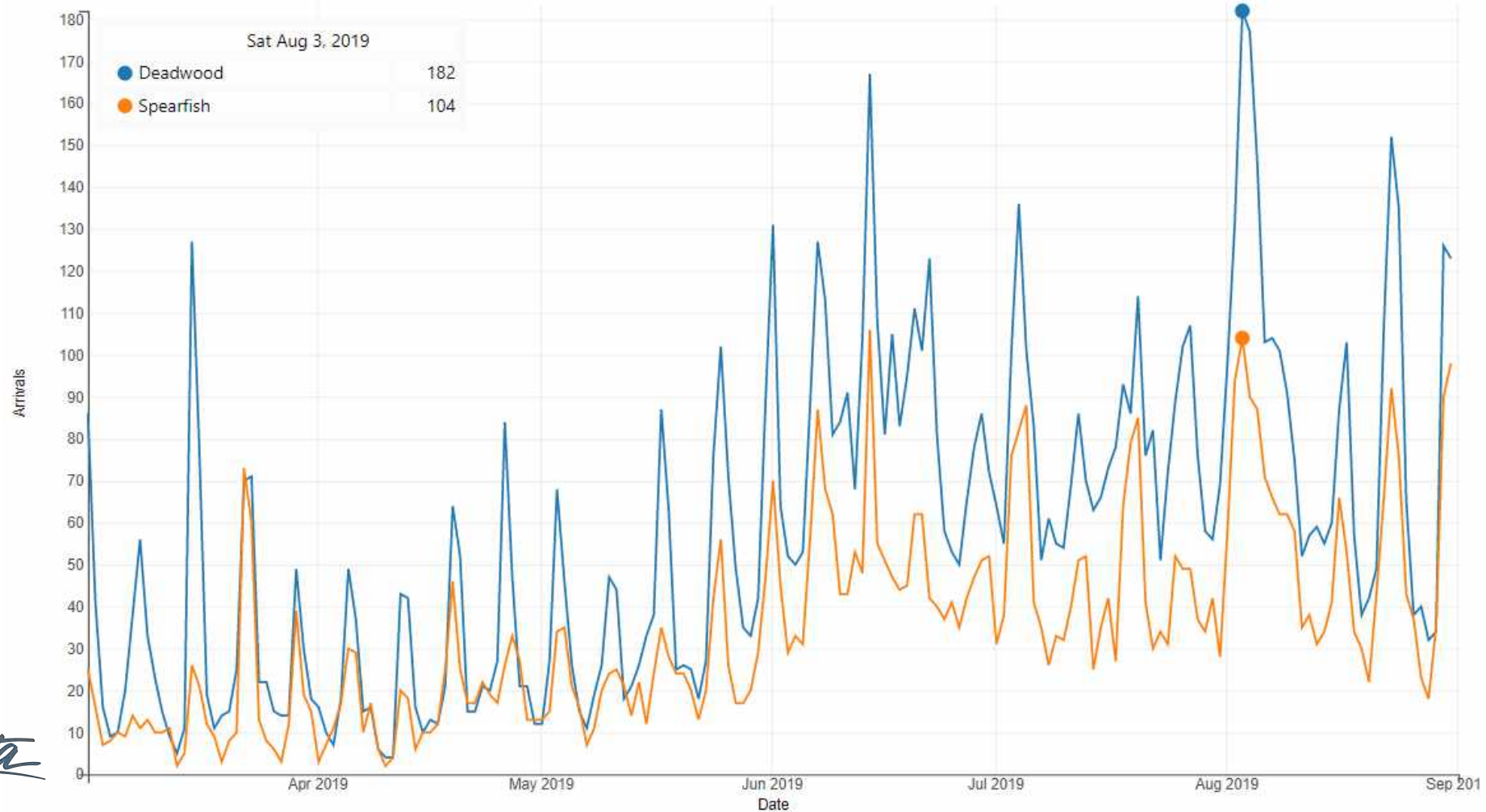


ARRIVALIST

March – August 2019

STURGIS ARRIVALIST DATA

ARRIVALS BY POI OVER TIME



South Dakota

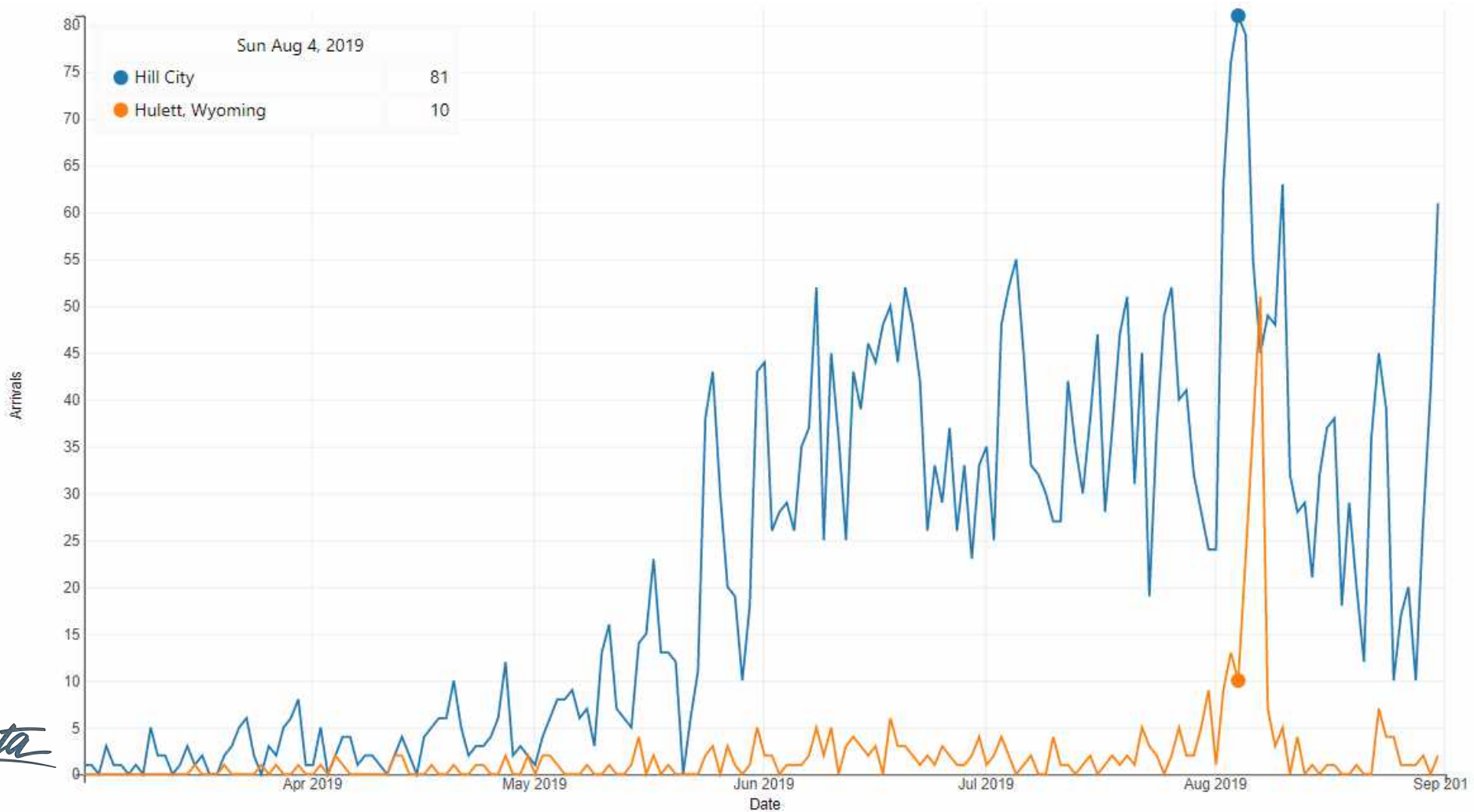


ARRIVALIST

March – August 2019

STURGIS ARRIVALIST DATA

ARRIVALS BY POI OVER TIME



South Dakota

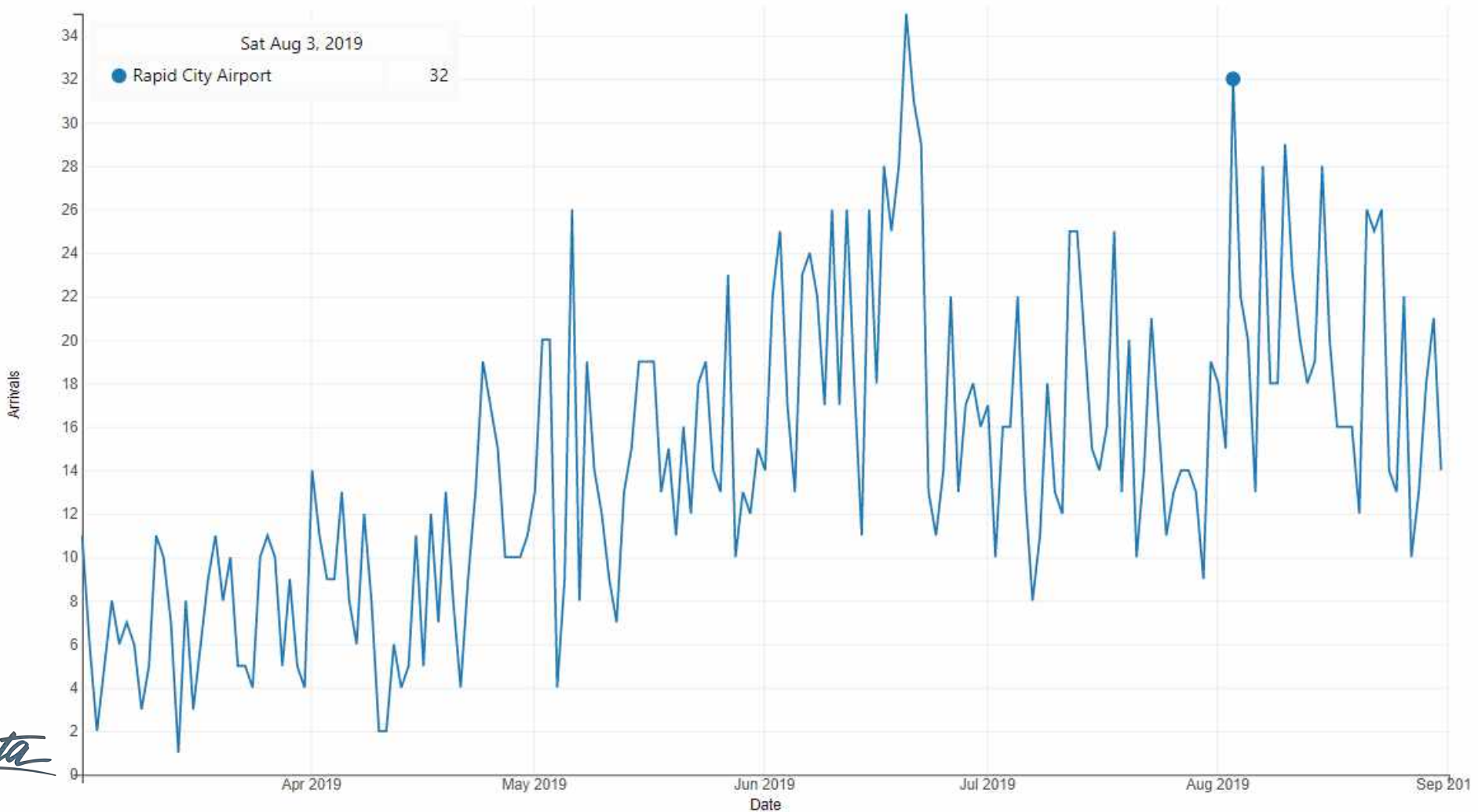


ARRIVALIST

March – August 2019

STURGIS ARRIVALIST DATA

ARRIVALS BY POI OVER TIME



South Dakota

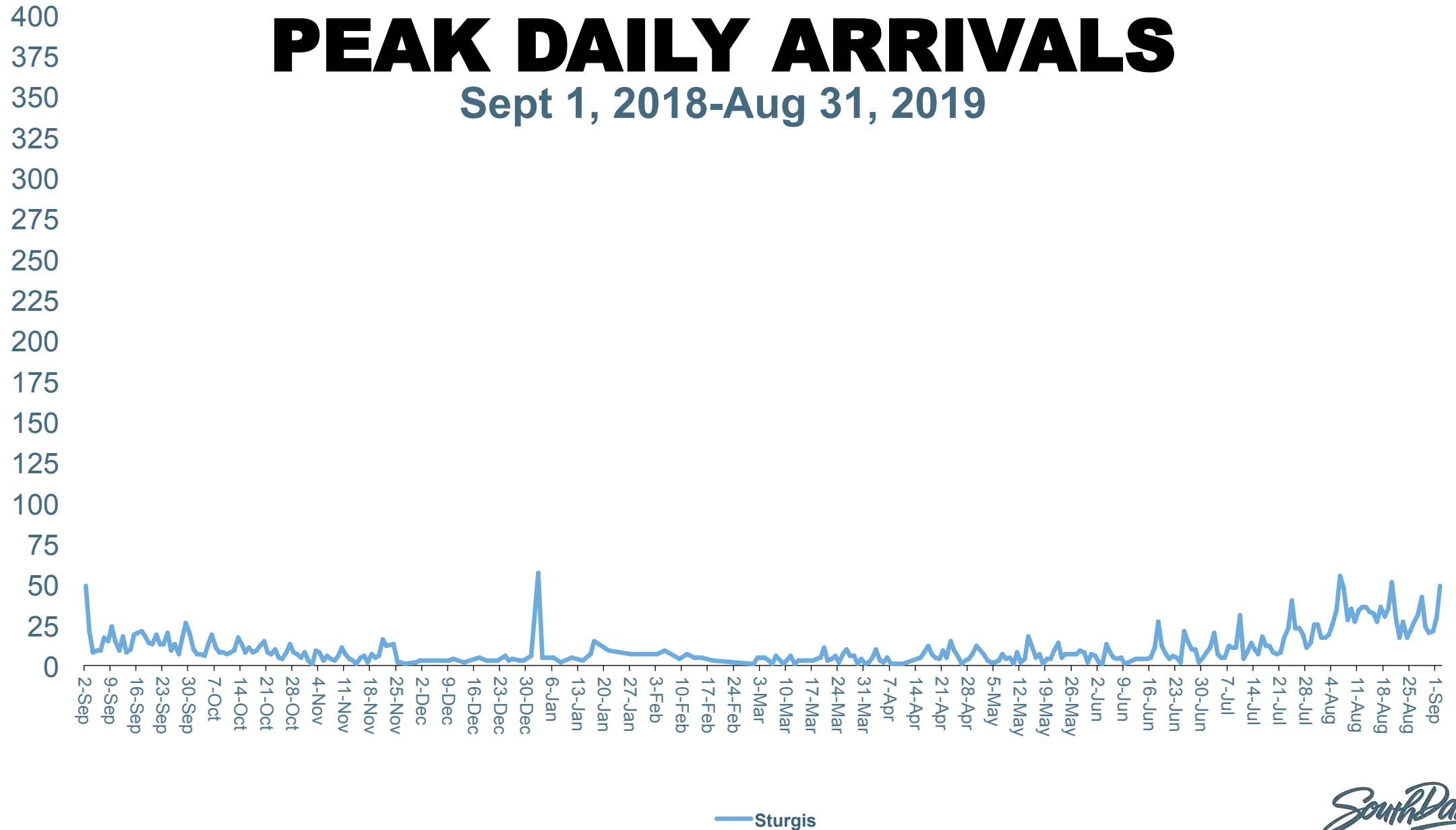


ARRIVALIST

March – August 2019

PEAK DAILY ARRIVALS

Sept 1, 2018-Aug 31, 2019



South Dakota

A silhouette of a motorcycle with two riders is centered against a dramatic sunset sky. The sun is low on the horizon, creating a bright lens flare effect behind the motorcycle. The sky is filled with soft, wispy clouds in shades of orange, yellow, and blue. The foreground is dark, suggesting a road or field.

QUESTIONS?

South Dakota



THANK YOU!

MIKE GUSSIAAS // GLOBAL MARKETING & BRAND STRATEGY DIRECTOR
MIKE.GUSSIAAS@TRAVELSOUTHDAKOTA.COM

South Dakota