using data to inspire visitor travel
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using data to inspire visitor travel
how do we know...
...right message?
...making an impact?
...driving ROI?
...doing the right thing?
1.4% INCREASE
Visitors to the State

2.5% INCREASE
Visitor Spending

2.5% INCREASE
State’s GDP
the problem
our audience wants something different
data gives us a complete picture
1.4% INCREASE Visitors to the State
2.5% INCREASE Visitor Spending
2.5% INCREASE State’s GDP
the situation
collecting data in silos
couldn’t leverage the data

not in a centralized location to be stored, analyzed, or activated
make data work for us: audiences
data to understand audiences

- Analysis
- Modeling
- Activation
- Audience discovery
make data work for us: markets
data to understand markets

- Analysis
- Differentiation
- Who is there?
- Targeting
the solution
collect data into one place
Leveraging tools → create robust profiles

TOOLS  DATA  AUDIENCE  MARKETS
first party data

who is engaging?

Collected by SDT from visitors

- Who we are interacting with?
- Where they are from?
- What type of information they are seeking?
understanding the audiences

Data from other sources

- Modeling Audiences
- Adding Definition

Model their characteristics and behaviors across new audiences to find those most apt to travel to South Dakota.
making data actionable
audience
defining the audience
affinities and interests

Goal: What are they like outside of being a traveler and what will interest them to travel?
reporting vs. action

WHAT THE AUDIENCE TELLS US

WHAT THE AUDIENCE DOES
audiences behaviors

AFFINITY SEGMENTS

- Gardening
- RV and Campers
- Photography
- Anglers
- Hunters
- Gambling and Casinos
- Foodies
- Road Trips
- Luxury Travel
- Family Vacations
- Camping
- Snowmobiles
- Motorcycle Owners
- Shopping
- Biking
- Hiking
- Museums
- History and Historic Sites
- Holiday Events
- Concerts and Music Festivals
- Food and Drink Events
- Beach Vacations
- Swimming
- Canoe and Kayak
- Water Sports and Activities
- Air Travel
- Beer Drinkers
- Retirees
- Technology
- Green Living
- Art and Culture
- Cooking Interest
- Sightseeing
- Dog Owners
- Snow Sports
- Wine Drinkers
- Golf Enthusiasts
- Theme and Amusement Parks
- Cruises
profiling audiences

WHO
The data used to develop these audiences came from actual past SD vacationers and included data on their travel habits and demographics.

PREFERENCES
Psychographics, online behaviors and interactions with the SD Tourism brand itself.

WHERE
Top geographic markets, highlighting how our audiences might differ in their travel interest by each market.

WHEN
When combined, these data points gave us a robust picture of our top performing audiences.
demographics

Age
25-44

Income
$50-100K

Children
No children in the traveling party
travel preferences

- Road Trips
  Index: 1.21

- Air Travel
  Index: -1.11
hobbies and interests

Strong Volume
- Health & Wellness: -1.09
- Cooking: 1.19
  - Video Games: 1.01

Low Volume
- Restaurants & Dining: -1.11
- Technology: -1.09
- Art & Culture: -1.12
- Gambling: -1.01
- TV Watching: -1.07
- Museums: 1.22
- History & Historic Sites: 1.32
- Shopping: 1.32
foodies and drink preferences

- **Wine**
  - Index 1.03

- **Foodie**
  - Index 1.02

- **Beer**
  - Index -1.03
events

Food & Drink Events
Index 1.06

Holiday & Seasonal Events
Index 1.01

Concerts and Music Festivals
Index -1.03
Media Usage

- Direct Mail: Index: 121, Vertical: 64%
- Internet: Index: 118, Vertical: 97%
- Magazine: Index: 99, Vertical: 72%
- Newspaper: Index: 74, Vertical: 34%
- Outdoor: Index: 116, Vertical: 81%
- Primetime TV: Index: 91, Vertical: 71%
- Radio: Index: 112, Vertical: 81%
- Social Media: Index: 126, Vertical: 93%
gather market information

Proprietary Tools

- Media Results
- Google Analytics
- Arrivalist
- VEP

Public Data and Information

- Census Data
  - Who is there?
- What People Do
  - What are popular activities?
understand how markets differ

Understand the market before you advertise to the market.
profile markets

- Who lives there?
- What is the day-to-day like?
- What is the culture?
- What do they like to do?
right message, right people

GOAL: Explain how audiences differ from one market to the next.
familiar, but different

- What can we leverage in each market?
- How can we stand out?
- How do we surprise or make people think about SD?
integration
download meetings

collaboration & brainstorms

real-time adjustments
data infused
creative & media strategy
identify motivators
specific to your products/services
EVEN GREATER THAN YOU’VE HEARD.

The method of the gun. The mark of a master. The sound of shells. The feel of feathers on your best friend’s back. How it all started in South Dakota.
STILL HAVING A BLAST.
markets & audience

- Speech / Language
- Interests & Needs
- Familiarity Drivers
  "Familiar but Different"
WHAT CAN YOU EXPECT ON YOUR AUTUMN TRIP TO SOUTH DAKOTA?

GREAT Faces
Great Places

GREAT Despite
When you travel to the land of Great faces and Great Places, you’re guaranteed to find friendly and welcoming visitors to help you find what you’re looking for.

GREAT Views
South Dakota’s stunning landscapes take you on an unforgettable adventure through some of the state’s most beautiful and memorable views of bluffs and canyons, offering breathtaking scenery.

GREAT Events
Fall is the only time I experience some of the state’s best events, including the annual National Buffalo Bill Historical Center’s Buffalo Roundup and the 32nd Annual White River Ice Fishing Derby.

GREAT Destinations
Most travelers begin with a day trip to South Dakota’s Black Hills, known for its national parks and historic architecture.

WHERE YOU GO IS UP TO YOU, BUT NO MATTER WHAT YOU CHOOSE—WE KNOW IT WILL BE GREAT.

TravelSouthDakota.com | 800-722-5682
TAKE AN ICONIC American ADVENTURE

A love of the wild. A sense of freedom. A feeling of wonder. That’s what South Dakota inspired in Mike Pilgrim, superintendent of Badlands National Park and fellow author of the great outdoors. What will South Dakota inspire in you?

You would be hard-pressed to find a landscape as rugged and stunning as the one you find in eastern Wyoming. Spread over 250,000 acres, Fossil Rim is a pristine preserve offering the unique opportunity to “just stand and watch.” The land was named for its unique rock formations, which towers above the surrounding terrain.

“Spectacular pinnacles, canyons, buttes, and mesas...it’s so unique and so special.” These formations are eroded mesas which started forming during the Cretaceous period, 65 to 75 million years ago. Today, visitors are welcome to explore the area and enjoy camping, hiking, riding, and biking. Superintendant Pilgrim offers these personal recommendations.

“Two of the must-see areas are the Badlands and the Mesas. The former are two of our better options. If you want to take a classic red-rock park trail, do the Notch Trail and the Shelf Trail first.”

If you’re on the fence about making the trip to this unique area, Superintendent Pilgrim offered these words just for you: “You’ll be amazed. It’s a once-in-a-lifetime place to visit, and it has a true wilderness—American experience by coming up to a place like the Badlands.”

We couldn’t agree more.

WHAT CAN YOU EXPECT ON YOUR AUTUMN TRIP TO SOUTH DAKOTA?

GREAT People
When you travel to the land of Great Faces and Great Places, you are promised to find friendly locals waiting to welcome you to this great state.

GREAT Views
South Dakota’s changing landscapes are some of the most stunning in autumn months. A colorful yellow and green is accented with shades of deep crimson, adding the scenery into a brilliant palette of color.

GREAT Experiences
All the right times to experience some of the state’s top natural attractions. From the scenic Devil’s Tower in western Wyoming to the Black Hills and Badlands National Park, it’s a true variety of experiences.

GREAT Destinations
Most scenic towns with a single city. True adventures to South Dakota start with the trail you’re in. These parks you’ll find at the epicenter of our state for regions along with natural beauty, unique events, and endless adventure.

WHERE DO YOU GO? BUT NO MATTER WHAT YOU CHOOSE—WE KNOW IT WILL BE GREAT.

TravelSouthDakota.com | 800.732.5600
SOMETHING IS Brewing

WHAT CAN YOU EXPECT ON YOUR AUTUMN TRIP TO SOUTH DAKOTA?

GREAT PEOPLE
When you tour the land of Great Faces and Great Places, you’re guaranteed to find friendly folks waiting to welcome you in this great state.

GREAT VIEWS
South Dakota’s stunning landscapes are on display all year long. On cool, crisp days, enjoy sweeping views of rolling hills and colorful fields.

GREAT EVENTS
Fall in the only time to experience some of the state’s top annual gatherings. From the annual Maltese Festival in Tabor to the buffalo hunt at Custer State Park, there’s always something fun to do.

GREAT DESTINATIONS
Most people think of South Dakota with its typical image of the American West. Think again. The state is home to a variety of outdoor adventures, from hiking and fishing to hot air ballooning.

WHERE YOU DO IS UP TO YOU, BUT NO MATTER WHAT YOU CHOOSE—WE KNOW IT WILL BE Great.

Travel South Dakota.com | 1-800-726-5462
markets & audience

- Speech / Language
- Interests and Needs
- Familiarity Drivers
  "Familiar but Different"
tactics & timing

- Consumption & Prominence
- Interests & Needs
- Funnel / Path to Purchase
tactics & timing

- Consumption & Prominence
- Interests & Needs
- Funnel / Path to Purchase
the results
success with data

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takeaways
takeaways

1. Aggregate all data and use real-time information
2. Allow data to tell a story per audience, market, etc.
3. Integrate findings into your marketing and creative strategies
4. Continue to adapt and adjust
5. Move the needle