

SOUTH DAKOTA CVB CASE STUDY

MAILER:

South Dakota Department of Tourism

OBJECTIVE:

The South Dakota Department of Tourism faced the challenge of positioning the state as a leading summer family travel destination offering cultural, historical, and natural attractions.

SOLUTION:

eTargetMedia implemented a strategic email marketing initiative highlighting South Dakota destinations, attractions, lodging and special vacation packages. The campaign targeted family travelers with middle to upper income ranges, skewing female with children over eight years old in the household, as well specialized outdoor interests such as hunting, fishing, camping, hiking, rock climbing, mountain biking, boating, kayaking, and cultural and artistic festivals. eTargetMedia strategically segmented prospects from leading travel lists including Frequent Consumer Travelers, Family Travelers, and Outdoor Enthusiasts to present the offer to each travel niche market accordingly, skewing toward either family travelers, cultural/historical travelers or outdoor adventure travelers.

OUTCOME:

The email marketing initiative resulted in above industry average results as well as increased visitation to the South Dakota vacation destination site and increased leads and vacation bookings.



SUMMER VACATION, SOUTH DAKOTA STYLE

Soon, school will be out for the summer. Now's the time to plan a South Dakota vacation your family will remember the rest of their lives. Greet former presidents face-to-face at Mount Rushmore National Memorial. Retrace the steps of Lewis and Clark along the Missouri River. Hear the roar of dinosaurs at the Children's Museum of South Dakota and Wall Drug Store. Roast marshmallows around a campfire in Palisades State Park and try to count the stars in the summer sky. Come discover all that South Dakota has to offer you and your family.

SIGN UP FOR SOUTH DAKOTA'S
TRAVELSMART eNEWSLETTER

OTHER FAMILY ATTRACTIONS

LAURA INGALLS WILDER

If you settled in with Wilder's "Little House" book series as a child, share some real-life adventures with your own children. In De Smet, where Laura lived and learned, you can take a covered wagon ride, try spinning wool or use an old-fashioned sewing machine, explore historic homes and schools, pick out your own pioneer bonnet, and enjoy the annual outdoor pageant. Learn More





WORLD'S ONLY CORN PALACE

Standing tall in the city of Mitchell, the Corn Palace invites people of all ages to view a unique art form. Like real-life paint-by-numbers, a series of murals made from naturally colored corn, other grains and native grasses wrap around the palace. The murals are redesigned and redecorated each year, so it's always a new experience. Visit the Corn Palace and share a real piece of Americana with your family. Learn More



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