

# BECAUSE OF YOUR SUPPORT...



Visitors spent a record-setting \$4.7 billion in 2022, generating 11% of state sales tax collections.



Tourism helps fund essential services in our state like first responders, police, firefighters, as well as infrastructure.



Tourism eases the tax burden for each household in our state by \$1,011.



With a conservative estimate ROI of 5 to 1, every dollar used to market Tourism generates \$61 in visitor spending and \$5 in tax revenue.



Total jobs supported by the tourism industry rose to **56,826** in 2022, even surpassing 2019 levels by 1,669. Labor income soared to **\$2.1 BILLION**. That's \$400 million more than was generated in 2019. This is income going to SD job holders, helping them support their households and the local economy.

\*All figures provided by Tourism Economics

The logo for the South Dakota Department of Tourism features the words "South Dakota" in a white, elegant cursive script. The letters are fluid and connected, with a thin white underline that follows the bottom curve of the text. The background of the entire page is a photograph of the Mount Rushmore National Memorial, showing the carved faces of the presidents against a backdrop of green trees and a blue sky with light clouds. The image has a slightly desaturated, blue-tinted appearance.

South Dakota

DEPARTMENT OF TOURISM

To learn more about tourism's impact on our state, please  
visit our industry website, **SDVisit.com**.