

Travel will power our economic recovery. Why travel matters to SOUTH DAKOTA

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$3.1 Billion	\$709 Million	27,345	4
2020	▼ -18%	▼ -7%	▼ -12%	▼ 6
2021	▲ 6% Above 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **SOUTH DAKOTA**. In 2019:

- Domestic and international travelers spent **\$3.1 billion** while visiting.
- For every **\$1 million** spent in South Dakota by domestic and international travelers, **8.7 jobs were created**.
- Travel spending directly supported **27,345 jobs**, making the travel industry the state's **4th largest workforce**, representing **7.7%** of our state's total private sector employment.
- Travel spending generated **\$334 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **SOUTH DAKOTA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 18% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 6% above 2019 levels in 2021**.
- **Travel employment fell by 12% in 2020** and travel's share of total private industry employment fell from **7.7% to 7.0%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

