



Passport Program Overview

PROGRAM OVERVIEW & DETAILS

Travel South Dakota is excited to invite you to be part of the **South Dakota Passport Program**, a free, mobile-exclusive initiative that encourages visitors and locals to explore, check in, and earn prizes along the way. With multiple passports highlighting unique regions and experiences, this program brings travelers to hidden gems, must-visit attractions, and unforgettable destinations across the state.

HOW IT WORKS

- No app download required—just sign up at TravelSouthDakota.com/passports.
- Visitors check in at participating locations using GPS-based tracking.
- Points are earned based on the number of locations visited.
- Participants can redeem points for exciting prizes, shipped directly to them.
- Points roll over annually, encouraging continued exploration throughout the year.

SIGNATURE COLLECTION

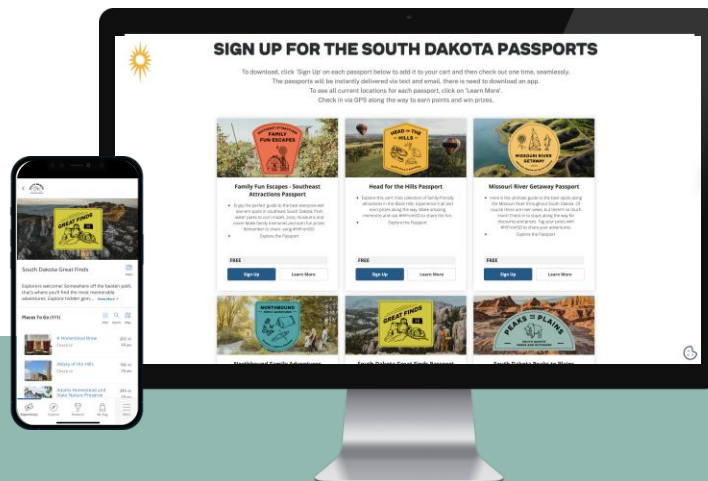
- **Great Finds Passport** – Discover hidden gems and local favorites.
- **State of Create Passport** – Explore South Dakota’s artistic side.
- **Peaks to Plains Passport** – Find breathtaking outdoor adventures.
- **Tribal Nations: Oceti Sakowin Passport** – Experience Indigenous culture and history.

REGIONAL COLLECTION

- **Head for the Hills Passport** – Enjoy family-friendly Black Hills attractions.
- **Family Fun Escapes Passport** – Perfect for kid-approved adventures in southeast SoDak.
- **Northbound Family Adventures Passport** – Discover eats, treats, and hidden gems up north.
- **Missouri River Getaway Passport** – Explore scenic spots and activities along the Missouri River.

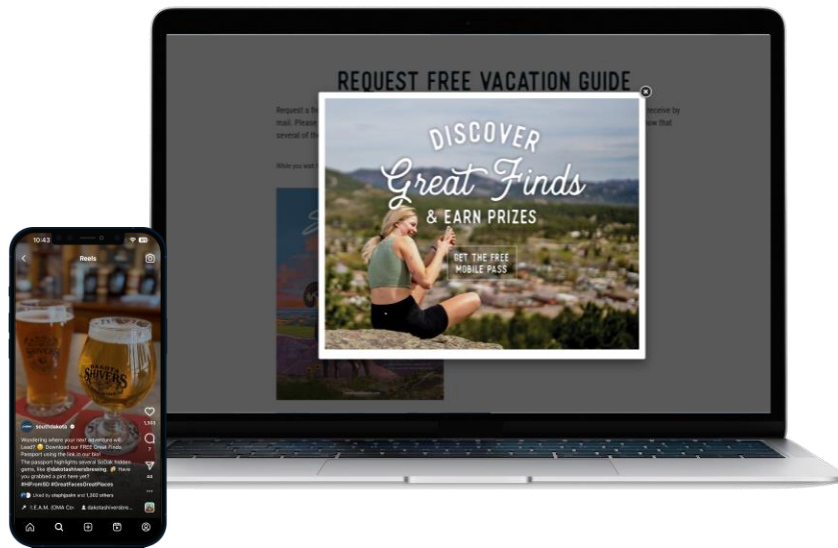
THEMATIC COLLECTION

- **Autumn Adventures**- All things cozy and fall in South Dakota.
- **Stars & Stripes Passport**- Celebrating the 250th birthday of the United States.
- **Agritourism Adventures**- Experience authentic farm, ranch and rural attractions. (New for 2026)



MARKETING & PROMOTION

The Passport Program is a key feature of Travel South Dakota's marketing campaigns, promoted through digital ads, social media, email outreach, website personalization, and print. Participating businesses benefit from increased exposure and engagement.



HOW YOU CAN PARTICIPATE

If your business is part of the South Dakota Passport Program, you're already helping visitors create incredible memories! You can enhance their experience by:

1. Offering special discounts or promotions through the passport.
2. Displaying official passport signage and materials.
3. Encouraging visitors to check in and share their experiences using **#HiFromSD**.



Discover the hidden, the cultural, and the beautiful in South Dakota - all while winning prizes!
FREE, mobile exclusive passports introduce you to some South Dakots that'll have you talking long after the adventure is over. Select from one or more of the South Dakota Passports that feature everything from hidden gems and cultural wonders to lesser-known state parks and family-friendly attractions to start earning points. No matter which passport you pick, prizes and discoveries await!
No app required. Simply log in and check in at specified locations for discounts and prizes. The more you explore, the better the prizes. Get your **FREE** mobile passports today. Let the exploration begin. (Points reset on April 1 each year.)



GREAT FINDS, GREAT MEMORIES
Scan the QR code or visit TravelSouthDakota.com/Passports to start your adventure!

JOIN THE ADVENTURE

For more information, please contact Alexa Dorn, Marketing Campaigns & Project Manager, at Alexa.Dorn@TravelSouthDakota.com or visit SDVisit.com.