

Vision: Share the community of Sioux Falls with the world.

Mission: Market Sioux Falls as a one-of-a-kind destination and provide an energized visitor experience to enhance economic impact.

BID Tax

\$2,091,629

FY 2024 BID Tax Revenue (-1.00%)

\$2,112,859

FY 2023 BID Tax Revenue

Room Tax

\$1,412,081

FY 2024 Room Tax Revenue (+3.52%)

\$1,364,047

FY 2023 Room Tax Revenue

Experience Sioux Falls is solely funded by a 1% hotel room tax and a \$2 per room per night Business Improvement District (BID) tax.

Visitor Impact To South Dakota*



15 Million Visitors

1.4% Increase in visitors.



\$384 Million

State and local tax revenue generated.



\$5.09 Billion

2.8% Increase over 2023.



58,824

Travel and tourism supported jobs.



\$1,105

Tax revenue per household supported by tourism.

Economic Impact Framework*

Direct Impacts

South Dakota tourism's contribution measured visitor spending

- Retail
- Lodging
- Transportation
- Food & Beverage
- Entertainment

Indirect Impacts

Purchases of inputs from suppliers

- Supply Chain Effects
- B2B Goods & Services Purchased

Induced Impacts

Consumer spending out of employees' wages

- Income Effect
- Household Consumption

Total Impacts

Direct, indirect and induced impacts

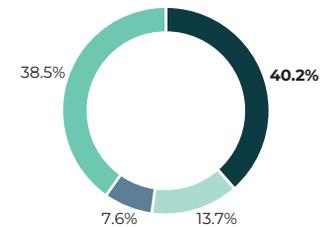
- Sales
- GDP
- Jobs
- Income
- Taxes

SD Regional Spending*

Regional Spending (Amounts in \$ millions)



2024 Percentage of Regional Tourism Spending



2024 Growth



SD Regions

- Black Hills & Badlands
- Glacial Lakes & Prairies
- Missouri River
- Southeast (Sioux Falls)

SIoux FALLS

2024 VISITOR IMPACT



1,117,647
Visitors†



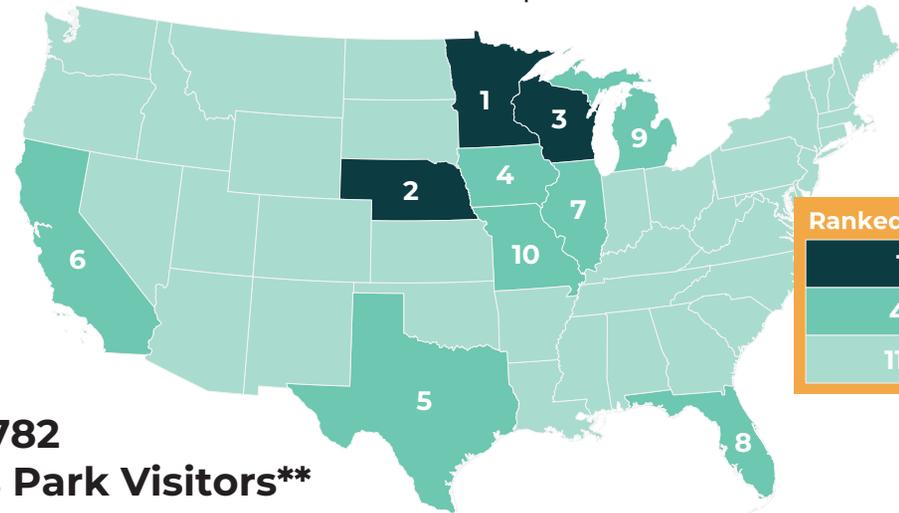
\$309,083,997
Estimated Economic Impact†*

Top 5 Countries**

1. Canada
2. Germany
3. England
4. France
5. Australia

Falls Park Visitation

Top 10 States



Ranked By State
1-3
4-10
11-50

184,782

Falls Park Visitors**

Visitors who entered the Falls Park Visitor Information Center in 2024.

**Data reflects the people who enter the visitor center. Not including SD.

†Estimated visitors and economic impact based on numbers ESF could count

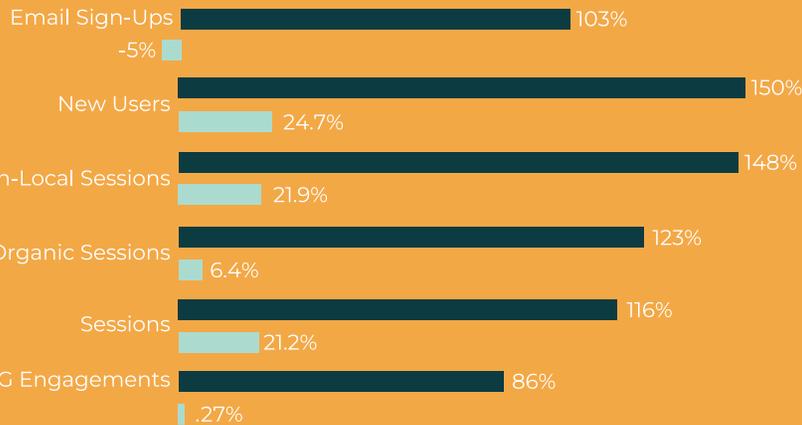
*Destinations International Event Impact Calculator



Website highlights

Jan-Dec 2024

■ To Goal ■ YOY



Sales

2024 Booked Business Through 2029

Number of Events: **117**

New Events: **49**

Repeat Events: **68**



\$18,429,769
Economic Impact



21,934
Room Nights



43,182
Attendance

2024 Convention Calendar For Previously Booked Groups

Number of Events: **111**

New Events: **43**

Repeat Events: **68**



\$25,375,791
Economic Impact



27,971
Room Nights



55,633
Attendance