

June 2, 2026

Notice of Job Opening

WANT TO REPRESENT SIOUX FALLS IN A FUN, FAST-PACED CAREER?

Experience Sioux Falls, formerly the Sioux Falls Convention & Visitors Bureau, is the destination marketing organization for Sioux Falls. We are charged with bringing visitors to the community in order to increase economic benefit to the City.

Experience Sioux Falls is looking for a Tourism Sales Manager

The Tourism Sales Manager of Experience Sioux Falls has the responsibility of selling Sioux Falls as a destination for bus tour groups in addition to other leisure travelers. This person must have the ability to communicate with various business, civic, professional, and social groups that may host or provide leads for conventions, bus tour/group business, and/or sports and events.

The Tourism Sales Manager must be an individual who has outstanding organizational skills and has the ability to handle several responsibilities simultaneously.

Responsibilities include but not limited to:

- Develops and delivers verbal and written presentations to clients.
- Focus sales efforts on high yield target markets that require multiple hotel guest lodging capacity.
- Creates and maintains client database and documents all sales activity.
- Achieves room night goals of definite leads.
- Develops and maintains professional relationships with clients through trade and travel show participation, social media, networking, direct mail, telephone, and personal sales calls to promote Sioux Falls and develop awareness of the destination.
- Develops focused account selling strategy; determines competitor business and pursues accordingly.
- Continuously builds database through solicitation of potential new clients.
- Conducts follow up on leads received from trade and travel shows and other sources, and responds to requests.
- Develops, coordinates and conducts site visits with planners showcasing facilities, hotels, restaurants and attractions in Sioux Falls.
- Ability to plan and customize up to 3-day itineraries for bus tour/group business in Sioux Falls.

Requirements include: Ability to travel and maintain a flexible schedule. Five years of experience in the Convention, Tourism, Sports, Hotel industry and/or Marketing/Sales is preferred. Very strong “people skills”, enthusiasm, being a strong self-starter, and the ability to professionally present oneself are important factors. Sales Manager may be required to speak in front of large groups. Must be able to lift/move up to 50 lbs.

Work Environment

Every employee is considered an important member of our work family. This role will be an integral part of the success of running the organization. We are looking for someone who takes pride in their career and is looking for a long-term position.

Experience Sioux Falls provides a competitive benefit package for full-time employees including 401K/matching 401K, health, dental and vision insurance options, disability insurance and supplemental insurance. Also, paid sick, holiday and vacation time. FSA & HSA options available.

NO PHONE CALLS ACCEPTED. Looking to hire immediately. Interested candidates should mail or email **cover letter and resume with references to:**

**Teri Schmidt, CEO
Experience Sioux Falls
200 N. Phillips Ave., Suite 102
Sioux Falls, SD 57104**

or [**Teri@ExperienceSiouxFalls.com**](mailto:Teri@ExperienceSiouxFalls.com)