

SOUTH DAKOTA DEPARTMENT OF TOURISM

INTERSTATE WELCOME CENTERS PUBLICATION PROGRAM

Interested in displaying your publication at an Interstate Welcome Center?

In 2021 our seasonal Travel Counselors assisted more than 214,000 travelers with their South Dakota trip planning. Below is a breakdown of visitation at each of our five Interstate Welcome Centers.

WELCOME CENTER LOCATION	TOTAL VISITATION	DAILY AVERAGE
Wilmot	10,016 People	84 People
Vermillion	32,299 People	245 People
Valley Springs	26,348 People	200 People
Chamberlain	129,497 People	1,028 People
Spearfish	16,106 People	122 People

Below are the things you need to know if you plan on participating in the 2022 Interstate Welcome Center Publication Program.

These program policies and requirements are designed to maximize the effectiveness of the literature we display and create consistency in the program so that our Travel Counselors can better plan and prepare for each season. We appreciate your cooperation!

1 All five Interstate Welcome Center locations will open to the public on Monday, May 23, 2022.

- Wilmot (I-29 Exit 213, Northbound and Southbound)
- Vermillion (I-29 Exit 26, Northbound and Southbound)
- Valley Springs (I-90 between MN Exit 1 and SD Exit 410, Westbound Only)
- Chamberlain (I-90 between Exits 265 and 263, Westbound and Eastbound)
- Spearfish I-90 between WY Exit 205 and SD Exit 2, Eastbound Only)

2 All publications must be registered.

- The online Registration Form can be found on our industry website at www.sdvisit.com in the Training & Hospitality section.
- Online registration is available from **January 10 through April 22, 2022.**
- A Registration Form must be completed for each publication you plan on distributing to the Welcome Centers. For example, if you have a vacation guide and rack card, you will need to submit a separate Registration Form for each one.

3 Each publication will have its own Confirmation Number.

- After submitting the online Registration Form, you will receive an email containing a four-digit Confirmation Number. This number is how we will identify your publication and must be included with any shipments or deliveries of publications to our Welcome Centers.
- If you are shipping or delivering multiple publications, then you must include the Confirmation Number for each.
 - **If you registered your publication last year, your Confirmation Number will remain the same, but you will still need to submit the Registration Form for 2022.**

4 On April 29, 2022, you will receive an email confirming the quantity of publications you will need to provide to each Welcome Center.

- Do not send more publications than requested and do not send publications that are not registered.

5 All initial shipments/deliveries of publications must arrive at the Welcome Centers between May 23 and May 27, 2022.

- Shipping instructions and addresses can be found on our industry website at www.sdvisit.com.
- Please note that most of the Interstate Welcome Centers are not on a United State Postal Service mailing route. Because of this, the Post Office and some other couriers will not deliver to our Welcome Centers. **Be sure to check with your courier to ensure that they will deliver to these locations.**

6 All Publication Program Participants are strongly encouraged to participate in the annual Literature Swaps.

- This is our preferred method for receiving printed material at the Interstate Welcome Centers.
- The Literature Swaps allow participants to drop off their material at a central location, which is then shipped to the Welcome Centers at no cost to you.
- If you are interested in participating in a Literature Swap, please contact your Regional Tourism Association or the Department of Tourism.

7 All requests for ordering or fulfillment will come from Nate Johnson, the Welcome Center Manager.

- In an effort to streamline the way we request and receive inventory; all orders will come from the Welcome Center Manager.
- There is no need to contact the Welcome Centers regarding your publication. If you have any questions, you can contact the Welcome Center Manager.

For any questions regarding the Interstate Welcome Centers or the Publication Program, contact Nate Johnson, Welcome Center Manager, at 605-773-3301 or Nate.Johnson@TravelSouthDakota.com.