



Tourism in South Dakota has remained robust despite the impact of the global pandemic.  
Photos courtesy of the SD Tourism Department.

# SD TOURISM GOING STRONG

## Tired of Being Shut In: Visitors Flock to South Dakota

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Probably the last time a member of the Hustead family was worried about going broke, it was back in the 1930s.

Ted and Dorothy Hustead had just purchased a small drug store in Wall and were having a hard time getting the business to grow in the middle of a severe drought and the Great Depression.

The business that went on to become known as Wall Drug has been named one of the busiest tourist attractions in the northern part of the country. The prospects of the Husteads going broke have been very slim since the store hit its stride.

That is until last March.

Third-generation owner Rick Hustead won't lie: he was downright worried that Wall Drug might bite the dust when COVID-19 prompted lockdowns and travel restrictions.

The entire operation – the stores, the restaurants, the galleries and even the free ice water – came grinding to a stop for 71 days just as the travel season was about to kick into gear.

"I was afraid we might go broke and we might not make it. They're projecting that half of the restaurants out there are going to close down permanently," Hustead said. "We were closed that whole time and had to cut back on our employees because we felt that trying to 'flatten the curve' was the right thing to do."

The business reported losses through the summer, but returned to the black in August due in part to traffic from the Sturgis motorcycle rally. Hustead reported that September and October also showed considerable increases over 2019 numbers.

"People just got tired of being shut in and they got in their cars and on their motorcycles and their RVs and came to South Dakota," he said, noting that even President Trump made his way to Mount Rushmore for a Fourth of July gathering.



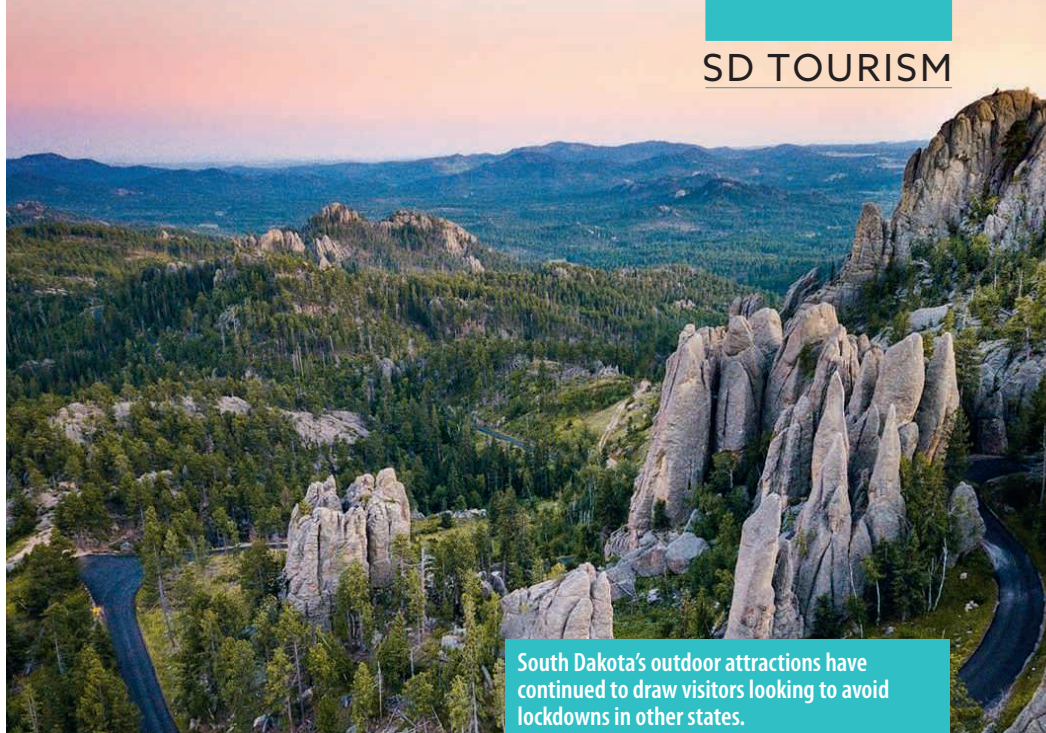
The annual Buffalo Round Up at Custer State Park continues to attract visitors from throughout the country.



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Hustead said he took public safety measures such as installing Plexiglas barriers, posting hand-sanitizer stations and requiring that employees wear masks. He said no employees have been known to contract the coronavirus. The bottom line also received a boost from some federal relief money.

Once the financial fog lifted, Hustead called his mother Marjorie – who is in a care facility in Rapid City but is “still involved in the business” – and told her he felt Wall Drug was going to make it through the crisis after all.

“I told her, ‘Mom, I think we’re going to make it.’ And that made her happy,” Hustead said.

He was quick to heap praise on the South Dakota Office of Tourism and leader Jim Hagen.

In assessing the state of tourism in South Dakota, officials paint a picture similar to Hustead. While many annual events have been canceled or postponed to a later date, outdoor events and activities such as Sturgis, walleye fishing, pheasant hunting and the many outdoor tourist attractions have led to a healthy industry performance and outlook.

Hagen’s office has also taken the initiative to develop innovative programs to ensure that South Dakota stays top-of-mind when people throughout the region and nation make their travel plans.

The department recently launched an on-line learning program for children and their families to learn more about South Dakota and experience the attractions of the state from the comfort of their homes or in a classroom setting. There are eight virtual pages that allow site visitors to learn more about the icons, wildlife, people and history of the state, each featuring games and activities for the entire family to explore.

“These online lessons provide an opportunity to educate children and adults alike about our state’s Great Faces and Great Places,” said Gov. Kristi Noem. “We hope that they are used as a tool to engage families

and inspire them to explore our great state.”

The department also partnered with Badlands National Park to promote its virtual Junior Ranger program. Once the virtual exploration is complete, kids can become official Badlands National Park Junior Rangers.

Last summer, the department teamed up with tourism officials in Wyoming to develop a program called “Black to Yellow” to entice travelers to explore scenic routes that wind from the Badlands National Park to Wyoming’s iconic Yellowstone National Park.

To help travelers plan their trip, the states put together itineraries that explore their most well-known attractions and lesser-known gems. From taking in roadside stops, like Wall Drug and Wyoming’s Devils Tower, to exploring the scenery of Bighorn Canyon National Recreation Area and Badlands National Park, travelers were encouraged to explore the beauty of the states’ wide open spaces, unparalleled wildlife and the freedom of the open road.

State tourism leaders will meet in Pierre on Jan. 20-21 for the 2021 Governor’s Conference on Tourism. There will be limited in-person engagement as well as an online attendance option. The theme for this year’s meeting is, “Onward!” While 2020 could have been worse, leaders are hoping that travel will continue to be a significant economic driver in the state.

