

GLACIAL LAKES & PRAIRIES

'SPLASH' BOARD

AUGUST 1, 2025



Travel With Sara

August 1, 2025

Travel Writer and Blogger Sara Broers visited the Glacial Lakes & Prairies region in July 2025, traveling from Brookings to Watertown, Aberdeen and Huron. Below are some analytics from her stories on Social Media.

	Engagements	Impressions	Views
Facebook	1,084	10,738	1,769
Instagram	19	303	303
Instagram Stories	326	560	560

Social Media
In the last 90 days
7,941 Followers
(889 New since April 30, 2024)
1,736 Post Interactions
14,891 Link Clicks
378,106 Post Reach
635,950 Views

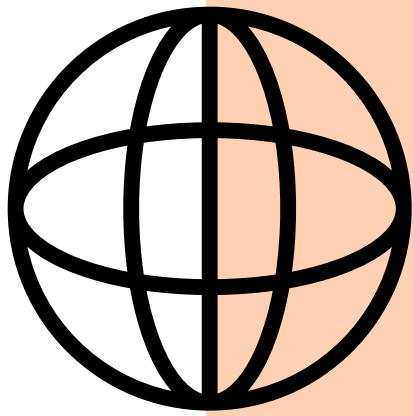


New Members

We have gained 26 new members since July 1, 2024.

Google Analytics

In the last 90 days



74 K Views
↑ up 47.7%

39 K Active Users
↑ up 41.9%



2025 Travel Shows

Rosie promoted our region this winter at 5 sport shows in Fargo, Shakopee, La Crosse, Omaha, and Sioux Falls. With a total attendance of over 58,000 attendees, she distributed nearly 1,500 regional travel guides and pitched vacation ideas in SD to several hundred more. Over 500 of those families, campers, fishermen as well as hunters stopped to register to win a \$500.00 gas card.

EMMA E-SPLASH NEWSLETTER

NEW IN 2025!



Member E-Splash

[Trip Ideas](#) | [Attractions](#) | [Where to Stay](#) | [Plan Your Trip](#)

TAKE THE BACK ROADS

After promoting our region this winter at sport shows in Shakopee, La Crosse, Omaha, Fargo and Sioux Falls, we are ready to get outdoors and celebrate the upcoming tourist season with you. We're excited to promote our region and keep you posted on what's coming next.

Sent April 15, 2025
98.8% Delivery
331 received
45.9% Open Rate
17.1% Clicks

Sent July 29, 2025
98.4% Delivery
378 received
48.9% Open Rate
7.6% Clicks

Visitor E-Splash

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TAKE THE BACK ROADS!

Experience family attractions, great events, and relax while enjoying your favorite pastime on our many glacial lakes in Northeast South Dakota. Family

Sent April 23, 2025
95% Delivery
6378 received
28.4% Open Rate
7.7% Clicks

- Member Outreach & Recruitment
- 2026 Glacial Lakes & State Vacation Guide Ad Sales & Layout
- Marketing Co-Op Opportunities
- Community Connections & ‘Splash’ Visits
- Event Bracket Challenge
- Annual Meeting & Member Celebration

Good things are coming

Sponsor our upcoming Visitor E-Splash

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TAKE THE BACK ROADS!

Experience family attractions, great events, and relax while enjoying your favorite pastime on our many glacial lakes in Northeast South Dakota. Family fun awaits you so plan your trip today.


EXPLORE

TRAVEL WITH SARA

Sara Broers is a Travel Writer and blogger from Iowa who loves all things Glacial Lakes & Prairies Tourism! Check out her website www.TravelWithSara.com for travel inspiration.

Check out snippets below from her most recent trip in July. From Brookings, to Watertown, Aberdeen and Huron, her and her two grandchildren had the best time!

- Everyday is a good day to explore the Bramble Park Zoo. If you are lucky, the zoo staff will come out with an animal or two for you and your kids to touch & feel. And yes, snakes are included!








- Sara and Alaina - Why not make it a grandma/granddaughter day at Thunder Road in Aberdeen?

Find more Glacial Lakes attractions here

UPCOMING EVENTS

Castlewood Days Citywide Castlewood August 7-10	Harvey Dunn Plein Air Paint Out Citywide De Smet August 8-10	Twin Brooks Threshing Show Threshing Grounds Twin Brooks August 9-10
Brown County Fair Brown County Fairgrounds Aberdeen August 11-17	86th Annual Cornfest Lakeside Park Ortonville, MN August 15-17	Arlington Car Show City Park Arlington August 17
62nd Annual Steam Threshing Jamboree Prairies Village August 21-24		Sizzlin' Summer Nights Downtown Aberdeen August 23

ALL EVENTS



- Splash Central Waterpark in Huron is calling - Why not make it a day?
- Grandma and grandkids- Take a spin with your family at Allevity Entertainment in Aberdeen.
- Mail-time! Did you know the SD Children's Museum offers an opportunity for kids to be the mailman for the day?

FOLLOW US ON FACEBOOK

Keep updated on upcoming events taking place in the region, including event posters and details. Share with your Facebook friends & family and encourage them to become our latest FAN!

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(2 Sponsors per E-Splash)

Visitor E-Splash

- 6,378 e-mail addresses
- 28.4% open rate

Member E-Splash

- 378 e-mail addresses
- 48.9% open rate