

GLACIAL LAKES & PRAIRIES

‘SPLASH’ BOARD

AUGUST 25, 2025



Travel With Sara

August 25, 2025

Travel Writer and Blogger Sara Broers visited the Glacial Lakes & Prairies region in July 2025, traveling from Brookings to Watertown, Aberdeen and Huron. Great exposure for our region and a big thank you to our Members for their sponsorship and support!

Impressions	11,112
Views	1,912
Engagements	1,092

(Facebook, Instagram & Instagram Stories)

Social Media

In the last 90 days

7,953 Followers
(901 New since April 30, 2024)
1,311 Post Interactions
11,025 Link Clicks
278,226 Post Reach
439,199 Views

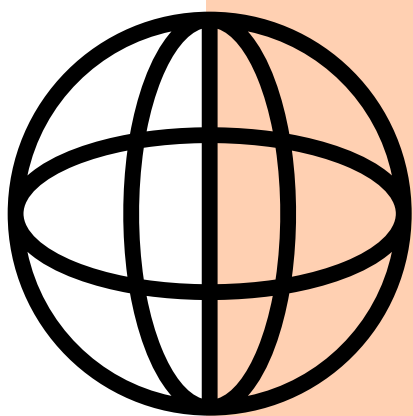


New Members

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

Google Analytics

In the last 90 days



67K Views
↓ down 1.0%

35 K Active Users
↓ down 10.3%



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 46.2% Open Rate 17.0% Clicks
Sent July 29, 2025 98.4% Delivery 378 received 51.3% Open Rate 9.3% Clicks
Next Member E-Splash to be sent August 28, 2025

Visitor E-Splash

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

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
Sent August 7, 2025 98.7% Delivery 6748 received 31.6% Open Rate 8.2% Clicks
Next Visitor E-Splash to be sent August 27, 2025

Sponsor our upcoming Visitor E-Splash

Visitor E-Splash


- 6,748 e-mail addresses
- 31.6% open rate


Member E-Splash

- 378 e-mail addresses
- 51.3% open rate

Sponsor the upcoming Visitor E-Splash for \$300.00.
Sponsor the upcoming Member E-Splash for \$125.00
(2 Sponsors per E-Splash)
(see snapshots of July Visitor E-Splash below)

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





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](#)

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](#)



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](#)



• Splash Central Waterpark in Huron is calling - Why not make it a day?



• Grandma and grandkids - Take a spin with your family at Allevery 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!

[FOLLOW US](#)



THIS E-MAIL IS SPONSORED BY VISIT WATERTOWN



[FOLLOW US](#)

Hey you! Over here!



Use US to reach THEM!

Sponsor this space in an upcoming E-Newsletter.

www.VisitWatertownSD.com