

GLACIAL LAKES & PRAIRIES

‘SPLASH’ BOARD

NOVEMBER 10, 2025

Peak Travel Season Analytics
In the last 90 days
June 24, 2025

Social Media

3,331 Post Interactions
20,379 Link Clicks
480,047 Post Reach
1,082,110 Views
7,966 Current Followers
(as of November 10, 2025)

Google Analytics

77 K Views
43 K Active Users

www.sdglaciallakes.com

Travel With Sara

November 10, 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 | 19,721 |
| Views | 19,721 |
| Engagements | 1,290 |

(Facebook, Instagram & Instagram Stories)



2026 Travel Shows

Rosie will be promoting our region again this winter at 5 sport shows in Fargo, Shakopee, La Crosse, Omaha, and Sioux Falls. With past total attendance records of over 58,000 attendees, she distributed nearly 1,500 regional travel guides in 2025 and pitched vacation ideas in SD to several hundred more.



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
51.6% Open Rate
9.2% Clicks

Sent August 28, 2025
98.8% Delivery
394 received
45.7% Open Rate
14.4% Clicks

Sent September 24, 2025
99.8% Delivery
395 received
47.6% Open Rate
8.5% Clicks

Sent October 6, 2025
99.8% Delivery
395 received
46.6% Open Rate
9.2% Clicks

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
31.7% Open Rate
8.2% Clicks

Sent August 27, 2025
98.9% Delivery
6509 received
30.1% Open Rate
7.2% Clicks

Sponsor our upcoming Visitor E-Splash

Visitor E-Splash


- 6,509 e-mail addresses
- 30.1% open rate


Member E-Splash

- 395 e-mail addresses
- 46.6% 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?

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FALL IN LOVE WITH BROOKINGS

[Visit Brookings](#)
SOUTH DAKOTA

[PLAN YOUR NEXT GETAWAY](#)

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](#)

