

EMMA E-NEWSLETTER CO-OP



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- 2 Sponsors per month
- \$125 per Sponsor

- 390+ Recipients
- 42.4% Open Rate
- 10.2% Click Rate

VISITOR E-NEWSLETTER CO-OP

- 2 Sponsors per month
- \$300 per Sponsor

- 6500+ Recipients
- 30.3% Open Rate
- 7.2% Click Rate

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CALL OUR OFFICE AT (605) 886-7305 FOR AVAILABILITY

(E-Newsletter sent every month, every other month, or quarterly depending on time of year)



CONTACT US

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Watertown St. Patrick's Day Parade
March 14, 2026
 Click for event details

New Members

Help us welcome the following new members to Glacial Lakes & Prairies Tourism. Make sure to check out their Facebook Page and visit their website today!

BlackFork Farms Distillery
 47988 185th St
 Brandt, SD 57218
 (605) 696-3104
www.blackforkfarms.com



Chicago & Northwestern Historical Railroad Dept
 715 W 3rd St
 Redfield, SD 57469
 (605) 472-4566
www.tourism.redfield-sd.com



2026 Sportshow Line-Up

Glacial Lakes & Prairies Tourism has 4 Sportshows remaining in 2026. If you are in the area during one of these shows, make sure you stop by and say hello to Rosiel! Grab your 2026 Regional Travel Guide along with the 2026 SD Vacation Guide while you're there.

- February 12-15, 2026
- February 19-22, 2026
- March 5-8, 2026
- March 12-15, 2026
- La Crosse Boat, Sport, Travel & RV Show
- Omaha Boat, Sport & Travel Show
- Red River Valley Sportsmen's Boat & Camping Show, Fargo, ND
- Sioux Empire Sportsmen's Show, Sioux Falls, SD

Thank you Travel Show Partners!

We would like to thank the following members for joining the 2026 Travel Show Co-op Season.

- Redlin Art Center
- Huron Chamber & Visitor Bureau
- Lynn Lake Lodge
- Lake Benton, MN Chamber
- De Smet Development Corporation
- De Smet Event & Wellness Center
- Roy Lake State Park
- Visit Watertown
- Codington County Memorial Park



VISIT THEIR MEMBER PAGE TODAY

Sponsor our upcoming Visitor E-Splash

See Snapshots of the
 February 10, 2026
 Visitor E-Splash below



2026 Calendar of Events

Read through our event calendar and make your weekend plans today!



FIND WATERTOWN ATTRACTIONS AND MORE HERE

UPCOMING EVENTS

- | | | |
|---|--|--|
| <p>Darryl Worley in Concert
 Goss Opera House
 Watertown
 February 20</p> | <p>MX at the DEX
 Dakota Events Complex
 Huron
 February 21</p> | <p>Power 106.3 Big Boy Toy Show
 Codington County Extension Complex
 Watertown
 February 28 - March 1</p> |
| <p>Sensory Friendly Play
 Children's Museum of SD
 Brookings
 March 6</p> | <p>Aberdeen Home Builders Assoc. Home & Garden Show
 Holm Expo Building
 Aberdeen
 March 7-8</p> | <p>Lake Benton Sportsmans Club Wild Game Feed
 Community & Event Center
 Lake Benton, MN
 March 14</p> |
| <p>St. Patrick's Day Celebration
 Downtown Watertown
 Watertown
 March 14</p> | <p>St. Patrick's Day Parade and Celebration
 Main Street
 Clear Lake
 March 17</p> | <p>Ortonville Spring Expo
 High School Gym
 Ortonville, MN
 March 21</p> |

2026 CALENDAR OF EVENTS

THIS EMAIL IS SPONSORED BY THE WATERTOWN CHAMBER OF COMMERCE



PLAN YOUR NEXT GETAWAY

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 July 29, 2025

98.4% Delivery

378 received

51.6% Open Rate

9.7% Clicks

Sent September 24, 2025

99.8% Delivery

395 received

48.1% Open Rate

8.4% Clicks

Sent January 7, 2026

99.2% Delivery

395 received

45.2% Open Rate

11.2% Clicks

Sent February 9, 2026

98.2% Delivery

388 received

44.9% 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

28.5% Open Rate

7.6% Clicks

Sent August 7, 2025

98.7% Delivery

6748 received

31.9% Open Rate

8.1% Clicks

Sent August 27, 2025

98.9% Delivery

6509 received

30.4% Open Rate

7.1% Clicks

Sent February 10, 2026

98.2% Delivery

6369 received

34.9% Open Rate

9.2% Clicks