

GLACIAL LAKES & PRAIRIES 'SPLASH' BOARD APRIL 1, 2026

**Peak Travel Season Analytics
In the last 90 days
March 30, 2026**


| | |
|---|---|
| <p>Social Media 2,198 Engagement 63,056 Views 584 Reactions 48 Comments 96 Shares 7,983 Current Followers (as of March 30, 2026)</p> | <p>Google Analytics 56K Views 20K Active Users www.sdglaciallakes.com</p> |
|---|---|

**Travel With Sara
March 30, 2026**

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 | 19,908 |
| Views | 20,425 |
| Engagements | 1,291 |

(Facebook, Instagram & Instagram Stories)



Travel With Sara
July 22 at 9:30 AM · 🌐
Wylie Thunder Road-Aberdeen, SD in Glacial Lakes & Prairies Tourism Association of Northeast South Dakota in Aberdeen Area Convention & Visitors Bureau did not disappo... See more

Rosie Smith, Aberdeen Area Convention & Visitors Bureau and 15 others



www.sdglaciallakes.com
Take the back roads to Outdoor Recreation in Northeast South Dakota!

2026 Travel Shows

Rosie promoted our region this winter at 5 sport shows in Fargo, Shakopee, La Crosse, Omaha, and Sioux Falls. With total attendance records of over 50,000 attendees, Rosie distributed over 1,500 travel guides as well as our co-op partner material, and pitched vacation ideas in SD to several hundred more.

EMMA E-SPLASH NEWSLETTER

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 September 24, 2025

99.8% Delivery
395 received
48.1% Open Rate
8.4% Clicks

Sent January 7, 2026

99.2% Delivery
395 received
45.9% Open Rate
11.6% Clicks

Sent February 9, 2026

98.2% Delivery
388 received
45.9% Open Rate
9.6% Clicks

Sent March 10, 2026

100% Delivery
395 received
53.9% Open Rate
29.1% Clicks

Sent March 23, 2026

99.8% Delivery
395 received
48.6% Open Rate
20.3% Clicks

Visitor E-Splash

Trip Ideas | Attractions | Where to Stay | Plan Your Trip



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

Sent February 10, 2026

98.9% Delivery
6369 received
35.8% Open Rate
9.4% Clicks

Sent April 1, 2026

99.3% Delivery
6259 received
29% Open Rate
6.4% Clicks

Sponsor our upcoming Visitor E-Splash

Visitor E-Splash




- 6,259 e-mail addresses
- 35.8% open rate

Member E-Splash

- 395 e-mail addresses
- 53.9% 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 the April Visitor E-Splash below)

Trip Ideas | Attractions | Where to Stay | Plan Your Trip

Unfinished Art Exhibit
 Terry Redlin Art Center
 Opens April 1, 2026

[LEARN MORE](#)


Cinco de Mayo Fiesta
 Lake Farley Park
 May 2, 2026


[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!

Sioux Valley Cooperative
 8 10th St NW
 Watertown, SD 57201
 (605) 886-5829
www.siouxvalleycoop.com






Amaris Inn
 YOUR HOME ON THE HIGHWAY


Amaris Inn
 1109 E 7th Ave
 Redfield, SD 57469
 (605) 472-0550
www.amarisinn.com

Camping season is just around the corner. As you know, State Park reservations for campsites and sleeping cabins are open 90 days prior to arrival. But did you know that you can book many private and city campgrounds sooner than 90 days? Visit our website at www.sdglaciallakes.com and check out the amazing options for camping in Northeast South Dakota.

Plan your next adventure today! Whether it's City, State or Private....we'll see you in the parks!

Camping Season Reservations Opening





South Dakota State Parks

State Park reservations for campsites and cabins for Open House and Free Fishing Weekend are now open. Remember, reservations can be made 90 days before your arrival date. Visit the SD Game, Fish & Parks website or call 1-800-710-CAMP (2267) beginning at 7 a.m. Central Time. Summer's on its way. See you in the parks!

[SD GAME, FISH & PARKS](#)

Open House and Free Fishing Weekend

South Dakota Game, Fish & Parks will again be hosting an Open House and Free Fishing Weekend May 15-17, 2026. (No South Dakota fishing license is needed to fish.)

This weekend, enjoy free entrance into all South Dakota State Parks and Recreation Areas. In addition, a number of parks will be hosting special events to kick off the camping season. However, camping fees still apply.

For more information, contact the SD GF&P office at (605) 773-3394, or by e-mail at parkinfo@state.sd.us. Check out their website at www.gfp.sd.gov for additional event information.




2026 Calendar of Events

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





UPCOMING EVENTS

| | | |
|--|--|---|
| Unfinished Art Exhibit Opens Redlin Art Museum Watertown April 1 | Dinner and a Movie Goss Opera House Watertown April 9 | SDSU Stampede Rodeo Dacotah Bank Center Brookings April 10-11 |
| Discovery Thursday Ft. Sisseton State Park Lake City April 16 | John Waite & John Cafferty Royal River Casino & Hotel Flandreau April 17 | De Smet Concert Series Event & Wellness Center De Smet April 19 |
| Spring Rummage Sales City Wide Groton May 2 | Cinco de Mayo Fiesta Lake Farley Park Milbank May 2 | Sensory Friendly Play Children's Museum of SD Brookings May 8 |

[2026 CALENDAR OF EVENTS](#)

THIS EMAIL IS SPONSORED BY THE MILBANK CHAMBER OF COMMERCE & THE TERRY REDLIN ART CENTER



Cinco de Mayo Fiesta
 MILBANK, SD
 MAY 2
 Music - Vendors - Food - Games



2026 Farley Fest
 Milbank, SD
 Family Fun!
 JUNE 19-20
 Live Music - Car Shows - Barbecue - Conclude



Coming to the Redlin Art Center
 April 1, 2026

Terry Redlin's "Studio Collection" features over 50 unfinished paintings, sketches and studies left behind in the artist's home studio when an illness resulted in his unexpected retirement in 2007.

Join us for this special journey through the making of a Terry Redlin painting and the artist's last gift to us all.

Exhibit opening April 1, 2026. The Studio Collection will be on permanent display. Admission is free.

[Unfinished Art Exhibit](#)
redlinart.com

[PLAN YOUR NEXT GETAWAY](#)