

# GLACIAL LAKES & PRAIRIES 'SPLASH' BOARD MAY 12, 2026

**Peak Travel Season Analytics  
In the last 90 days  
May 12, 2026**

<p><b>Social Media</b> 6,213 Engagement 144,682 Views 775 Reactions 45 Comments 99 Shares 8,028 Current Followers (as of May 12, 2026)</p>	<p><b>Google Analytics</b> 42 K Views 24 K Active Users  <a href="http://www.sdglaciallakes.com">www.sdglaciallakes.com</a></p>
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**Travel With Sara  
May 11, 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	19,951
Views	20,481
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

## Visitor 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.

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



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

**Cinco de Mayo Fiesta**  
Lake Farley Park  
May 2, 2026

### Sent February 9, 2026

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

### Sent March 10, 2026

100% Delivery  
395 received  
54.2% Open Rate  
29% Clicks

### Sent March 23, 2026

99.8% Delivery  
395 received  
49.1% Open Rate  
20.1% Clicks

### Sent April 7, 2026

99.8% Delivery  
395 received  
45% Open Rate  
16.8% Clicks

### Sent May 5, 2026

99.3% Delivery  
395 received  
39.2% Open Rate  
14.8% 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  
35.9% Open Rate  
9.4% Clicks

### Sent April 1, 2026

99.3% Delivery  
6259 received  
29.8% Open Rate  
6.6% Clicks

### Sent May 7, 2026

99.3% Delivery  
6183 received  
23.7% Open Rate  
5.3% 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](http://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](http://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.sdlglaiallakes.com](http://www.sdlglaiallakes.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](mailto:parkinfo@state.sd.us). Check out their website at [www.gfp.sd.gov](http://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

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



**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](http://redlinart.com)

[PLAN YOUR NEXT GETAWAY](#)