

GLACIAL LAKES & PRAIRIES

'SPLASH' BOARD

JULY 6, 2026

Peak Travel Season - 90 Day Analytics

July 6, 2026

Social Media

10,737 Engagement
248,039 Views
8,108 Current Followers

Google Analytics

55 K Views (up 56.1%)
29 K Active Users (up 43%)



Jason Mitchell Outdoors

- YouTube
 - 49.1K Subscribers
 - 65K Video Views
- PodCast
 - 4 Podcast's in 2023
 - 4 Podcast's in 2024
 - 4 Podcast's in 2025
 - 9 Podcast's in 2026
 - Total downloads: 128,273
 - Podcast Subscribers: 9,010

Travel With Sara

June 8, 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	20,004
Views	20,571
Engagements	1,291

(Facebook, Instagram & Instagram Stories)



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 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 June 2, 2026 99.2% Delivery 395 received 42.6% Open Rate 13.1% Clicks
Sent June 24, 2026 98.3% Delivery 450 received 46% Open Rate 12.6% 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 fun awaits you so plan your trip today.

[EXPLORE](#)

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 25% Open Rate 5.4% Clicks
Sent June 3, 2025 99.6% Delivery 6196 received 23.5% Open Rate 4.3% Clicks
Sent June 30, 2026 99.6% Delivery 6325 received 23.6% Open Rate 3.2% Clicks

Sponsor our upcoming Visitor E-Splash

Member E-Splash

- 395 e-mail addresses
- 40-55% open rate

Visitor E-Splash

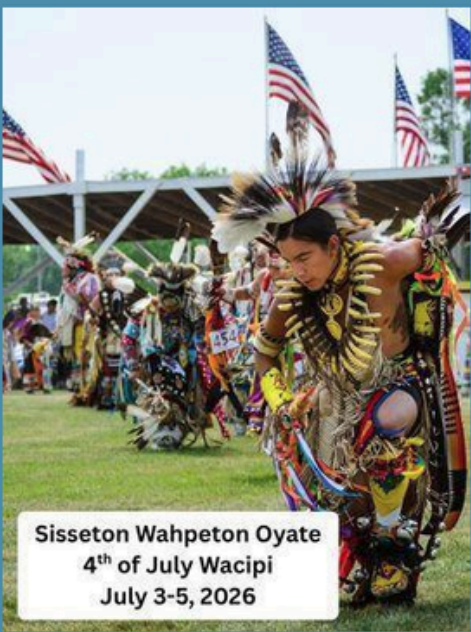
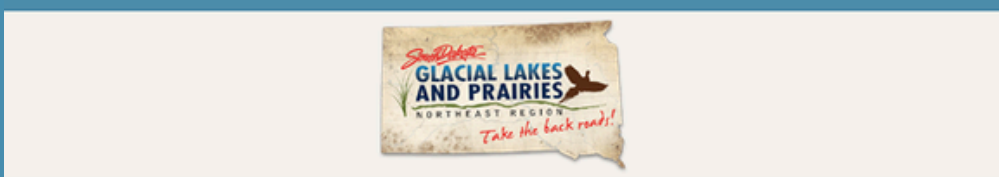
- 6,300 e-mail addresses
- 25-35% open rate

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 June 30, 2026 Visitor E-Splash below)



Sisseton Wahpeton Oyate
4th of July Wacipi
July 3-5, 2026



Ingalls Homestead
De Smet, SD

Sisseton Wahpeton Oyate
4th of July Wacipi
Agency Village, Sisseton
July 3-5, 2026

LEARN MORE

Plan your family getaway
to De Smet, SD and
Ingalls Homestead today.

PLAN NOW

TAKE THE BACK ROADS TO 4th OF JULY EVENTS



Find an event for everyone in the
Glacial Lakes & Prairies region this 4th of July.
www.sdglaciallakes.com



2026 Calendar of Events

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

2026 CALENDAR OF EVENTS

4TH OF JULY EVENTS

Aqua Addicts Ski Show
Dahme Lake
Aberdeen
July 2

Water Festival
CityWide
Woonsocket
July 2-5

Kids Fun Drop
CityWide
Redfield
July 3

**Thursday Night at Campbell
Park**
Campbell Park
Huron
July 2

250th Birthday Celebration
CityWide
Elkton
July 3rd

Consumer Shoot
Anza Soccer Complex
Watertown
July 3

**Independence Day
Celebration**
CityWide
Gary
July 2-5

Dusting off Dakota
CityWide
Huron
July 3

Gary Rodeo
Rodeo Grounds
Gary
July 3-4

Wild West Days CityWide Faulkton July 3-5	SummerFest CityWide Hendricks, MN July 3-5	159th Annual Sisseton Wahpeton Wacipi Agency Village Sisseton July 3-5
4th of July Celebration Wylie Park Aberdeen July 4	Uncle Sam Jam Larson Ice Center Brookings July 4	Fireworks at Sunset Royal River Casino Flandreau July 4
4th of July Parade CityWide Howard July 4	4th of July Celebration CityWide Huron July 4	4th of July Celebration CityWide Milbank July 4
4th of July Celebration CityWide Redfield July 4	4th of July Parade & Fireworks CityWide Watertown July 4	4th of July Celebration CityWide Wessington Springs July 4
ALL EVENTS		



Laura Ingalls Wilder Pageant
July 10, 11, 23
July 17, 18, 19
July 24, 25, 26
Gate Opens at 6:00pm
Performance at 8:00pm
[Learn More](#)

Follow us on Facebook

Follow us on Facebook @ facebook.com/sdglaciallakes to
keep updated on upcoming events taking place in the
region. You will find featured members, photos, event
updates and posters displayed and promoted. Plus we
periodically have prize giveaways to one lucky fan. Prizes
may include a free hotel night, attraction tickets, restaurant
certificates or gas gift cards.

Share our posts and events to keep informed on all things
Glacial Lakes & Prairies. Don't forget to encourage your
friends & family to become our latest FAN!



FOLLOW US TODAY!

2026 Glacial Lakes & Prairies Travel Guide

The 2026 Regional Travel Guide is available! Request your
copy today!

REQUEST YOUR GUIDE TODAY!

VIEW OUR E-GUIDE



THIS EMAIL IS SPONSORED BY INGALLS HOMESTEAD & SISSETON WAHPETON OYATE

WILD & WILDER
De Smet, SD, where the rich
history of Laura Ingalls Wilder
and the thrill of adventure
meet, inviting you to embrace
your pioneer spirit.
DeSmet
SOUTH DAKOTA
DESMETSD.COM

4TH OF JULY WACIPI
July 3, 4 & 5, 2026

SINGING & DANCE CONTEST TOURNAMENTS, BEAN BIG - GOLF
HORSESHOE, MOCCASIN & SOUTHWELL
Food & Craft Vendors
Grand Entry Fri - 7pm, Sat 1 & 7pm, Sunday 1pm
45744 BIA Hwy. 706, Agency Village, South Dakota

Admission
\$5/wknd
\$8 under & \$5 + Fee

Sponsored by
P.D. Tribal Tourism