

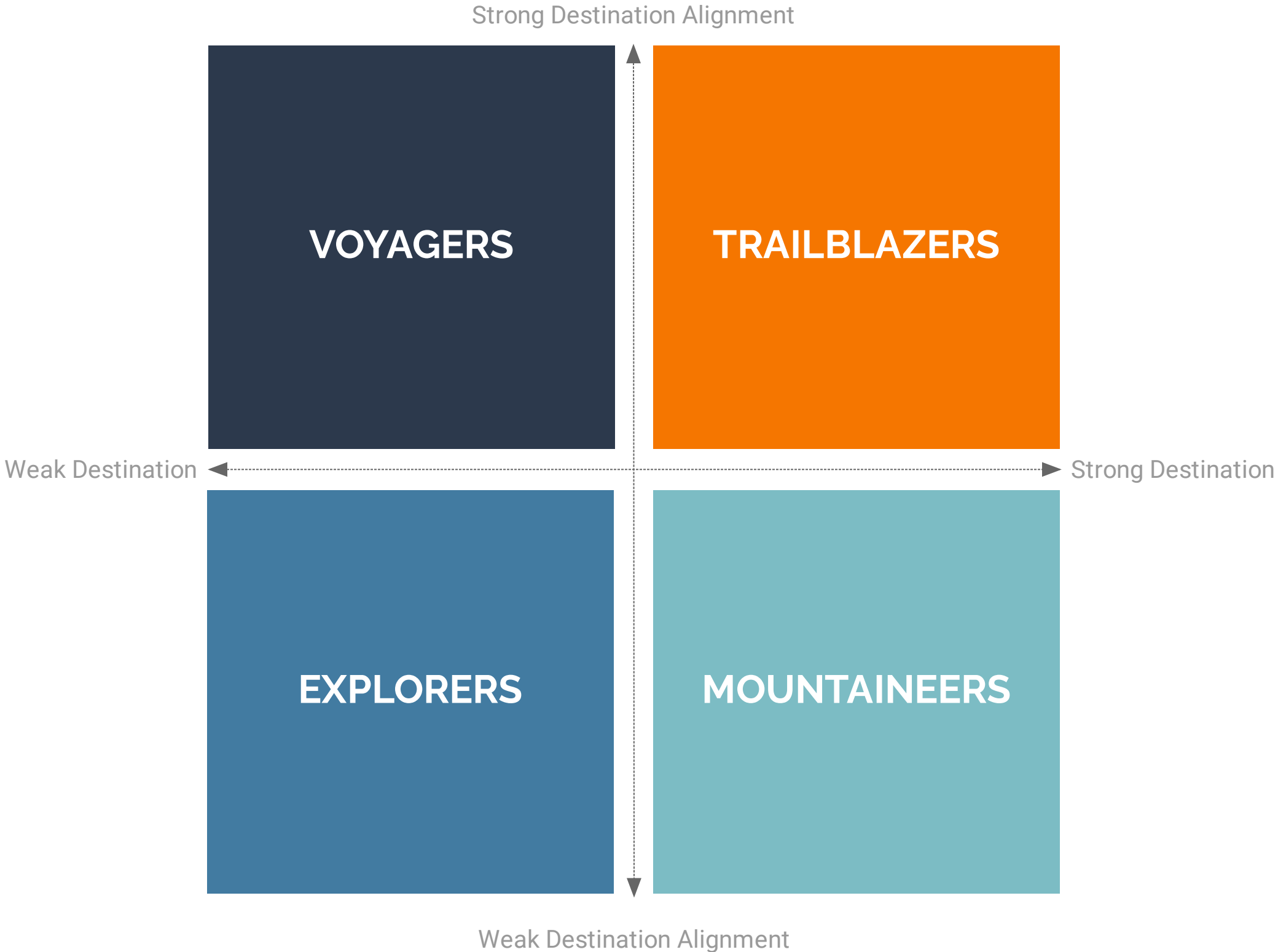
DESTINATION
N  **XT**

Multi-User Diagnostic Assessment
Rapid City, SD
Oct 31, 2022



powered by
simpleview 

Scenario Model





Destination Strength Variables



Attractions & Experiences



Arts, Culture & Heritage



Dining, Shopping & Entertainment



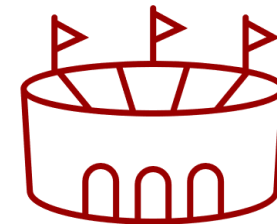
Outdoor Recreation



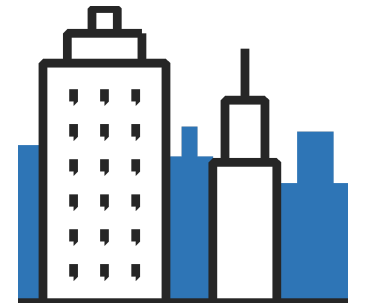
Conventions & Meetings



Events & Festivals



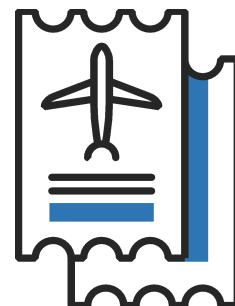
Sporting Events



Accommodation



Local Mobility & Access



Destination Access

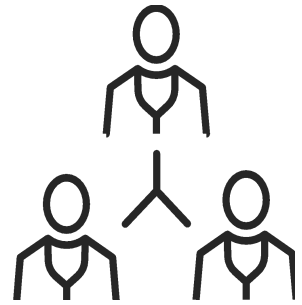


Communication Infrastructure



Health & Safety

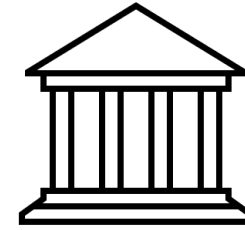
Destination Alignment Variables



Business Support



Community Group & Resident Support



Government Support



Organization Governance



Workforce Development



Hospitality Culture



Equity, Diversity & Inclusion



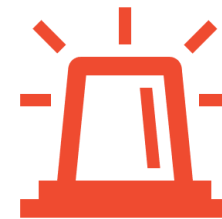
Funding Support & Certainty



Regional Cooperation



Sustainability & Resilience



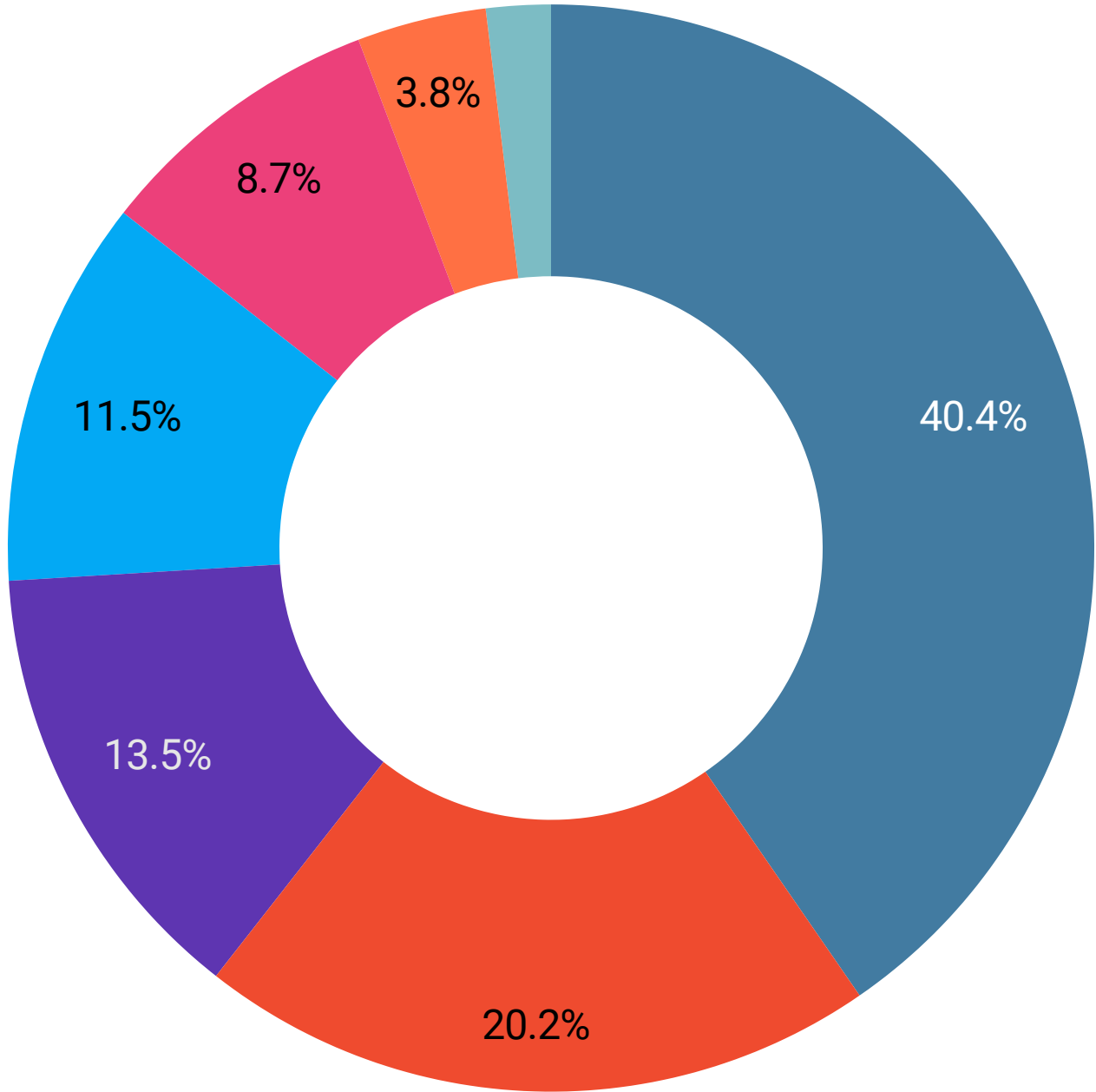
Emergency Preparedness



Economic Development

Total Respondents

104

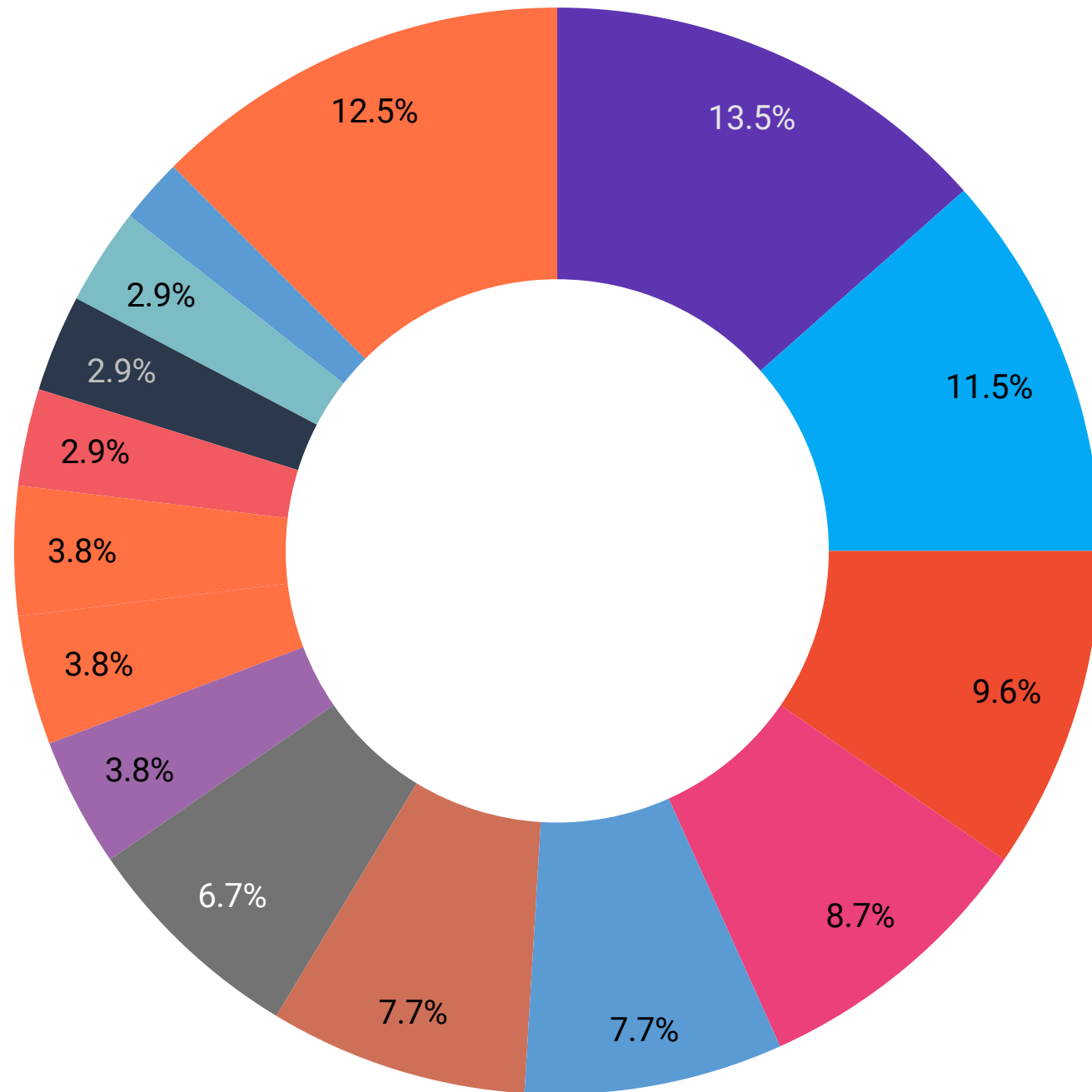


- Community / Civic Leaders
- Government Leaders
- Visit Rapid City Partners and stakeholders in the travel industry
- Visit Rapid City Board of Directors
- Visit Rapid City Staff
- Hotel BID Board of Directors
- Customers

Stakeholder Categories

Total Respondents

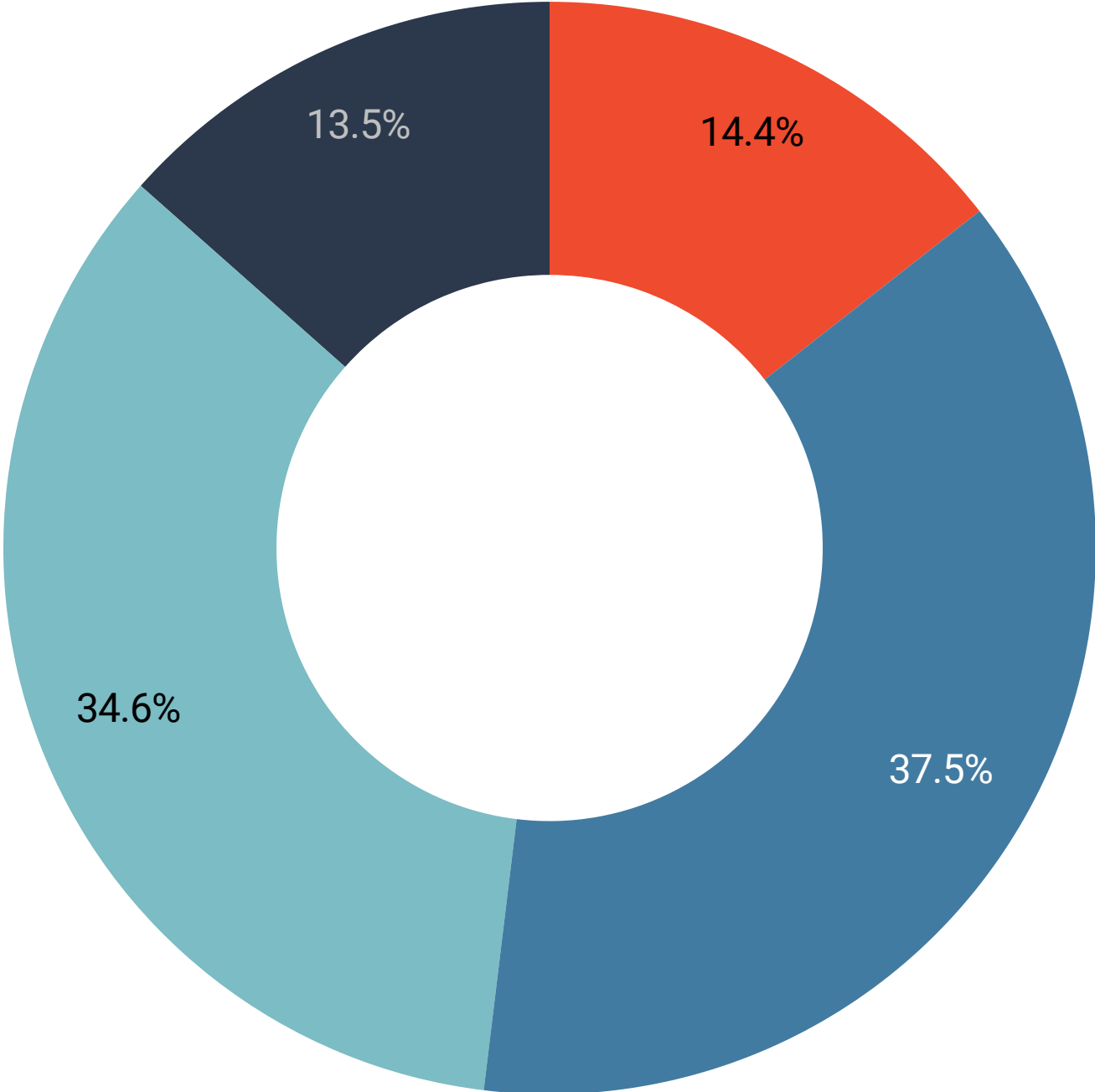
104



- Other
- Visit Rapid City Board of Directors
- Economic Development
- Visit Rapid City Staff
- Municipal Administrative Officials
- Elected Municipal Officials
- Education
- Attractions
- Local Foundations/Charities
- Hotel BID Board of Directors
- Native American Leaders
- Hoteliers
- Corporate Leaders
- Venues
- others

Total Respondents

104



- 18 - 34
- 35 - 49
- 50 - 64
- Over 65

Overall Assessment

Voyagers

Trailblazers



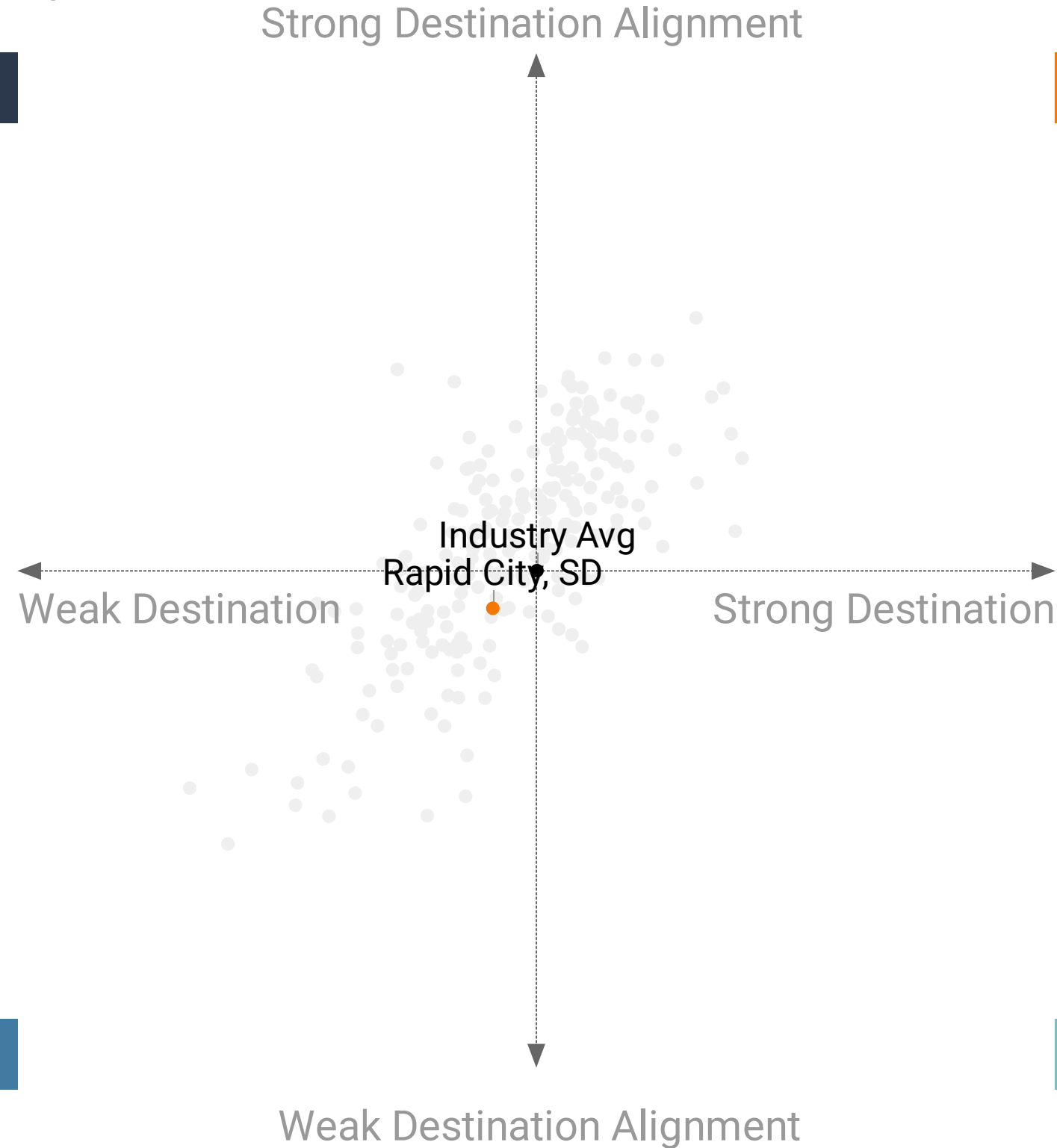
Explorers

Mountaineers

Destination vs. Industry Average

Voyagers

Trailblazers



Explorers

Mountaineers

Stakeholder Groups

Voyagers

Trailblazers



- Overall
- Community / Civic Leaders
- Customers
- Government Leaders
- Hotel BID Board of Directors
- Visit Rapid City Board of Directors
- Visit Rapid City Partners and stakeholders in the travel industry
- Visit Rapid City Staff

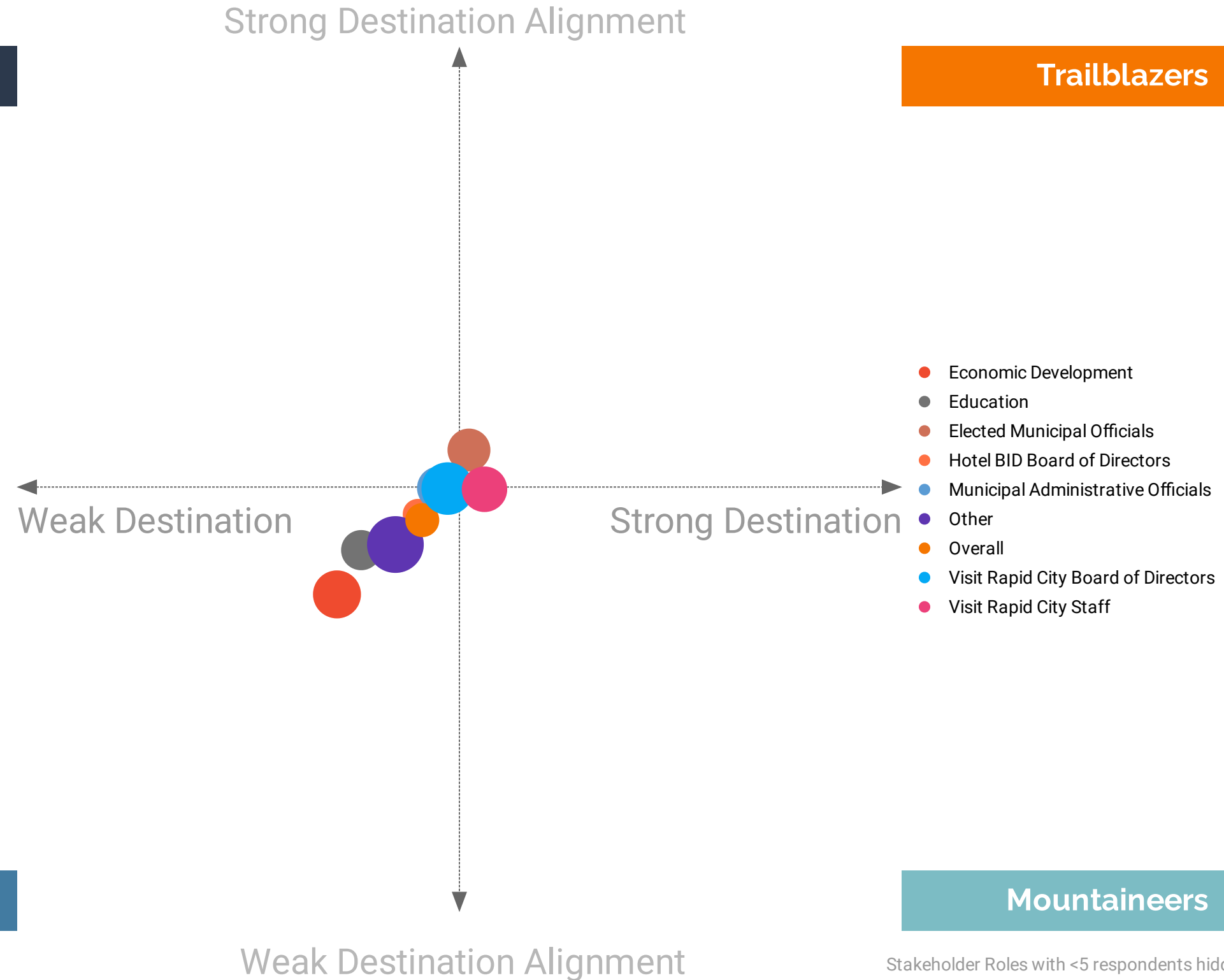
Explorers

Mountaineers

Stakeholder Categories

Voyagers

Trailblazers



Explorers

Mountaineers

Stakeholder Roles with <5 respondents hidden to maintain confidentiality.

Voyagers

Trailblazers



- 18 - 34
- 35 - 49
- 50 - 64
- Over 65
- Overall

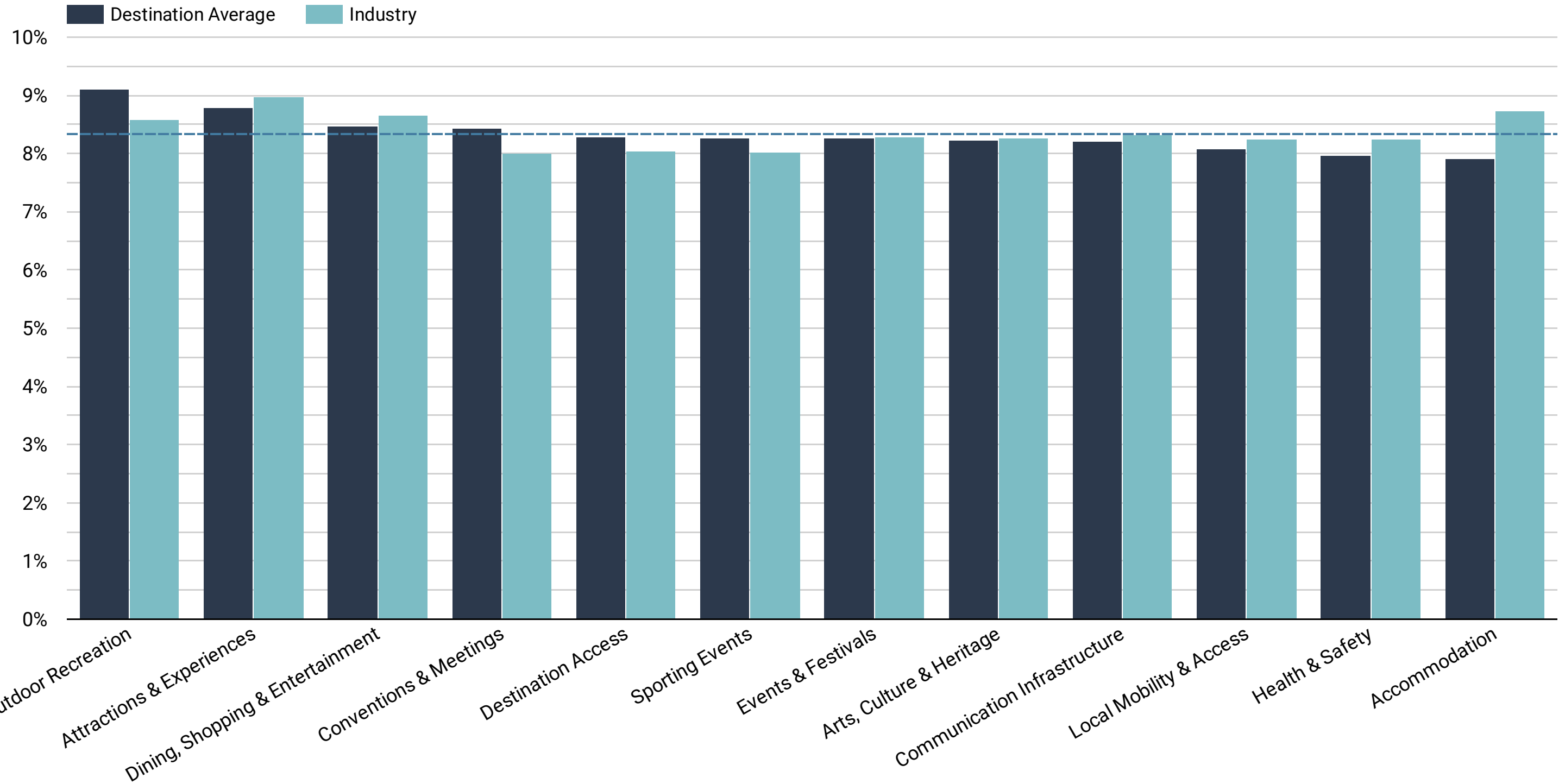
Explorers

Mountaineers

Destination Strength: Relative Importance

	Variable	Industry	Destination Avg
1.	Outdoor Recreation	8.59%	9.10%
2.	Attractions & Experiences	8.97%	8.79%
3.	Dining, Shopping & Entertainment	8.65%	8.46%
4.	Conventions & Meetings	8.01%	8.44%
5.	Destination Access	8.04%	8.29%
6.	Sporting Events	8.02%	8.26%
7.	Events & Festivals	8.28%	8.26%
8.	Arts, Culture & Heritage	8.26%	8.23%
9.	Communication Infrastructure	8.32%	8.22%
10.	Local Mobility & Access	8.25%	8.08%
11.	Health & Safety	8.25%	7.97%
12.	Accommodation	8.73%	7.91%

Destination Strength: Relative Importance

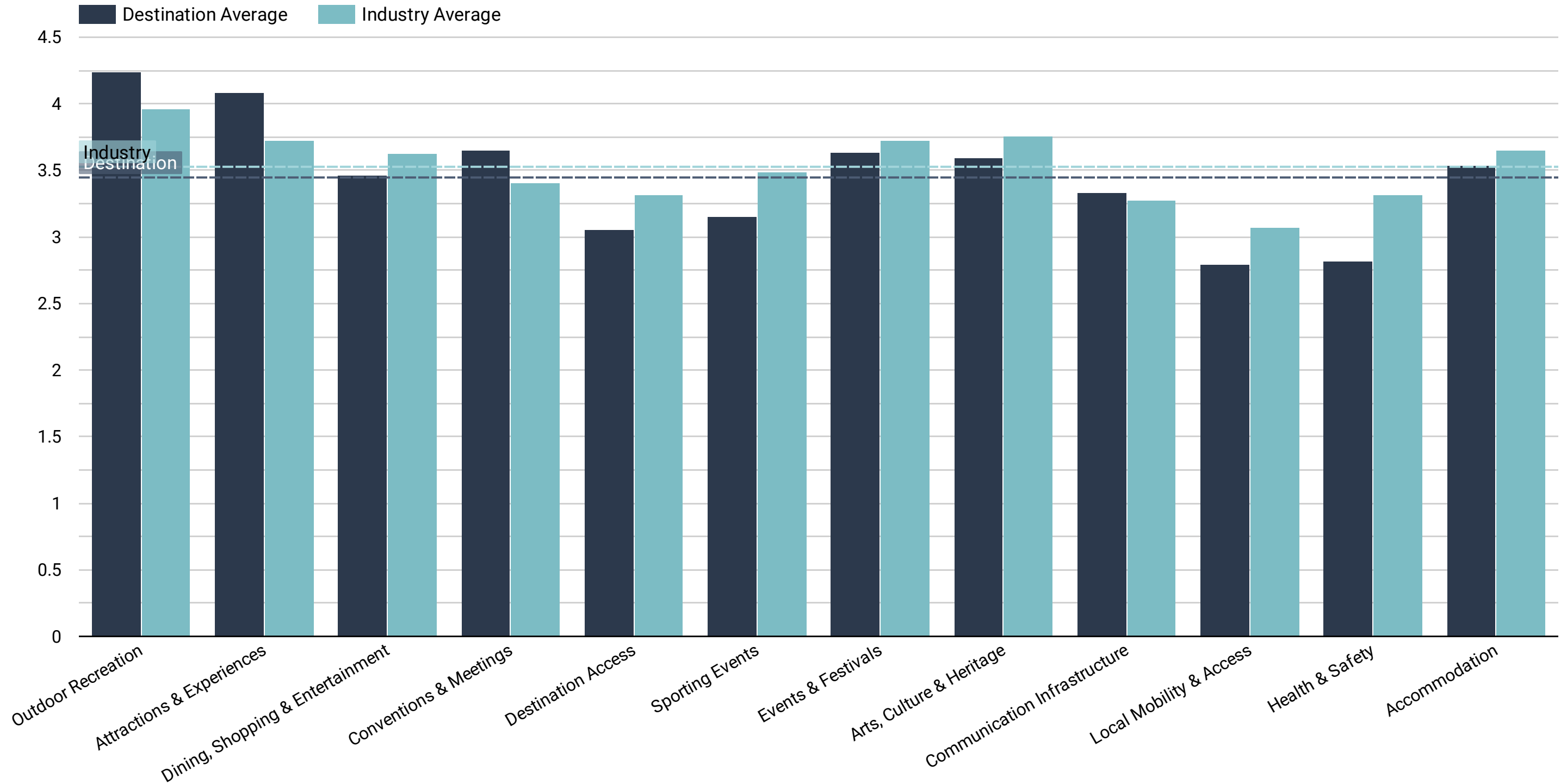


Destination Strength: Perceived Performance

	Variable	Industry Avg	Destination A...	Std Dev
1.	Outdoor Recreation	3.96	4.24	0.88
2.	Attractions & Experiences	3.72	4.09	0.94
3.	Dining, Shopping & Entertainment	3.63	3.46	1.09
4.	Conventions & Meetings	3.40	3.65	1.02
5.	Destination Access	3.32	3.05	1.18
6.	Sporting Events	3.48	3.16	1.06
7.	Events & Festivals	3.72	3.63	1.00
8.	Arts, Culture & Heritage	3.75	3.59	0.89
9.	Communication Infrastructure	3.28	3.33	1.06
10.	Local Mobility & Access	3.07	2.79	1.11
11.	Health & Safety	3.32	2.81	1.21
12.	Accommodation	3.65	3.54	1.11

Green indicates destination performance +5% above industry average; red indicates -5% below.

Destination Strength: Perceived Performance



Destination Strength

Variable	Relative Importance (0-100%)		Perceived Performance (1 - 5 scale)	
	Industry	Destination	Industry	Destination
Outdoor Recreation	8.59%	9.10%	3.96	4.24
Attractions & Experiences	8.97%	8.79%	3.72	4.09
Dining, Shopping & Entertainment	8.65%	8.46%	3.63	3.46
Conventions & Meetings	8.01%	8.44%	3.40	3.65
Destination Access	8.04%	8.29%	3.32	3.05
Sporting Events	8.02%	8.26%	3.48	3.16
Events & Festivals	8.28%	8.26%	3.72	3.63
Arts, Culture & Heritage	8.26%	8.23%	3.75	3.59
Communication Infrastructure	8.32%	8.22%	3.28	3.33
Local Mobility & Access	8.25%	8.08%	3.07	2.79
Health & Safety	8.25%	7.97%	3.32	2.81
Accommodation	8.73%	7.91%	3.65	3.54

Green indicates destination performance +5% above industry average; red indicates -5% below.

	Industry Average	Destination
Destination Strength	3.52	3.40

Scenario: Explorers

Destination Strength: Perceived Performance by Stakeholder Group

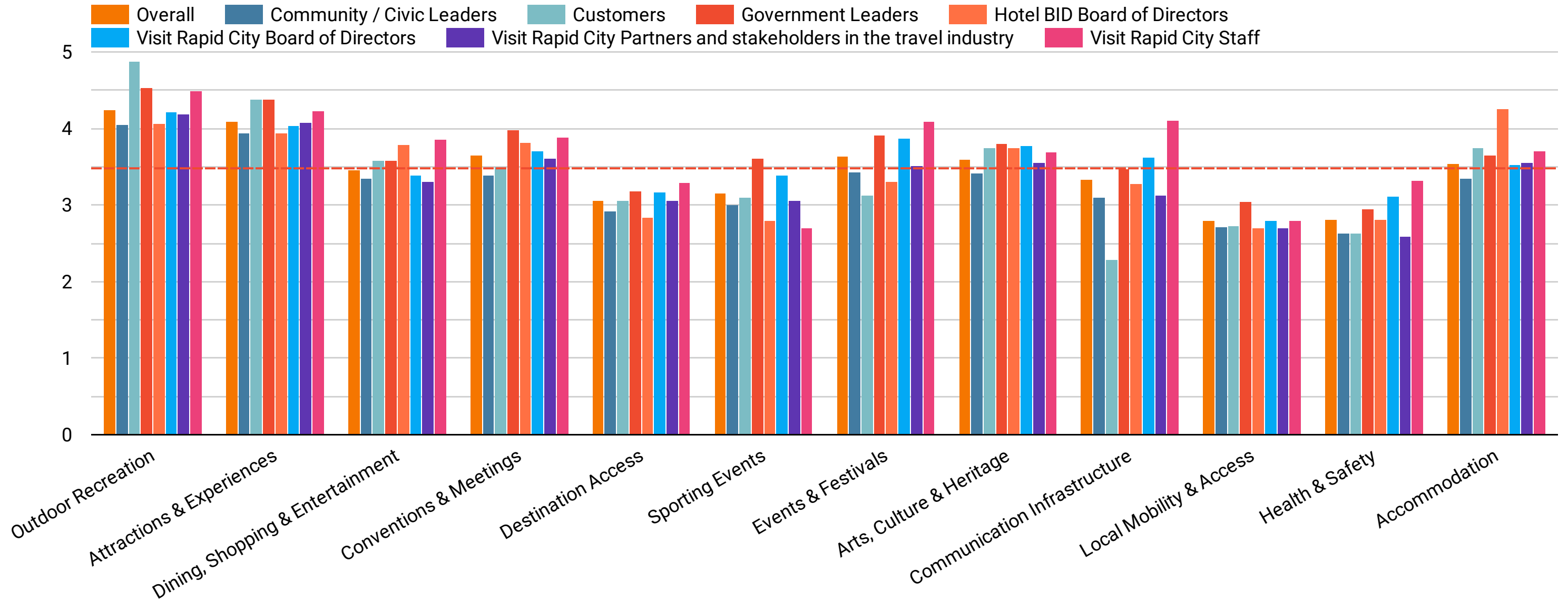
Perceived Performance (1 - 5 scale)						
Variable	Overall	Community / ...	Customers	Government ...	Hotel BID Bo...	Visit Rapid Ci...
Outdoor Recreation	4.2	4.1	4.9	4.5	4.1	4.2
Attractions & Experiences	4.1	3.9	4.4	4.4	3.9	4.0
Conventions & Meetings	3.6	3.4	3.5	4.0	3.8	3.7
Events & Festivals	3.6	3.4	3.1	3.9	3.3	3.9
Arts, Culture & Heritage	3.6	3.4	3.8	3.8	3.8	3.8
Accommodation	3.5	3.3	3.8	3.7	4.3	3.5
Dining, Shopping & Entertainment	3.5	3.3	3.6	3.6	3.8	3.4
Communication Infrastructure	3.3	3.1	2.3	3.5	3.3	3.6
Sporting Events	3.2	3.0	3.1	3.6	2.8	3.4
Destination Access	3.1	2.9	3.1	3.2	2.8	3.2
Health & Safety	2.8	2.6	2.6	2.9	2.8	3.1
Local Mobility & Access	2.8	2.7	2.7	3.0	2.7	2.8

Destination Strength	Industry Average				Destination	
	3.52				3.40	

Scenario: Explorers

Destination Strength: Perceived Performance by Stakeholder Group

Scenario: Trailblazers



Destination Strength	Industry Average	Destination
	3.52	3.40

Destination Strength: Highest & Lowest Variable Scores

Highest-scored Variables

	Variable	Performance ▾
1.	Outdoor Recreation	4.24
2.	Attractions & Experiences	4.09
3.	Conventions & Meetings	3.65
4.	Events & Festivals	3.63
5.	Arts, Culture & Heritage	3.59

Lowest-scored Variables

	Variable	Performance ▲
1.	Local Mobility & Access	2.79
2.	Health & Safety	2.81
3.	Destination Access	3.05
4.	Sporting Events	3.16
5.	Communication Infrastructure	3.33

Destination Strength: Highest & Lowest Statement Scores

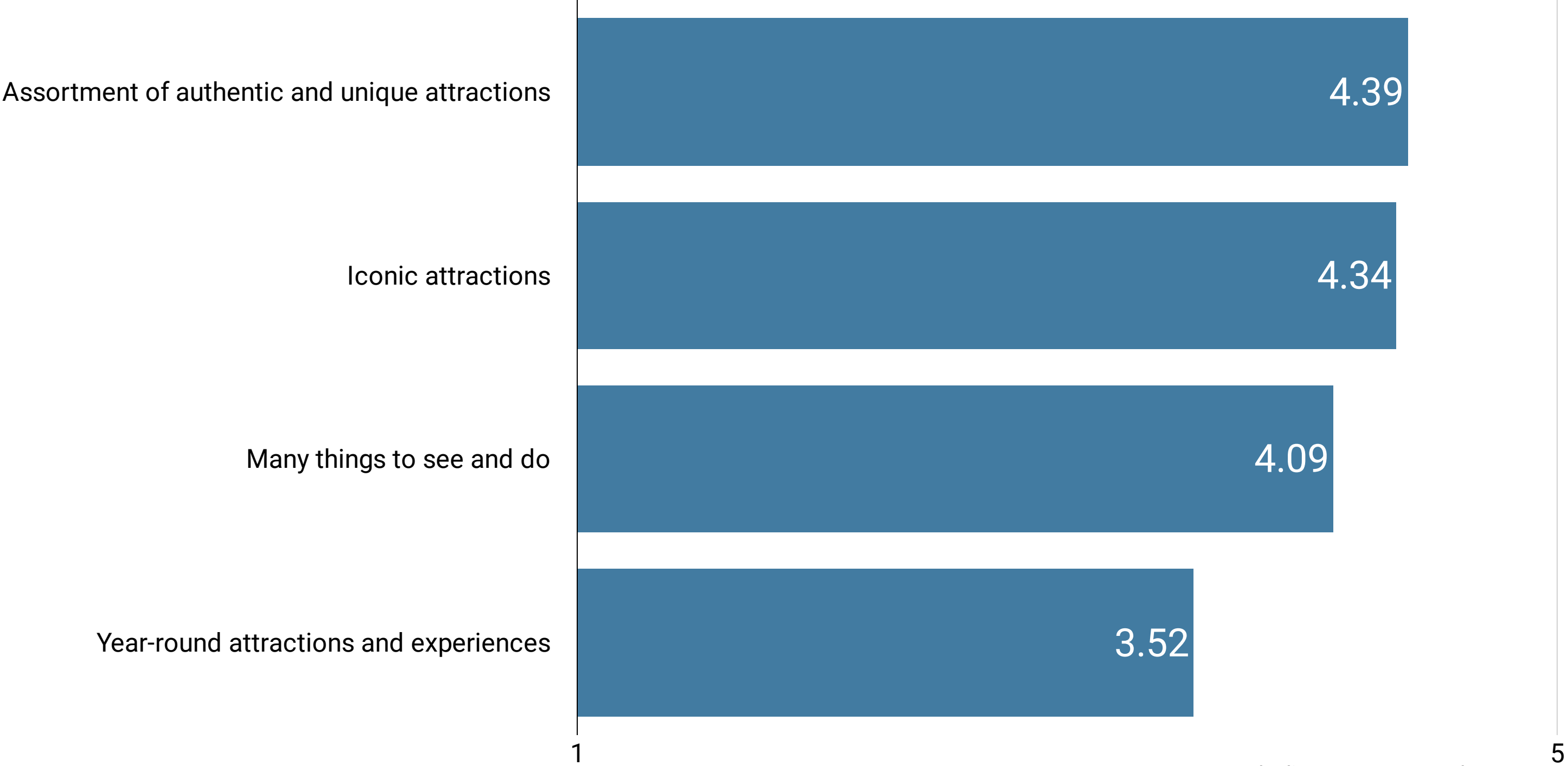
Highest-scored Statements

	Statement	Performance ▾
1.	Wide diversity of accessible hiking and biking trails	4.51
2.	High-quality outdoor recreation experiences	4.51
3.	Assortment of authentic and unique attractions	4.39
4.	Iconic attractions	4.34
5.	The Monument provides entertainment options	4.30

Lowest-scored Statements

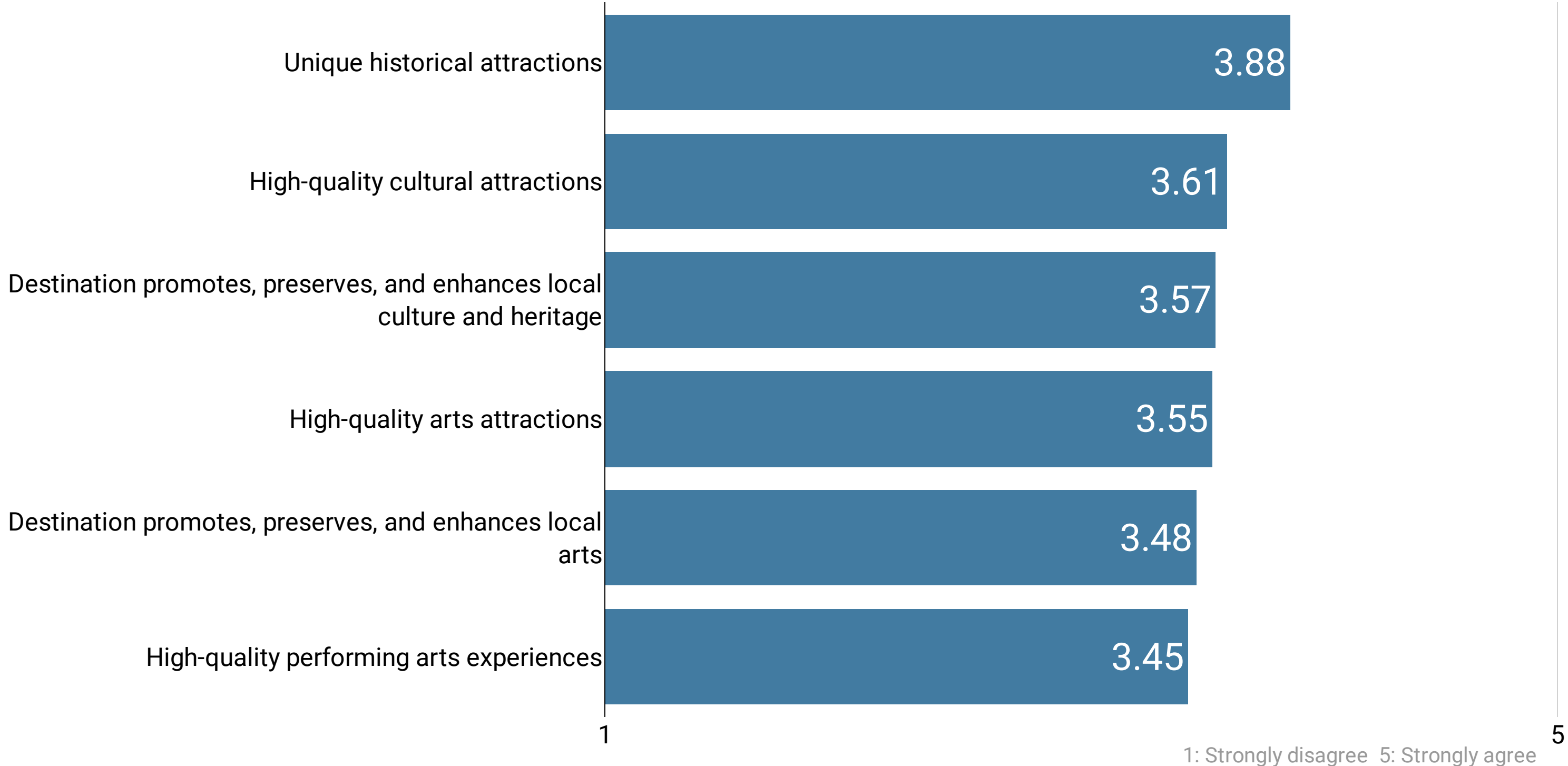
	Statement	Performance ▲
1.	Variety of public transportation options	1.88
2.	Limited issues with homelessness	1.96
3.	Adequate public transportation	2.22
4.	Rapid City Regional Airport is accessible with public transit	2.33
5.	Variety and quality international air access	2.48

Attractions & Experiences

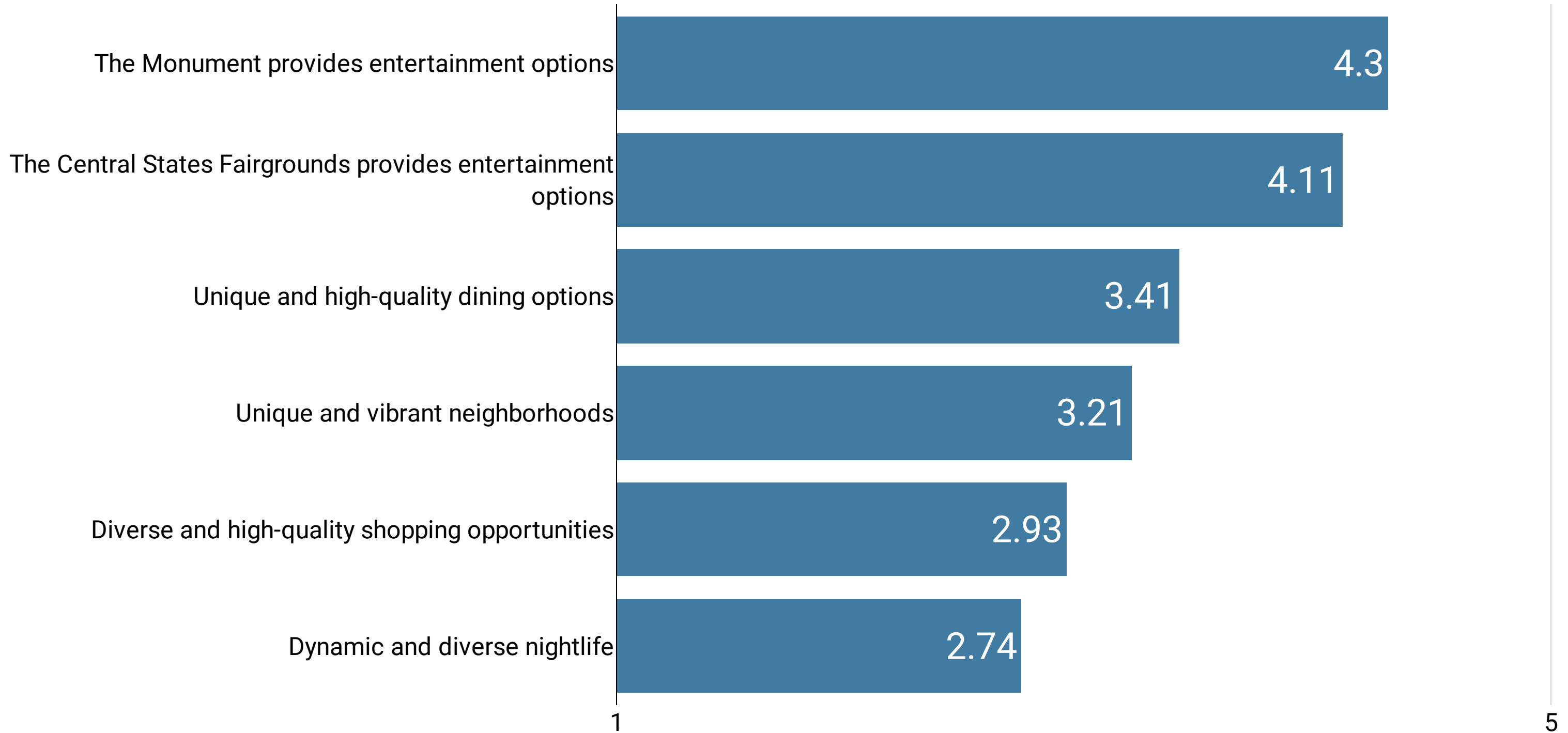


1: Strongly disagree 5: Strongly agree

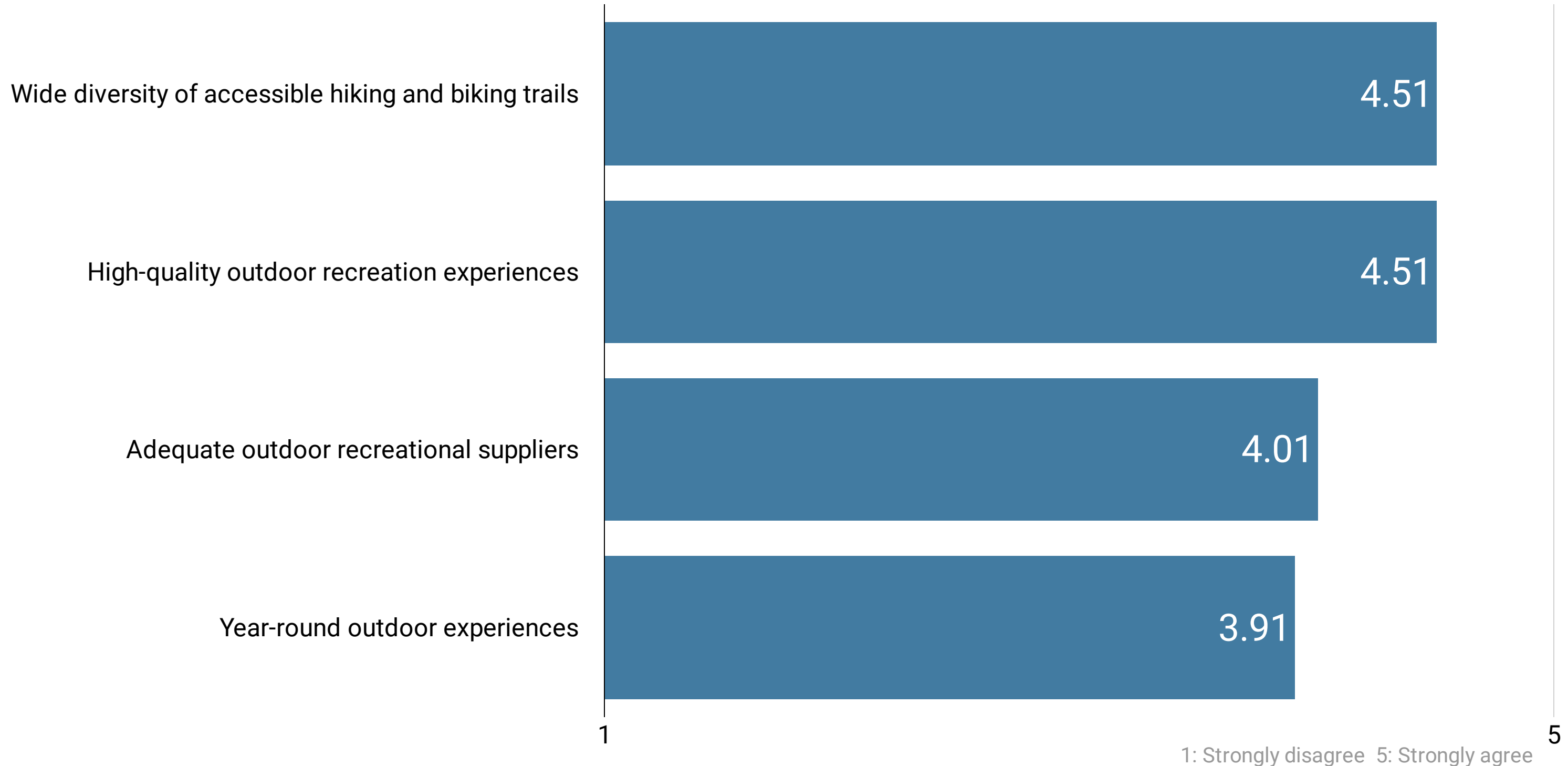
Arts, Culture & Heritage



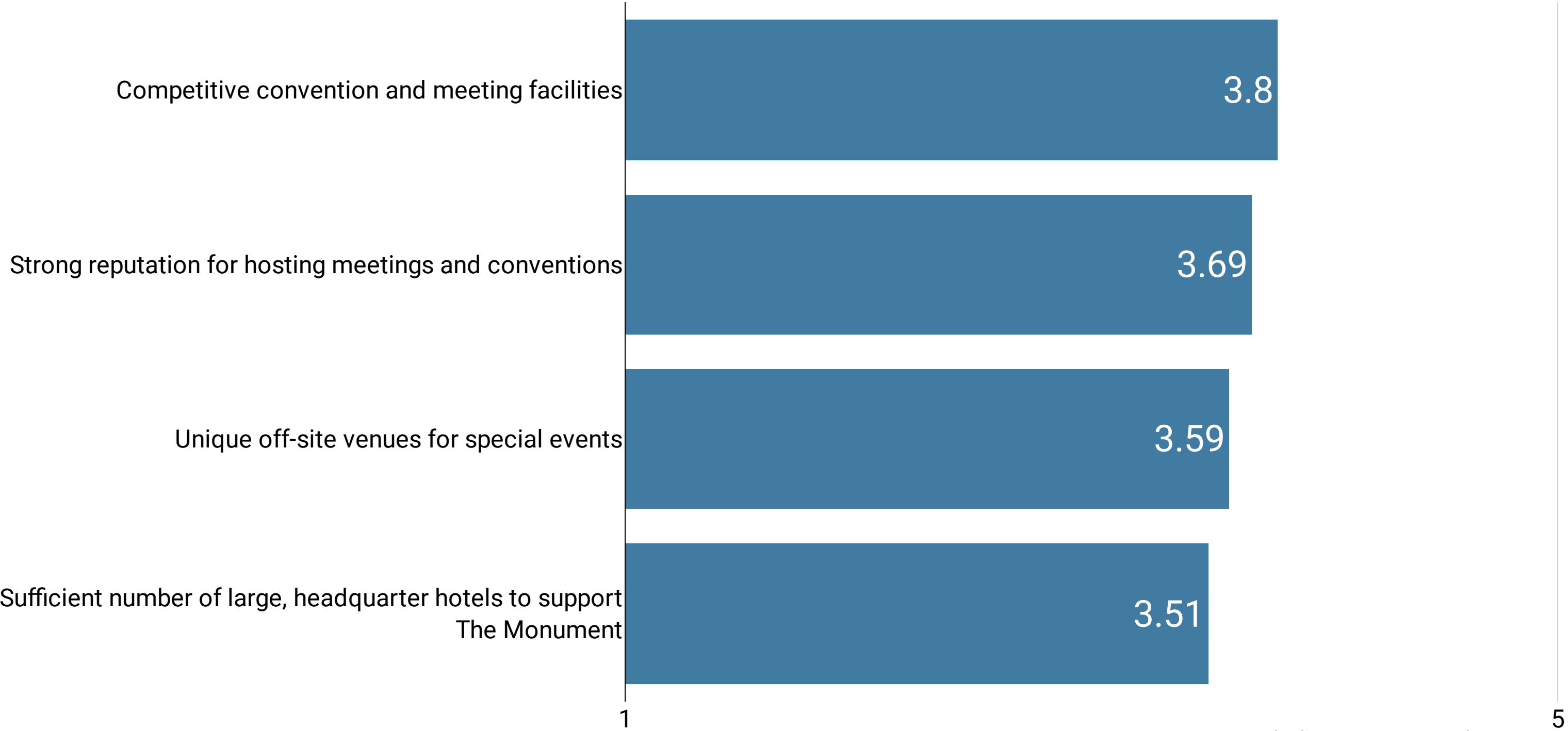
Dining, Shopping & Entertainment



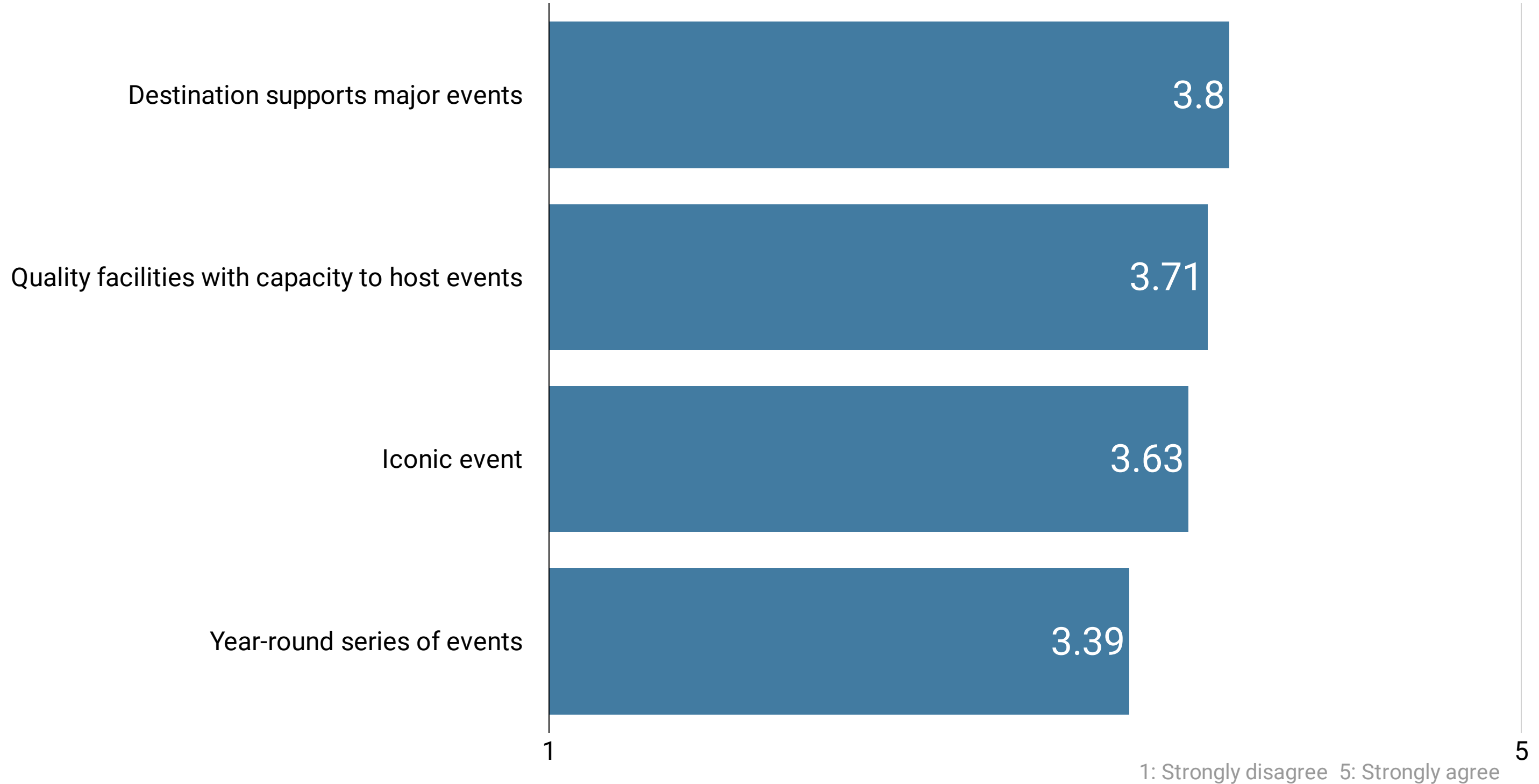
Outdoor Recreation



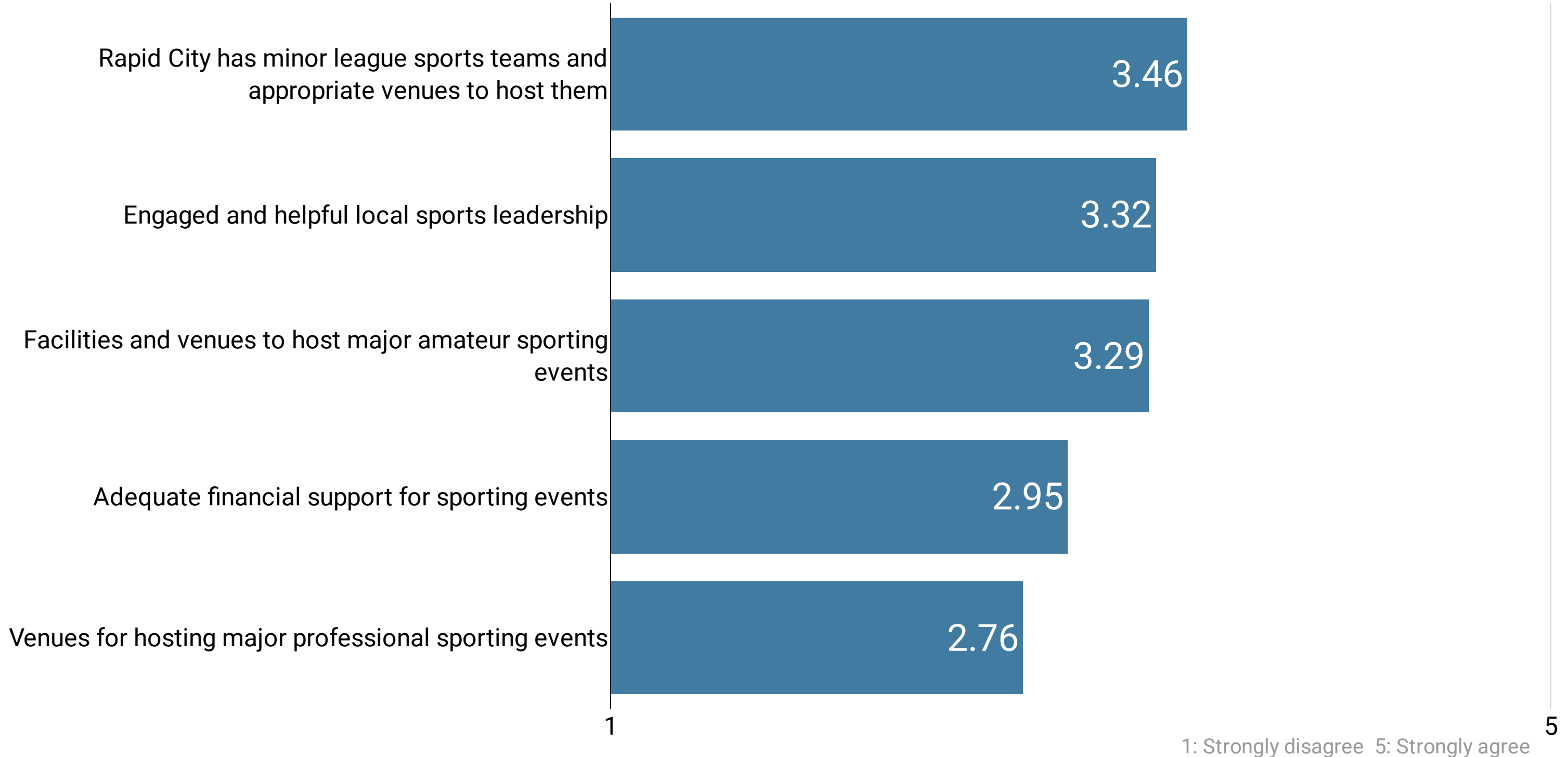
Conventions & Meetings



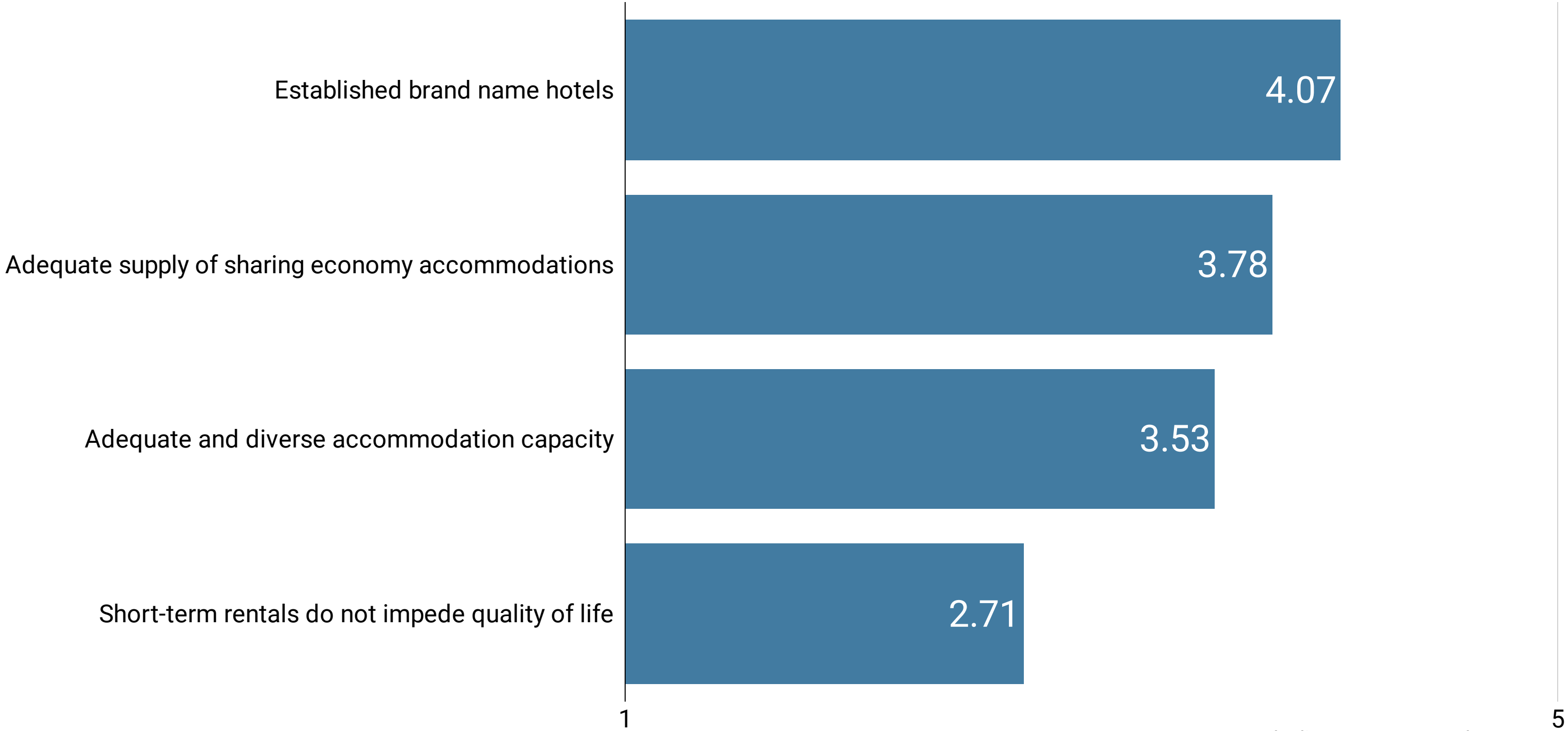
1: Strongly disagree 5: Strongly agree



Sporting Events

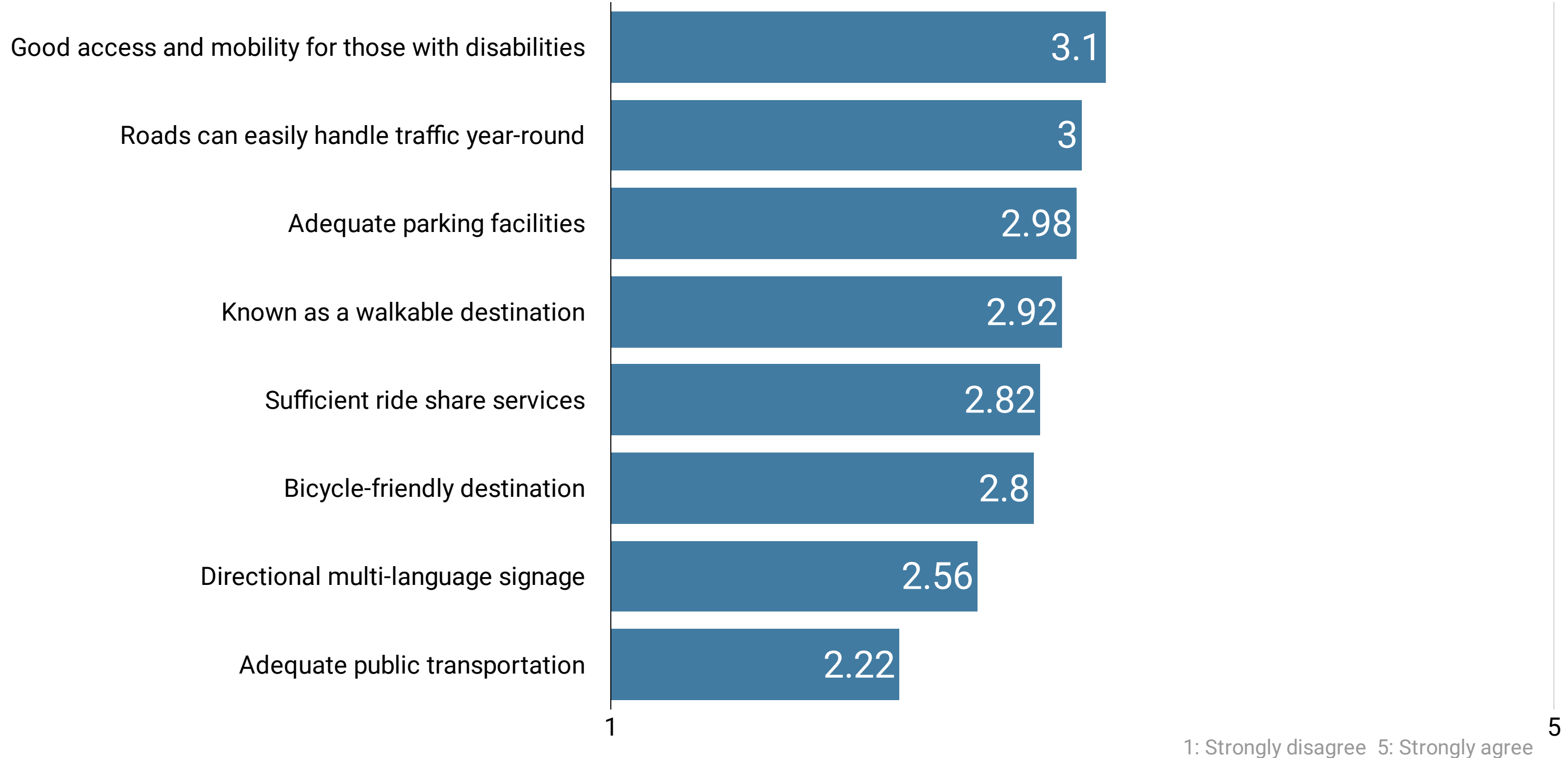


Accommodation

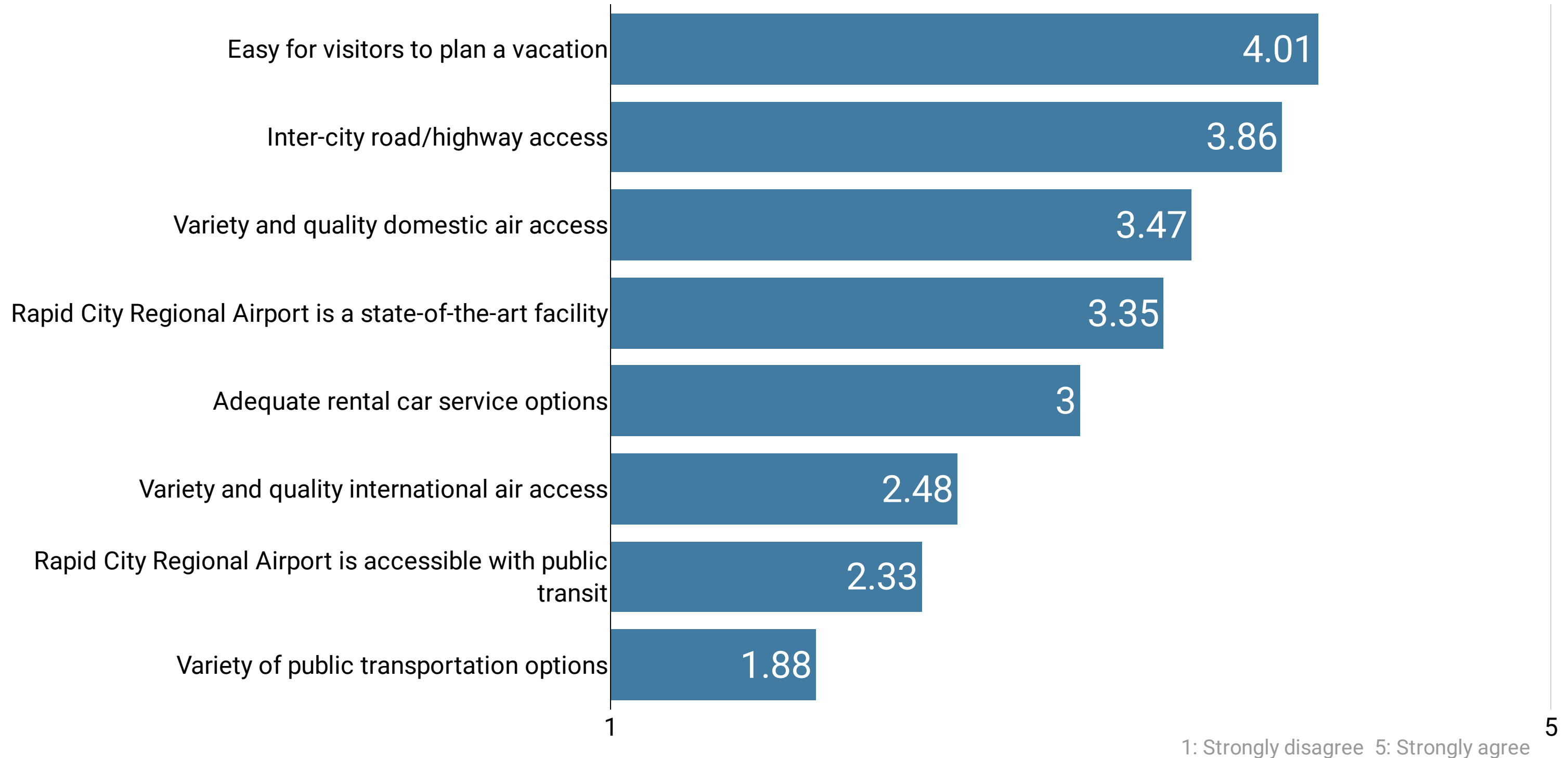


1: Strongly disagree 5: Strongly agree

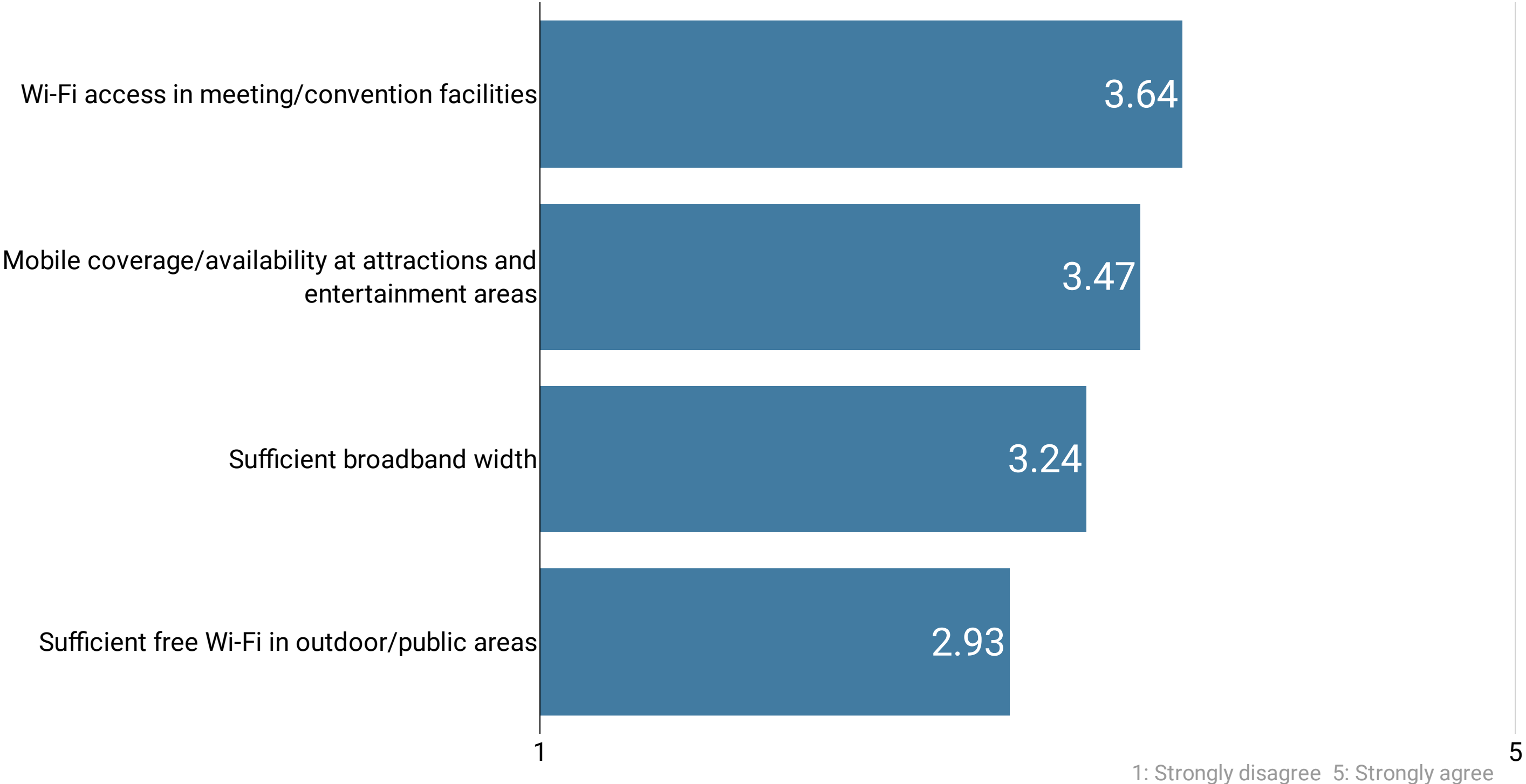
Local Mobility & Access

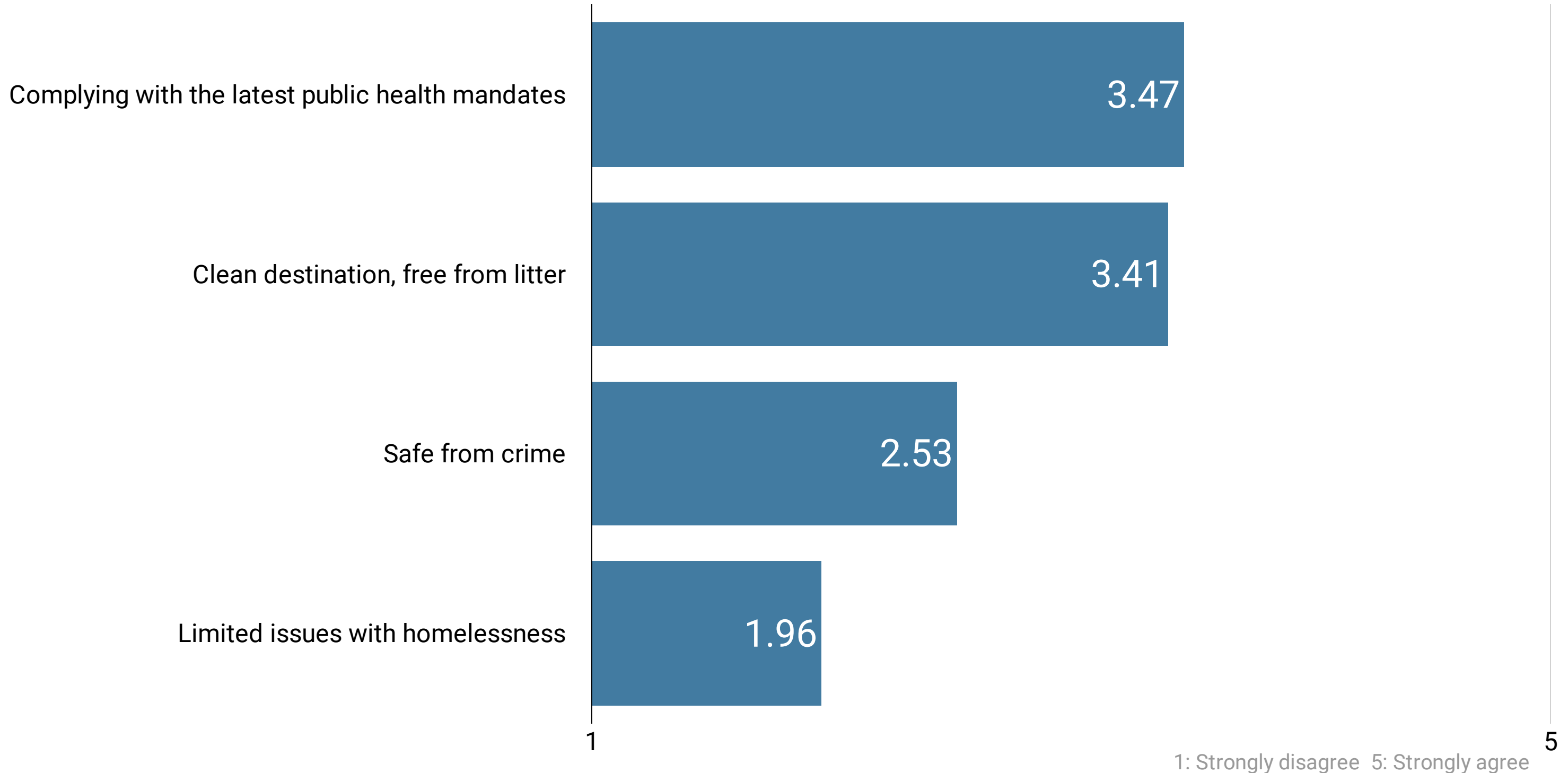


Destination Access



Communication Infrastructure

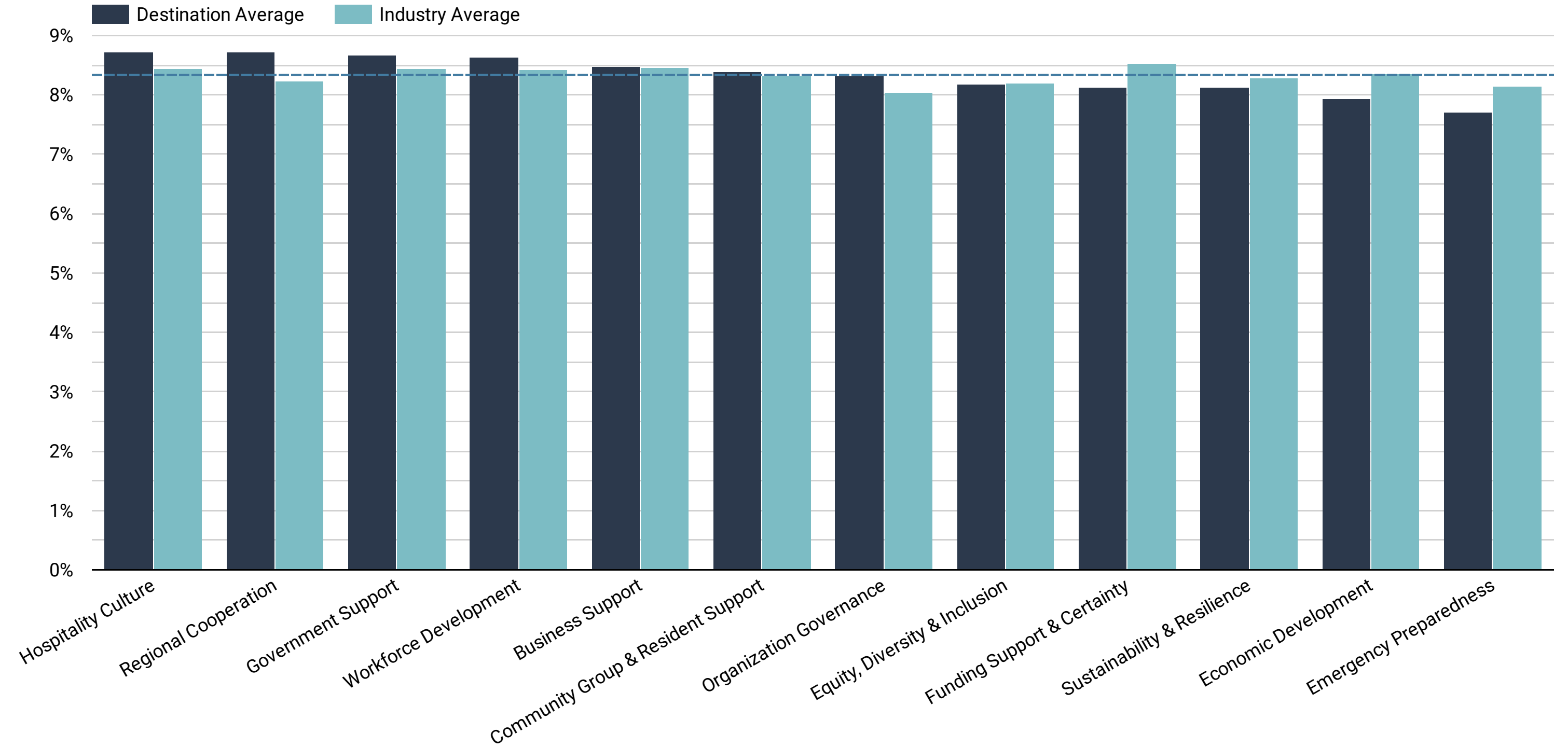




Destination Alignment: Relative Importance

	Variable	Industry	Destination Avg ▾
1.	Hospitality Culture	8.43%	8.72%
2.	Regional Cooperation	8.23%	8.71%
3.	Government Support	8.44%	8.67%
4.	Workforce Development	8.42%	8.63%
5.	Business Support	8.46%	8.48%
6.	Community Group & Resident Support	8.33%	8.39%
7.	Organization Governance	8.04%	8.32%
8.	Equity, Diversity & Inclusion	8.20%	8.18%
9.	Funding Support & Certainty	8.53%	8.13%
10.	Sustainability & Resilience	8.28%	8.12%
11.	Economic Development	8.35%	7.93%
12.	Emergency Preparedness	8.14%	7.72%

Destination Alignment: Relative Importance

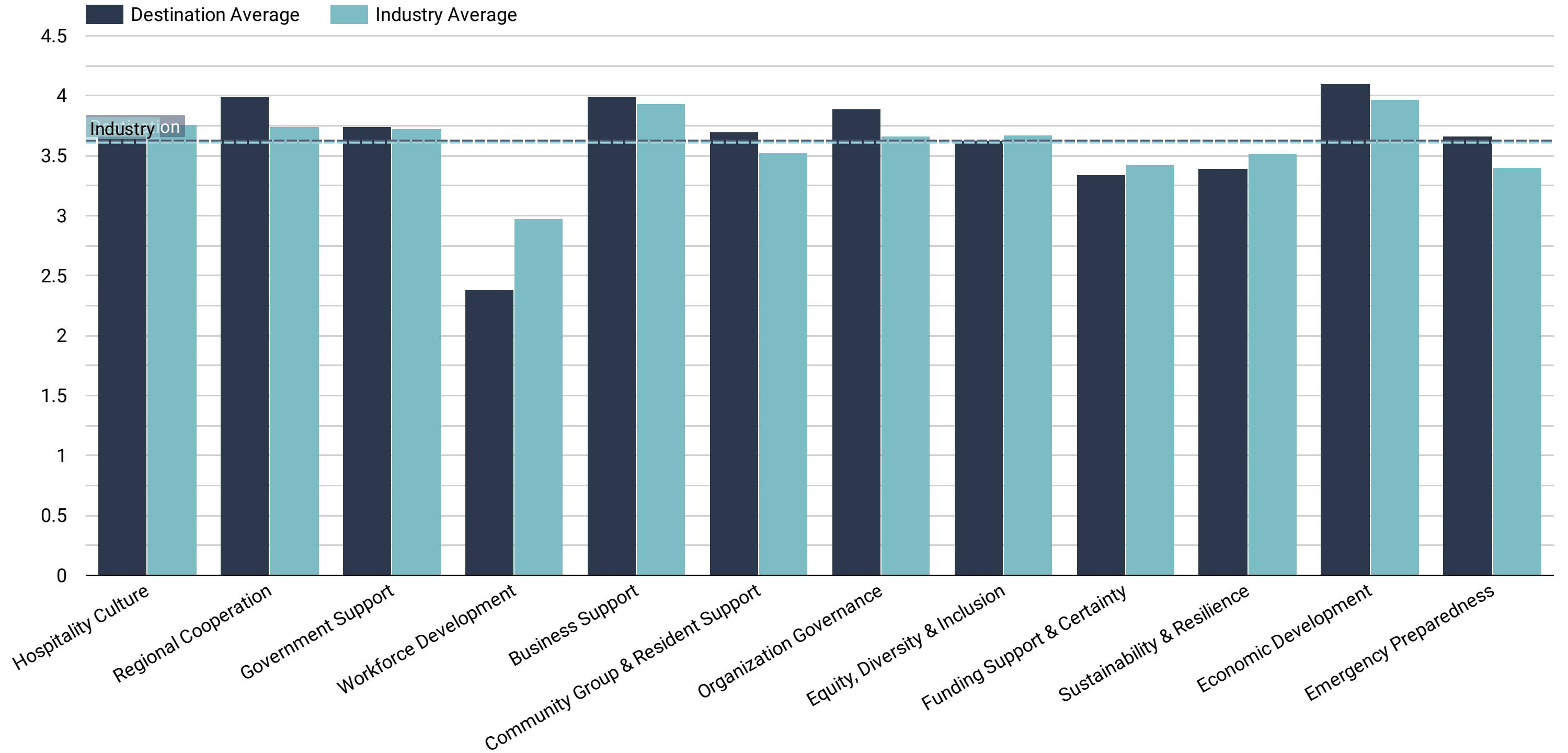


Destination Alignment: Perceived Performance

	Variable	Industry Avg	Destination Avg	Std Dev
1.	Hospitality Culture	3.71	3.66	0.93
2.	Regional Cooperation	3.79	3.99	0.92
3.	Government Support	3.68	3.74	0.86
4.	Workforce Development	2.94	2.38	1.04
5.	Business Support	3.87	4.00	0.85
6.	Community Group & Resident Support	3.53	3.70	0.92
7.	Organization Governance	3.80	3.89	0.90
8.	Equity, Diversity & Inclusion	3.73	3.63	1.01
9.	Funding Support & Certainty	3.34	3.34	0.99
10.	Sustainability & Resilience	3.54	3.40	0.95
11.	Economic Development	3.96	4.10	0.84
12.	Emergency Preparedness	3.49	3.66	0.89

Green indicates destination performance +5% above industry average; red indicates -5% below.

Destination Alignment: Perceived Performance



Destination Alignment

Variable	Relative Importance (0-100%)		Perceived Performance (1 - 5 scale)	
	Industry	Destination	Industry	Destination
Hospitality Culture	8.43%	8.72%	3.71	3.66
Regional Cooperation	8.23%	8.71%	3.79	3.99
Government Support	8.44%	8.67%	3.68	3.74
Workforce Development	8.42%	8.63%	2.94	2.38
Business Support	8.46%	8.48%	3.87	4.00
Community Group & Resident S...	8.33%	8.39%	3.53	3.70
Organization Governance	8.04%	8.32%	3.80	3.89
Equity, Diversity & Inclusion	8.20%	8.18%	3.73	3.63
Funding Support & Certainty	8.53%	8.13%	3.34	3.34
Sustainability & Resilience	8.28%	8.12%	3.54	3.40
Economic Development	8.35%	7.93%	3.96	4.10
Emergency Preparedness	8.14%	7.72%	3.49	3.66

Green indicates destination performance +5% above industry average; red indicates -5% below.

Destination Alignment	Industry Average	Destination
	3.58	3.51

Scenario: Explorers

Destination Alignment: Perceived Performance by Stakeholder Group

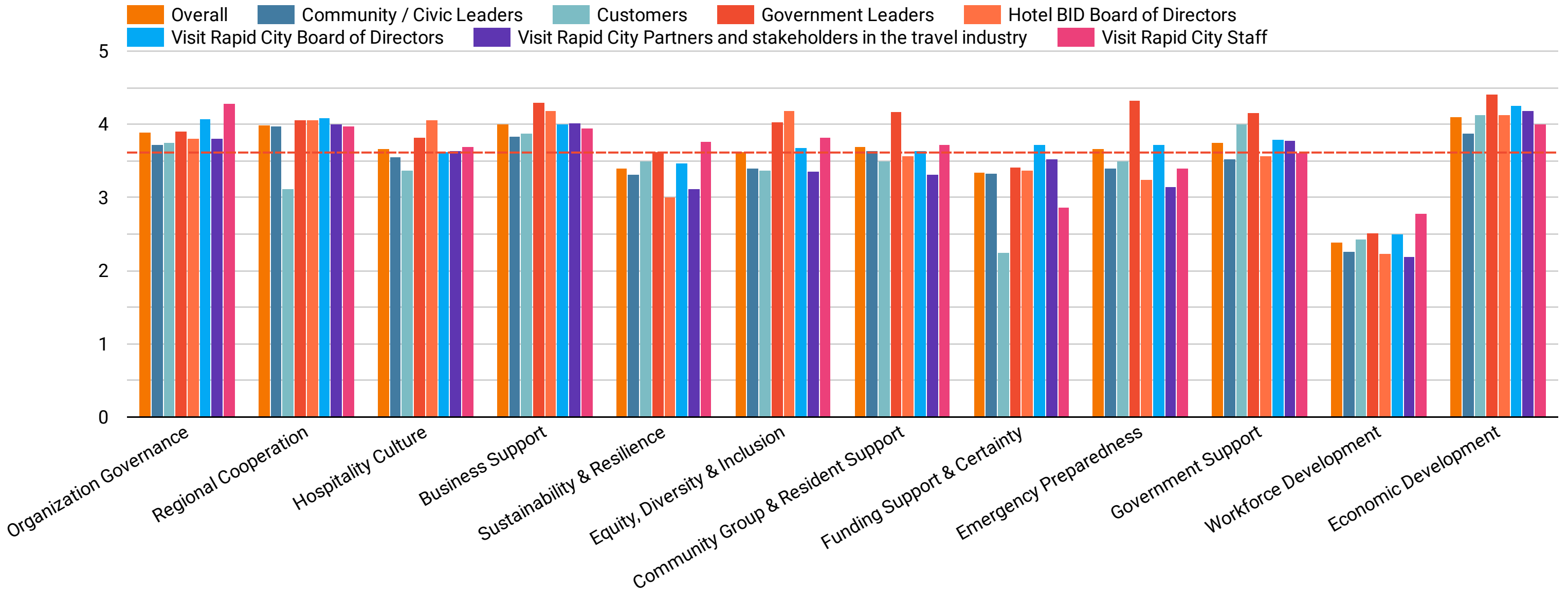
Perceived Performance (1 - 5 scale)									
Variable	Overall	Community ...	Customers	Government...	Hotel BID B...	Visit Rapid ...	Visit Rapid ...	Visit Rapid ...	Visit Rapid ...
Economic Development	4.1	3.9	4.1	4.4	4.1	4.3	4.2	4.3	4.2
Business Support	4.0	3.8	3.9	4.3	4.2	4.0	4.0	4.0	4.0
Regional Cooperation	4.0	4.0	3.1	4.1	4.1	4.1	4.1	4.1	4.0
Organization Governance	3.9	3.7	3.8	3.9	3.8	4.1	3.8	4.1	3.8
Government Support	3.7	3.5	4.0	4.2	3.6	3.8	3.8	3.8	3.8
Community Group & Resi...	3.7	3.6	3.5	4.2	3.6	3.6	3.6	3.6	3.3
Emergency Preparedness	3.7	3.4	3.5	4.3	3.3	3.7	3.7	3.7	3.1
Hospitality Culture	3.7	3.5	3.4	3.8	4.1	3.6	3.6	3.6	3.6
Equity, Diversity & Inclusi...	3.6	3.4	3.4	4.0	4.2	3.7	3.7	3.7	3.4
Sustainability & Resilience	3.4	3.3	3.5	3.6	3.0	3.5	3.5	3.5	3.1
Funding Support & Certai...	3.3	3.3	2.3	3.4	3.4	3.7	3.7	3.7	3.5
Workforce Development	2.4	2.3	2.4	2.5	2.2	2.5	2.5	2.5	2.2

Destination Alignment	Industry Average					Destination			
	3.58					3.51			

Scenario: Explorers

Destination Alignment: Perceived Performance by Stakeholder Group

Scenario: Trailblazers



Destination Alignment	Industry Average	Destination
	3.58	3.51

Destination Alignment: Highest Variable Scores

Highest-scored Variables

	Variable	Performance ▾
1.	Economic Development	4.10
2.	Business Support	4.00
3.	Regional Cooperation	3.99
4.	Organization Governance	3.89
5.	Government Support	3.74

Lowest-scored Variables

	Variable	Performance ▲
1.	Workforce Development	2.38
2.	Funding Support & Certainty	3.34
3.	Sustainability & Resilience	3.40
4.	Equity, Diversity & Inclusion	3.63
5.	Hospitality Culture	3.66

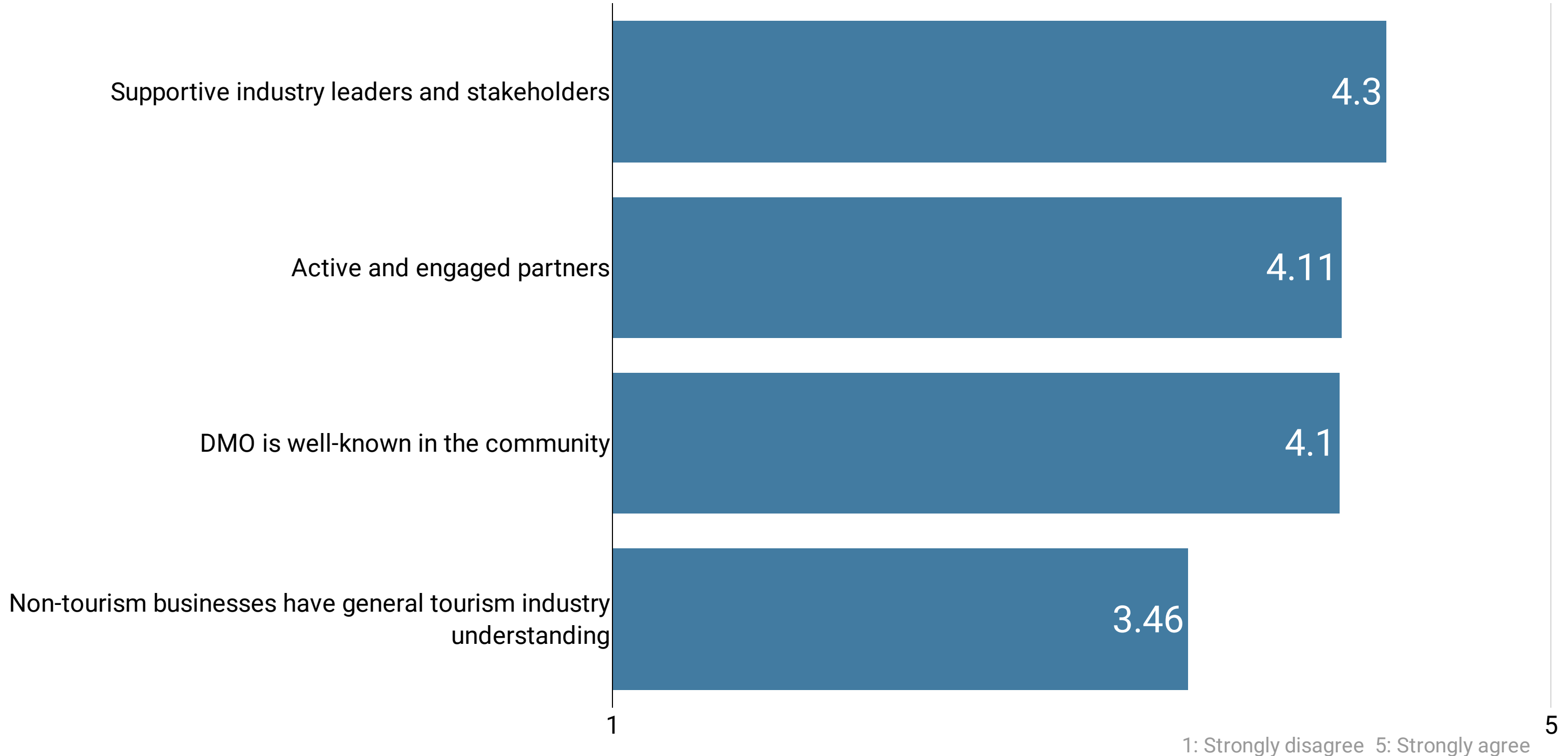
Destination Alignment: Highest & Lowest Statement Scores

Highest-scored Statements

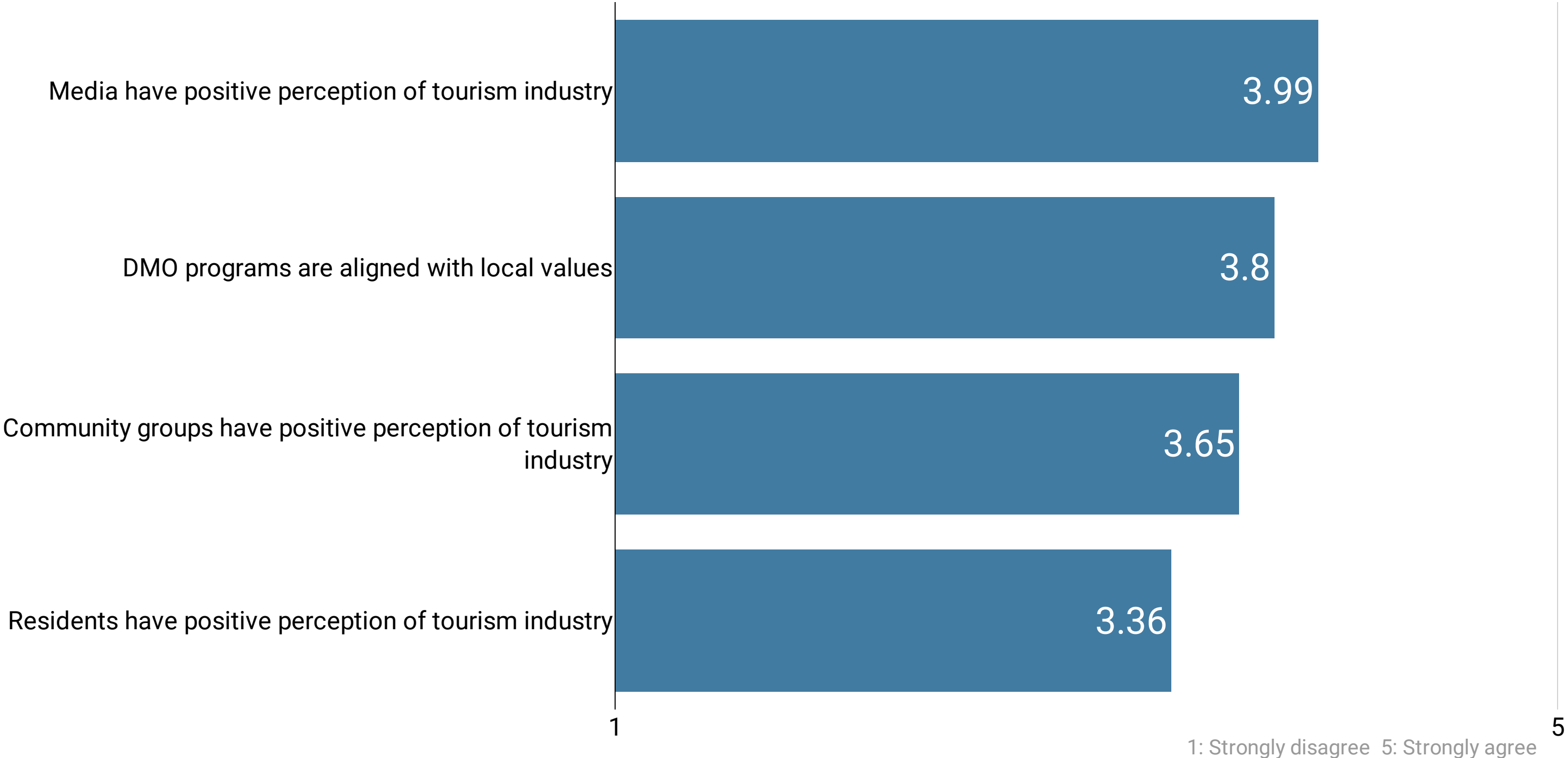
	Statement	Performance ▼
1.	DMO and tourism industry play a critical role in long-term economic development	4.43
2.	Destination's marketing efforts have economic benefits across the region	4.42
3.	Supportive industry leaders and stakeholders	4.30
4.	DMO's efforts generate broad economic benefits	4.30
5.	DMO has good relationship with economic development agencies	4.21

Lowest-scored Statements

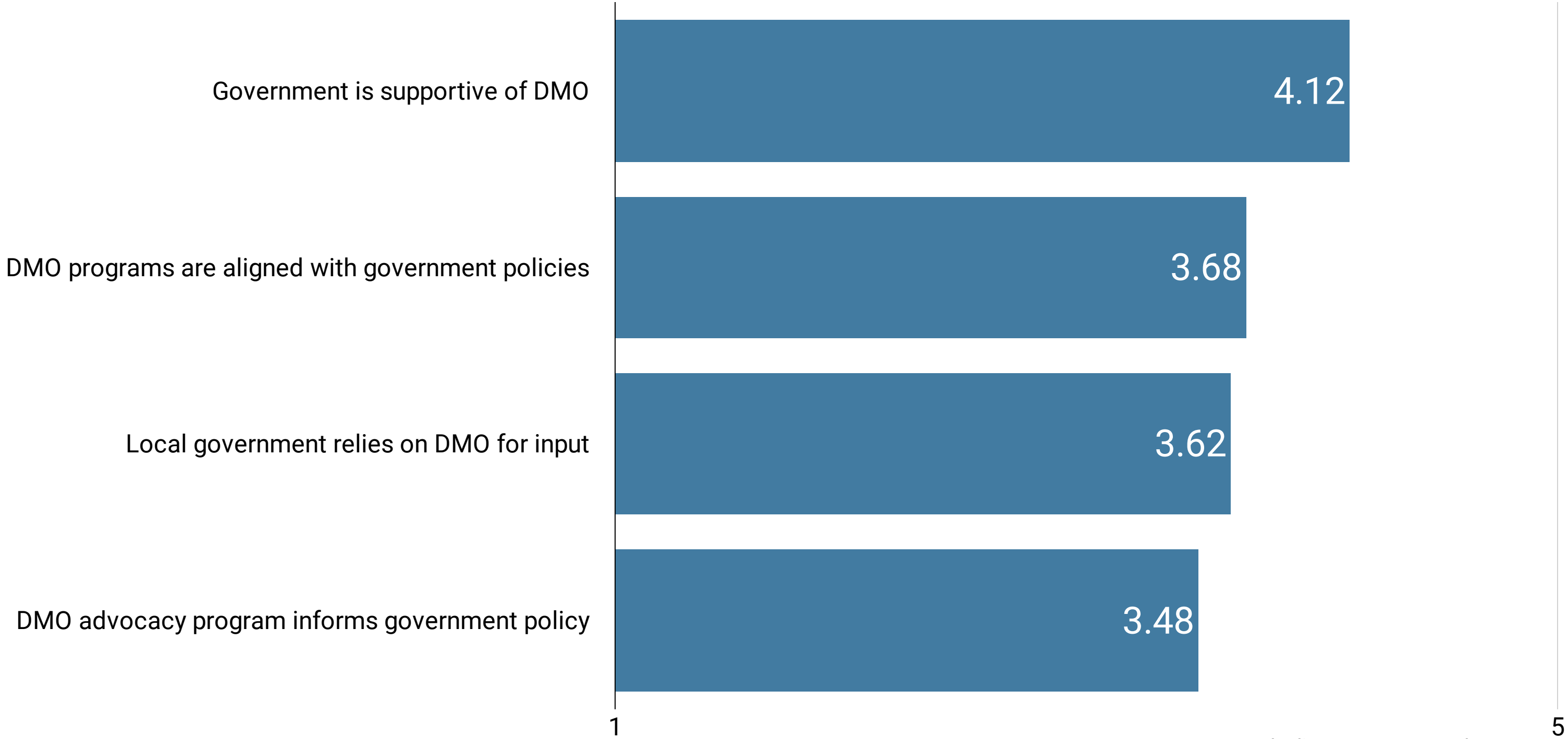
	Statement	Performance ▲
1.	Adequate affordable housing for workers	1.71
2.	Affordable daycare options for workers	1.72
3.	Adequate workforce for frontline hospitality jobs	2.15
4.	Public transportation for workers	2.41
5.	Adequate healthcare options for workers	2.46



Community & Resident Support

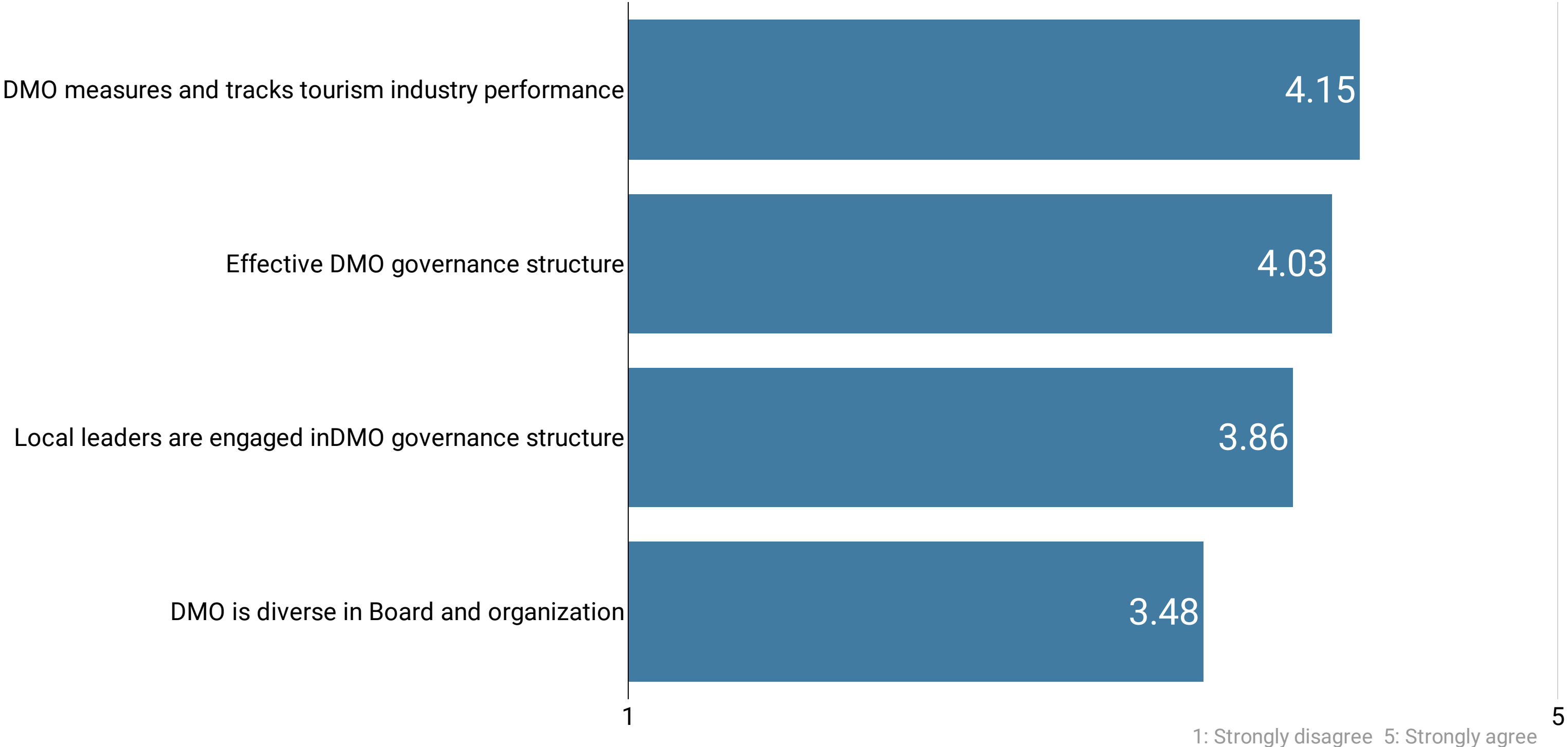


Government Support

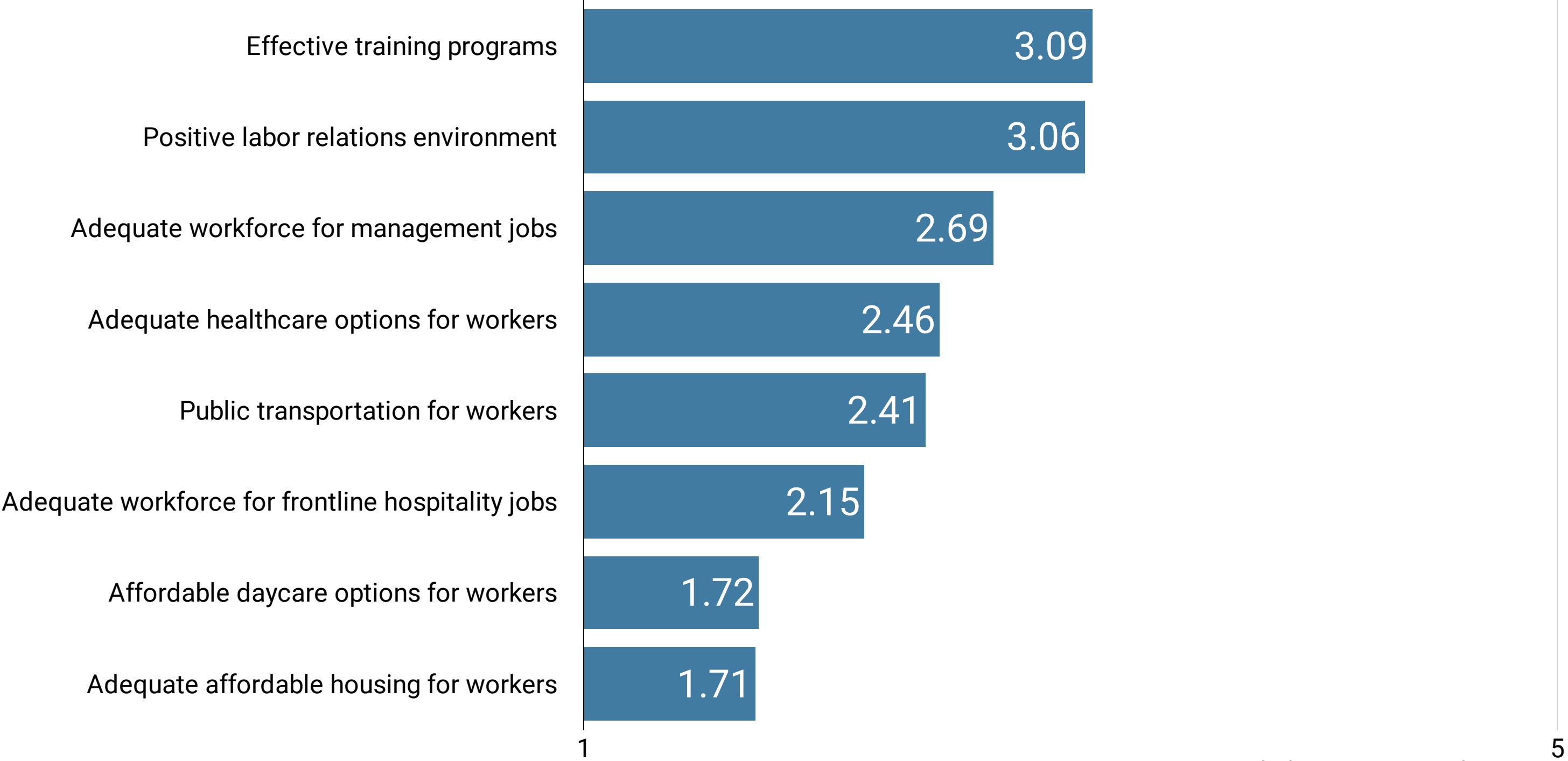


1: Strongly disagree 5: Strongly agree

Organization Governance Model

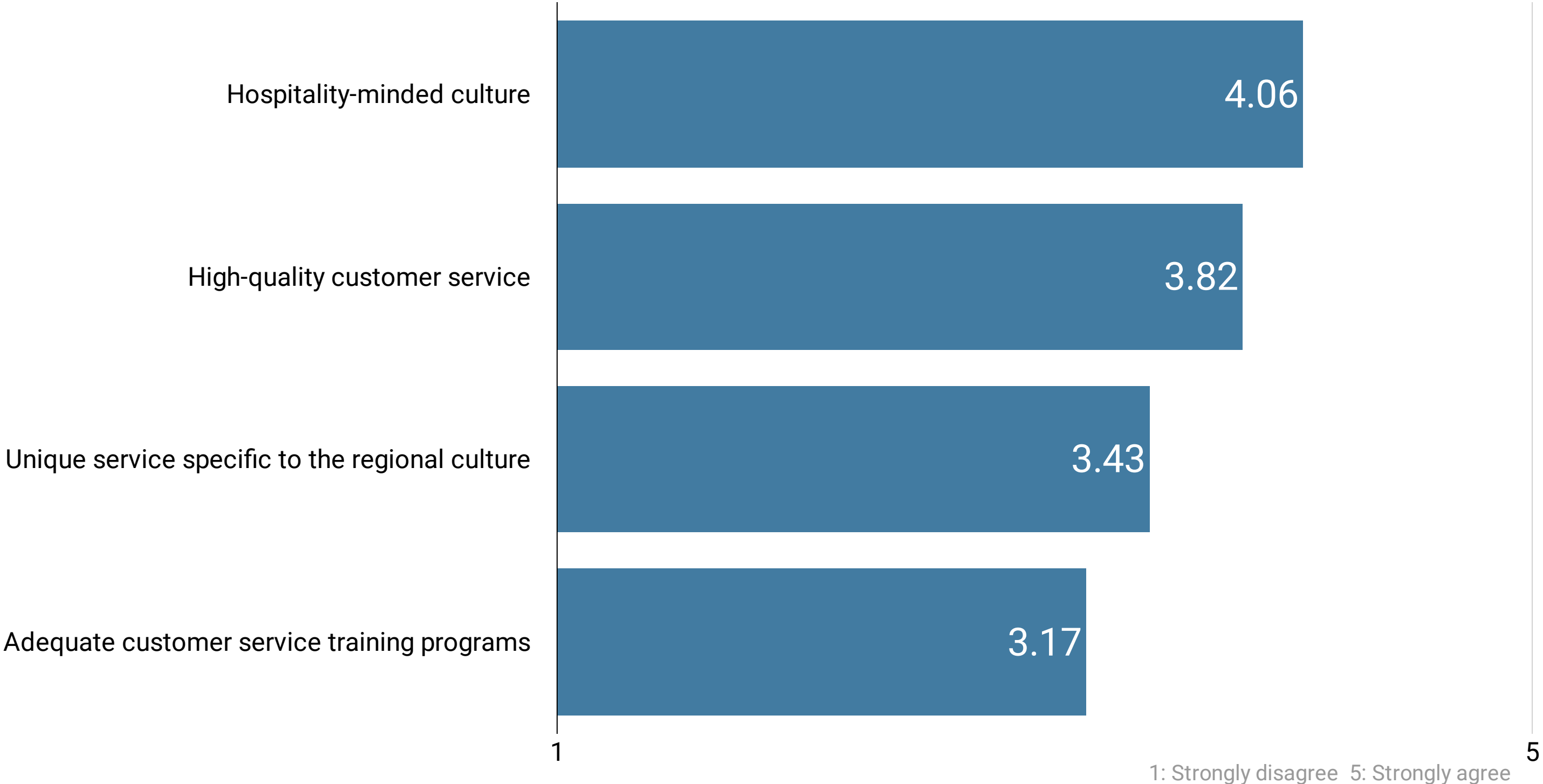


Workforce Development

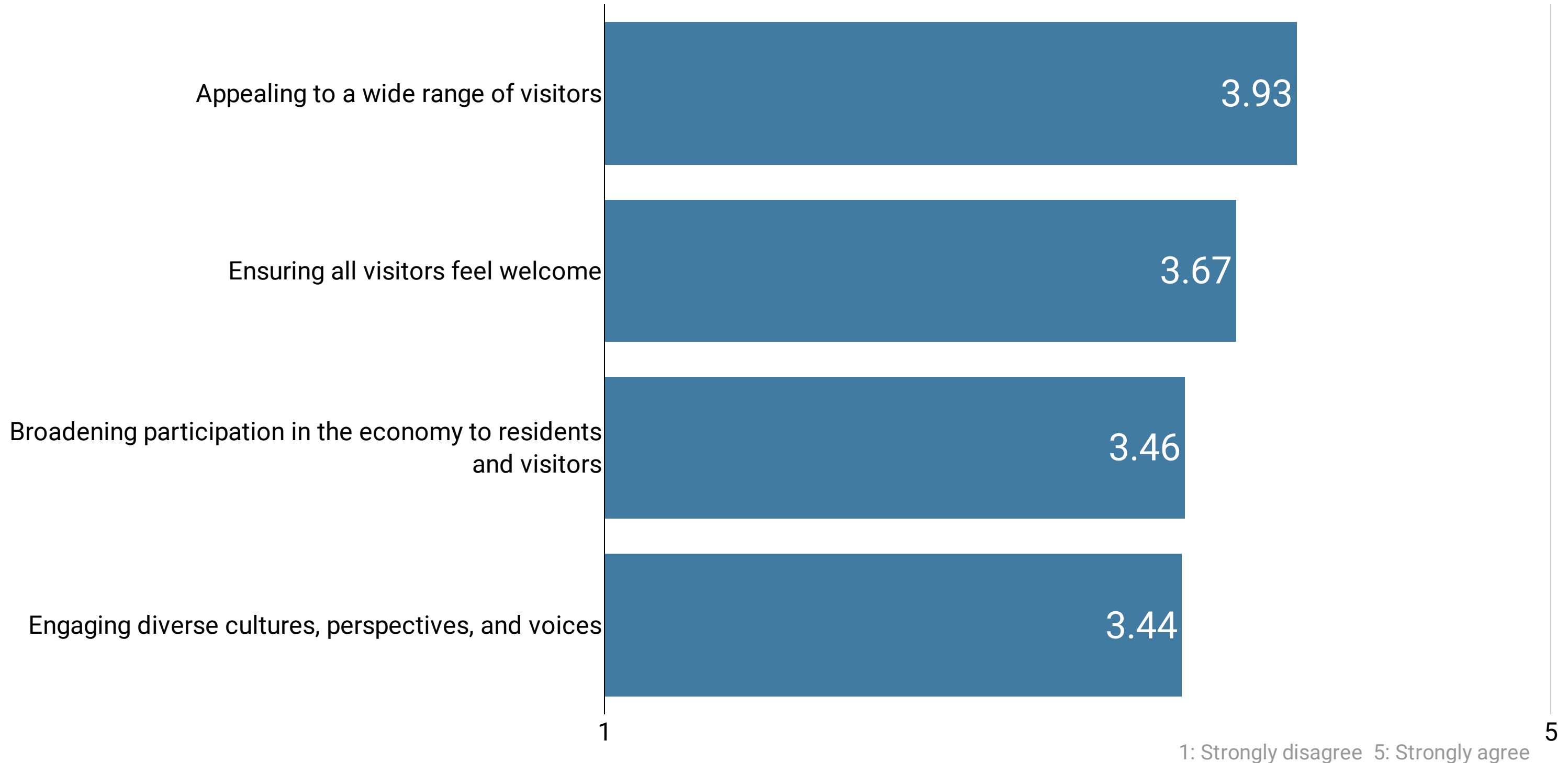


1: Strongly disagree 5: Strongly agree

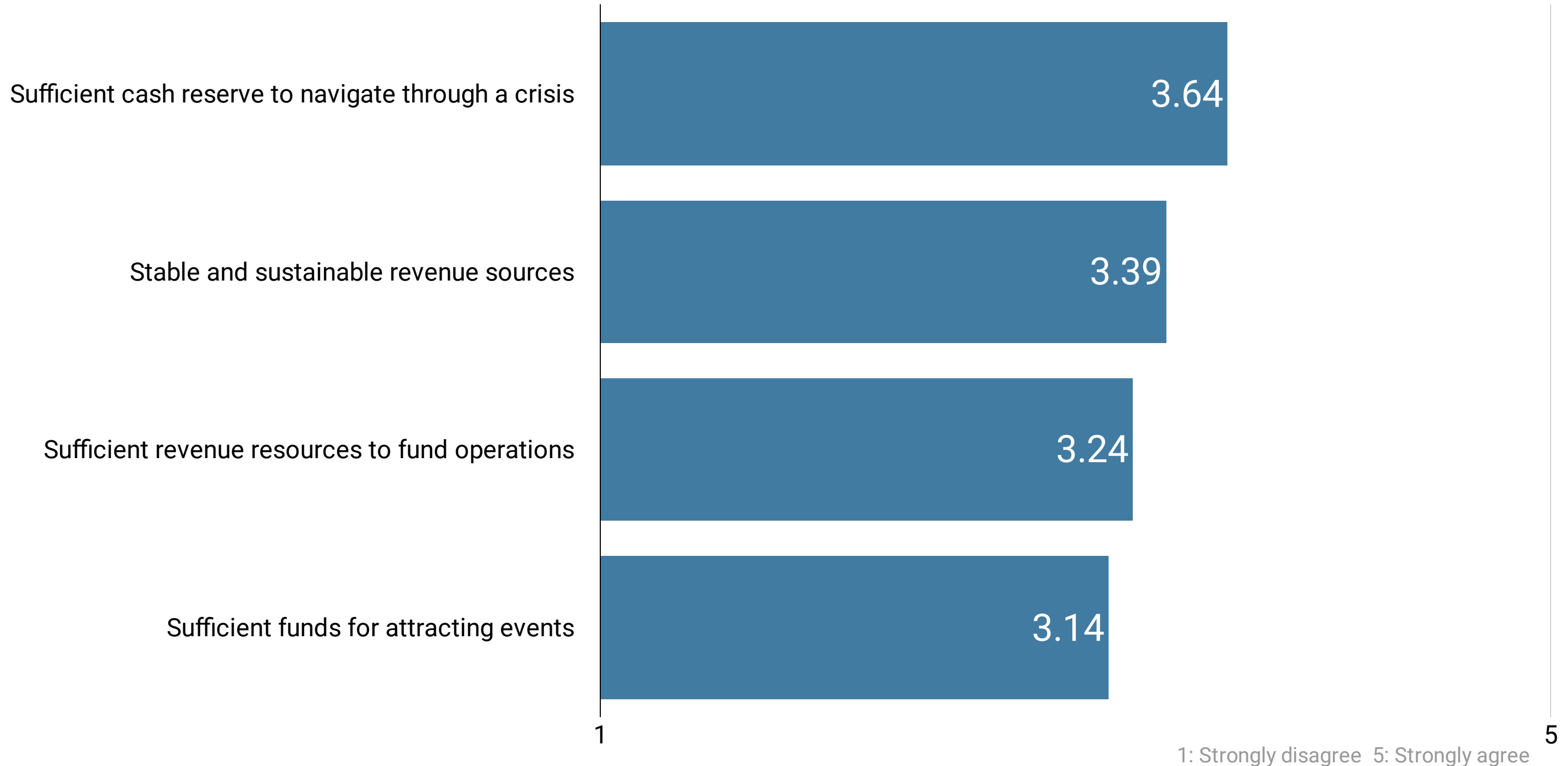
Hospitality Culture



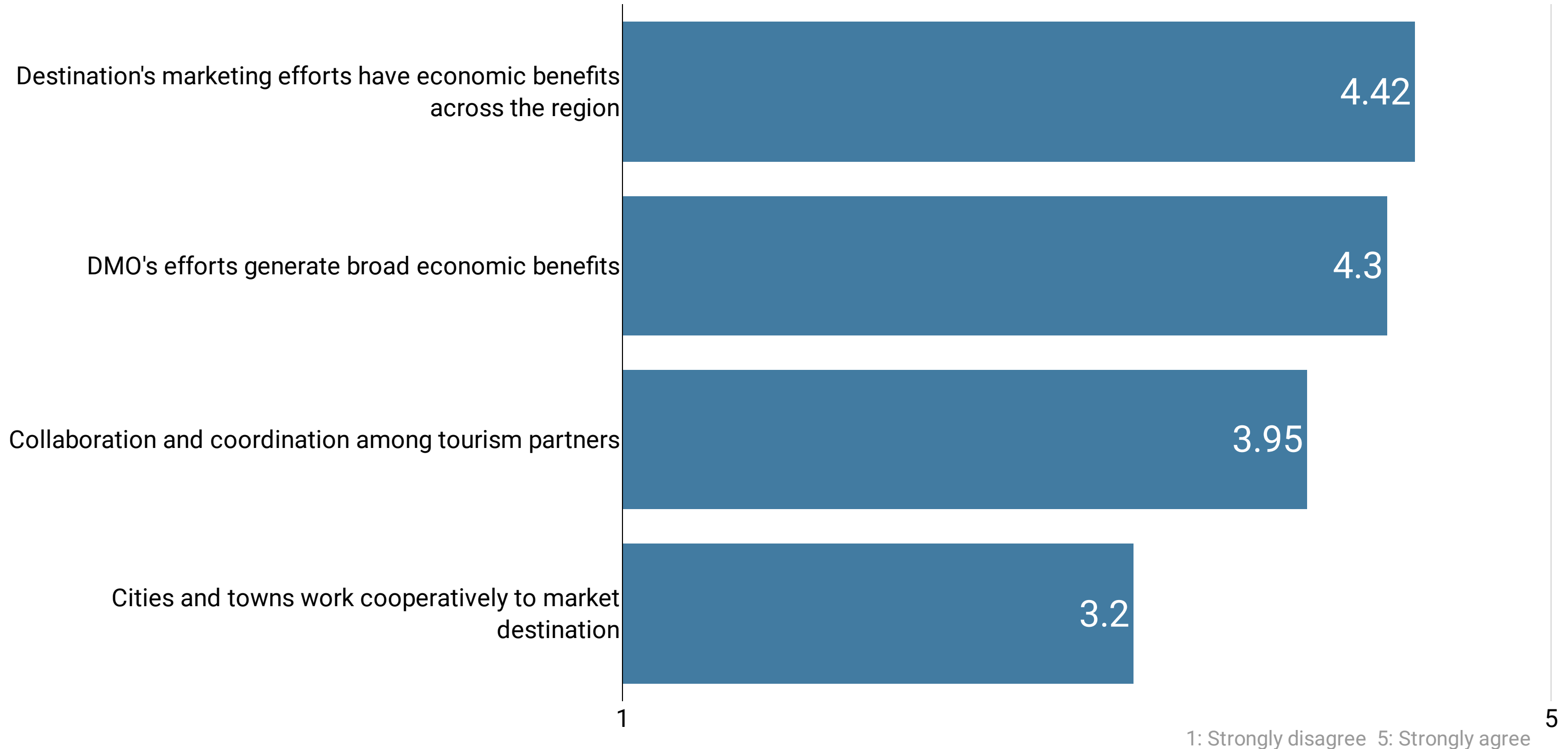
Equity, Diversity & Inclusion



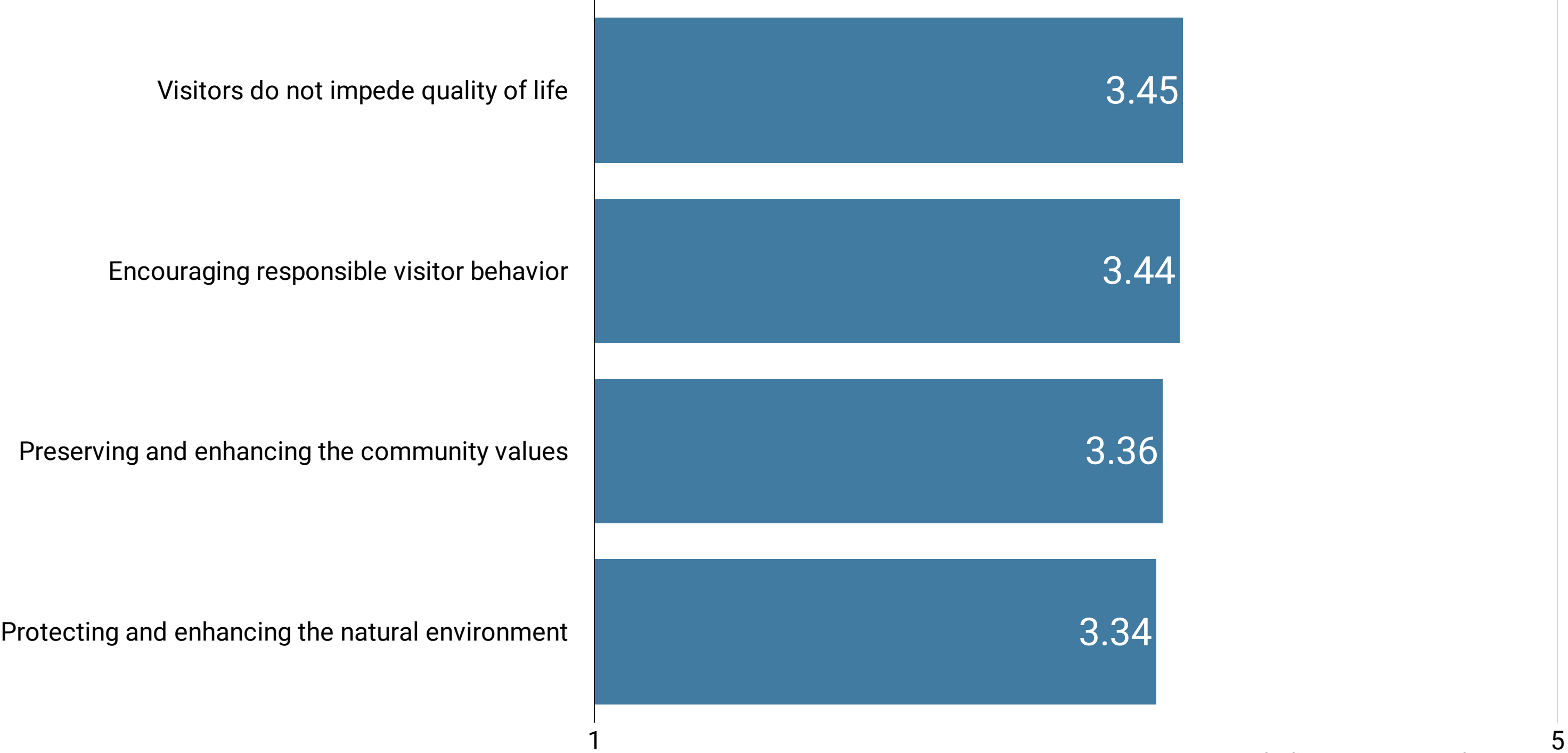
Funding Support & Certainty



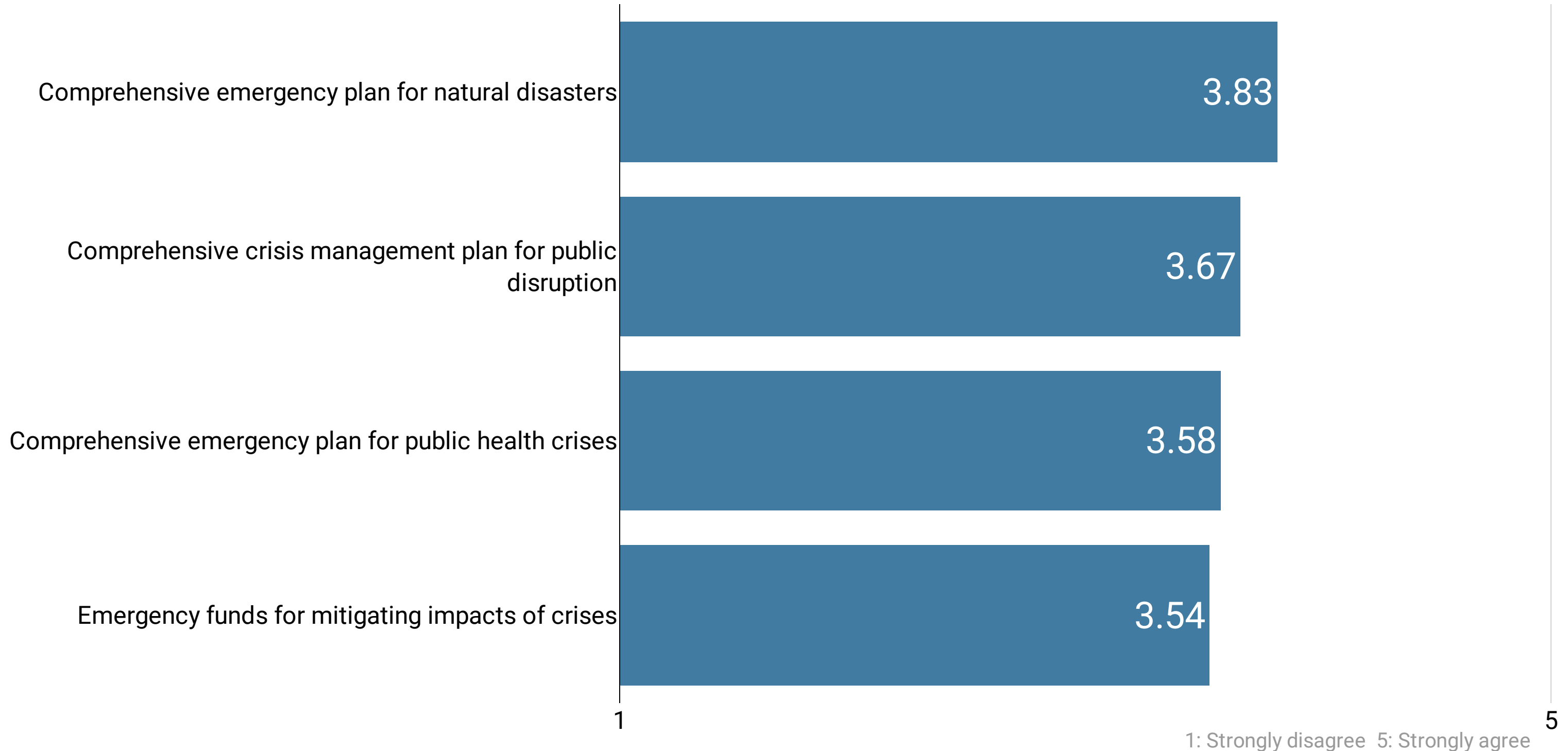
Regional Cooperation



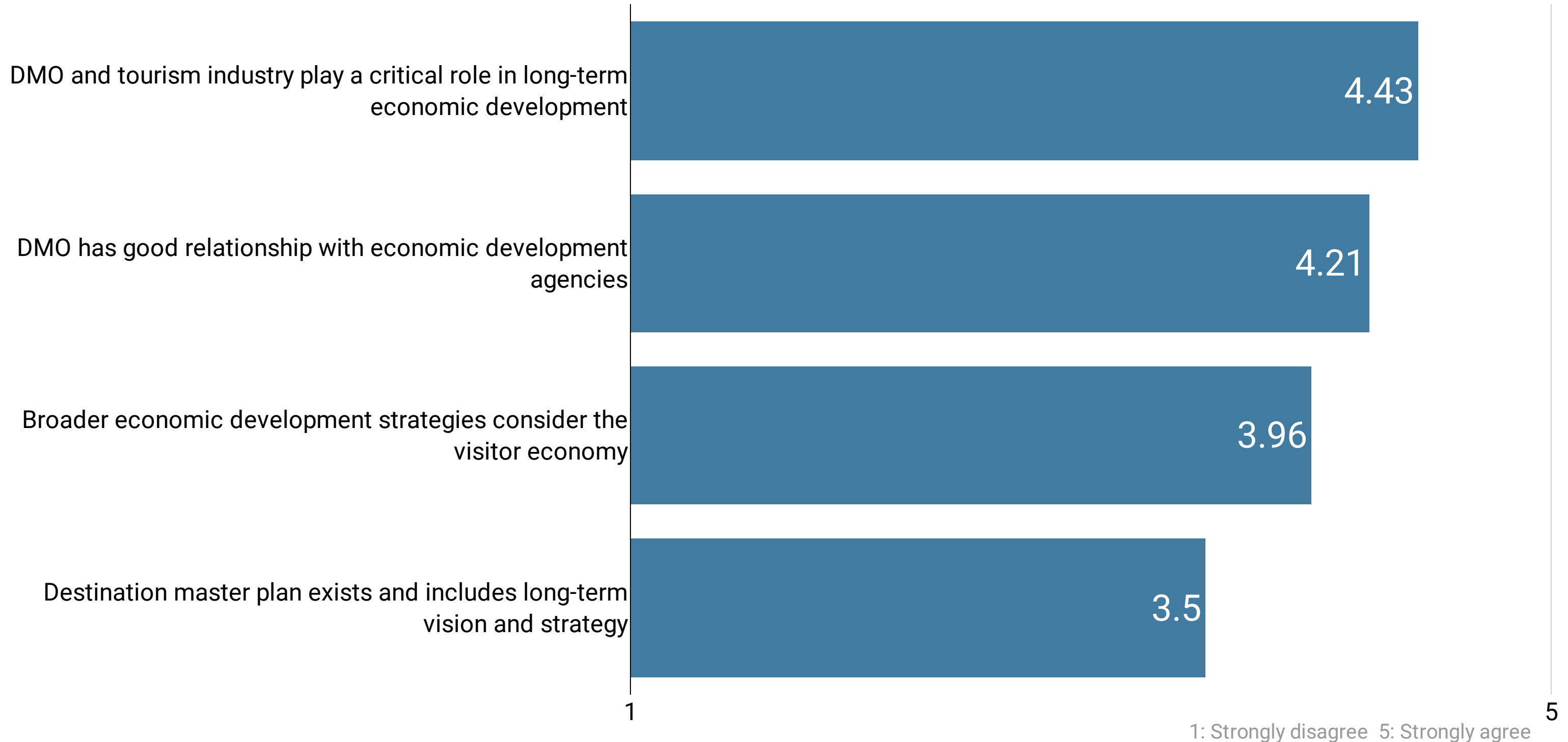
Sustainability & Resilience



Emergency Preparedness



Economic Development



Variable 1

- Takeaway 1

Variable 2

- Takeaway 1

Variable 3

- Takeaway 1

Variable 1

- Takeaway 1

Variable 2

- Takeaway 1

Variable 3

- Takeaway 1

Variable 1

- Takeaway 1

Variable 2

- Takeaway 1

Variable 3

- Takeaway 1

Key Takeaways

- Destination is in the Explorers quadrant with below average scores for Strength and below average scores for Alignment.
- Different stakeholder groups have different perception of Rapid City.
- There are several opportunities for improvement in Rapid City as per the lowest rated statements shown:

Opportunities for Improvement

Destination Strength

	Statement	Performance ▲
1.	Variety of public transportation options	1.88
2.	Limited issues with homelessness	1.96
3.	Adequate public transportation	2.22
4.	Rapid City Regional Airport is accessible with public transit	2.33
5.	Variety and quality international air access	2.48

Destination Alignment

	Statement	Performance ▲
1.	Adequate affordable housing for workers	1.71
2.	Affordable daycare options for workers	1.72
3.	Adequate workforce for frontline hospitality jobs	2.15
4.	Public transportation for workers	2.41
5.	Adequate healthcare options for workers	2.46

Answer Length



2

779

Question

Stakeholder Segment

Stakeholder Type

Answer Text

Contains

Enter a value

SH Segment	SH Type	Question	Answer
Community / Civic ...	Native American L...	Are there any markets Visit Rapid City is currently not capitalizing on?	The diversity of the community. They should offer events that educate the public about other cultures, belief systems, foods, etc. They could offer foods, dances, lang...
Community / Civic ...	Economic Develop...	Are there any markets Visit Rapid City is currently not capitalizing on?	The outdoor recreation industry
Community / Civic ...	Other	Are there any markets Visit Rapid City is currently not capitalizing on?	Food culture. I see Rapid City becoming more of a foodie town (and sure hope it does).
Community / Civic ...	Corporate Leaders	Are there any markets Visit Rapid City is currently not capitalizing on?	Maybe luxury travelers. Create a more high end atmosphere for hospitality and dining.
Community / Civic ...	Native American L...	Are there any markets Visit Rapid City is currently not capitalizing on?	Marketing to big name artists and performers.
Community / Civic ...	Economic Develop...	Are there any markets Visit Rapid City is currently not capitalizing on?	Sports are not leveraged. What do we leave visitors with when they leave. Do we have a follow up system to hear feedback. Do we give the visitor a "here are the othe...
Community / Civic ...	Economic Develop...	Are there any markets Visit Rapid City is currently not capitalizing on?	I think VRC is doing a decent job of marketing in the regions where visitors have a common point of origin.
Community / Civic ...	Local Foundations...	Are there any markets Visit Rapid City is currently not capitalizing on?	Generation z
Community / Civic ...	Corporate Leaders	Are there any markets Visit Rapid City is currently not capitalizing on?	The Native American history model could be better exposed.
Community / Civic ...	Other	Are there any markets Visit Rapid City is currently not capitalizing on?	They are working towards a sports authority and I think that is the right move.
Community / Civic ...	Education	Are there any markets Visit Rapid City is currently not capitalizing on?	BMX , cycling, or marathons, triatholons
Community / Civic ...	Education	Are there any markets Visit Rapid City is currently not capitalizing on?	Big concerts, plays/theatre/off Broadway, dance/performances, Christmas shows, etc.
Community / Civic ...	Education	Are there any markets Visit Rapid City is currently not capitalizing on?	Partner with local higher ed institutions and economic development to promote the area as a place to play, learn, work and live.
Customers	Event Planners	Are there any markets Visit Rapid City is currently not capitalizing on?	We do not even come close to comparing to SF when it comes to bringing sporting events for pro, college, hs, and youth.
Government Leaders	Elected State/Regi...	Are there any markets Visit Rapid City is currently not capitalizing on?	Not sure
Government Leaders	Elected Municipal ...	Are there any markets Visit Rapid City is currently not capitalizing on?	Not that I know of
Government Leaders	Elected Municipal ...	Are there any markets Visit Rapid City is currently not capitalizing on?	I am not sure.
Government Leaders	Elected Municipal ...	Are there any markets Visit Rapid City is currently not capitalizing on?	Educational partnerships (attract younger visitors for education and business start ups)
Government Leaders	Elected Municipal ...	Are there any markets Visit Rapid City is currently not capitalizing on?	Performing arts
Government Leaders	Elected Municipal ...	Are there any markets Visit Rapid City is currently not capitalizing on?	youth and collegiate
Government Leaders	Elected County Offi...	Are there any markets Visit Rapid City is currently not capitalizing on?	Not that I am aware of
Government Leaders	Municipal Adminis...	Are there any markets Visit Rapid City is currently not capitalizing on?	I don't know what markets they are currently pursuing so I can't adequately answer this question. Rapid City needs more young professionals and laborers to join ou...
Government Leaders	Municipal Adminis...	Are there any markets Visit Rapid City is currently not capitalizing on?	Eco tourism?