

Wall-Badlands Area Chamber of Commerce

Tourism Dashboard January 2019 - June 2019

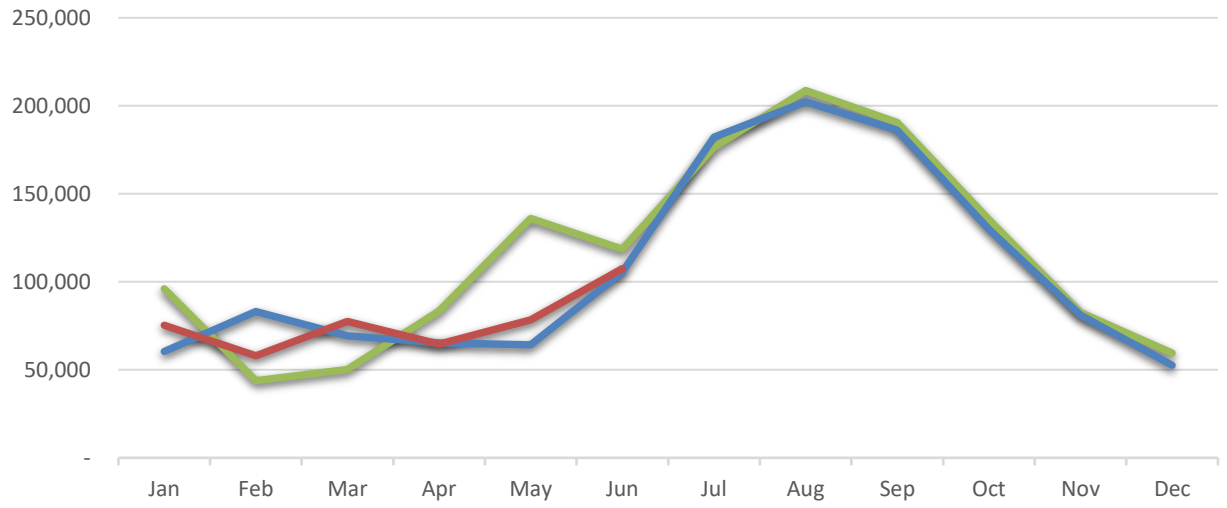
2017

2018

2019

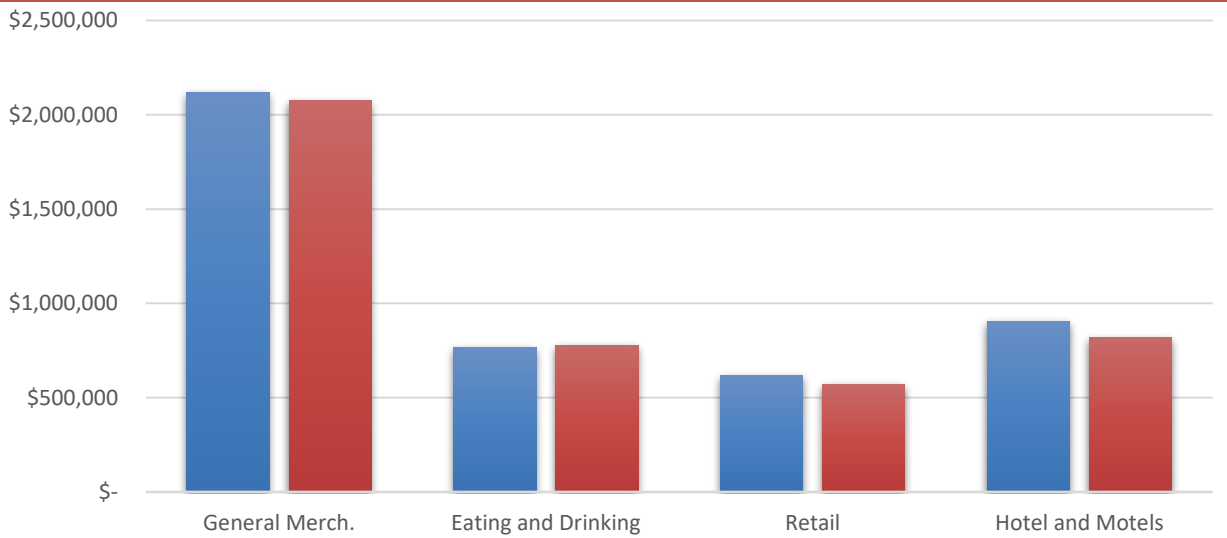
City Sales Tax Revenue

YTD 2019
\$461,188.44
VS. YTD 2018
2.9%
Jun-19
\$107,488.73
VS. June 2018
1.9%



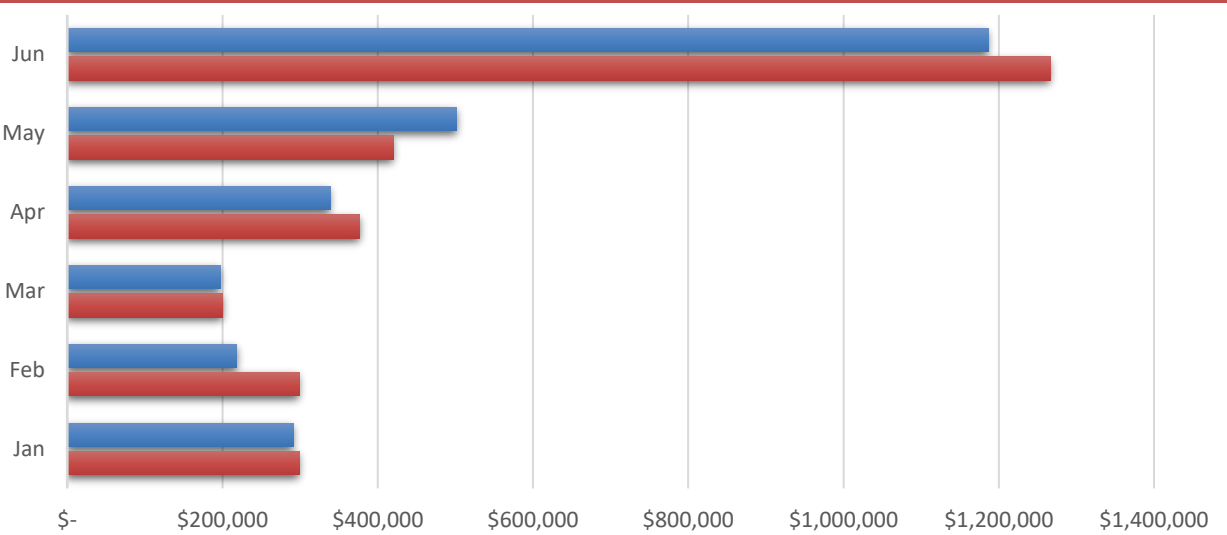
Visitor Spending - Year over Year

YTD 2019
\$4,239,812.93
VS. YTD 2018
-3.8%
Jun-19
\$2,082,271.30
VS. June 2018
-3.7%



BBB Taxable Sales

YTD 2019
\$2,732,805.02
VS. YTD 2018
-3.0%
Jun-19
\$501,801.15
VS. June 2018
19.4%



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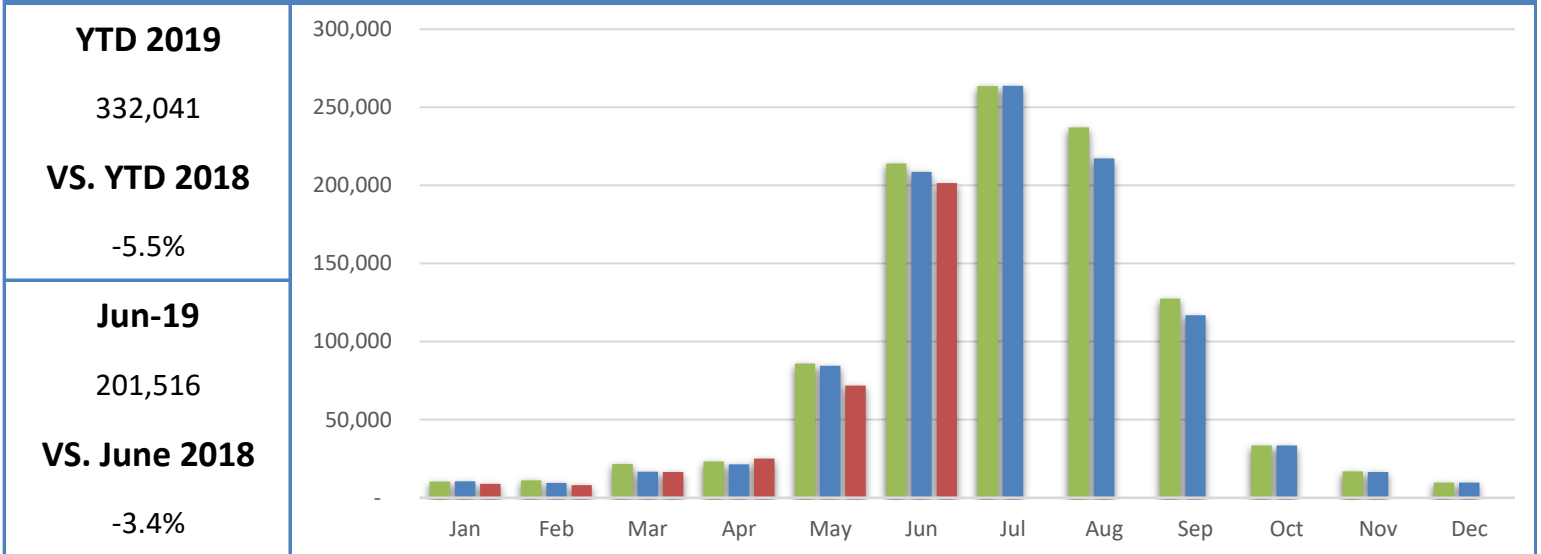
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2017

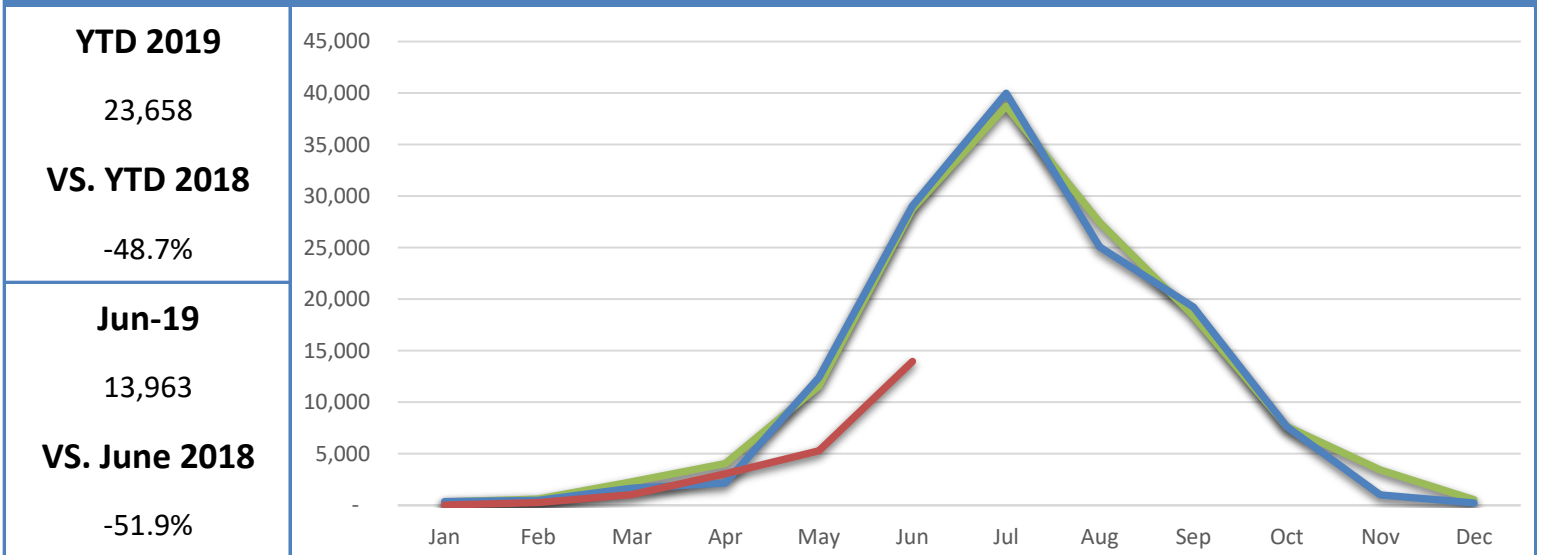
2018

2019

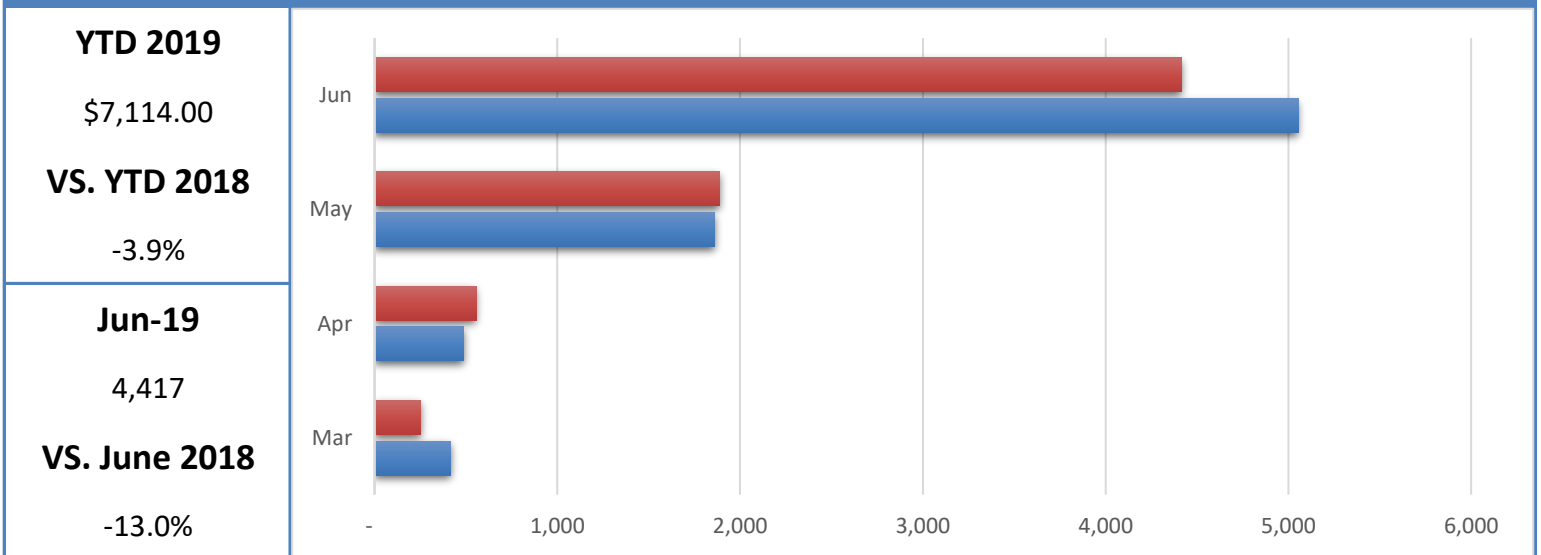
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

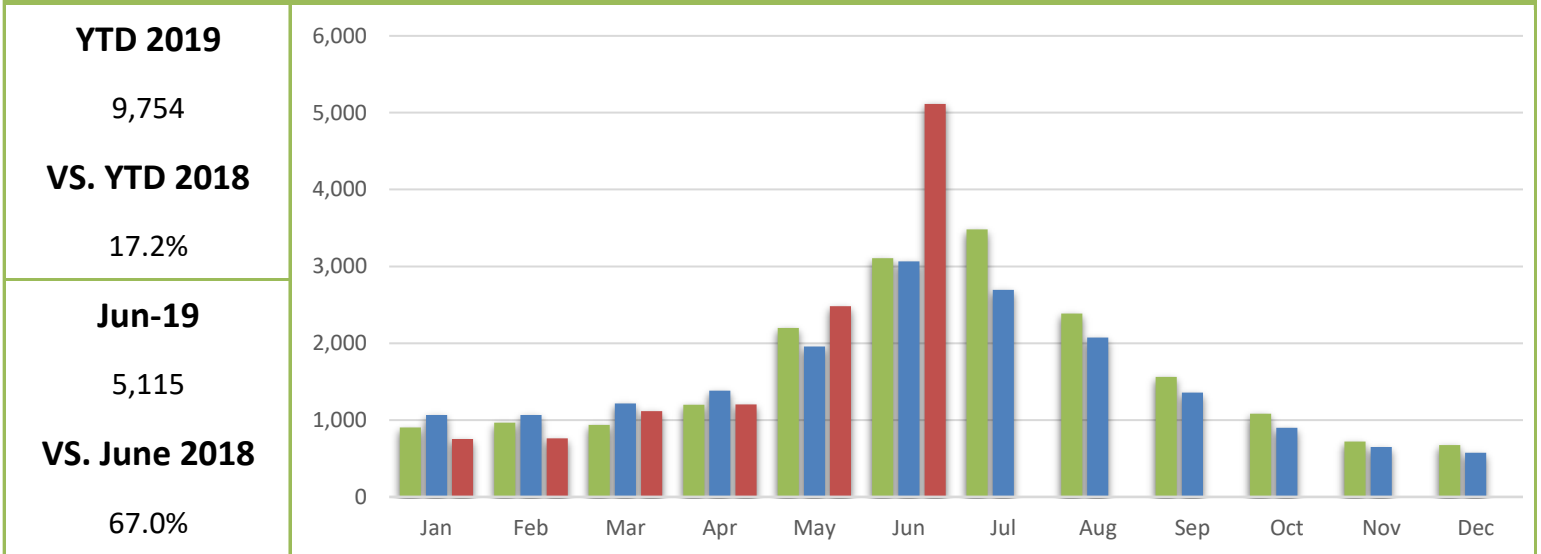


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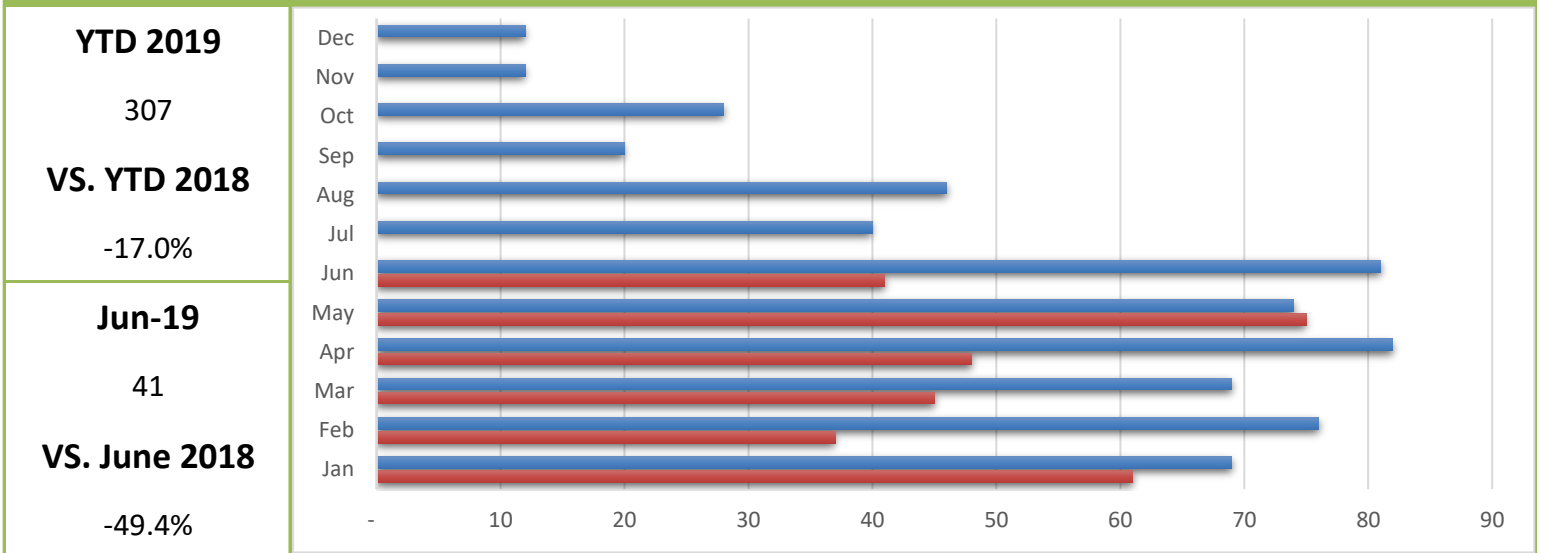
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Wall-Badlands.com Sessions

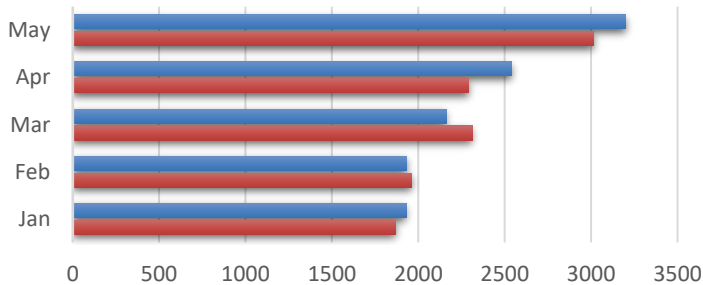


Visitor Information Requests

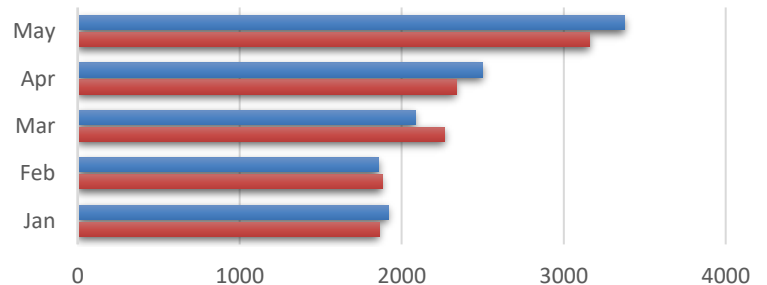


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



May-19 3,200

VS. May 2018 6.1%

May-19 3,376

VS. May 2018 6.8%

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Report Definitions:

-City Sales Tax Revenue: The amount of sales, use, and municipal gross receipts tax paid to the city per month.

-Visitor Spending: Volume of general taxable sales reported by Tourism-related businesses.

-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

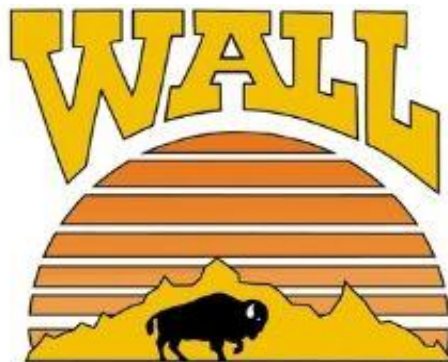
-Recreational Visits: The total number of visitors through government attractions.

-Web Sessions: User interactions with the Chamber website that take place within any given time frame. A single session can contain multiple page views.

-Information Requests: Information requests are defined as the number of visitors who request printed information from the Wall-Badlands Area Chamber of Commerce office.

-Occupancy: Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied from the first calendar day of the month to the last calendar day of the month as compared to the same month the previous year.

-I 90 Traffic: The average number of vehicles that travel on SD Interstate 90 in a day.



Wall-Badlands Area Chamber of Commerce

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