

Wall-Badlands Area Chamber of Commerce

Tourism Dashboard January 2019 - July 2019

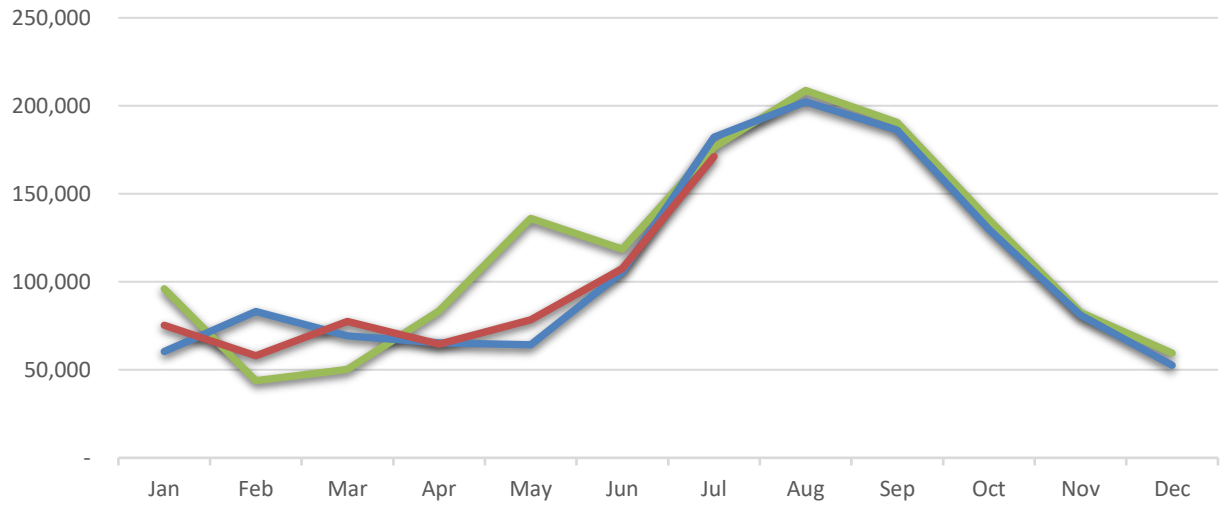
2017

2018

2019

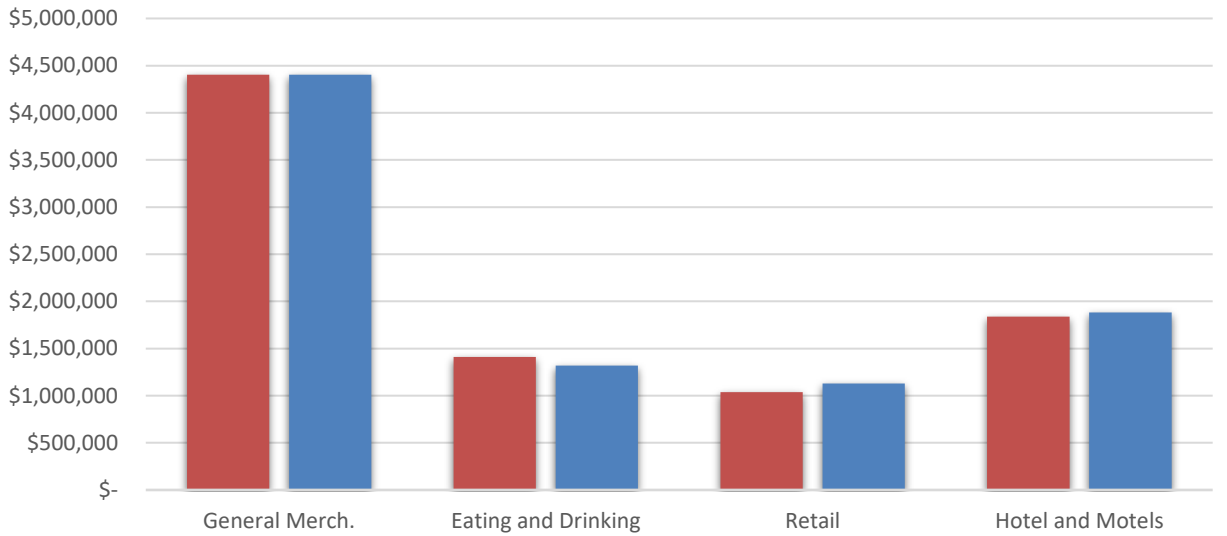
City Sales Tax Revenue

YTD 2019
\$632,368.93
VS. YTD 2018
0.3%
Jul-19
\$171,180.49
VS. July 2018
-6.1%



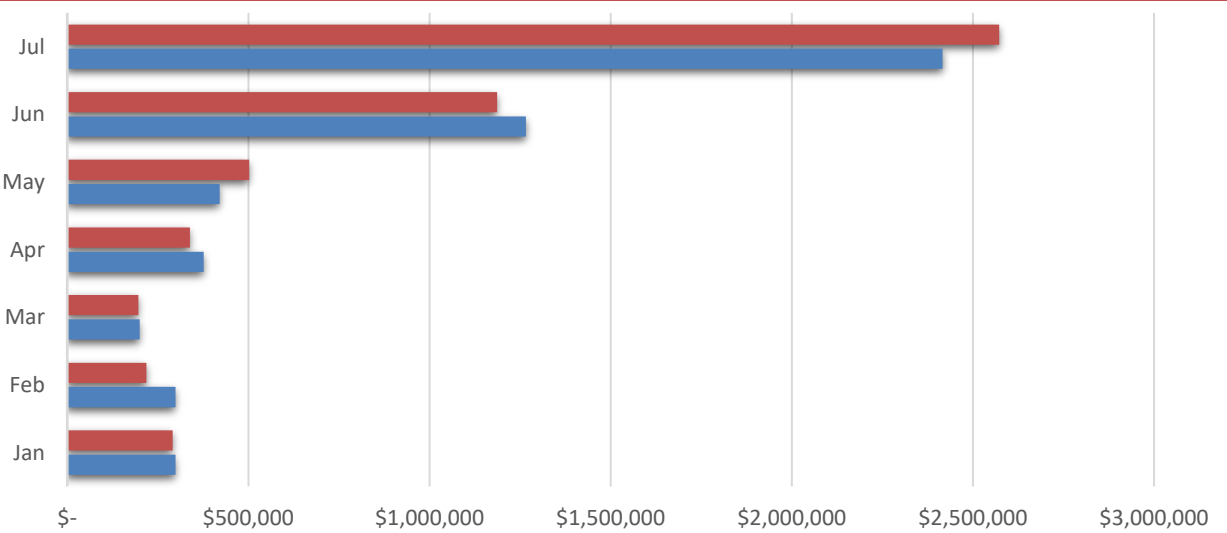
Visitor Spending - Year over Year

YTD 2019
\$8,688,037.57
VS. YTD 2018
-0.6%
Jul-19
\$4,448,224.64
VS. July 2018
2.8%



BBB Taxable Sales

YTD 2019
\$5,305,643.76
VS. YTD 2018
0.5%
Jul-19
\$2,572,838.74
VS. July 2018
6.5%



Wall-Badlands Area Chamber of Commerce

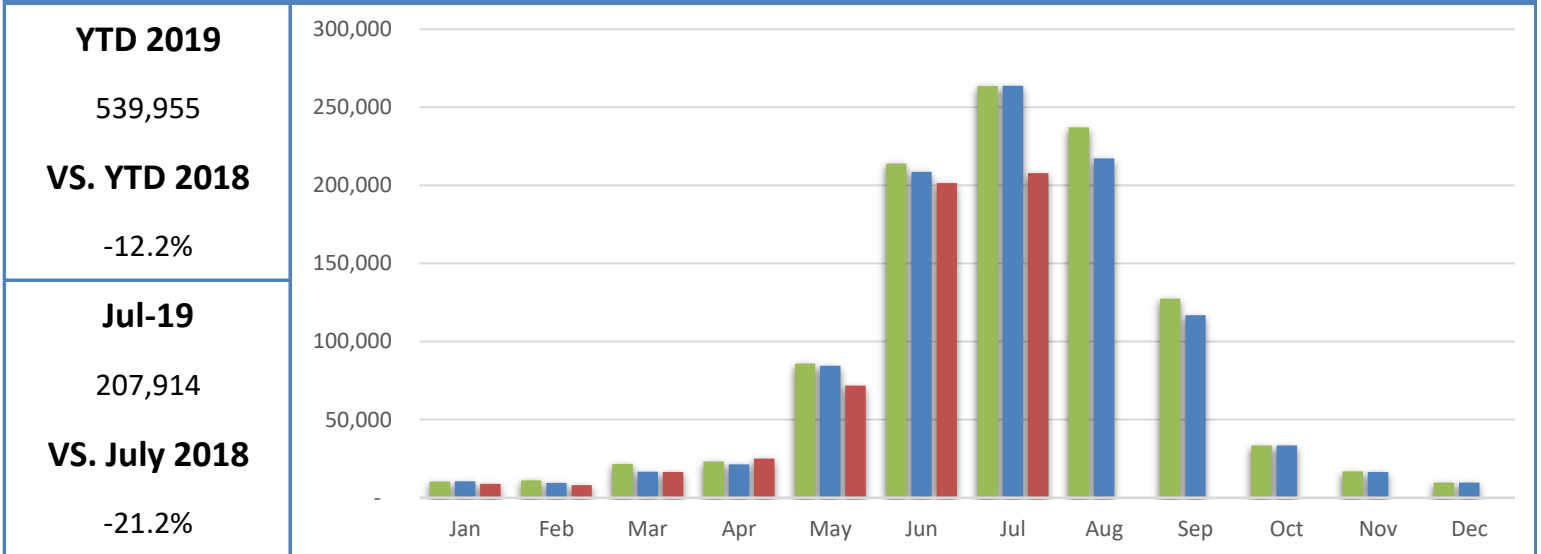
Tourism Dashboard January 2019 - July 2019

2017

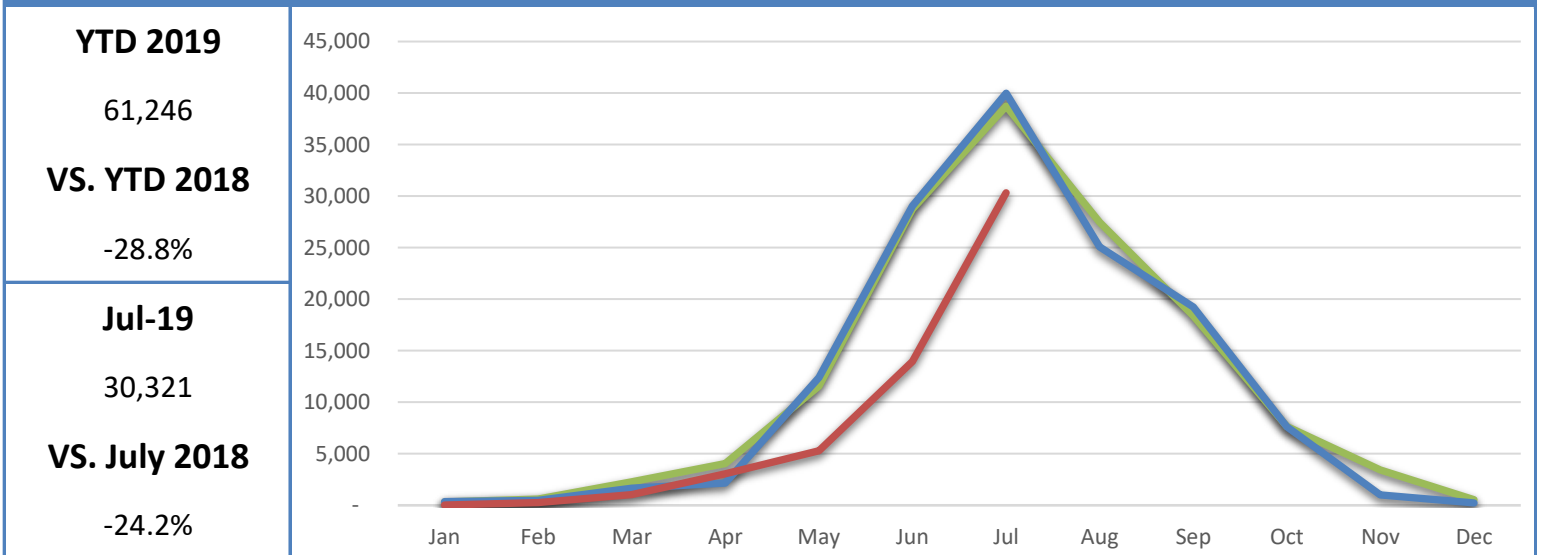
2018

2019

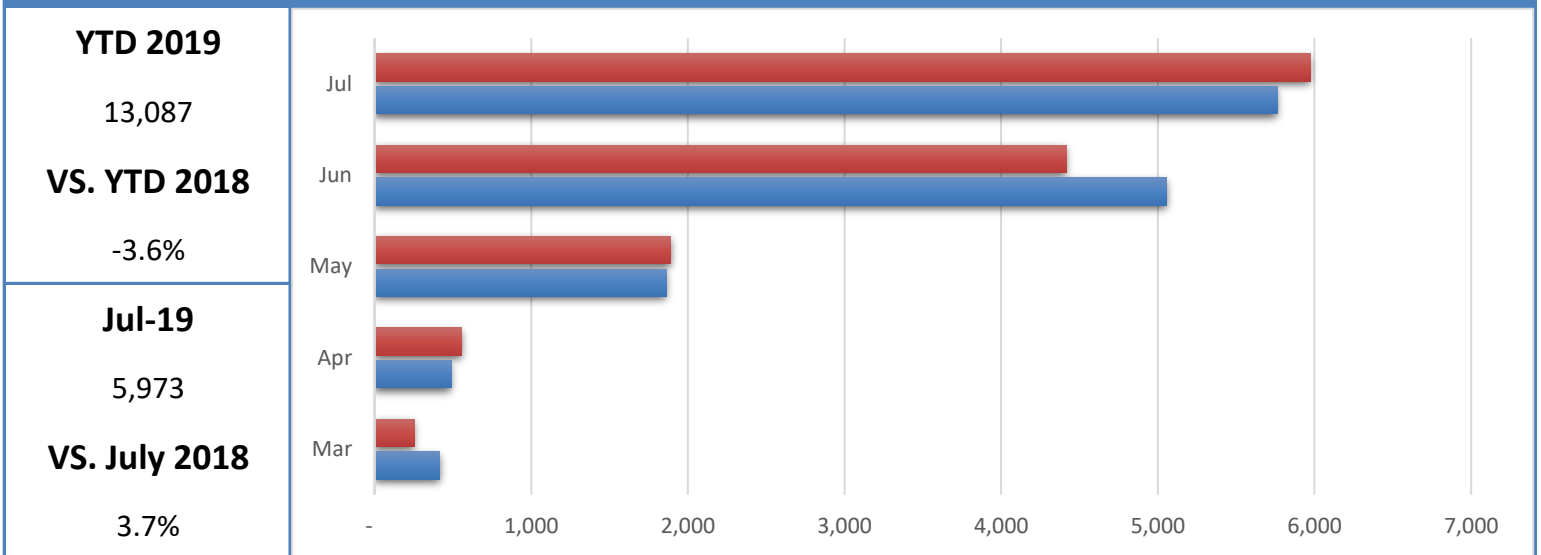
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

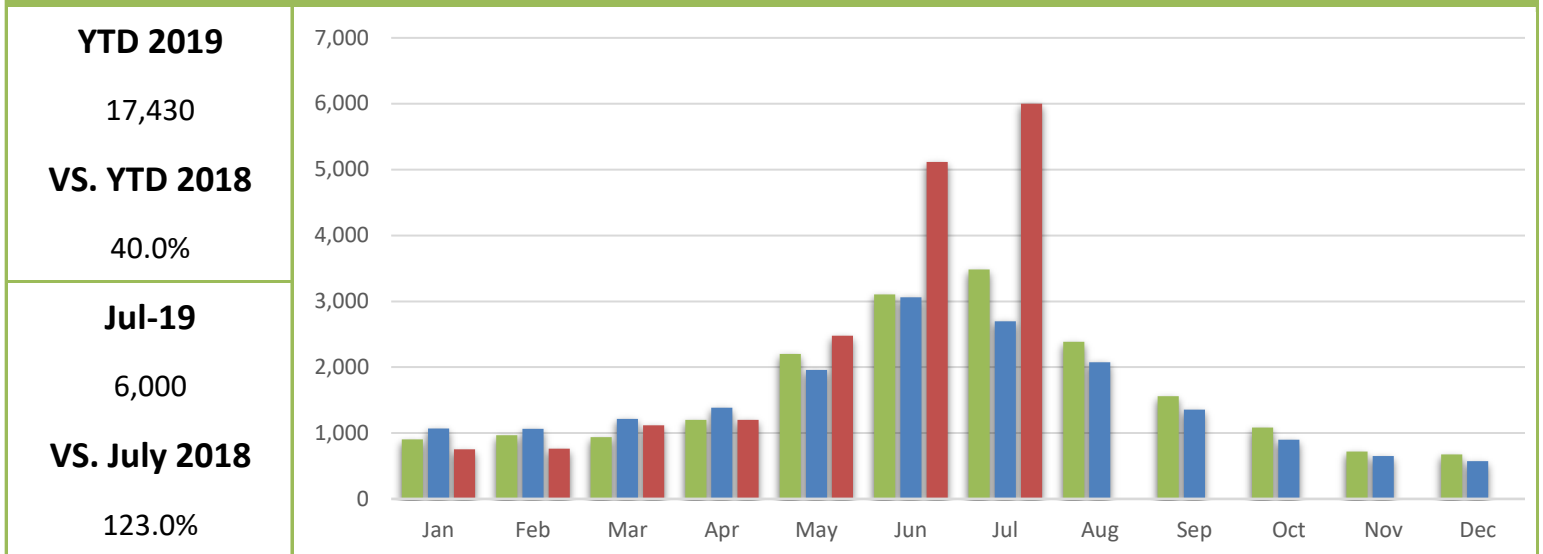


Wall-Badlands Area Chamber of Commerce

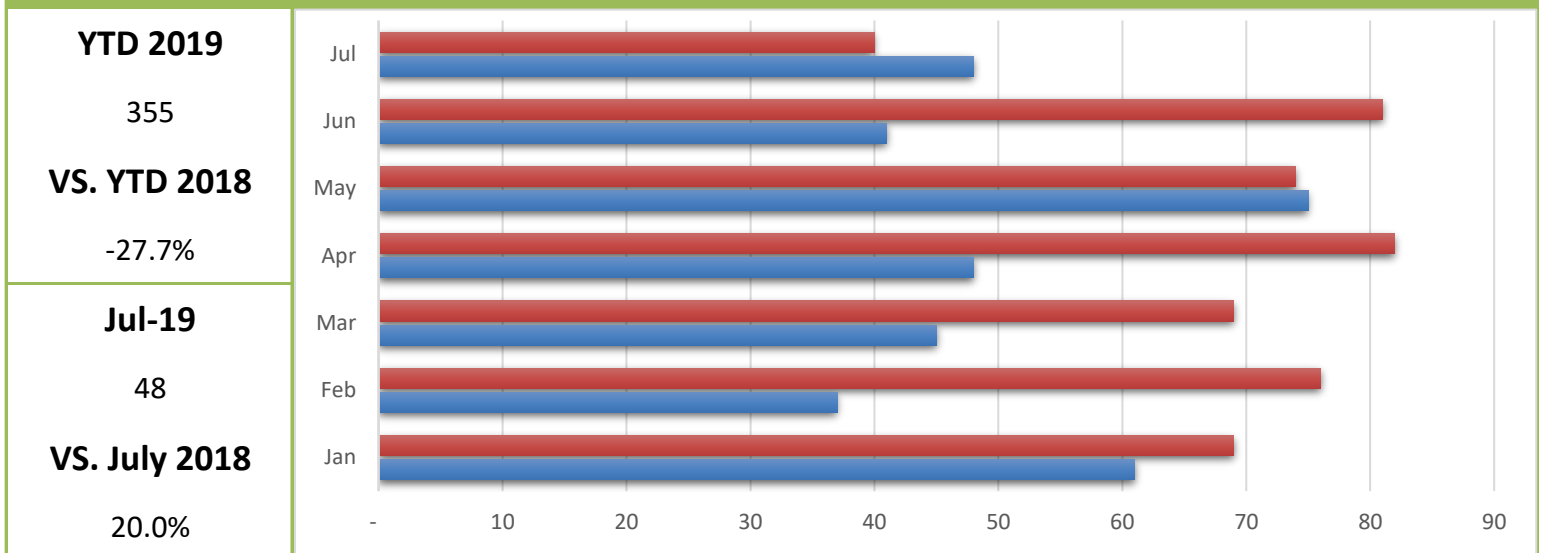
Tourism Dashboard January 2019 - July 2019



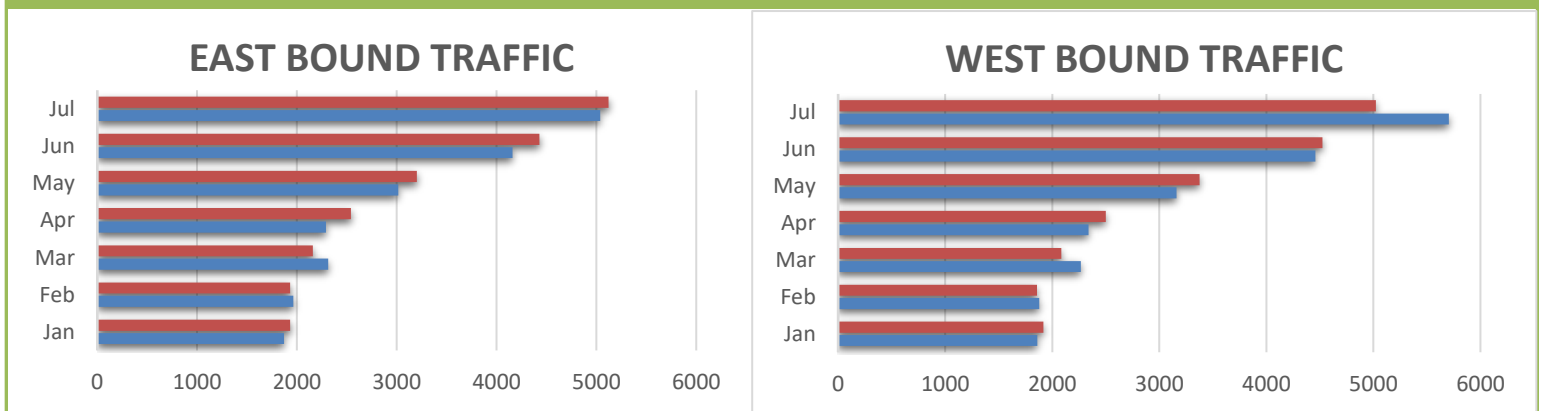
Wall-Badlands.com Sessions



Visitor Information Requests



I-90 Traffic



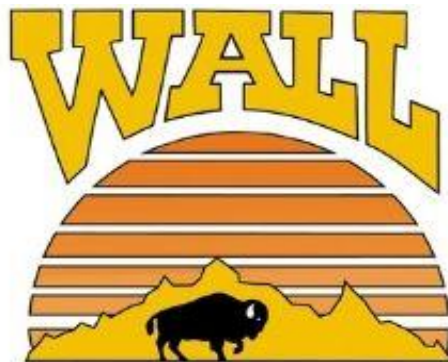
Jul-19	5,121	Jul-19	5,022
VS. July 2018	1.6%	VS. July 2018	-12.0%

Wall-Badlands Area Chamber of Commerce

Tourism Dashboard January 2019 - July 2019

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

501 Main St. Wall, SD 57790

PO Box 527

wallchamber@gwtc.net