

Wall-Badlands Area Chamber of Commerce

Dashboard January 2019 - December 2019

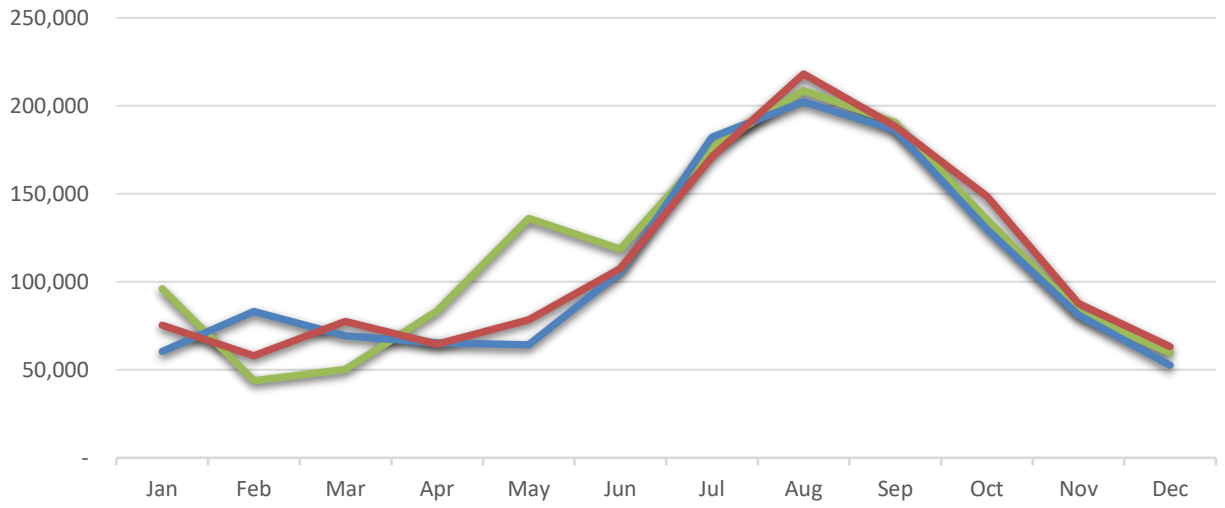
2017

2018

2019

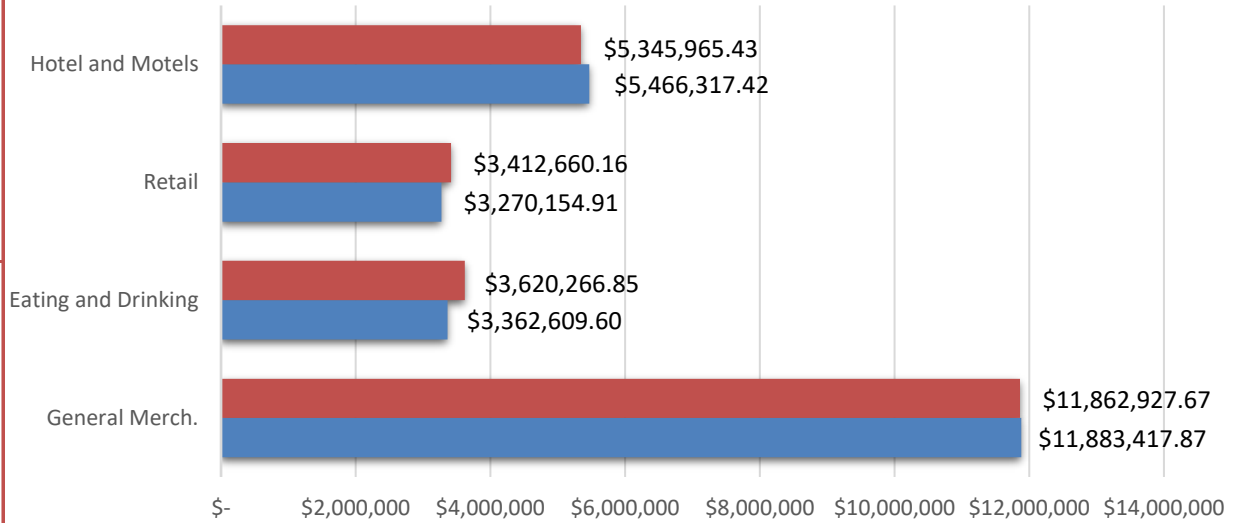
City Sales Tax Revenue

YTD 2019
\$1,338,400.46
VS. YTD 2018
4.4%
Dec-19
\$63,196.00
VS. Dec 2018
20.2%



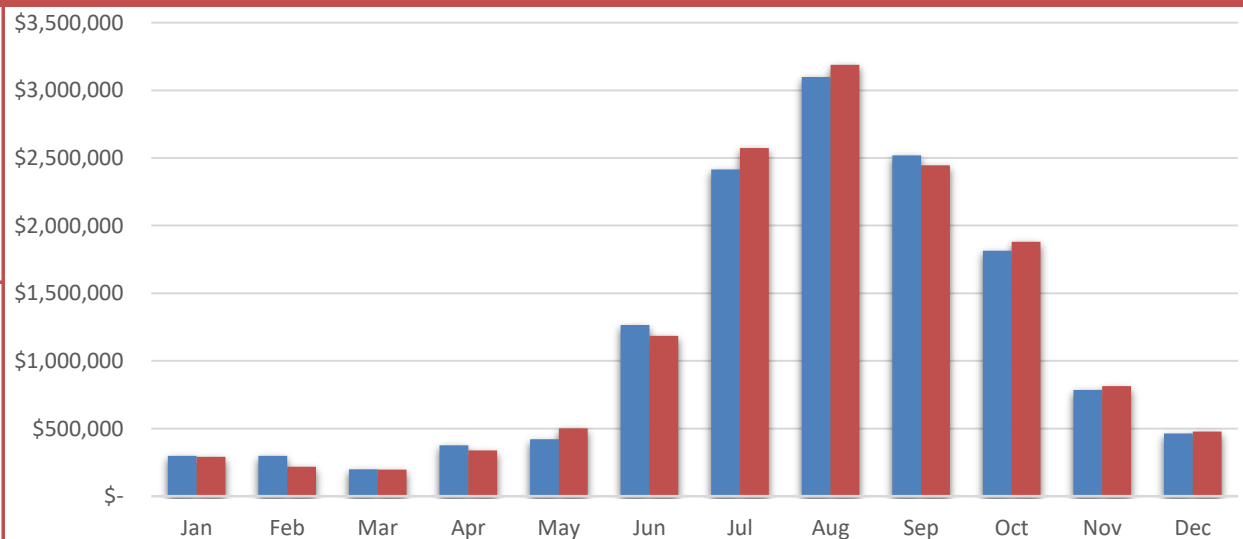
Visitor Spending

YTD 2019
\$24,241,820.11
VS. YTD 2018
1.1%
Dec-19
\$647,461.61
VS. Dec 2018
9.2%



BBB Taxable Sales

YTD 2019
\$14,114,029.90
VS. YTD 2018
1.1%
Dec-19
\$478,381.63
VS. Dec 2018
3.4%

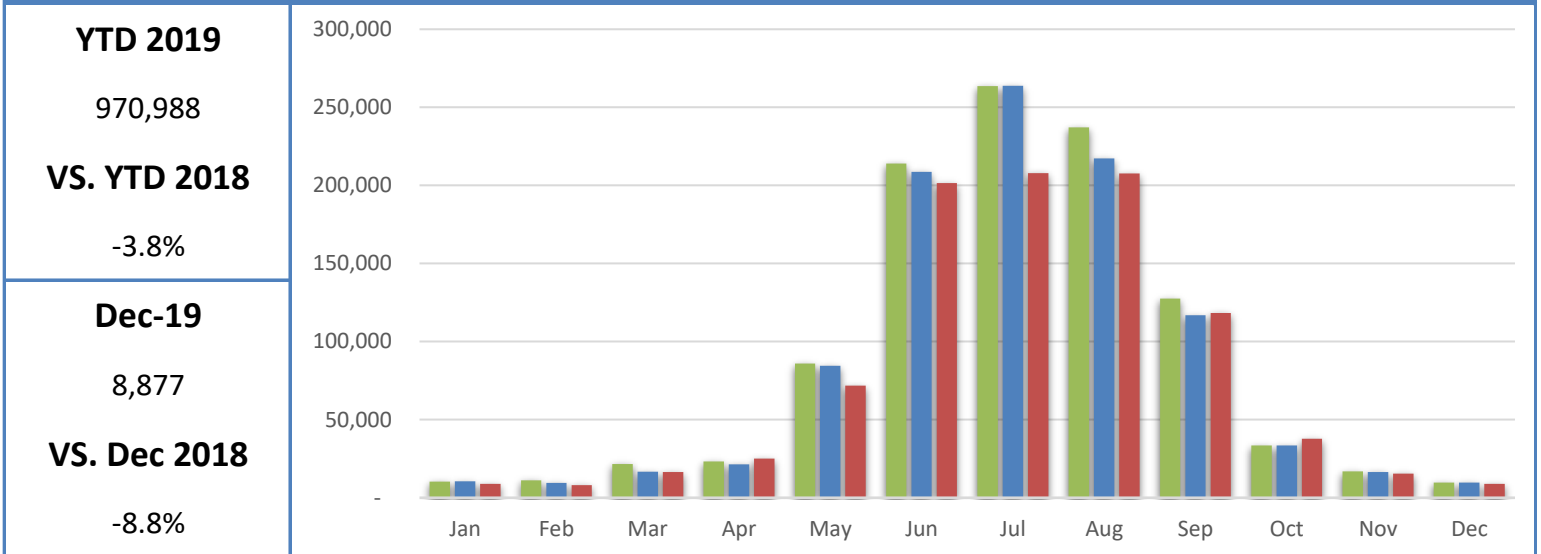


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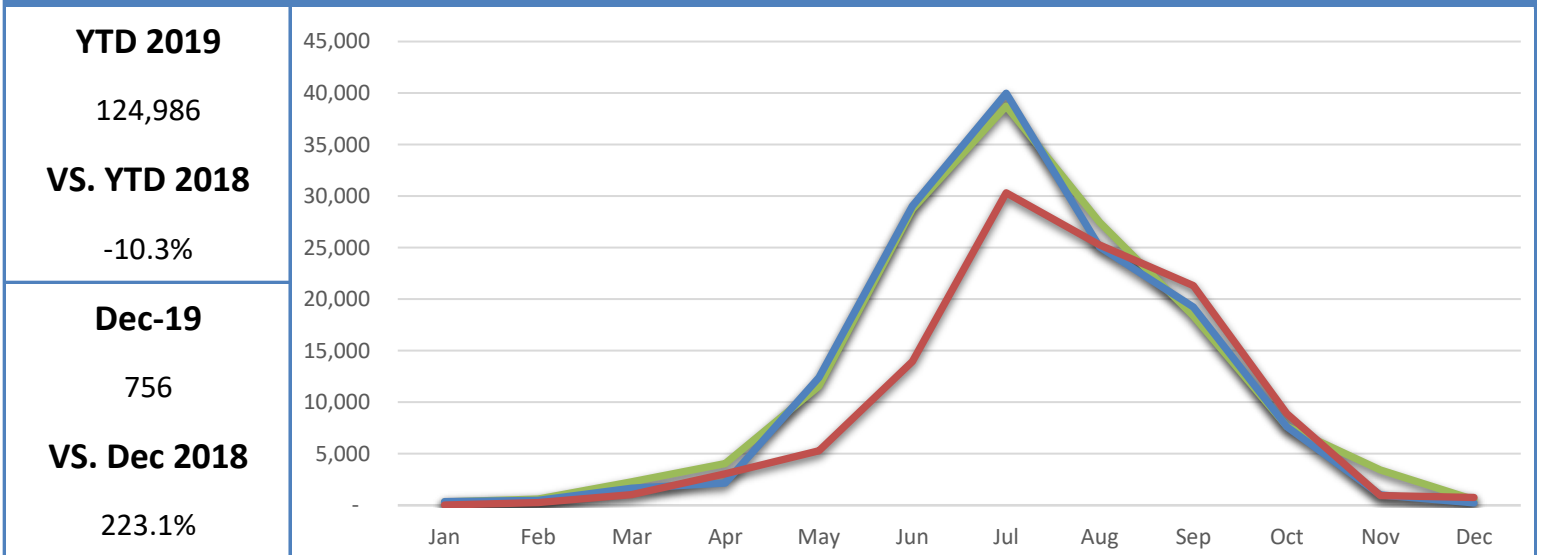
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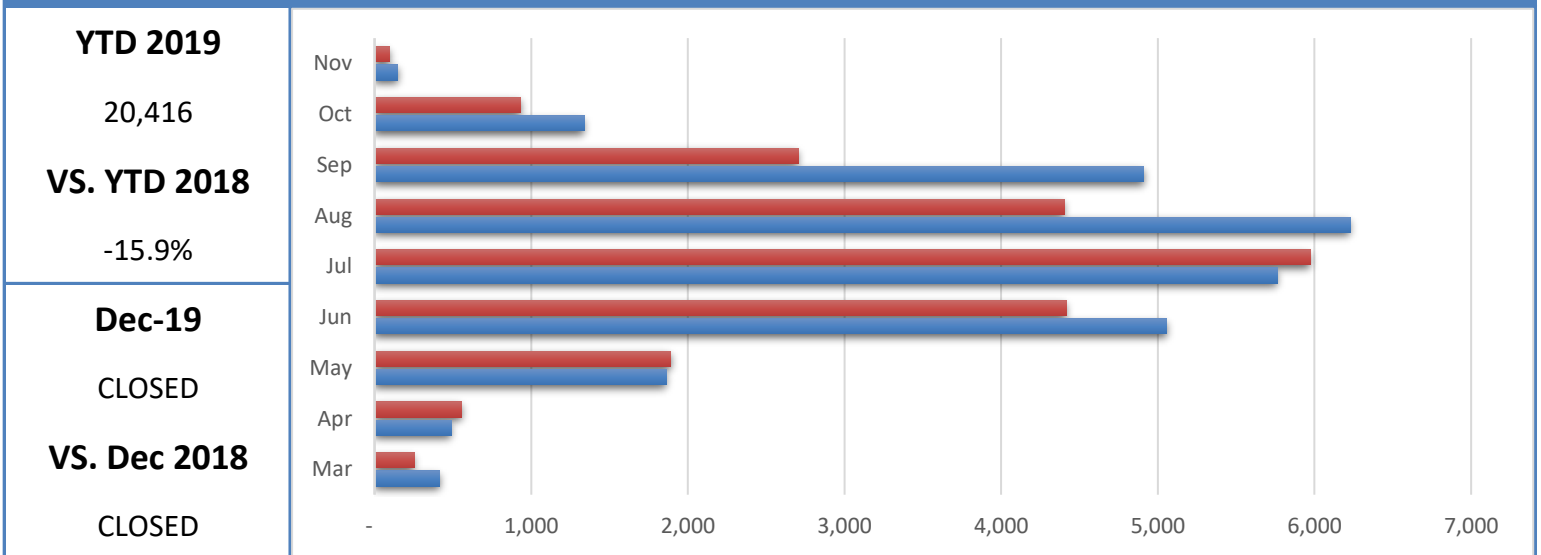
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

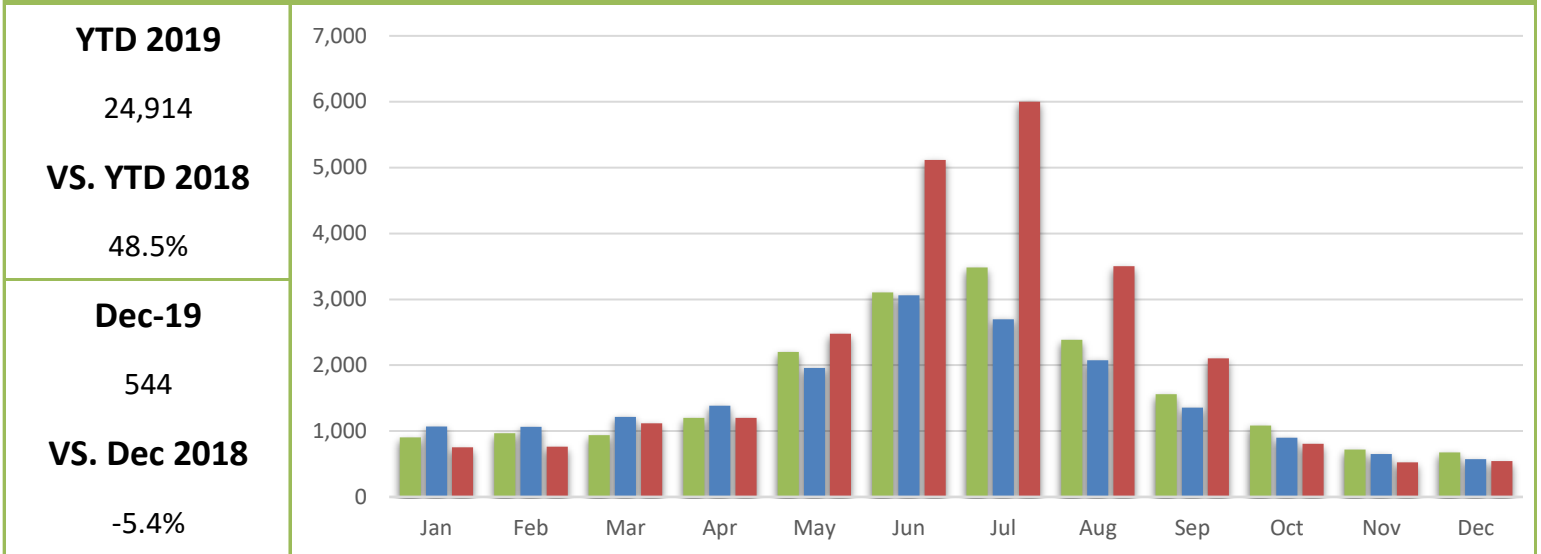


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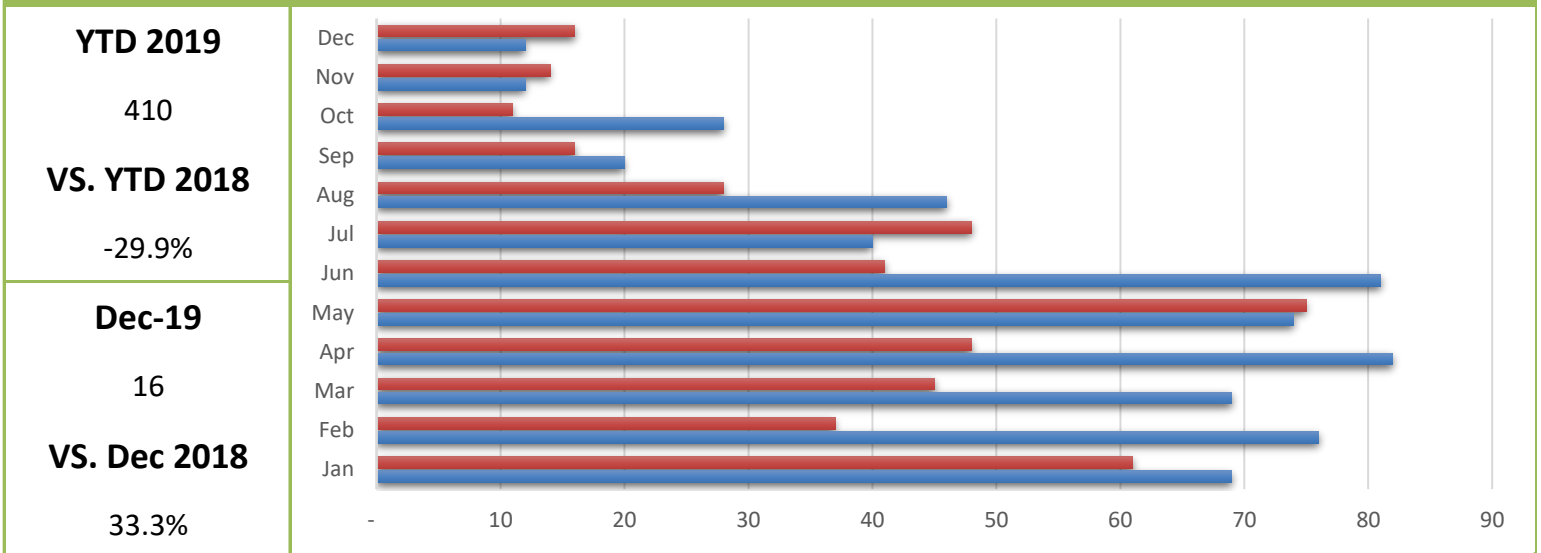
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Wall-Badlands.com Sessions

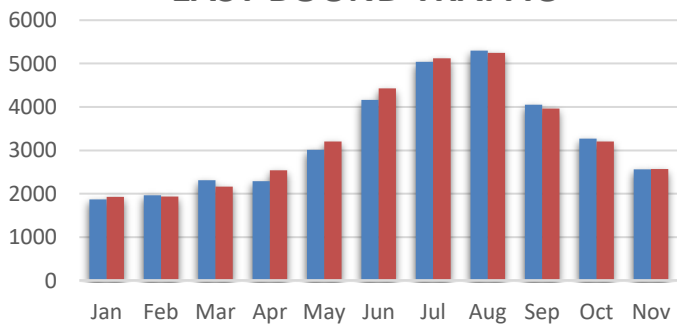


Visitor Information Requests

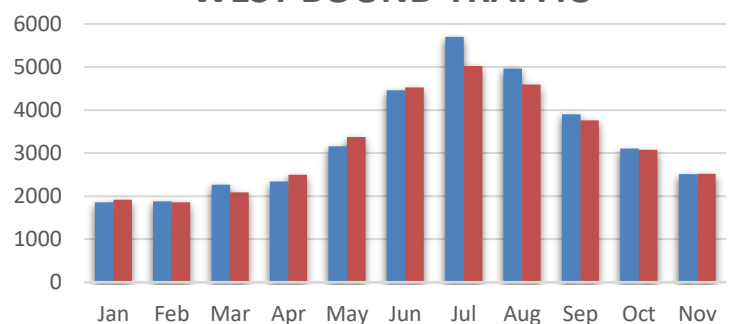


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Dec-19 2,153

VS. Dec 2018 7.5%

Dec-19 2,160

VS. Dec 2018 3.5%

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Report Definitions:

-YTD: Year-To-Date

-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.

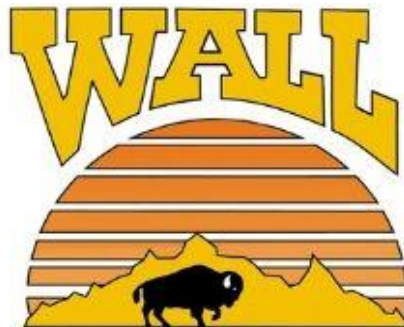
-Recreational Visits: The total number of visitors through government attractions.

-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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