

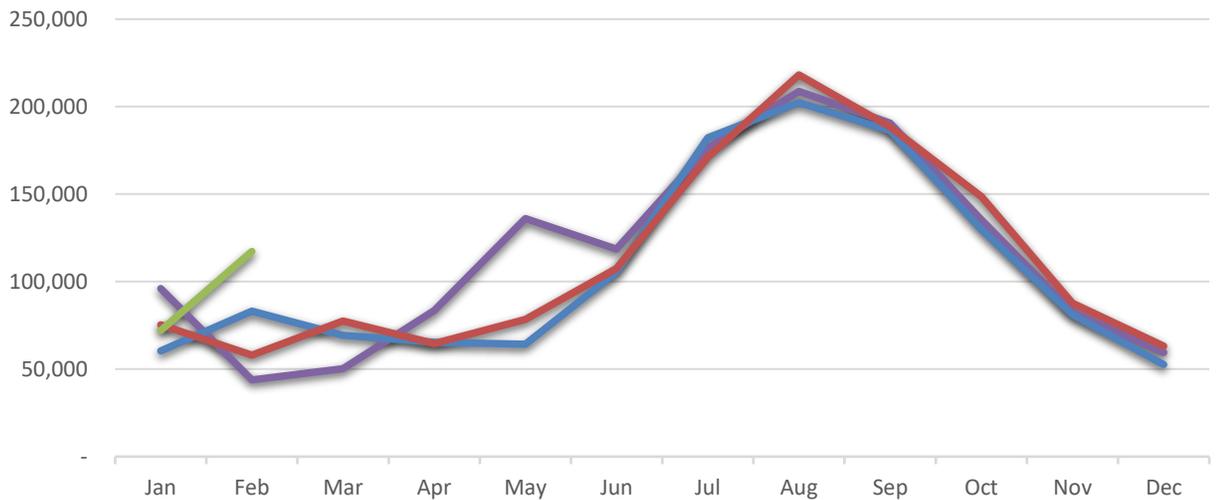
Wall-Badlands Area Chamber of Commerce

Dashboard January-February 2020



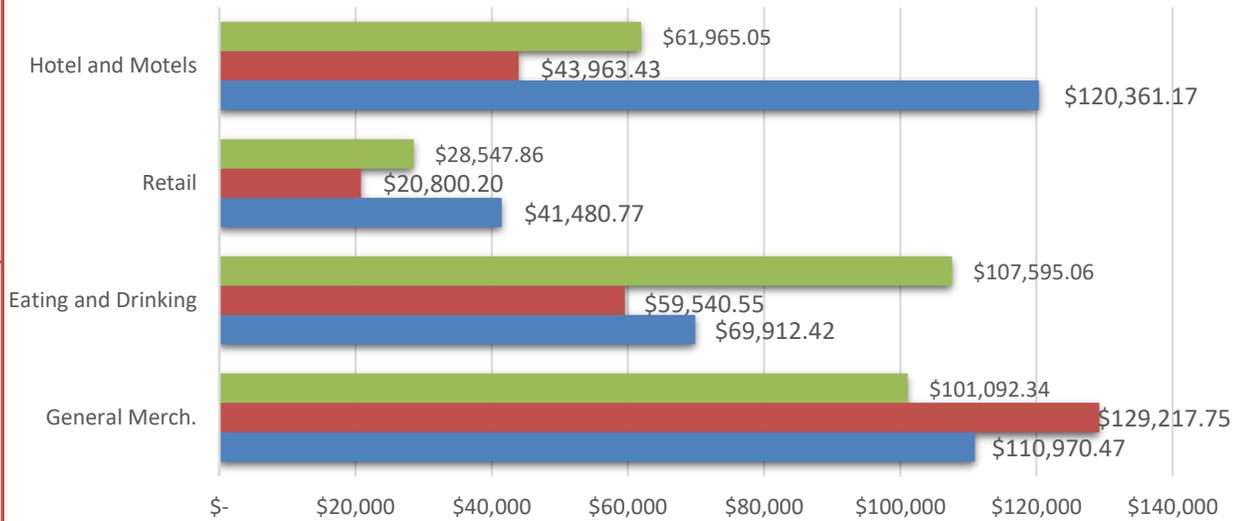
City Sales Tax Revenue

YTD 2020
\$189,309.44
VS. YTD 2019
42.1%
Feb-20
\$117,245.42
VS. Feb 2019
102.2%



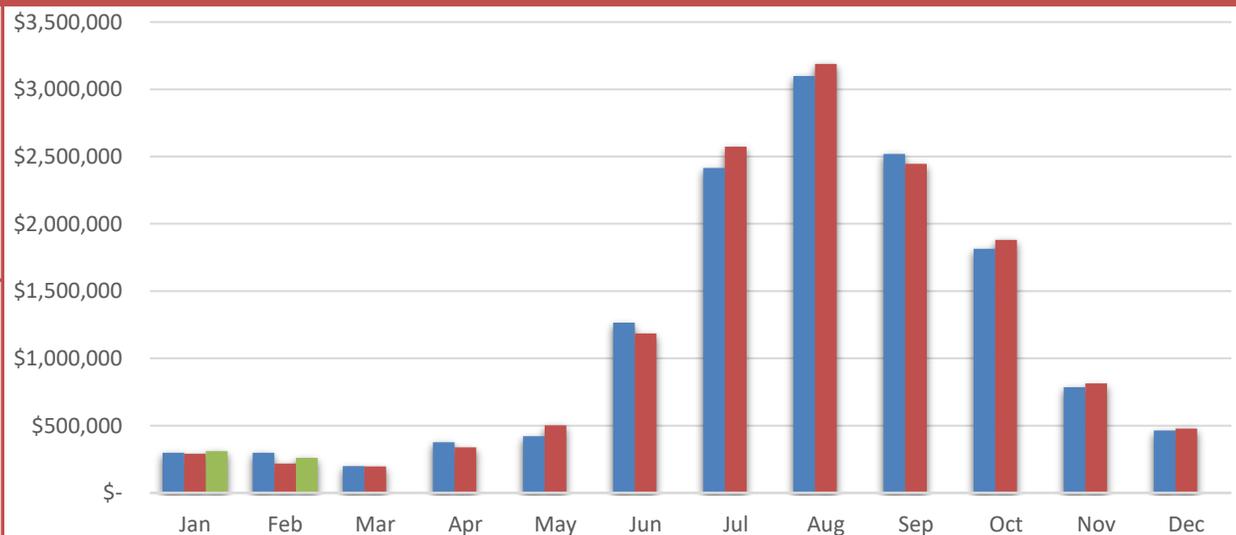
Visitor Spending

YTD 2020
\$757,708.29
VS. YTD 2019
15.6%
Feb-20
\$299,200.31
VS. Feb 2019
18.0%



BBB Taxable Sales

YTD 2020
\$571,827.73
VS. YTD 2019
12.2%
Feb-20
\$260,775.46
VS. Feb 2019
19.3%



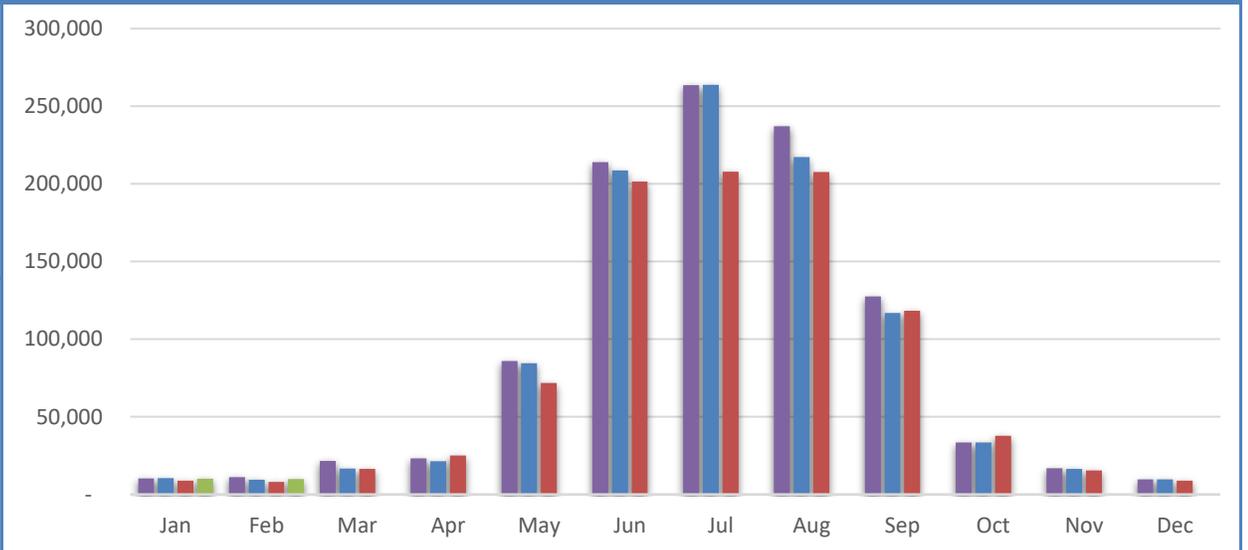
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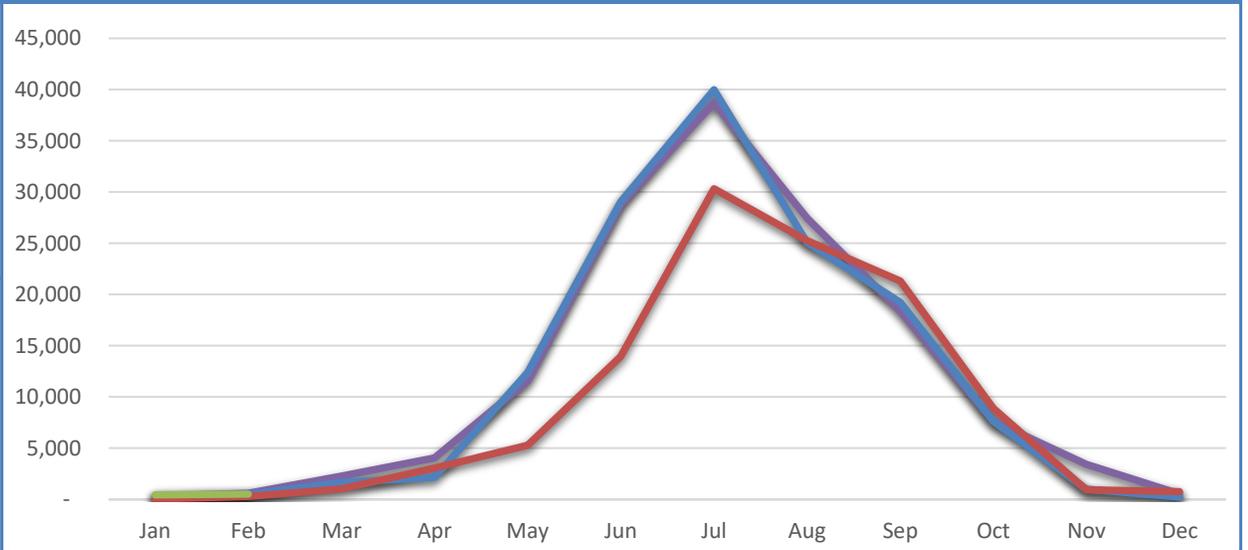
Badlands National Park Recreational Visitation

YTD 2020
20,124
VS. YTD 2019
18.1%
Feb-20
9,979
VS. Feb 2019
23.8%



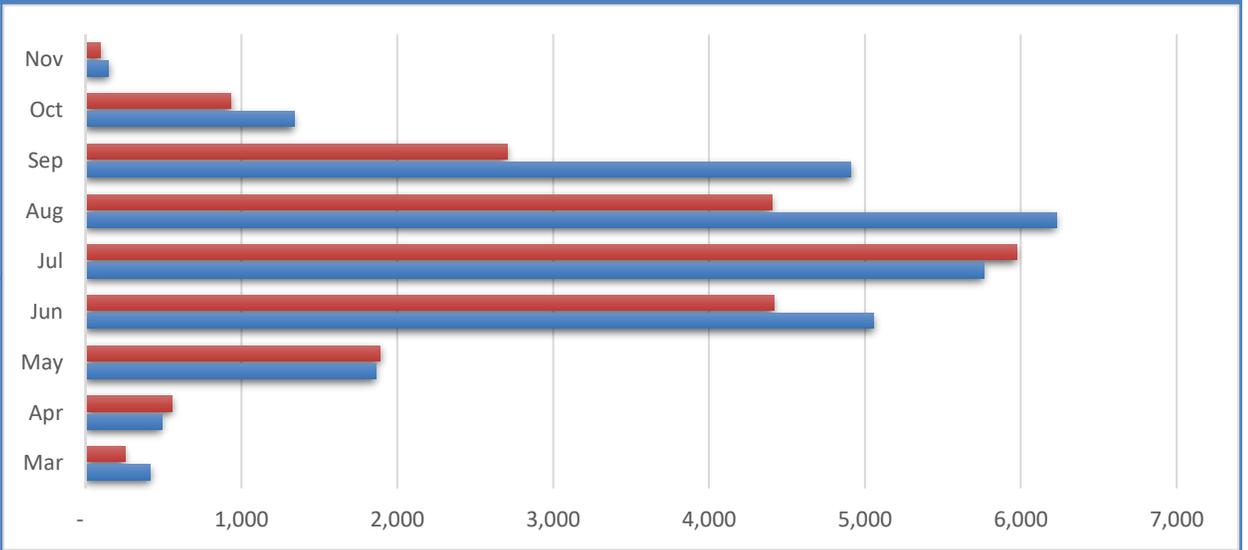
Minuteman Missile National Historic Site Recreational Visitation

YTD 2020
970
VS. YTD 2019
193.1%
Feb-20
524
VS. Feb 2019
75.3%



National Grasslands Visitor Center Recreational Visitation

YTD 2020
CLOSED
VS. YTD 2019
CLOSED
Feb-20
CLOSED
VS. Feb 2019
CLOSED

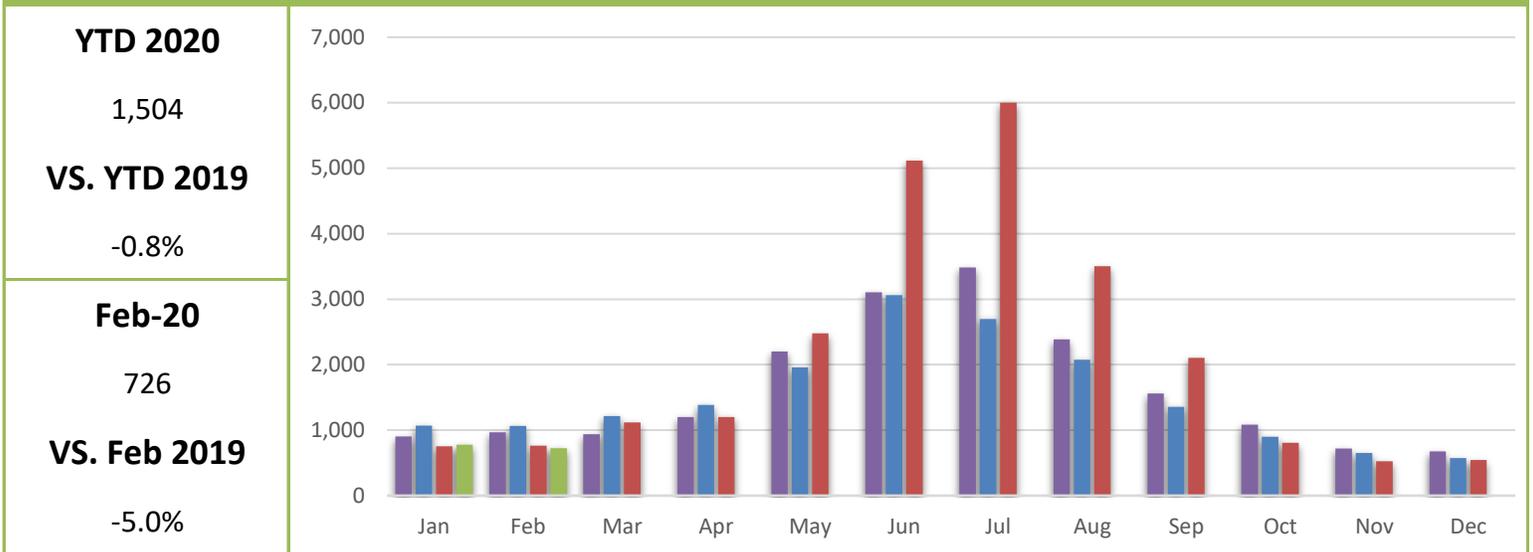


Wall-Badlands Area Chamber of Commerce

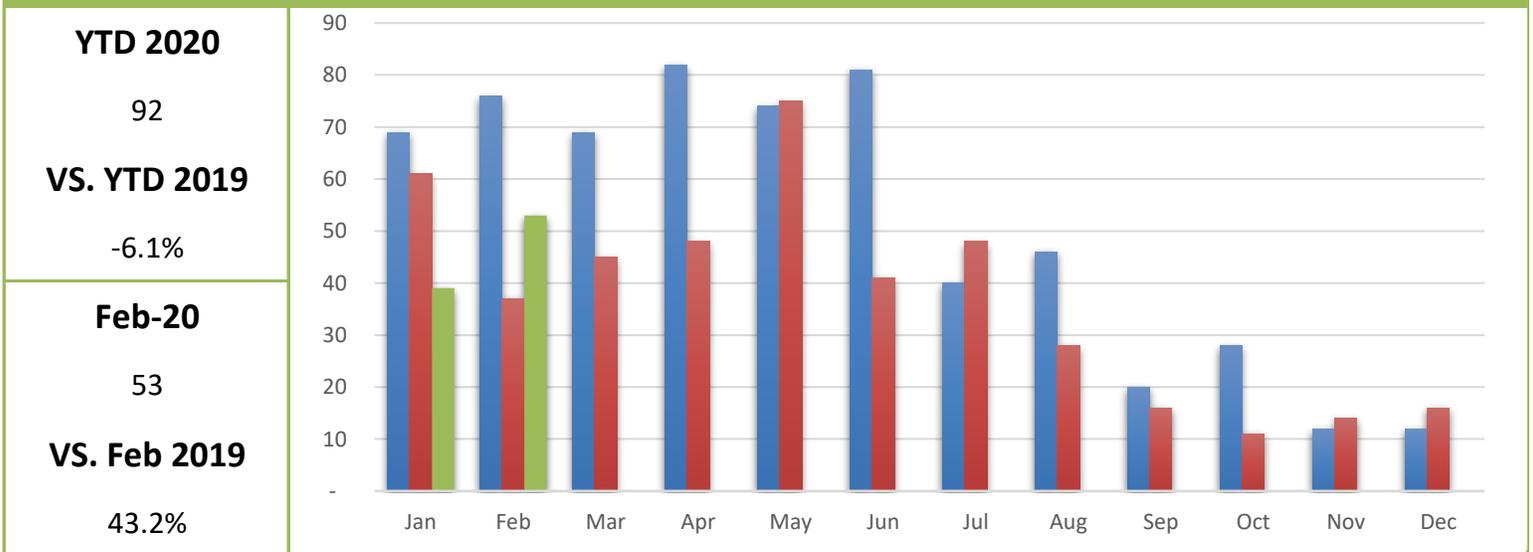
Dashboard January-February 2020



Wall-Badlands.com Sessions

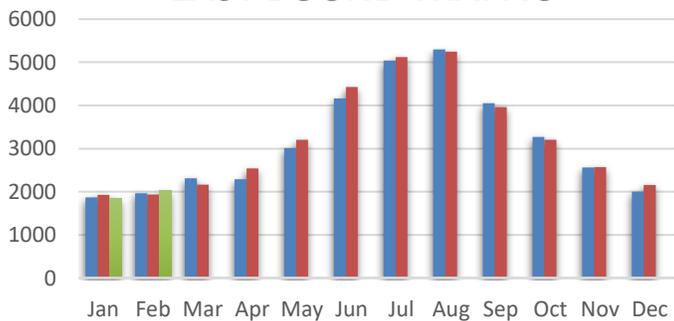


Visitor Information Requests



I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Feb-20 2,023

VS. Feb 2019 4.7%

Feb-20 1,971

VS. Feb 2019 6.1%

Wall-Badlands Area Chamber of Commerce

Dashboard January-February 2020

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.

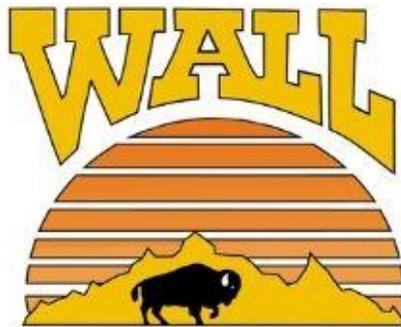
-Recreational Visits: The total number of visitors through government attractions.

-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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