

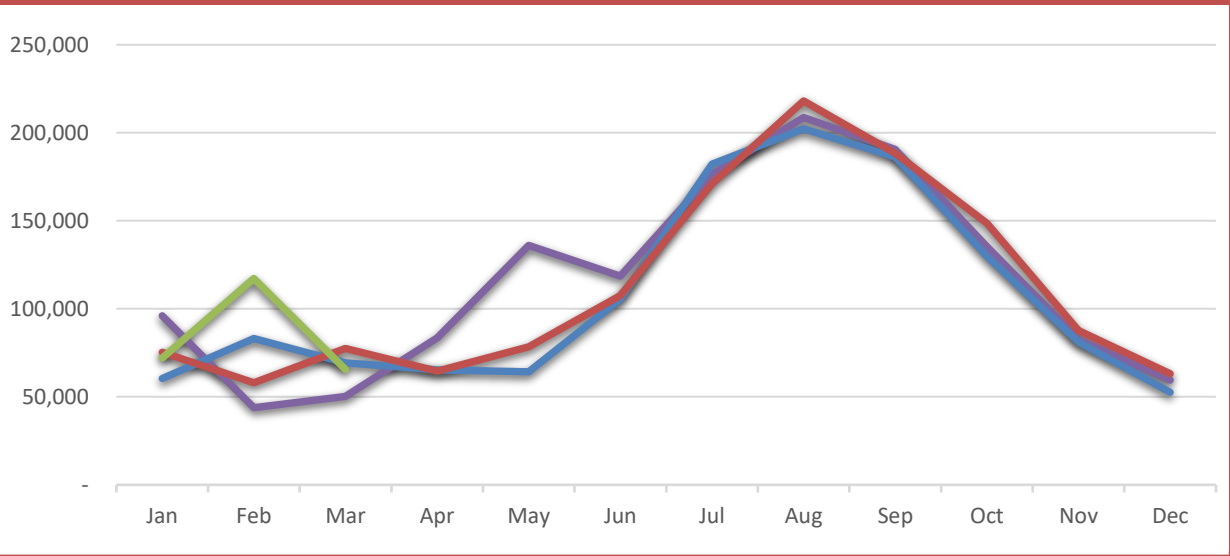
Wall-Badlands Area Chamber of Commerce

Dashboard January-March 2020



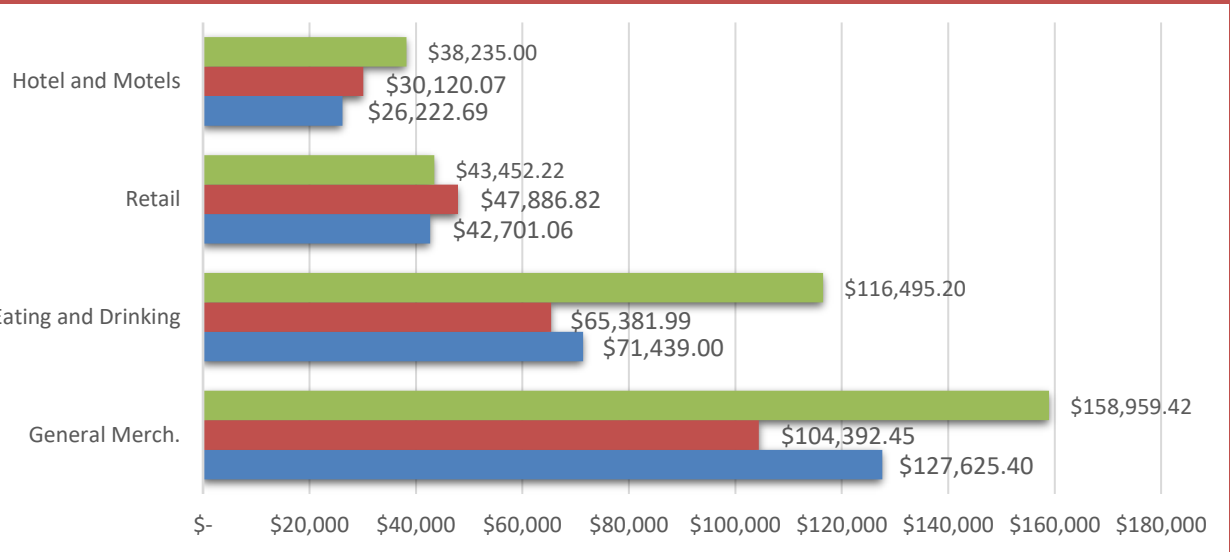
City Sales Tax Revenue

YTD 2020
\$254,855.27
VS. YTD 2019
20.9%
Mar-20
\$65,545.83
VS. March 2019
-15.5%



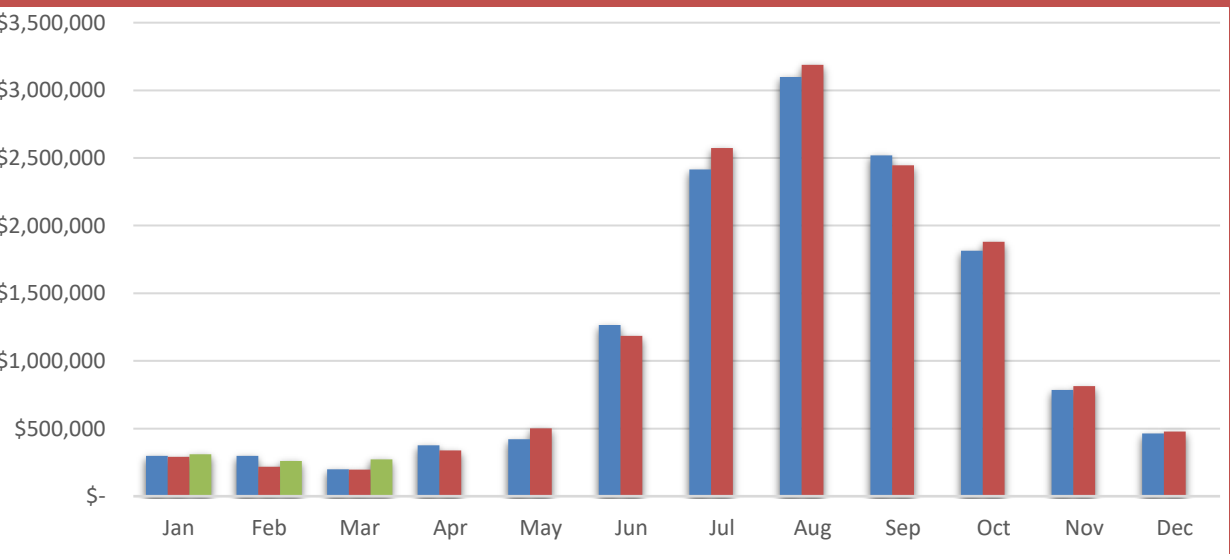
Visitor Spending

YTD 2020
\$1,114,850.13
VS. YTD 2019
23.4%
Mar-20
\$357,141.84
VS. March 2019
44.1%



BBB Taxable Sales

YTD 2020
\$843,169.74
VS. YTD 2019
19.4%
Mar-20
\$271,342.01
VS. March 2019
37.9%



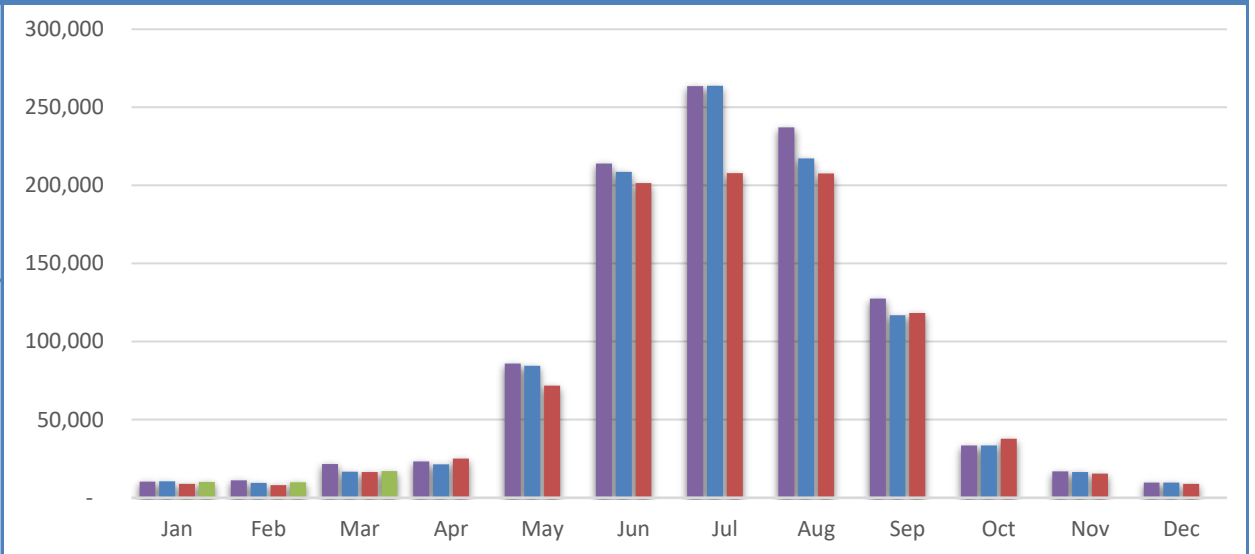
Wall-Badlands Area Chamber of Commerce

Dashboard January-March 2020



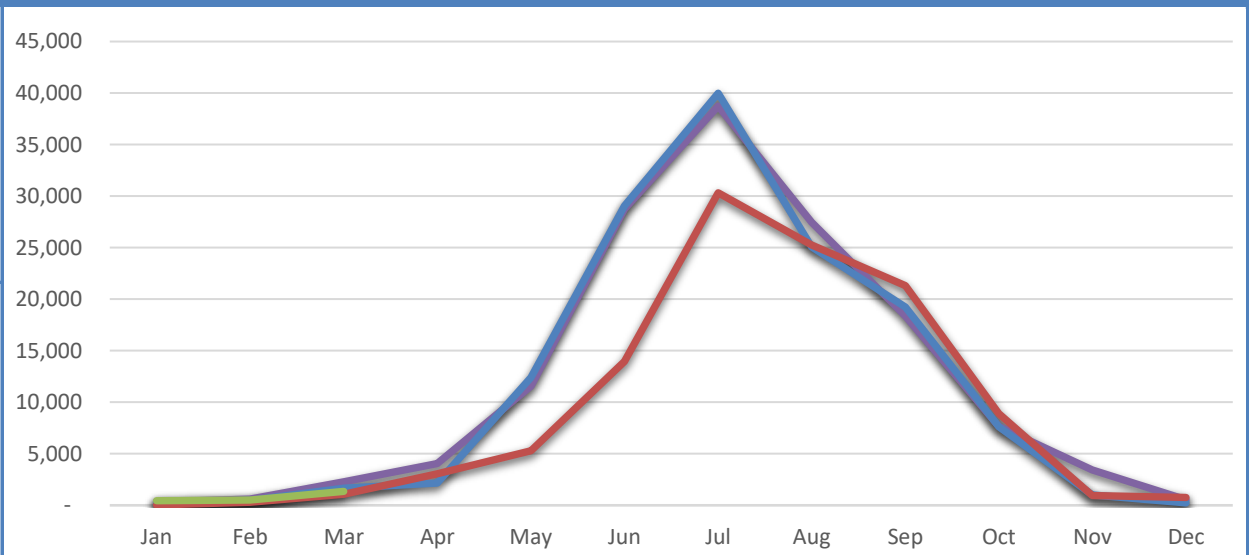
Badlands National Park Recreational Visitation

YTD 2020	37,307
VS. YTD 2019	11.2%
Mar-20	17,183
VS. March 2019	4.0%



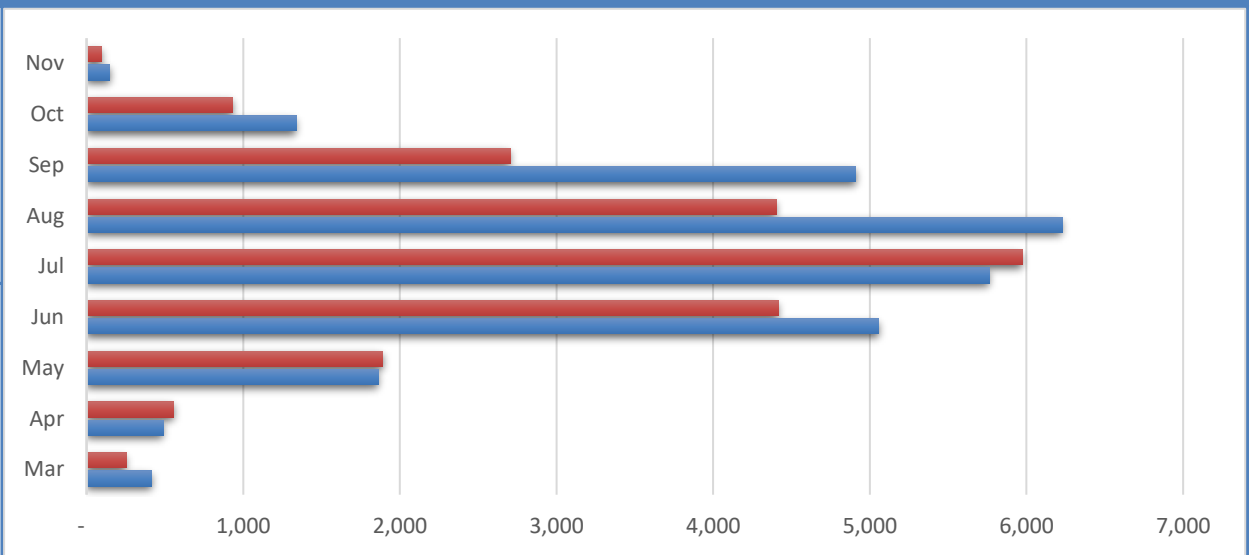
Minuteman Missile National Historic Site Recreational Visitation

YTD 2020	2,323
VS. YTD 2019	66.8%
Mar-20	1,353
VS. March 2019	27.4%



National Grasslands Visitor Center Recreational Visitation

YTD 2020	CLOSED
VS. YTD 2019	CLOSED
Mar-20	CLOSED
VS. March 2019	CLOSED

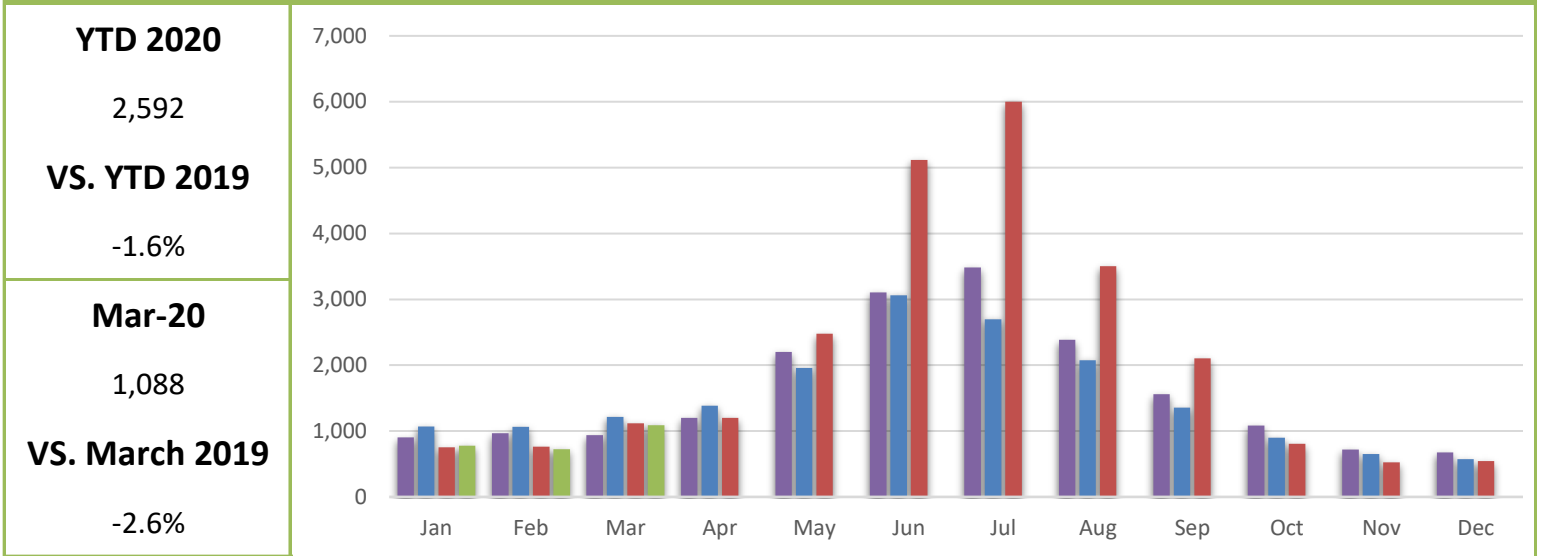


Wall-Badlands Area Chamber of Commerce

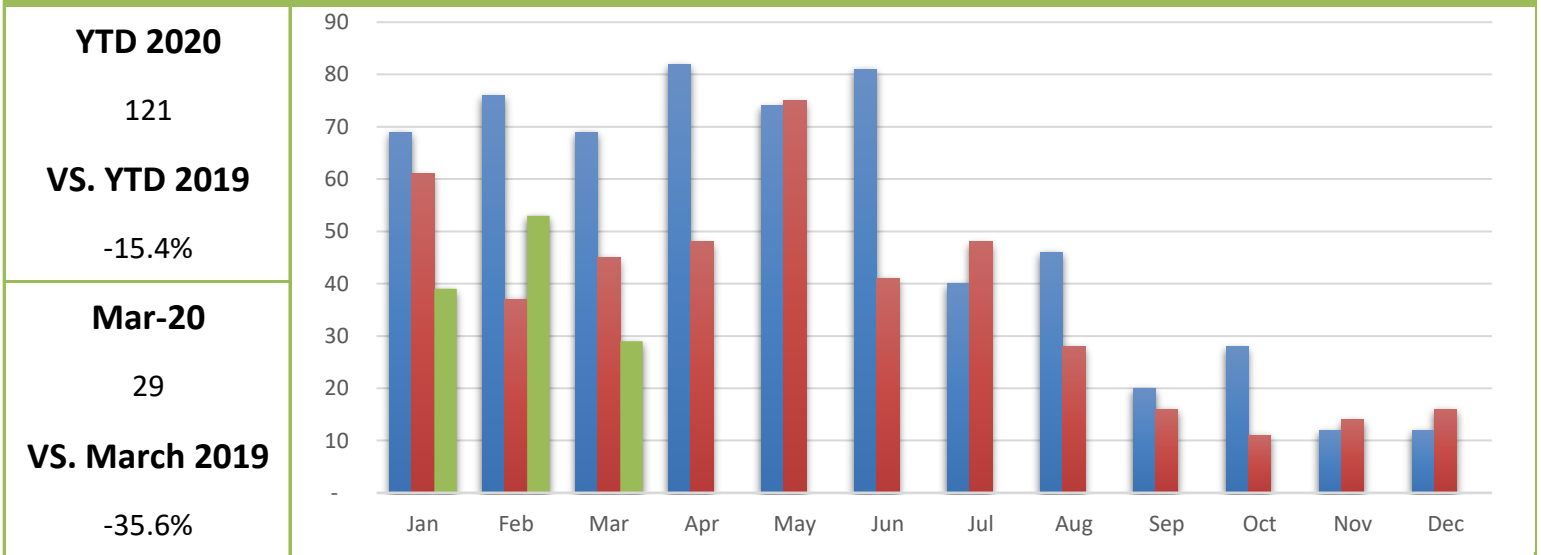
Dashboard January-March 2020



Wall-Badlands.com Sessions

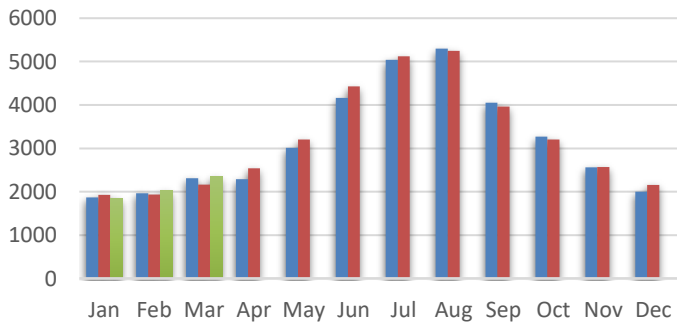


Visitor Information Requests

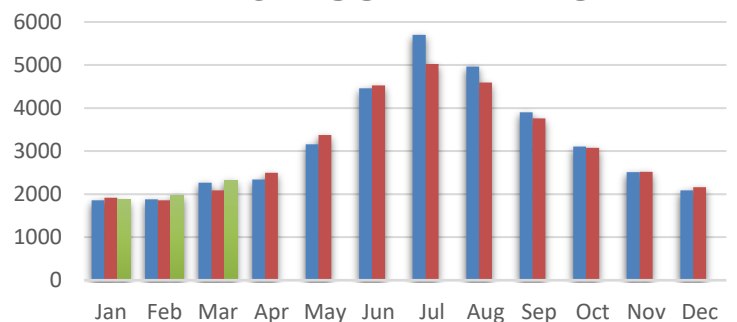


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Mar-20	2,342	Mar-20	2,319
VS. March 2019	8.4%	VS. March 2019	11.3%

Wall-Badlands Area Chamber of Commerce

Dashboard January-March 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.

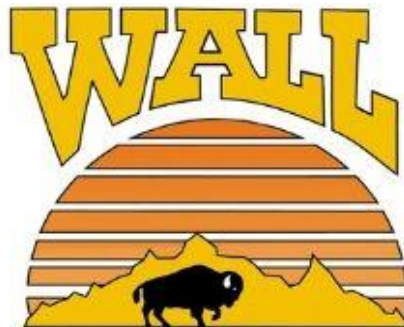
-Recreational Visits: The total number of visitors through government attractions.

-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.



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