

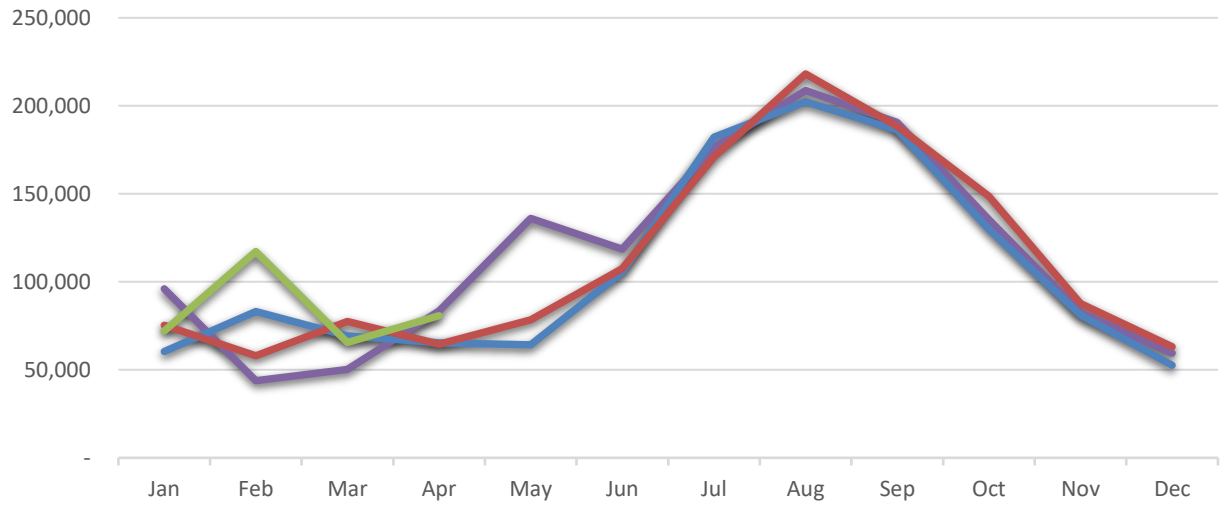
Wall-Badlands Area Chamber of Commerce

Dashboard January-April 2020



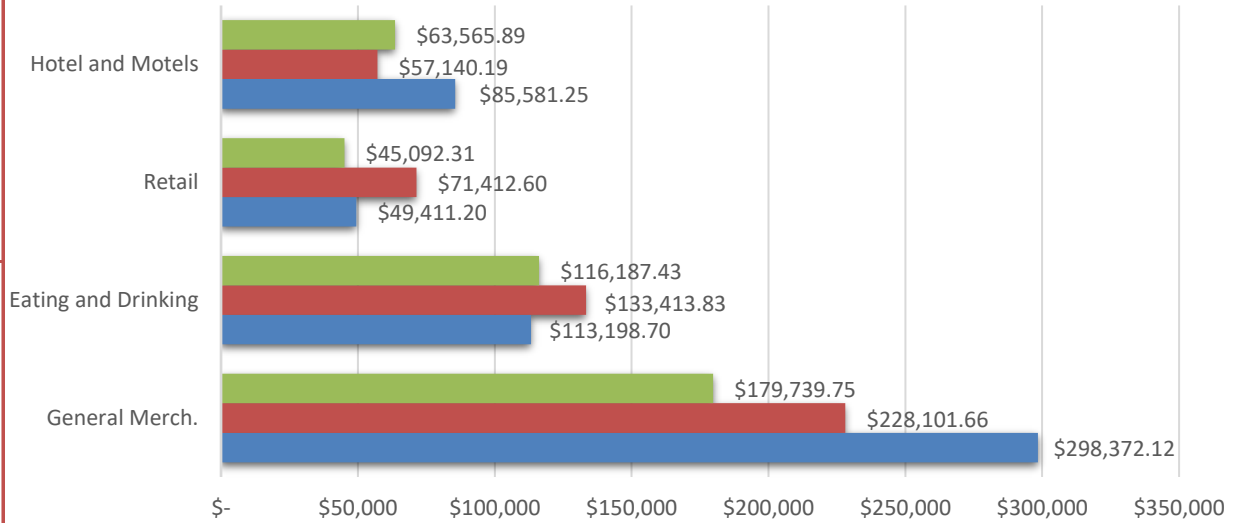
City Sales Tax Revenue

YTD 2020
\$335,640.12
VS. YTD 2019
21.9%
Apr-20
\$80,784.85
VS. April 2019
25.2%



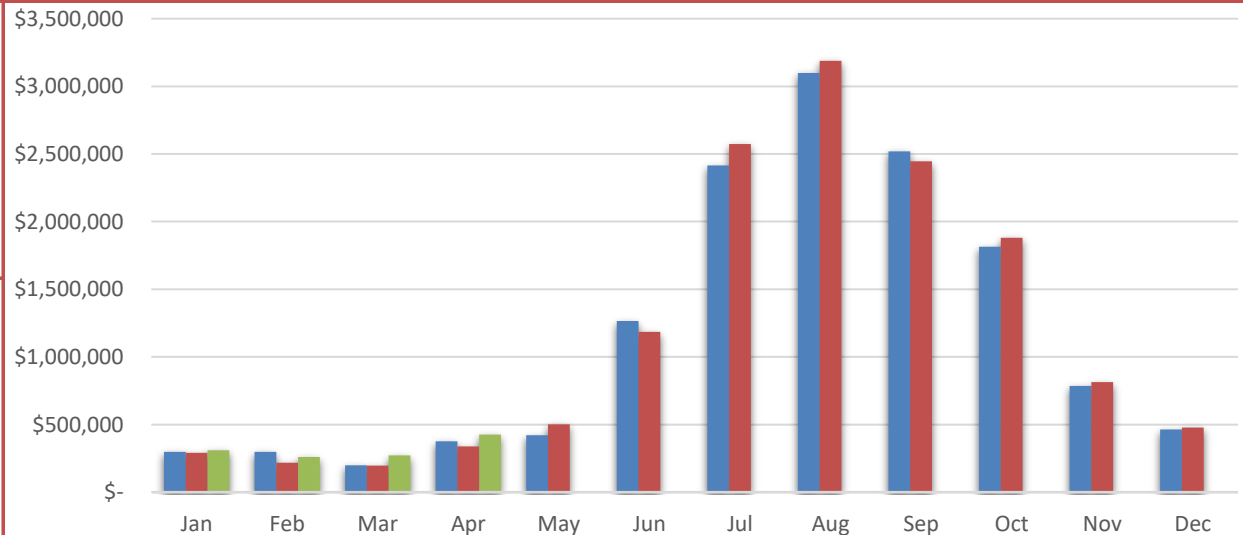
Visitor Spending

YTD 2020
\$1,519,435.51
VS. YTD 2019
9.1%
Apr-20
\$404,585.38
VS. April 2019
-17.4%



BBB Taxable Sales

YTD 2020
\$1,268,617.54
VS. YTD 2019
21.4%
Apr-20
\$425,447.80
VS. April 2019
25.7%



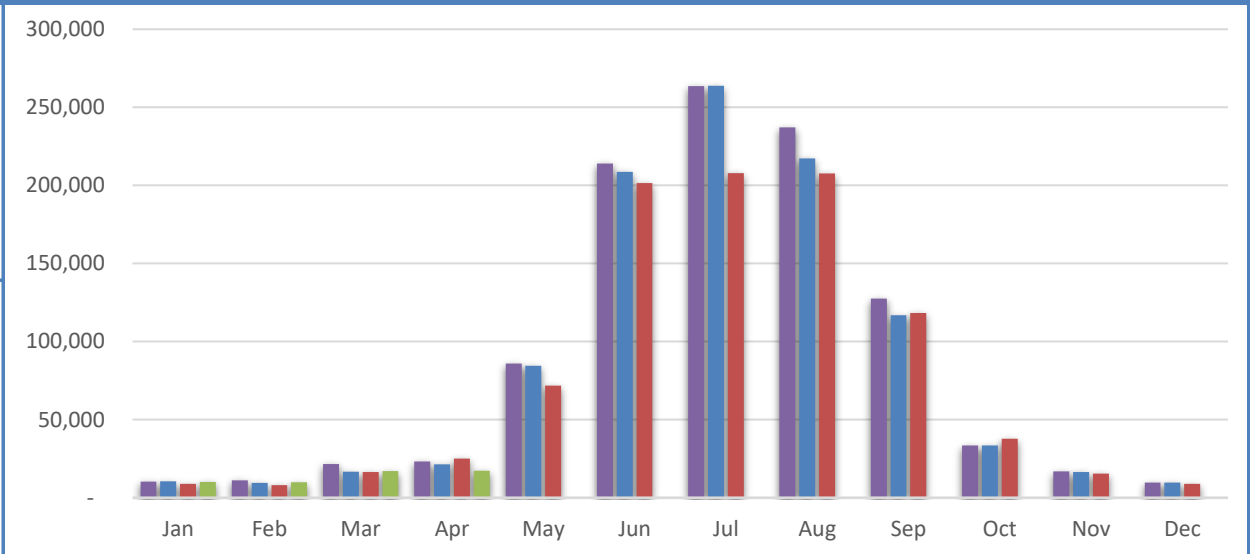
Wall-Badlands Area Chamber of Commerce

Dashboard January-April 2020



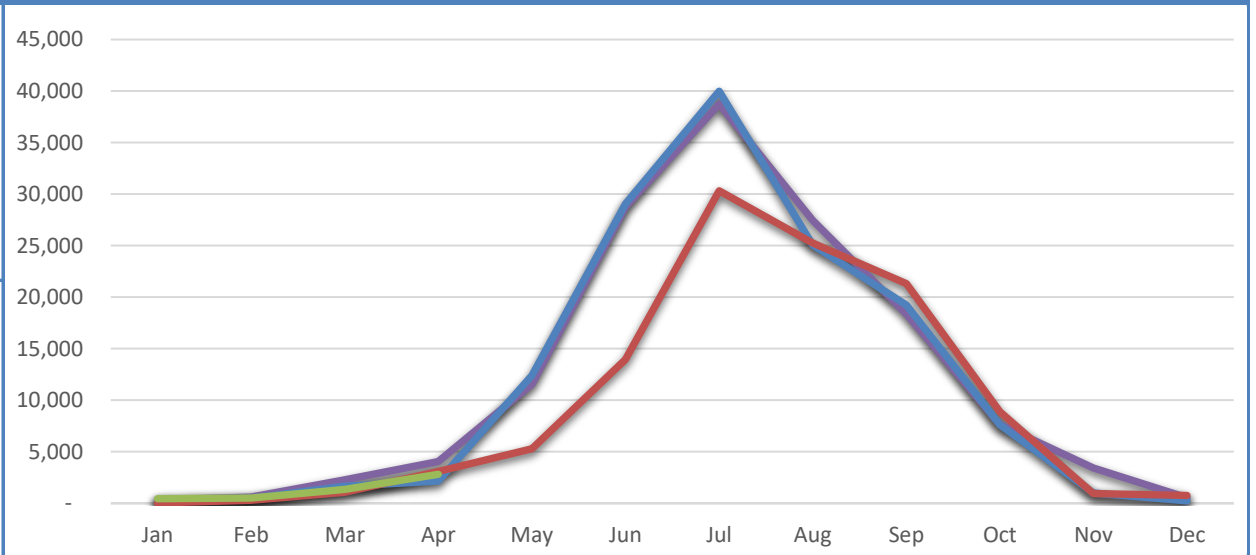
Badlands National Park Recreational Visitation

YTD 2020	54,597
VS. YTD 2019	-6.9%
Apr-20	17,290
VS. April 2019	-31.1%



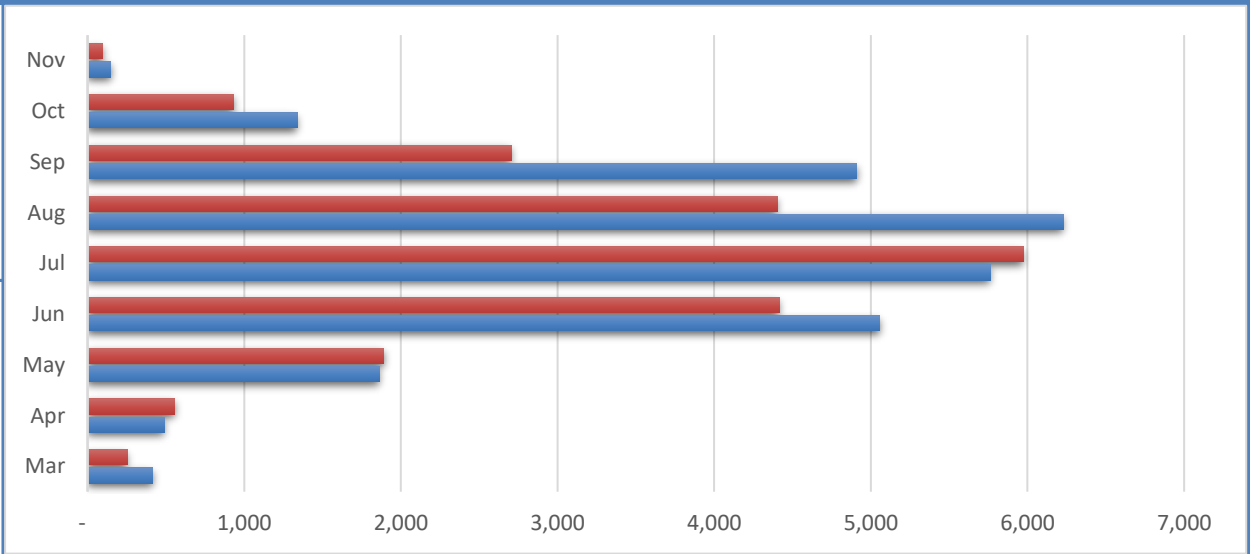
Minuteman Missile National Historic Site Recreational Visitation

YTD 2020	5,141
VS. YTD 2019	14.8%
Apr-20	2,818
VS. April 2019	-8.6%



National Grasslands Visitor Center Recreational Visitation

YTD 2020	CLOSED
VS. YTD 2019	CLOSED
Apr-20	CLOSED
VS. April 2019	CLOSED

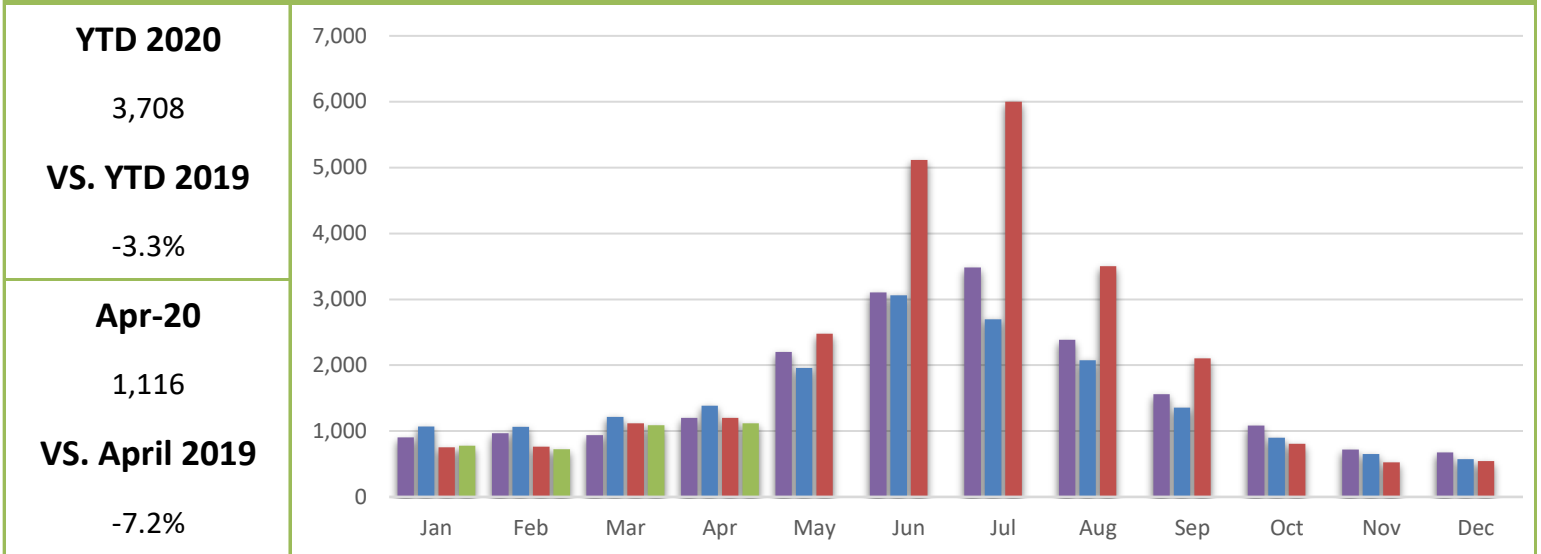


Wall-Badlands Area Chamber of Commerce

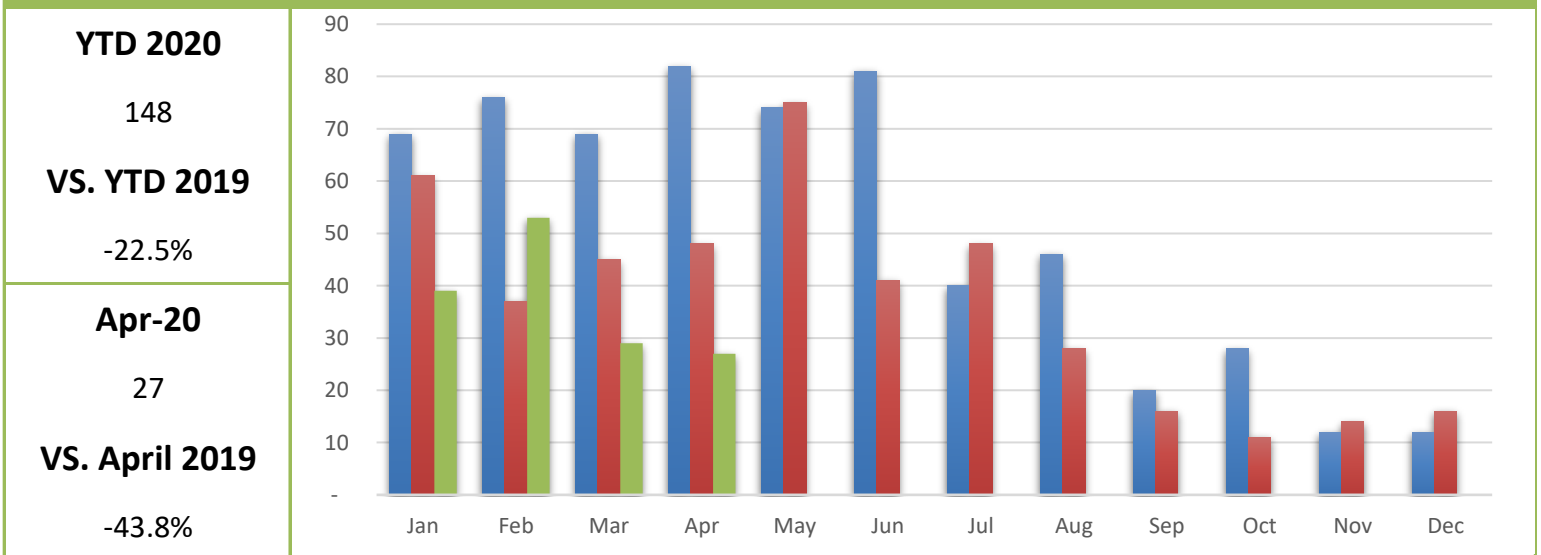
Dashboard January-April 2020



Wall-Badlands.com Sessions

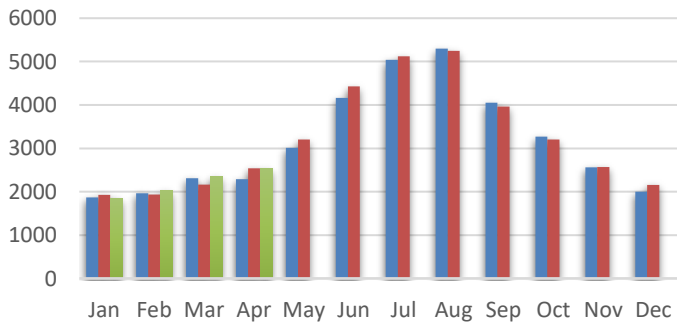


Visitor Information Requests

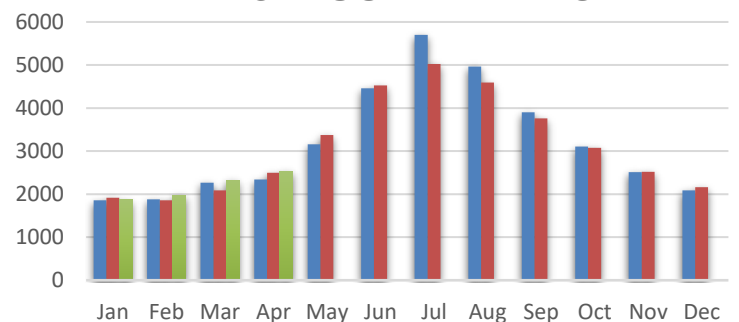


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Apr-20 2,535 VS. April 2019 -0.2%	Apr-20 2,530 VS. April 2019 1.2%
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Wall-Badlands Area Chamber of Commerce

Dashboard January-April 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.

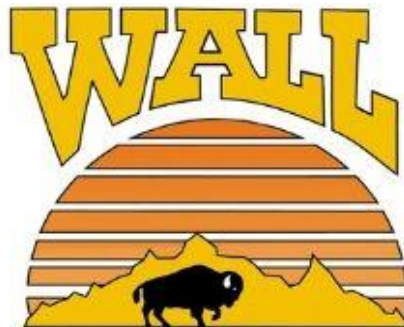
-Recreational Visits: The total number of visitors through government attractions.

-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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