

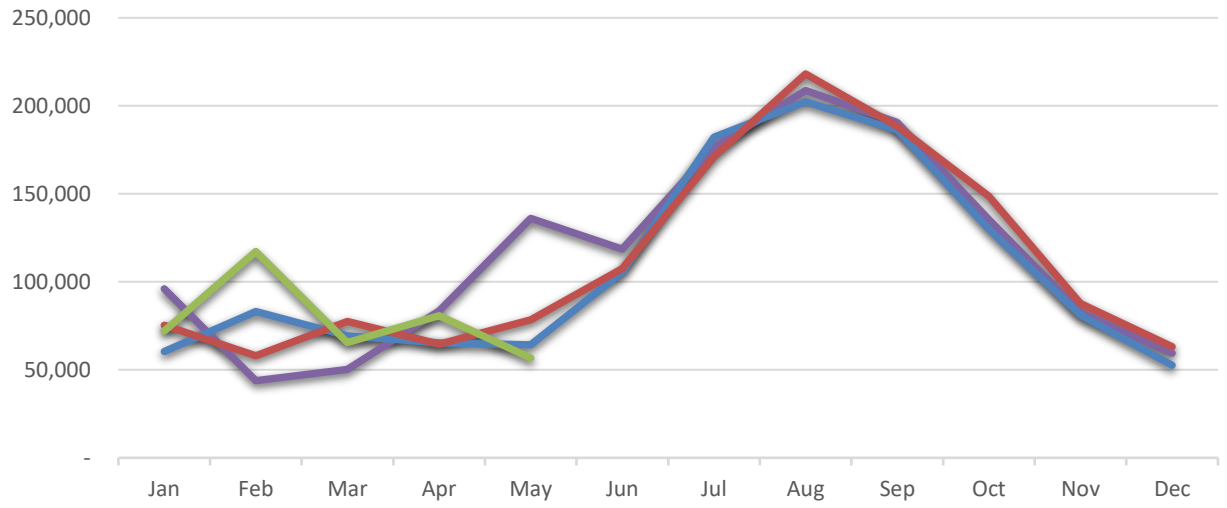
Wall-Badlands Area Chamber of Commerce

Dashboard January-May 2020



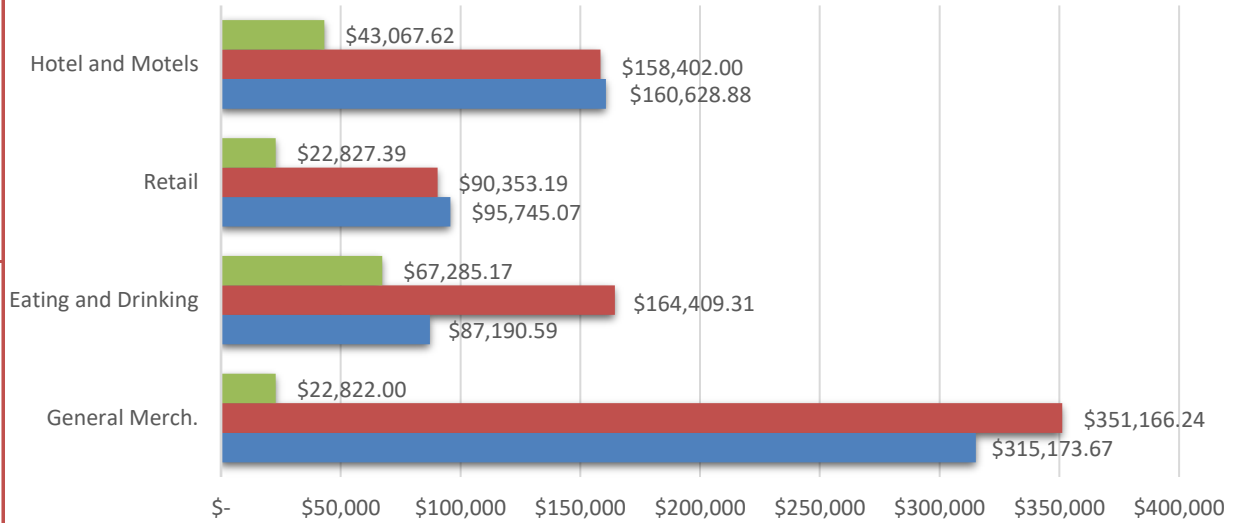
City Sales Tax Revenue

YTD 2020
\$392,343.74
VS. YTD 2019
10.9%
May-20
\$56,703.62
VS. May 2019
-27.7%



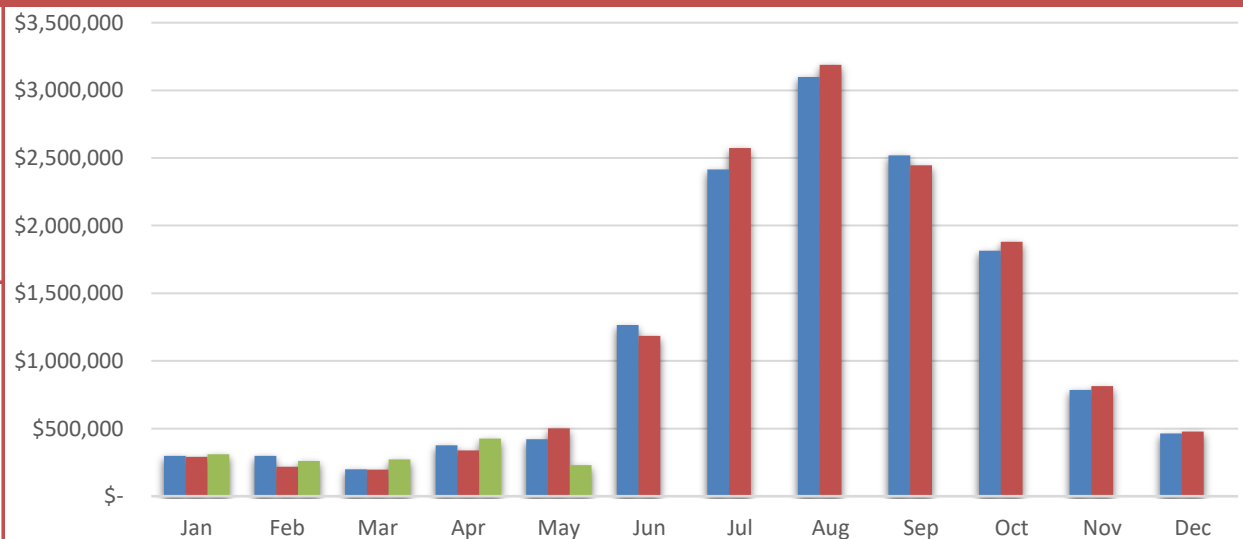
Visitor Spending

YTD 2020
\$1,675,437.69
VS. YTD 2019
-22.3%
May-20
\$156,002.18
VS. May 2019
-79.6%



BBB Taxable Sales

YTD 2020
\$1,497,690.46
VS. YTD 2019
-3.2%
May-20
\$229,072.92
VS. May 2019
-54.3%

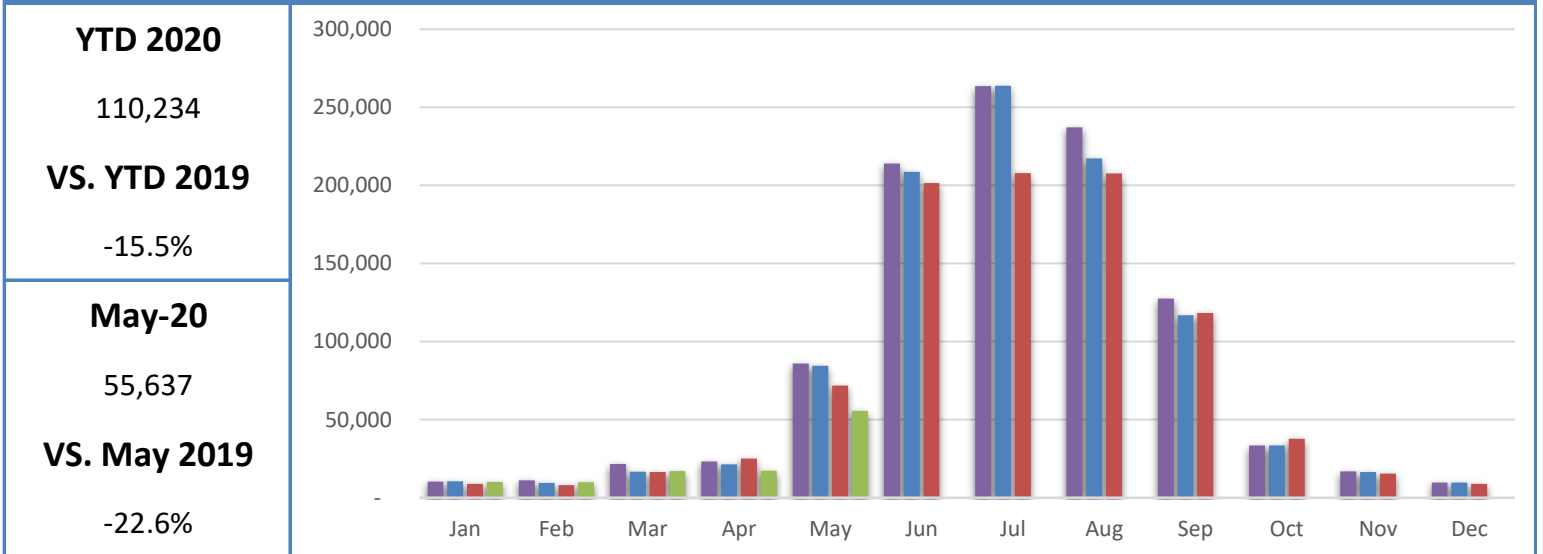


Wall-Badlands Area Chamber of Commerce

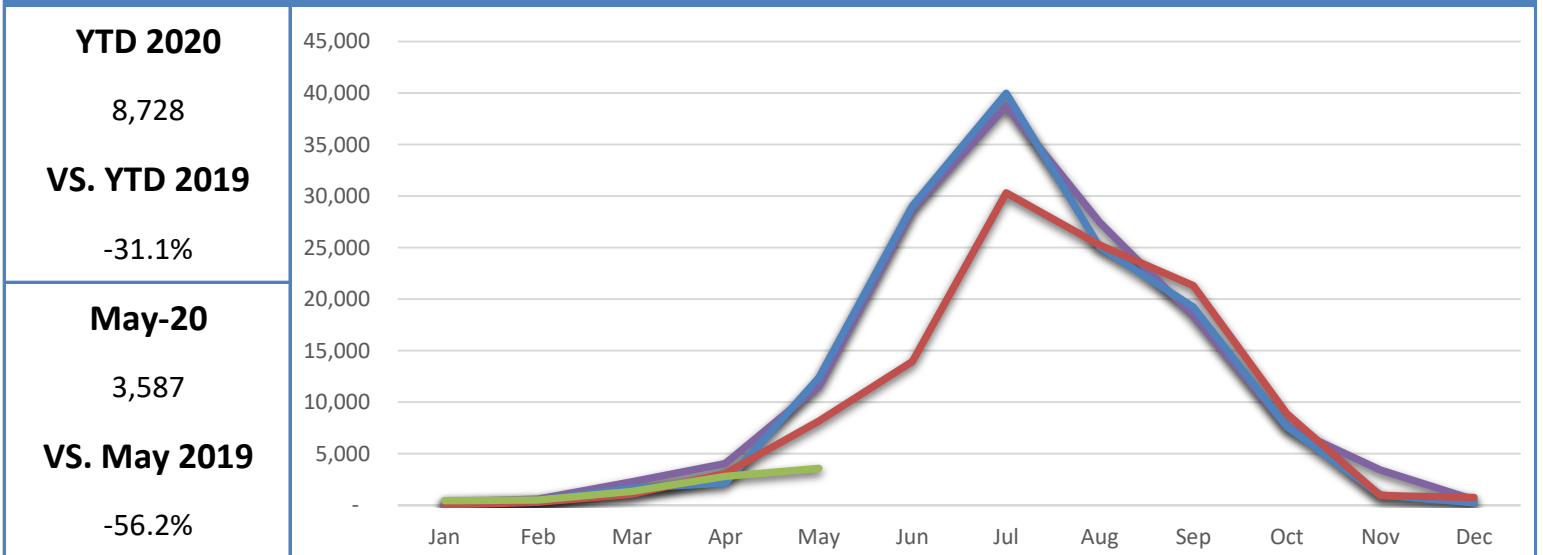
Dashboard January-May 2020



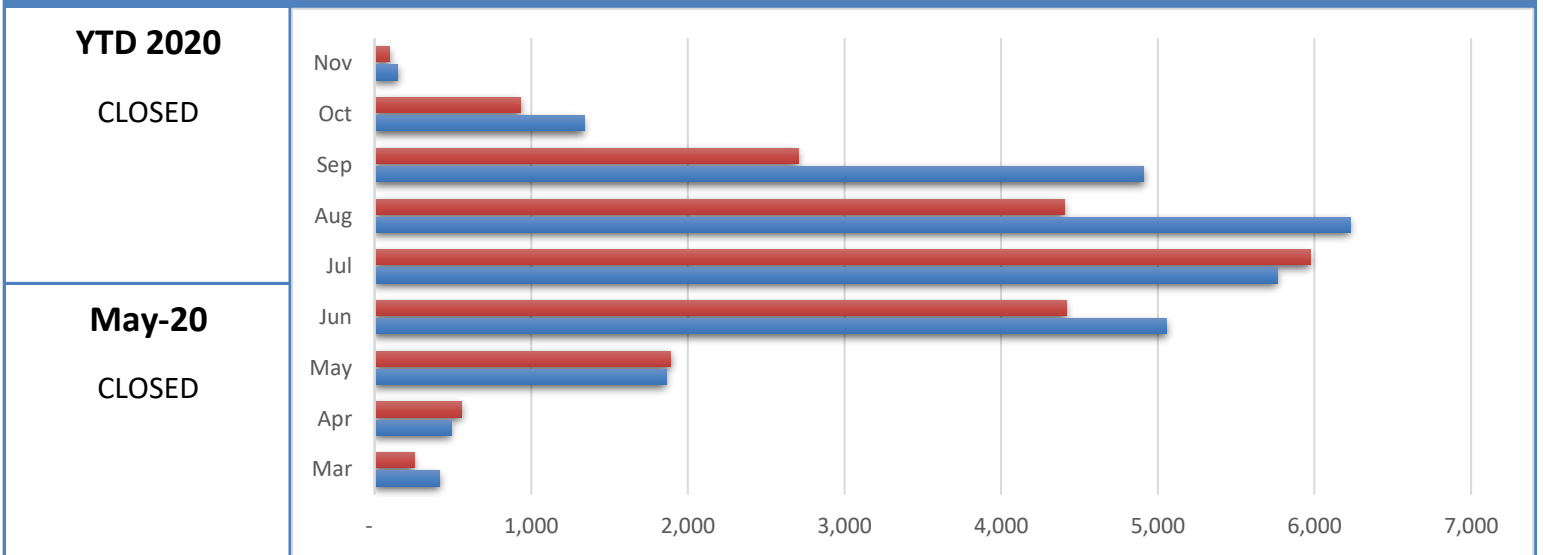
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

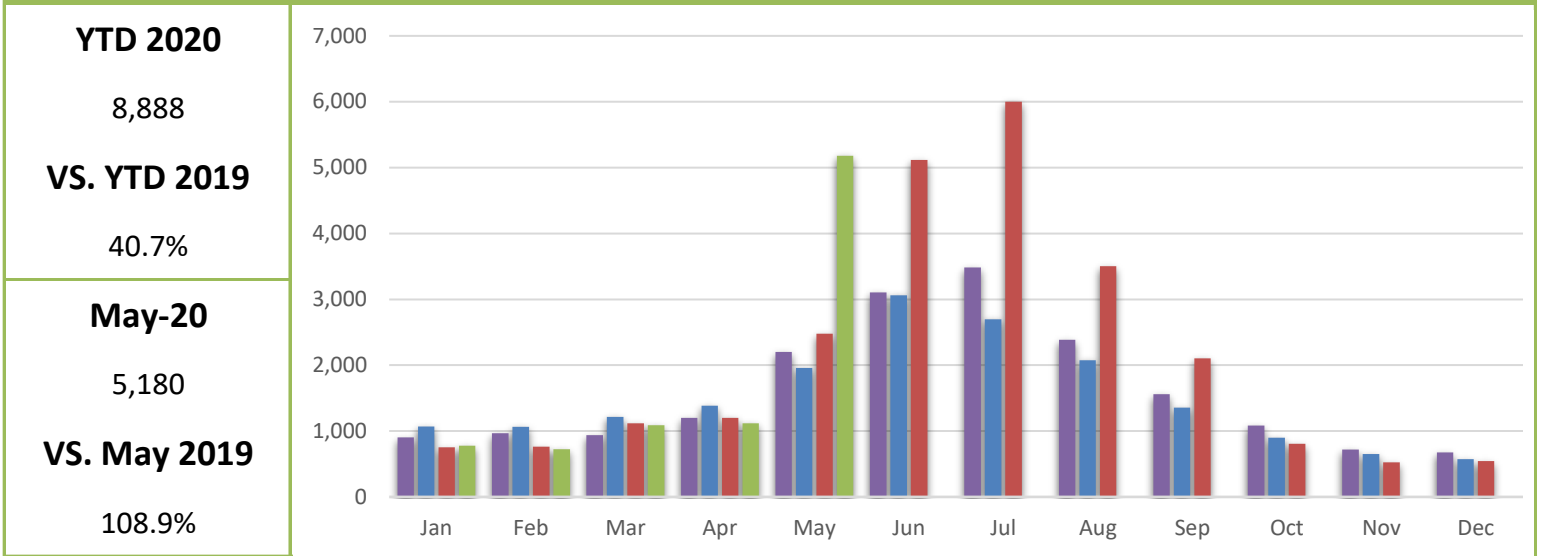


Wall-Badlands Area Chamber of Commerce

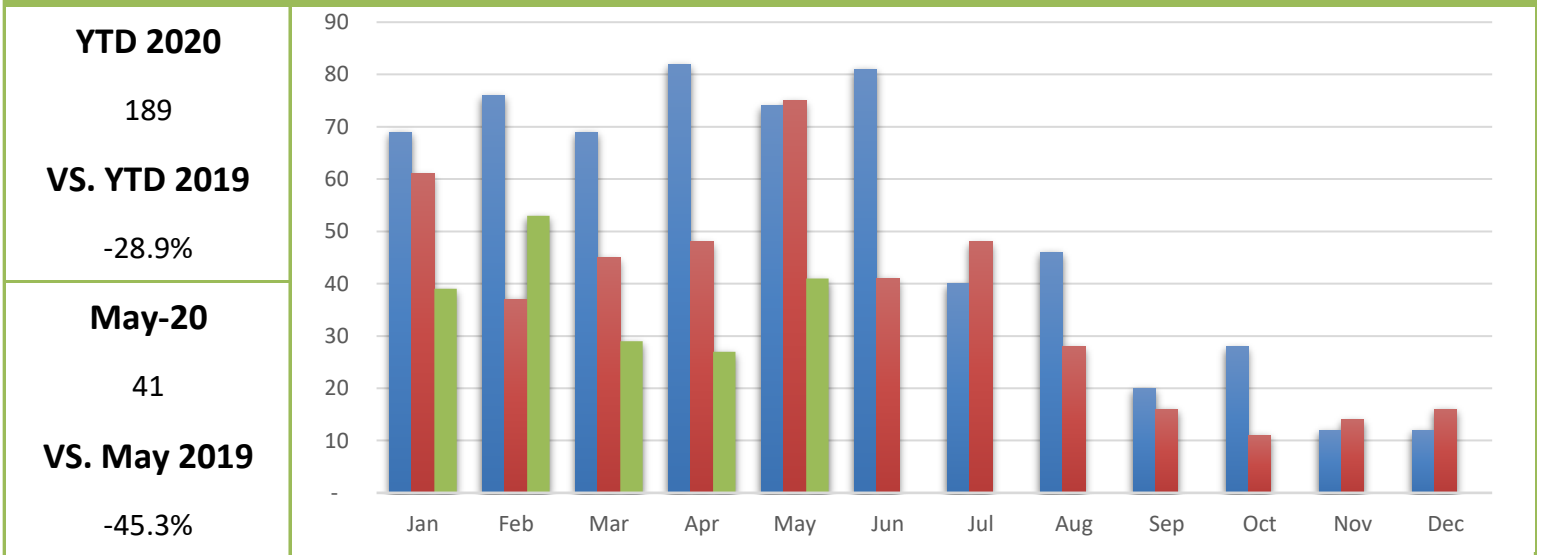
Dashboard January-May 2020



Wall-Badlands.com Sessions

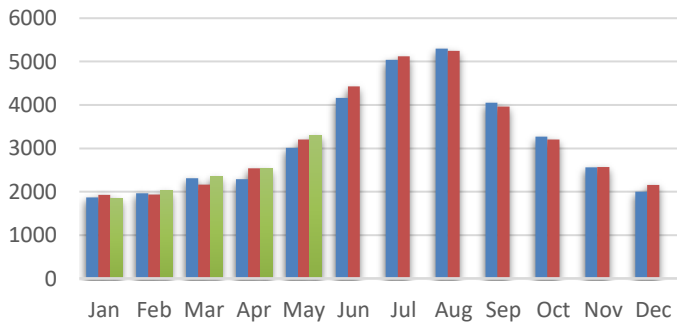


Visitor Information Requests

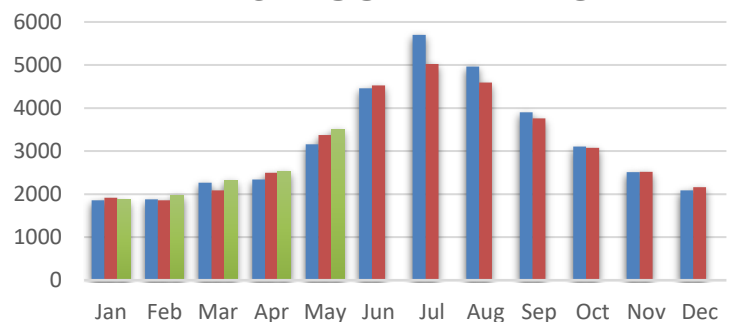


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



May-20	3,298
VS. May 2019	3.1%

May-20	3,509
VS. May 2019	3.9%

Wall-Badlands Area Chamber of Commerce

Dashboard January-May 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.

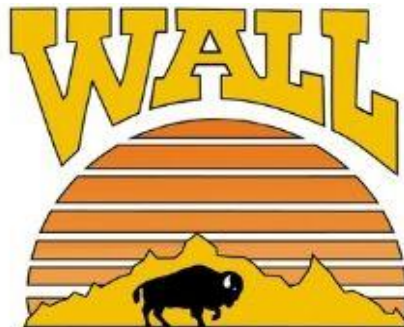
-Recreational Visits: The total number of visitors through government attractions.

-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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