

Wall-Badlands Area Chamber of Commerce

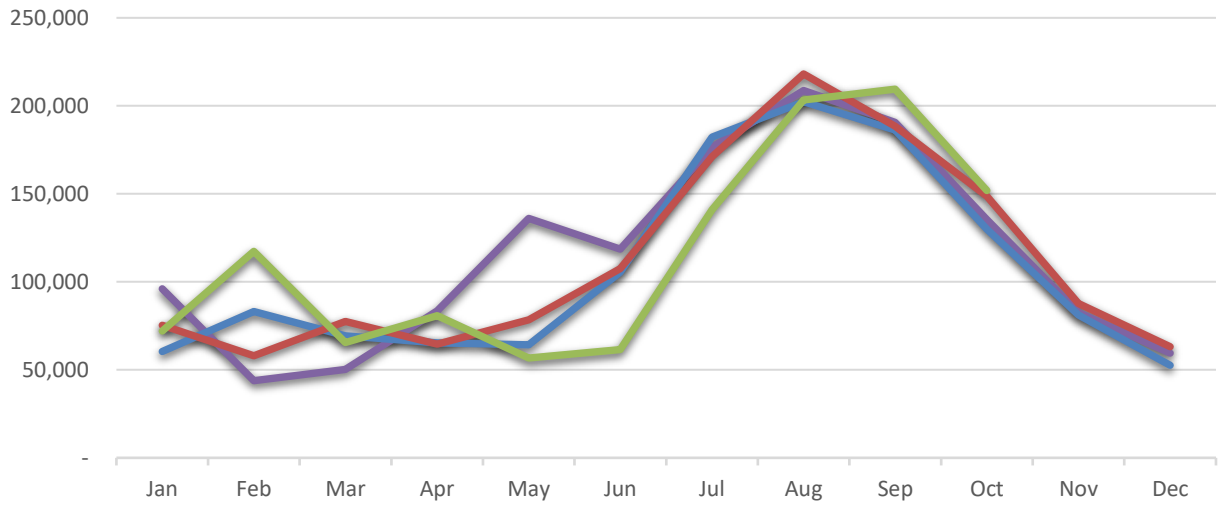
January - October 2020 Dashboard



City Sales Tax Revenue

YTD 2020
\$1,159,374.86
VS. YTD 2019
-2.4%

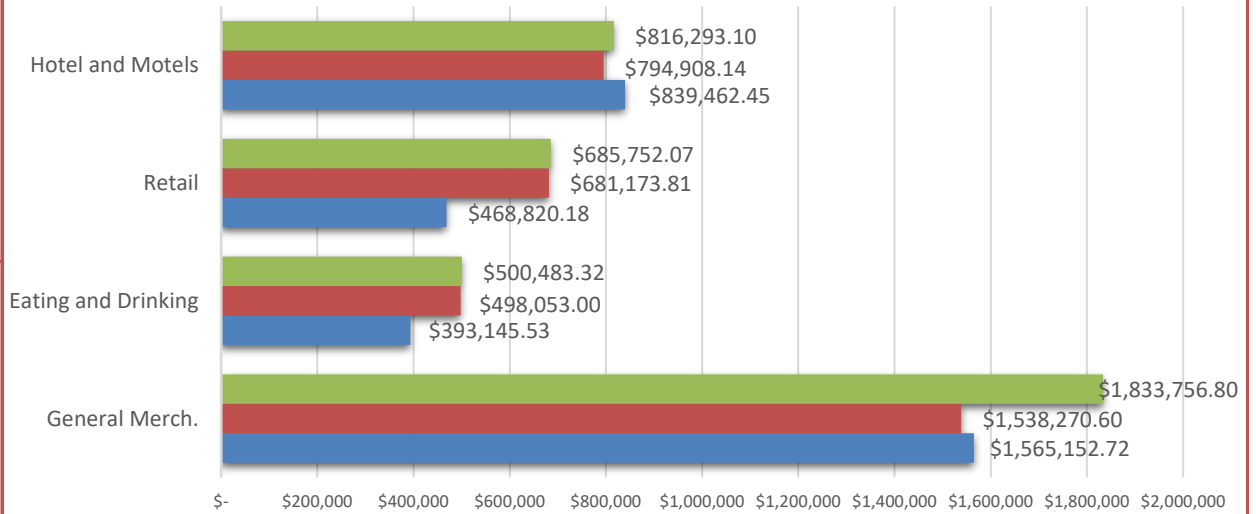
Oct-20
\$151,800.10
VS. Oct 2019
2.2%



Visitor Spending

YTD 2020
\$20,364,768.81
VS. YTD 2019
-8.5%

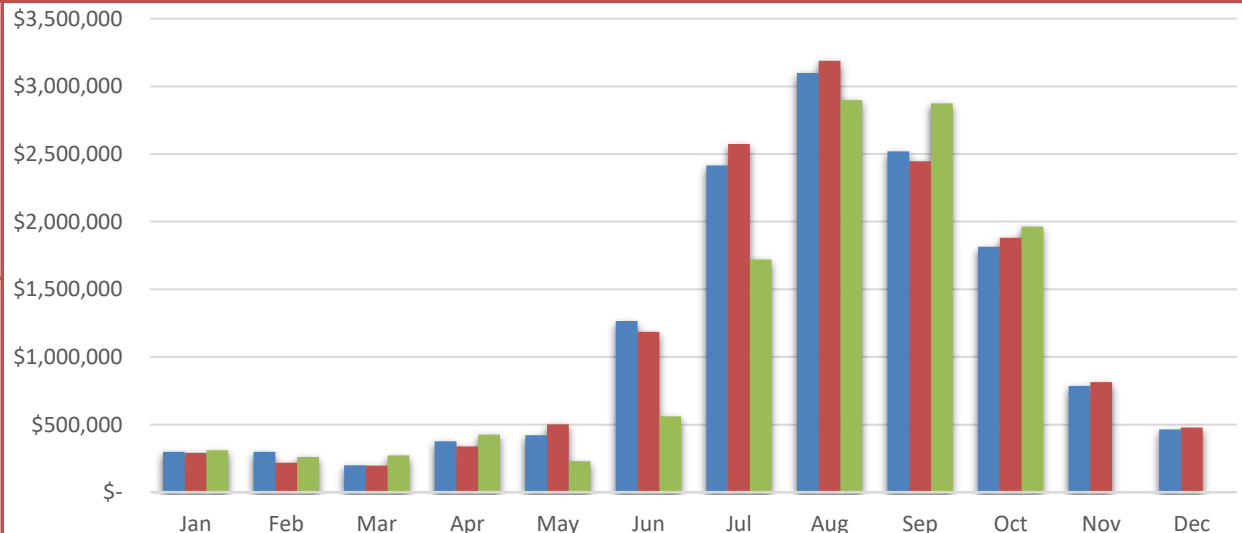
Oct-20
\$3,836,285.29
VS. Oct 2019
9.2%



BBB Taxable Sales

YTD 2020
\$11,513,521.22
VS. YTD 2019
-10.2%

Oct-20
\$1,962,965.59
VS. Oct 2019
4.4%

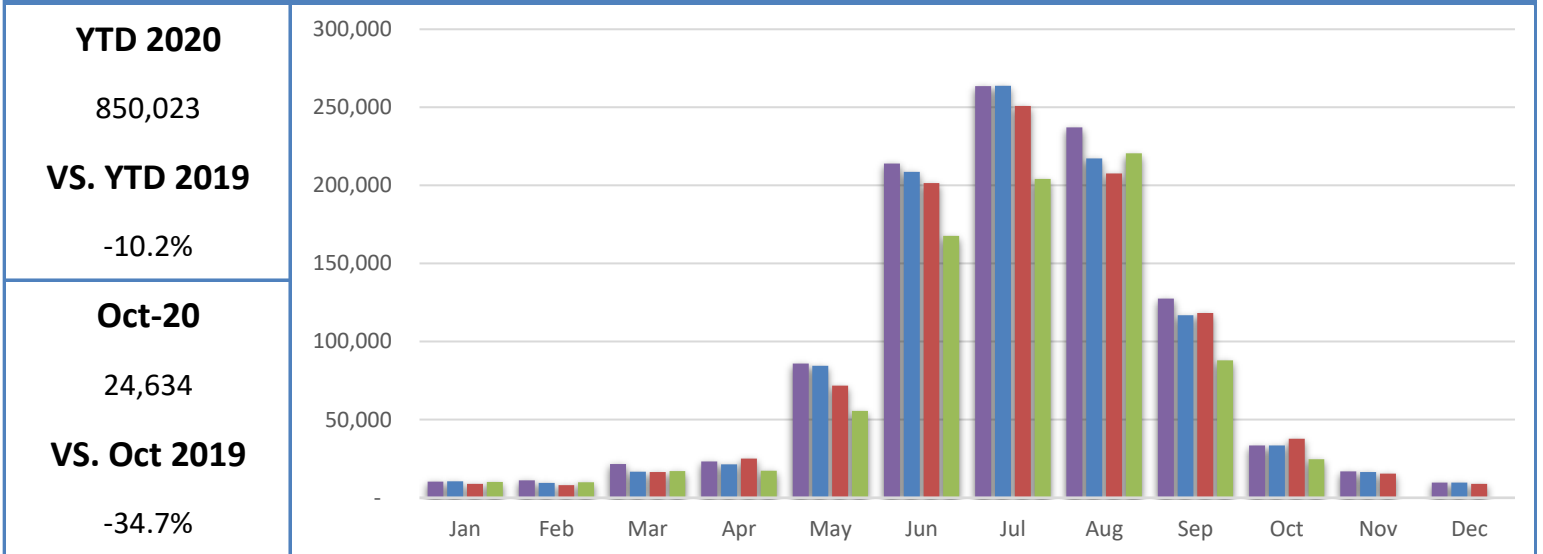


Wall-Badlands Area Chamber of Commerce

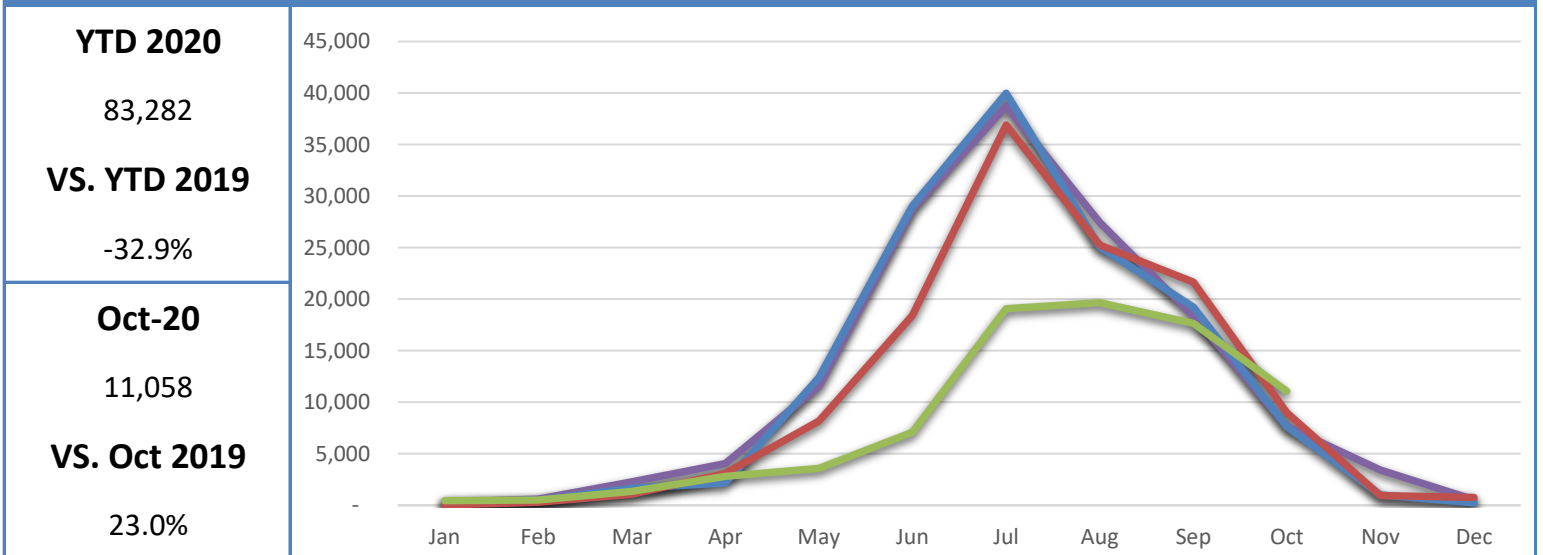
January - October 2020 Dashboard



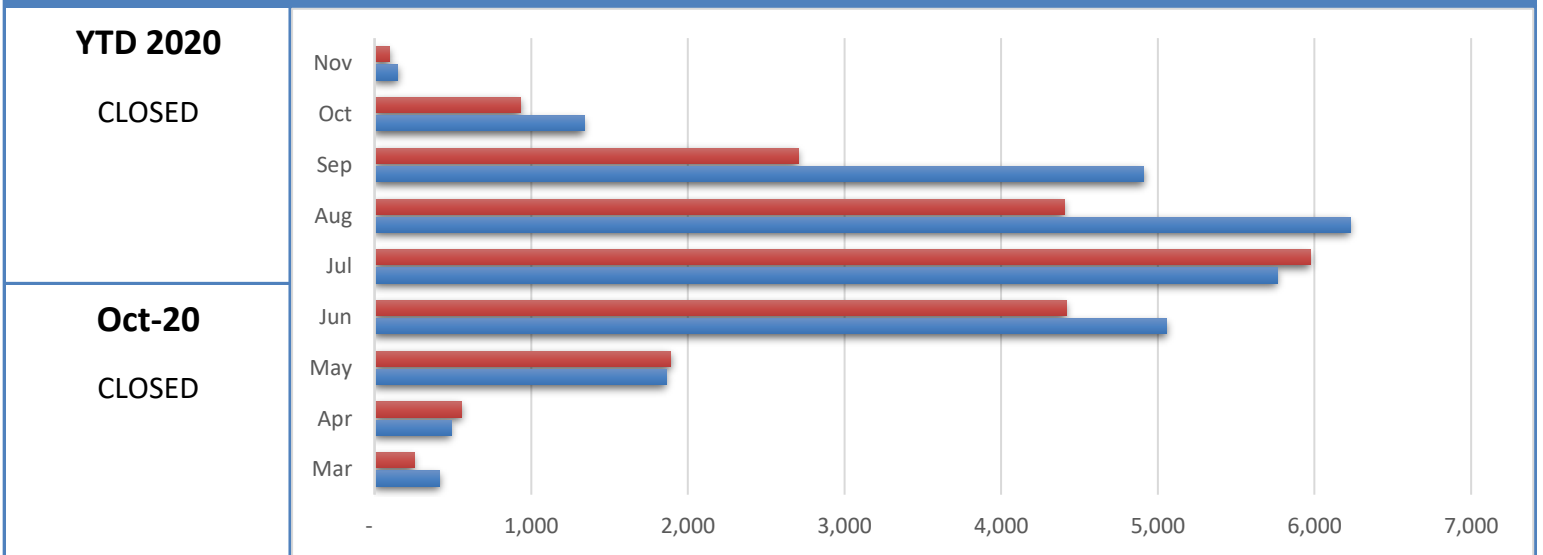
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

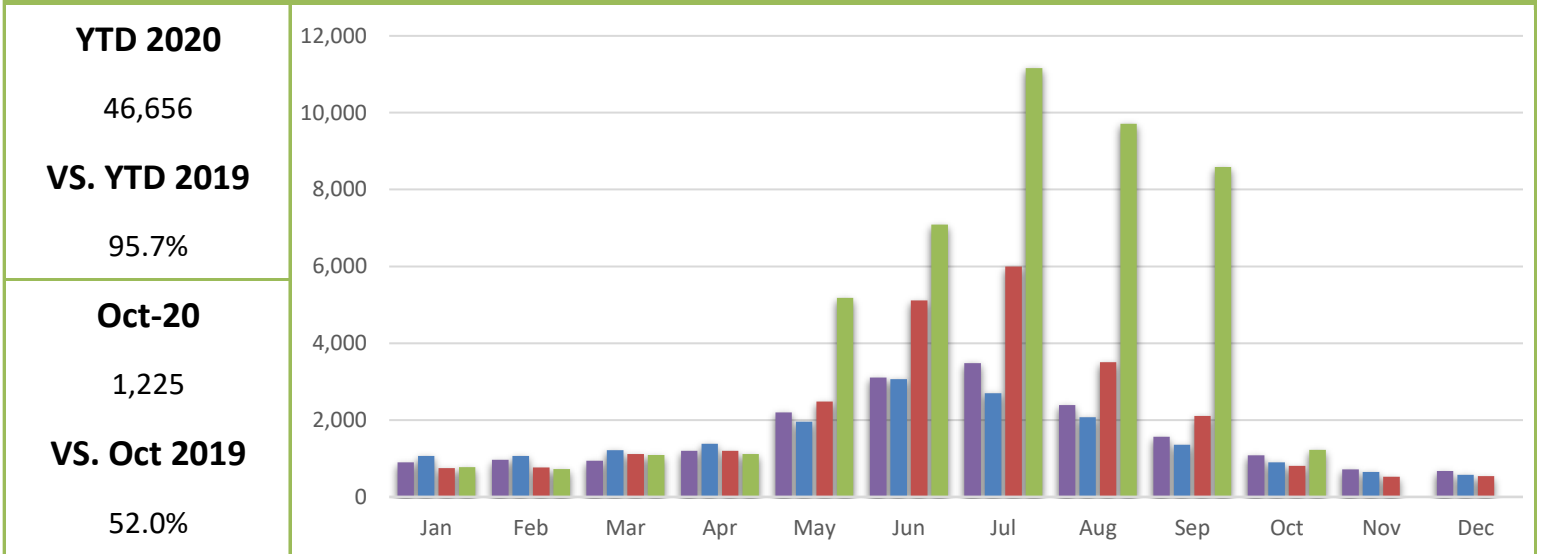


Wall-Badlands Area Chamber of Commerce

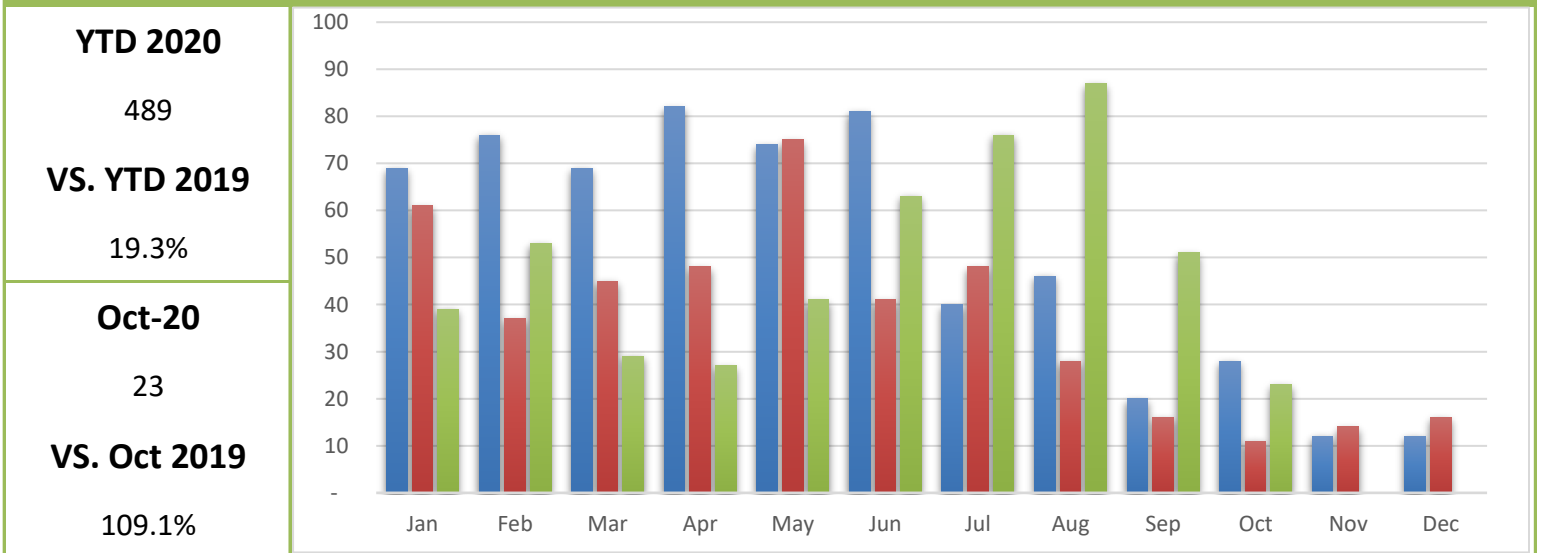
January - October 2020 Dashboard



Wall-Badlands.com Sessions

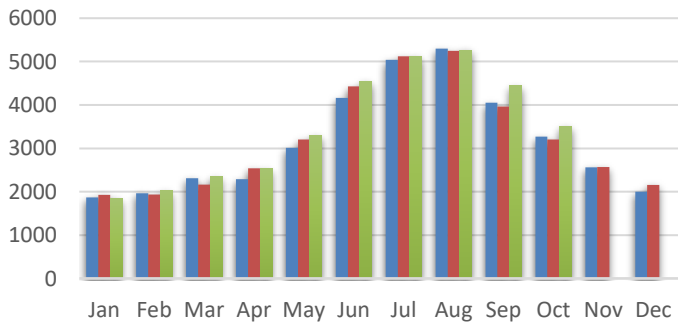


Visitor Information Requests

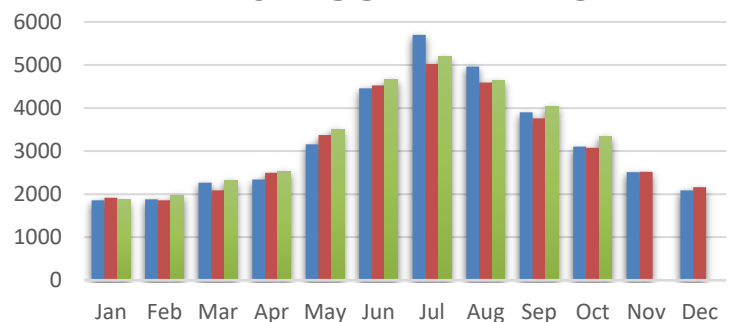


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Oct-20 3,498

VS. Oct 2019 9.31%

Oct-20 3,340

VS. Oct 2019 8.69%

Wall-Badlands Area Chamber of Commerce

January - October 2020 Dashboard

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.

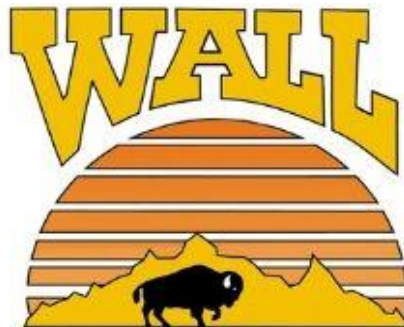
-Recreational Visits: The total number of visitors through government attractions.

-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

501 Main St. Wall, SD 57790

PO Box 527

wallchamber@gwtc.net