

# Wall-Badlands Area Chamber of Commerce

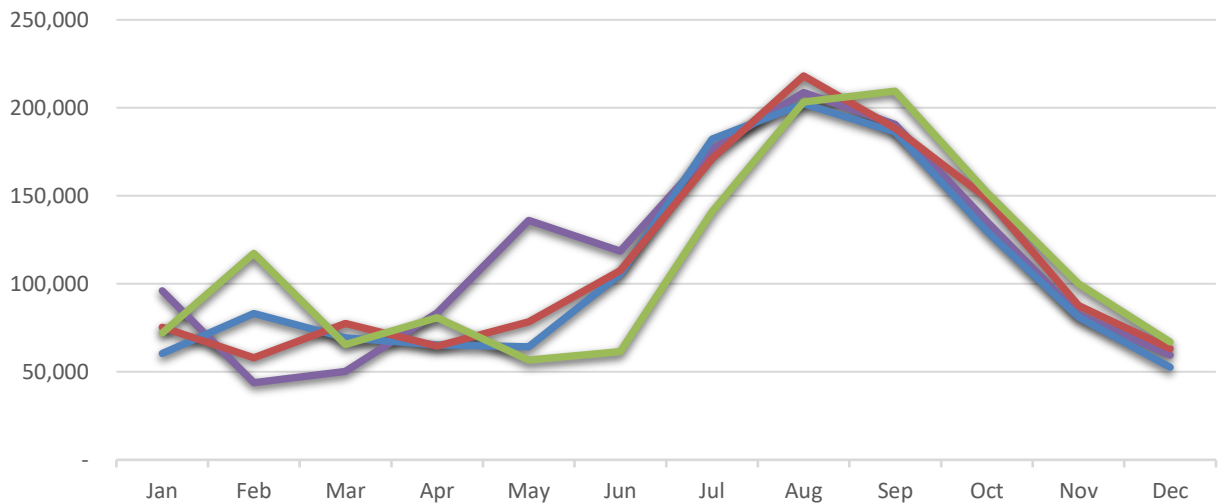
## January - December 2020 Dashboard



### City Sales Tax Revenue

**YTD 2020**  
\$1,326,353.66  
**VS. YTD 2019**  
-0.9%

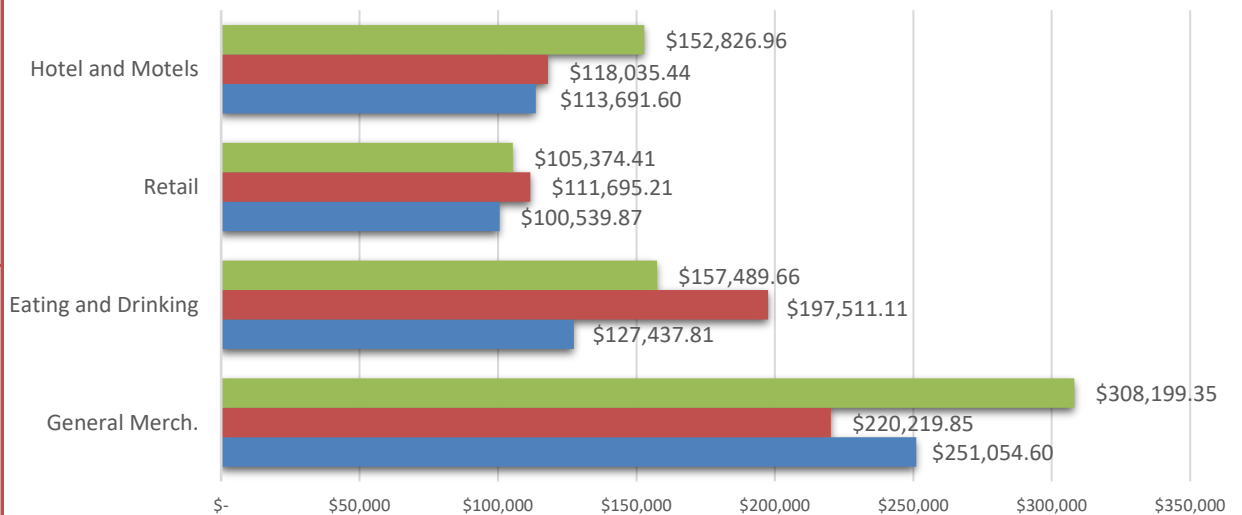
**Dec-20**  
\$66,883.35  
**VS. Dec 2019**  
5.83%



### Visitor Spending

**YTD 2020**  
\$23,028,827.92  
**VS. YTD 2019**  
-5.0%

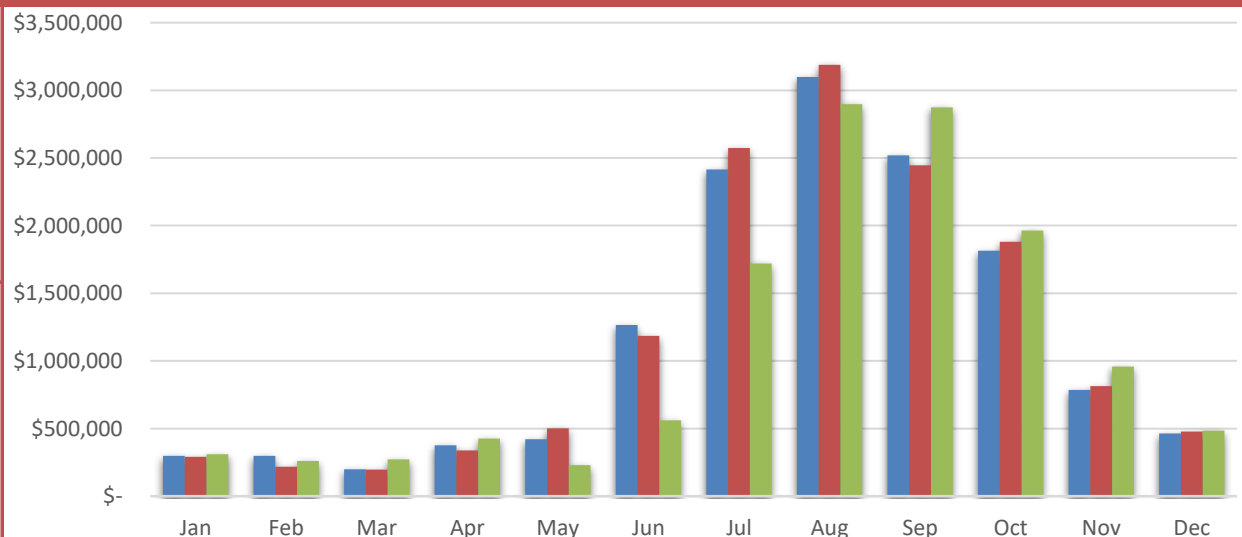
**Dec-20**  
\$723,890.38  
**VS. Dec 2019**  
11.8%



### BBB Taxable Sales

**YTD 2020**  
\$12,958,156.85  
**VS. YTD 2019**  
-8.2%

**Dec-20**  
-\$485,383.55  
**VS. Dec 2019**  
1.5%

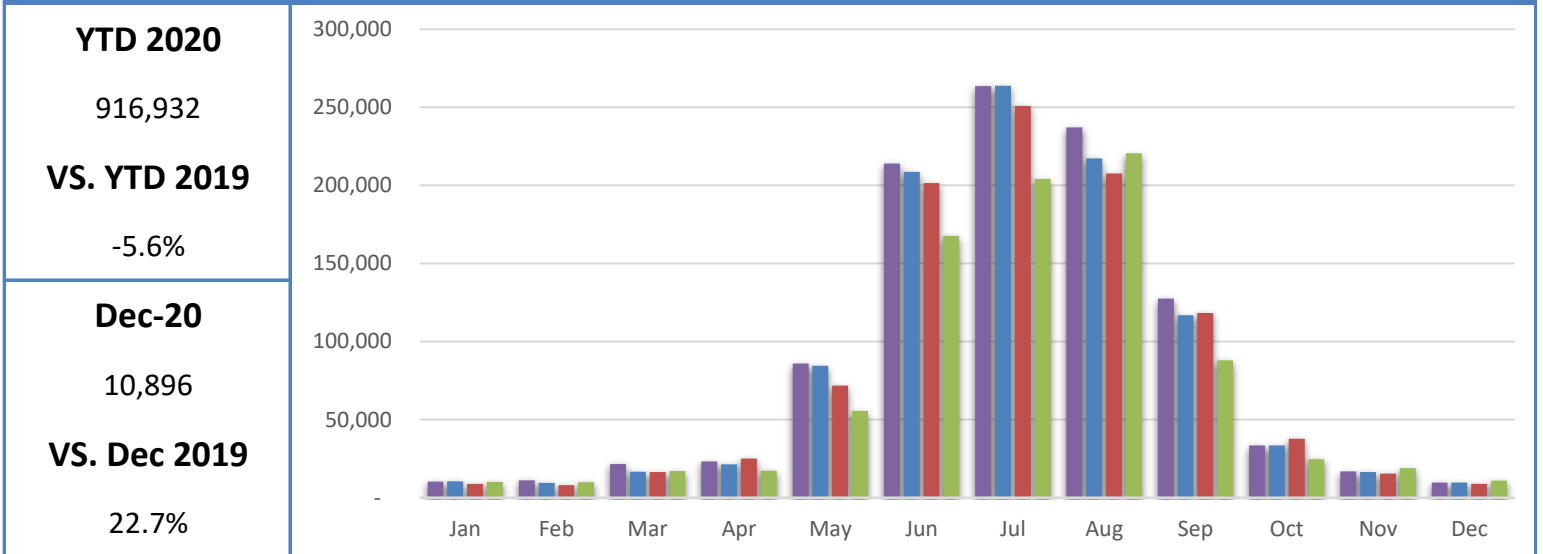


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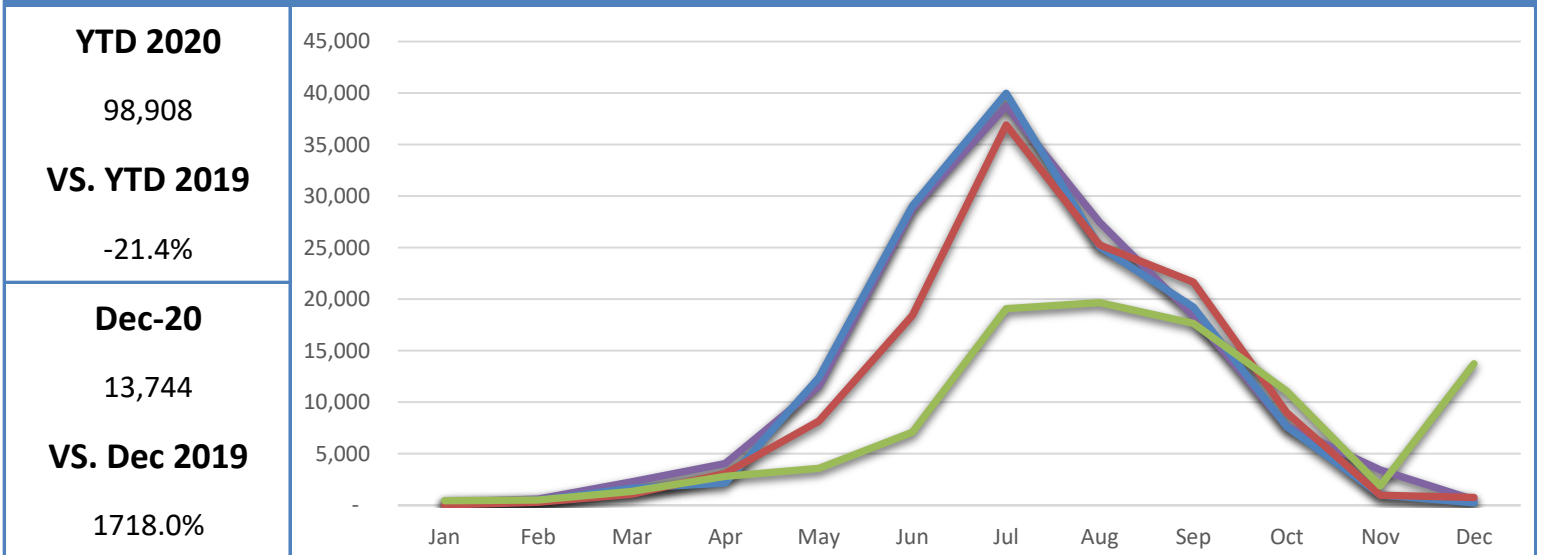
## January - December 2020 Dashboard



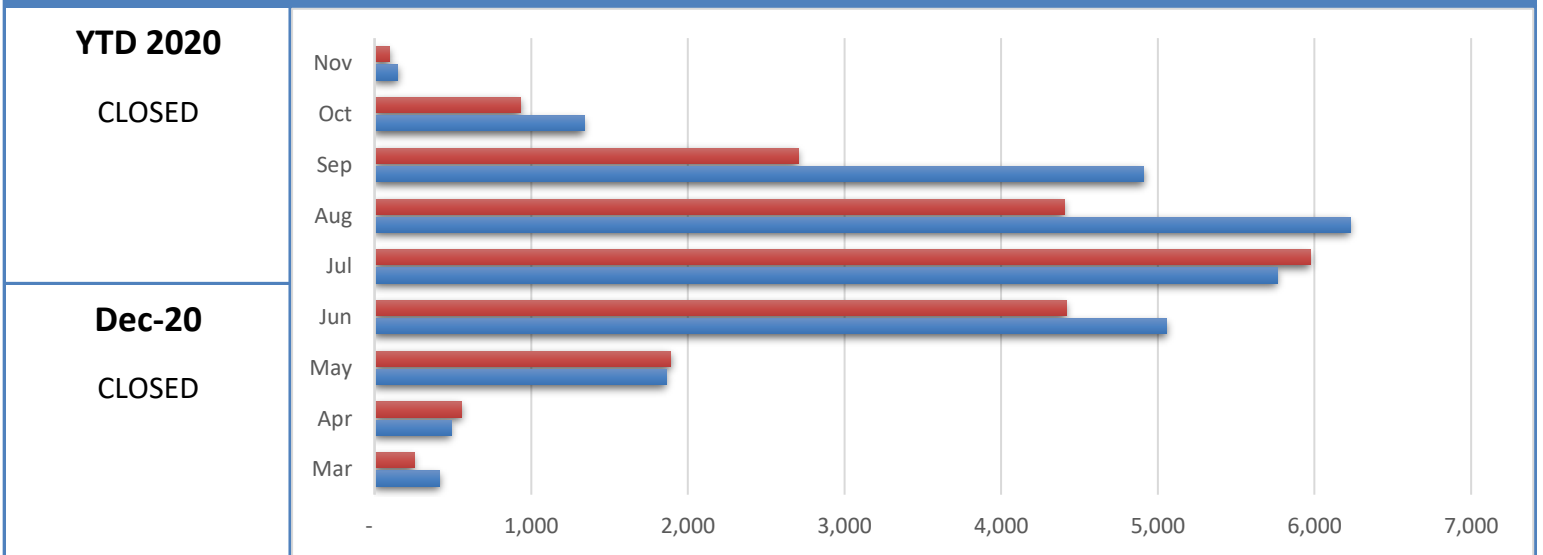
### Badlands National Park Recreational Visitation



### Minuteman Missile National Historic Site Recreational Visitation



### National Grasslands Visitor Center Recreational Visitation

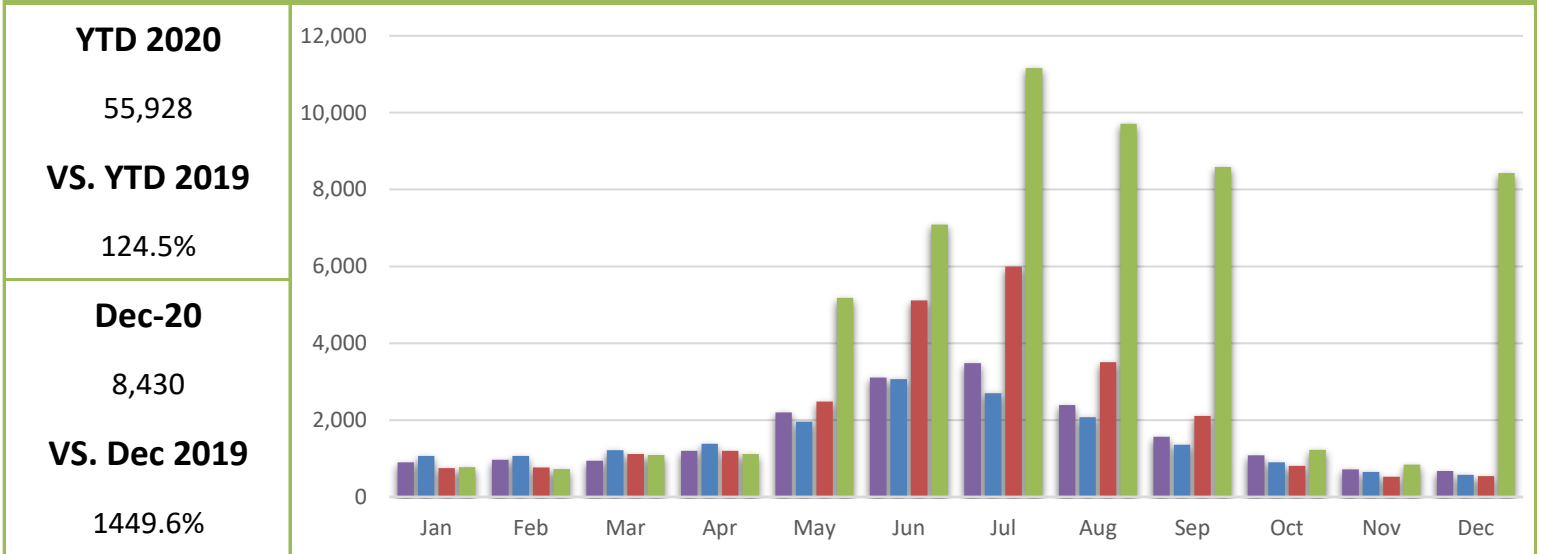


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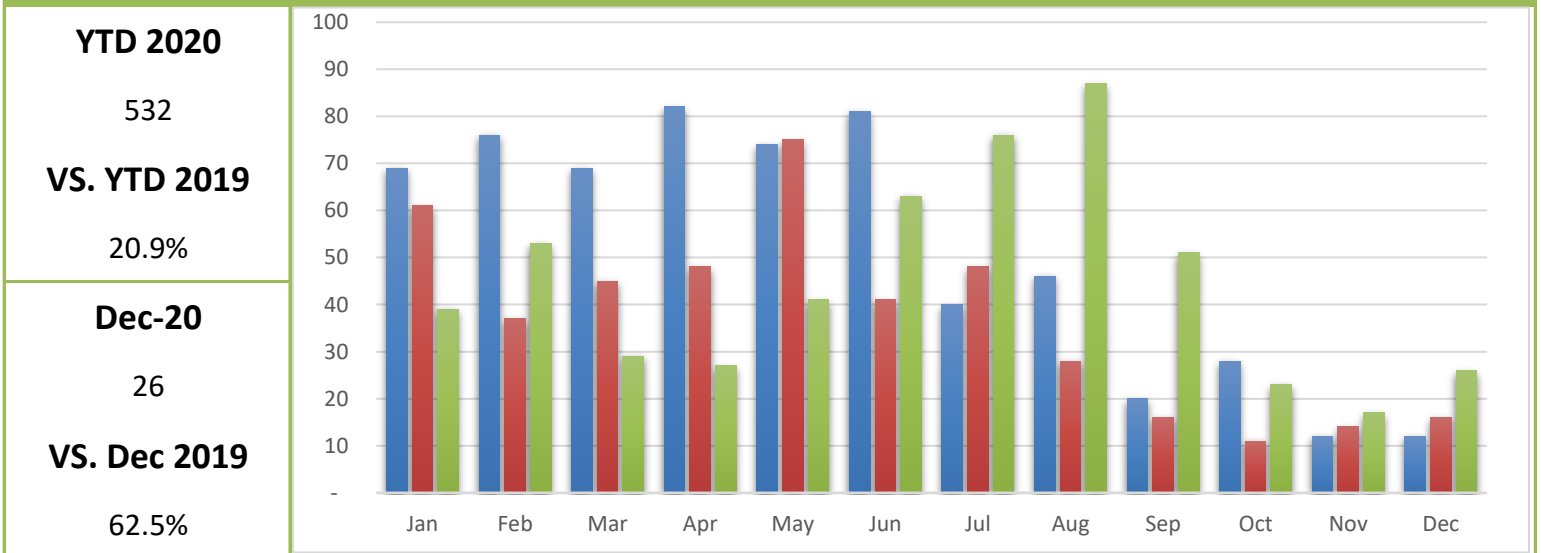
## January - December 2020 Dashboard



### Wall-Badlands.com Sessions

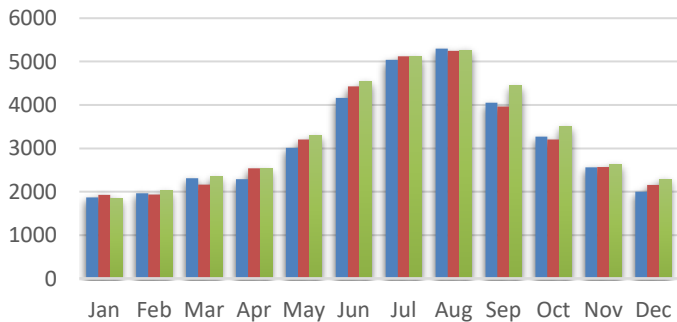


### Visitor Information Requests

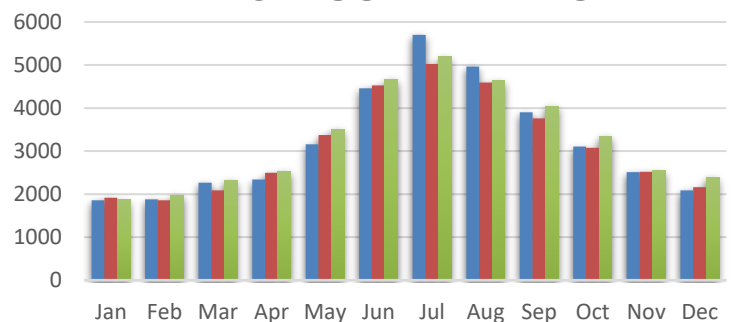


### I-90 Traffic

#### EAST BOUND TRAFFIC



#### WEST BOUND TRAFFIC



**Dec-20**

2,292

**VS. Dec 2019**

6.46%

**Dec-20**

2,395

**VS. Dec 2019**

10.88%

# 124.5

## January - December 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.

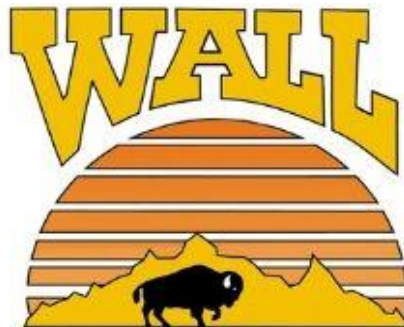
**-Recreational Visits:** The total number of visitors through government attractions.

**-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**

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