

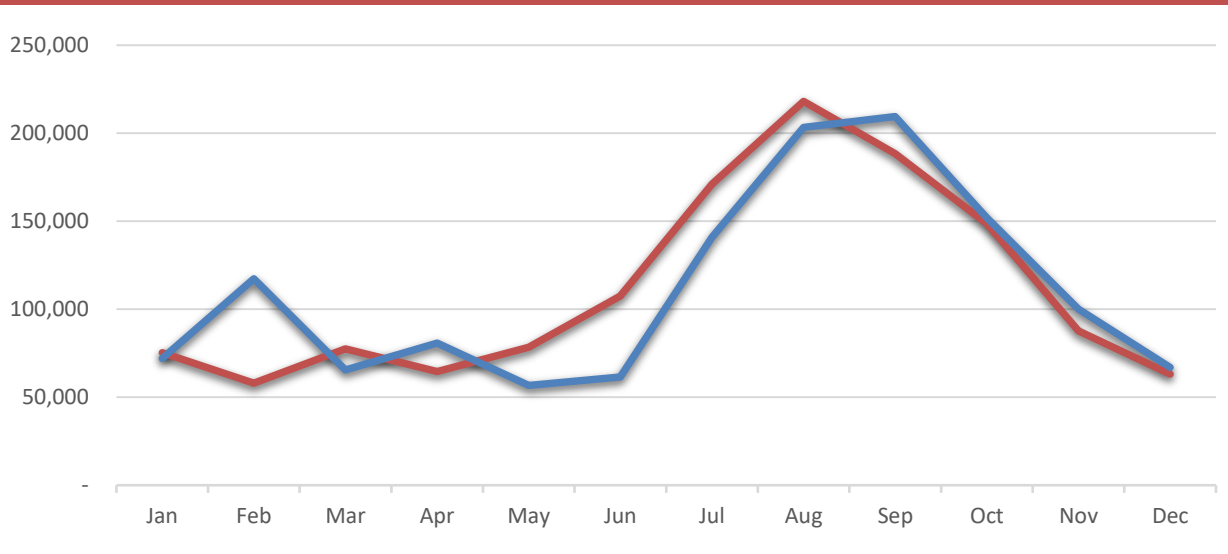
# Wall-Badlands Area Chamber of Commerce

## January 2021 Dashboard

2019  
2020  
2021

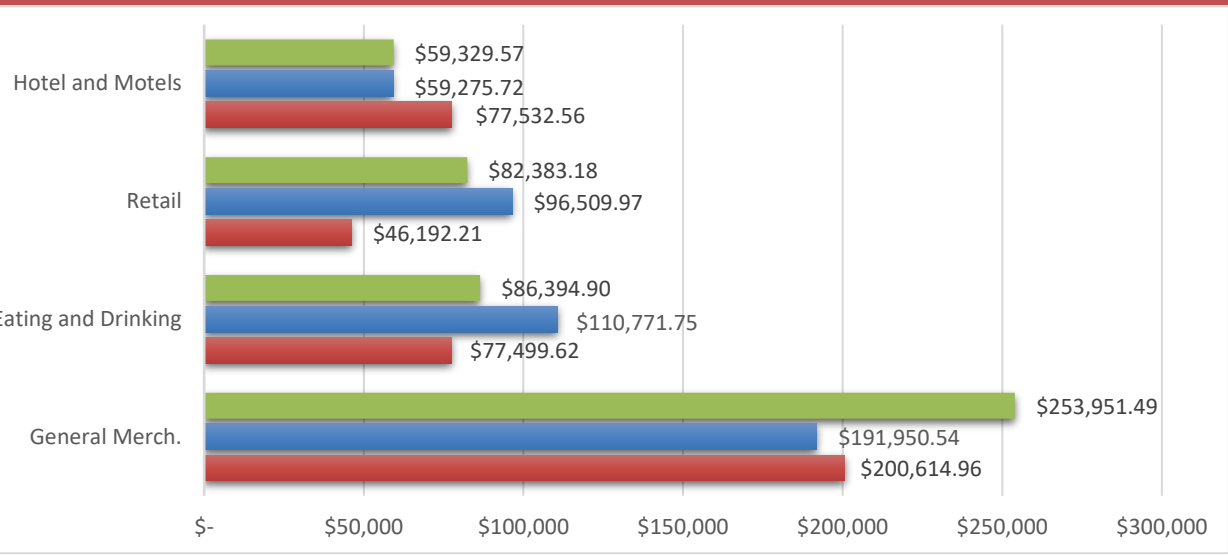
### City Sales Tax Revenue

<b>YTD 2021</b>
\$92,267.02
<b>VS. YTD 2020</b>
28.03%
<b>Jan-21</b>
\$92,267.02
<b>VS. Jan 2020</b>
28.03%



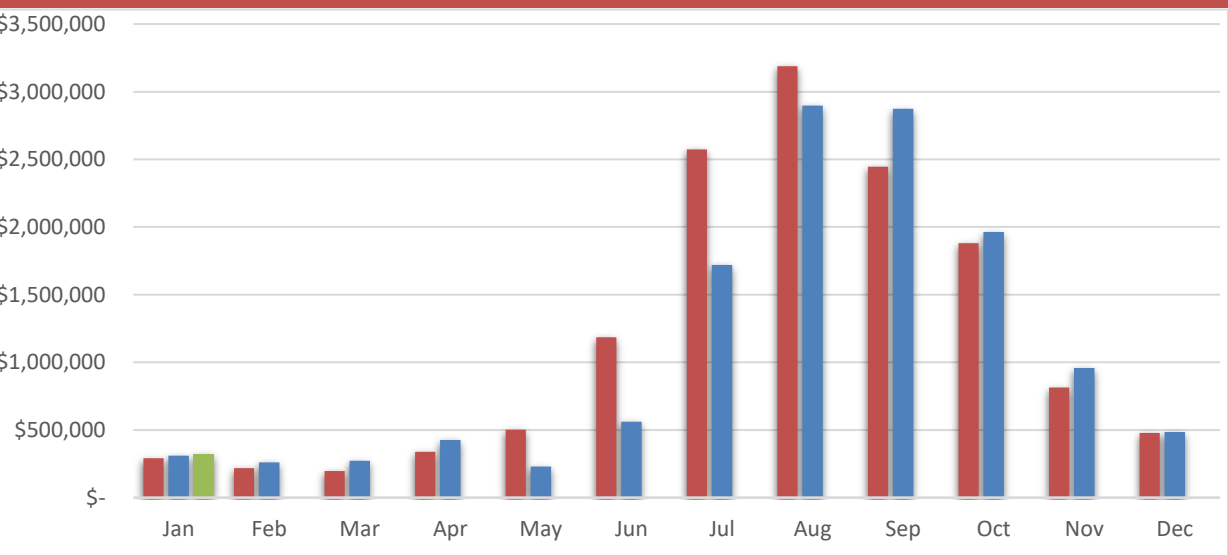
### Visitor Spending

<b>YTD 2021</b>
\$482,059.14
<b>VS. YTD 2020</b>
5.1%
<b>Jan-21</b>
\$482,059.14
<b>VS. Jan 2020</b>
5.1%



### BBB Taxable Sales

<b>YTD 2021</b>
\$324,685.69
<b>VS. YTD 2020</b>
4.4%
<b>Jan-21</b>
\$324,685.69
<b>VS. Jan 2020</b>
4.4%

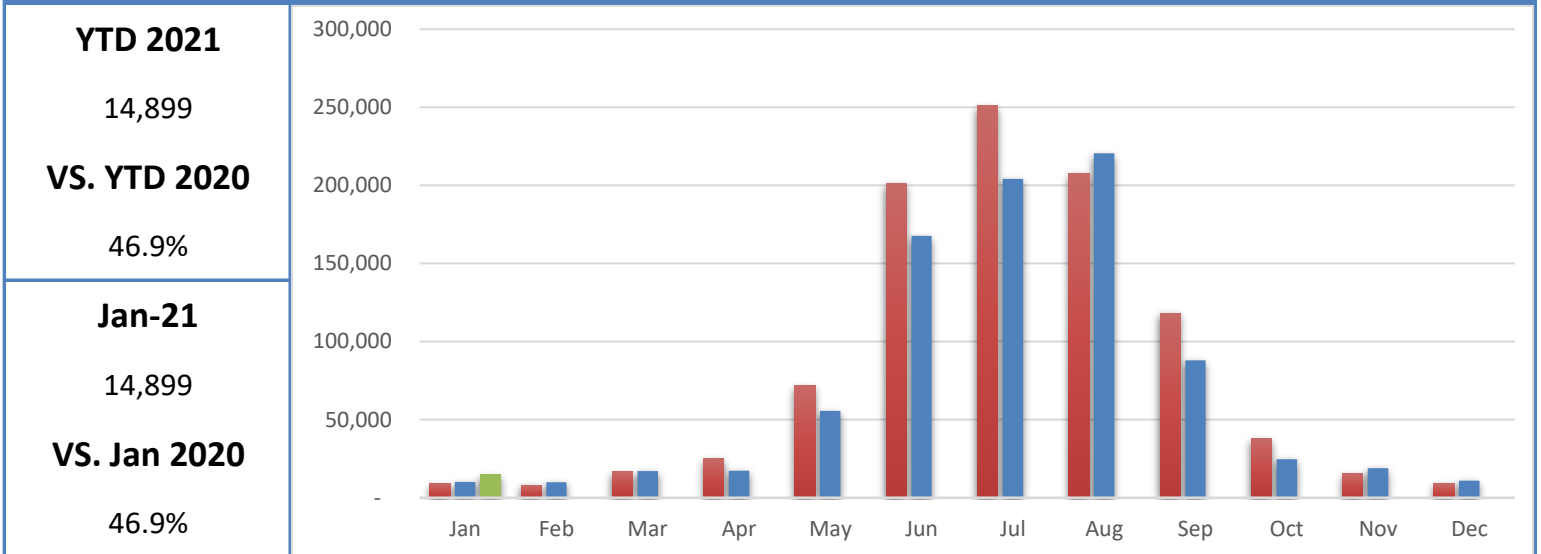


# Wall-Badlands Area Chamber of Commerce

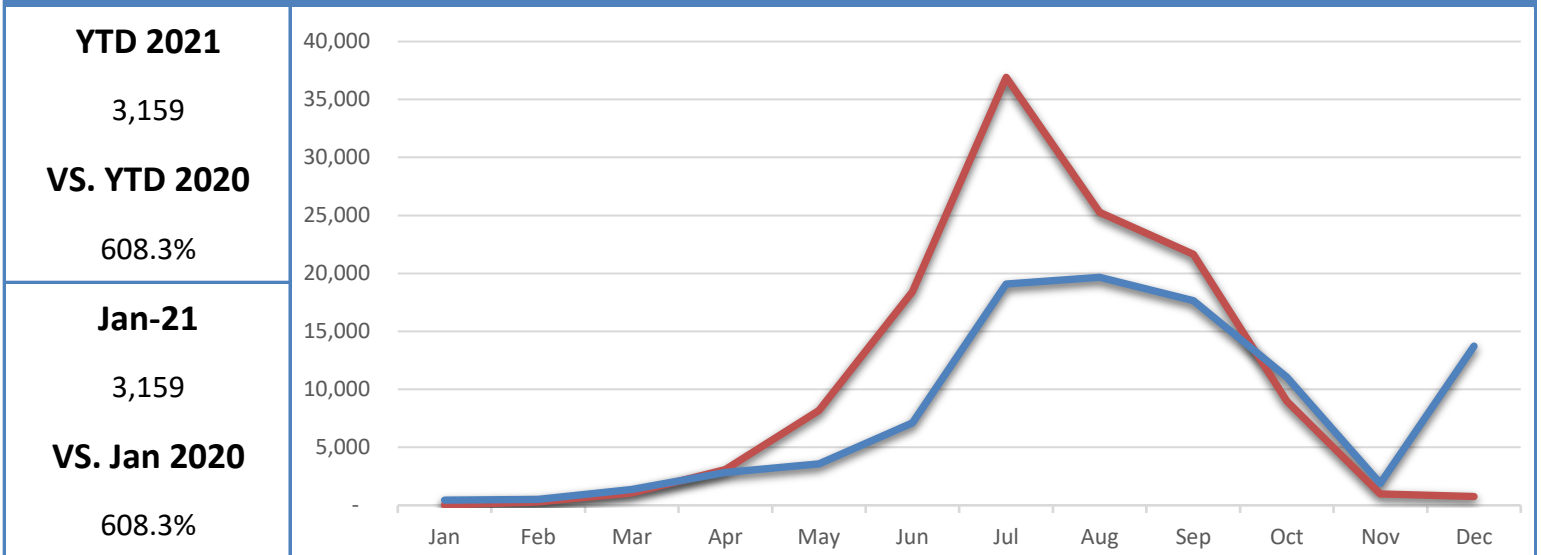
## January 2021 Dashboard



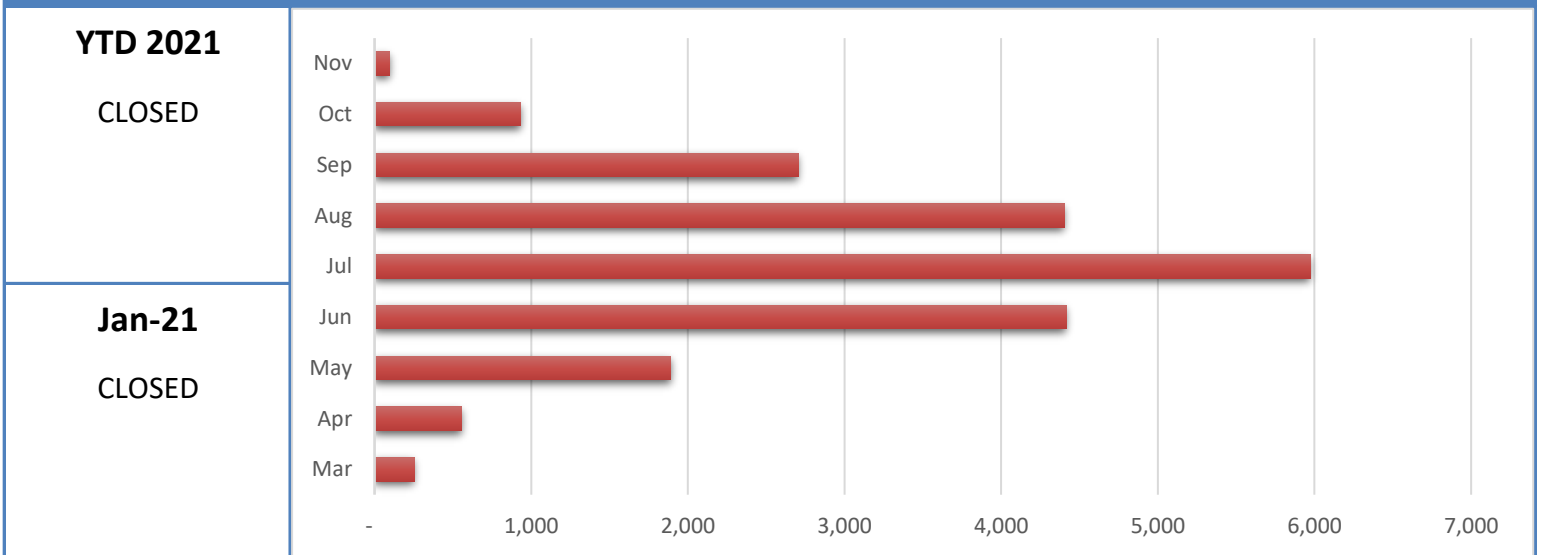
### Badlands National Park Recreational Visitation



### Minuteman Missile National Historic Site Recreational Visitation



### National Grasslands Visitor Center Recreational Visitation



# Wall-Badlands Area Chamber of Commerce

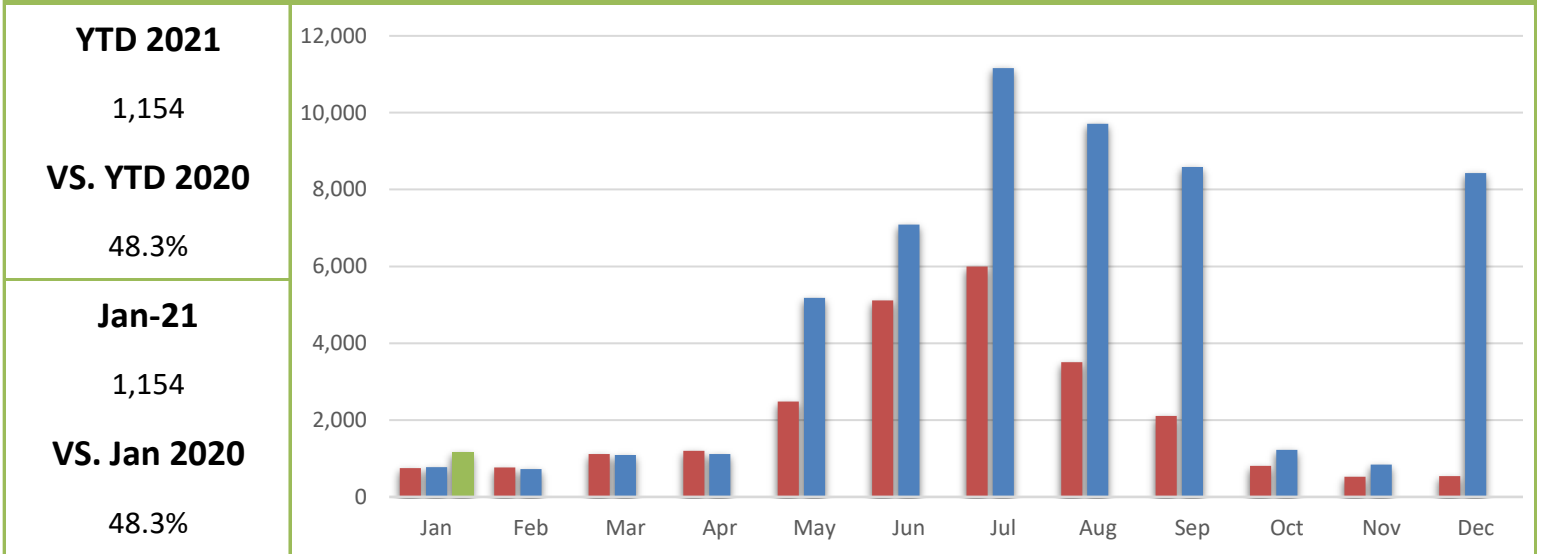
## January 2021 Dashboard

2019

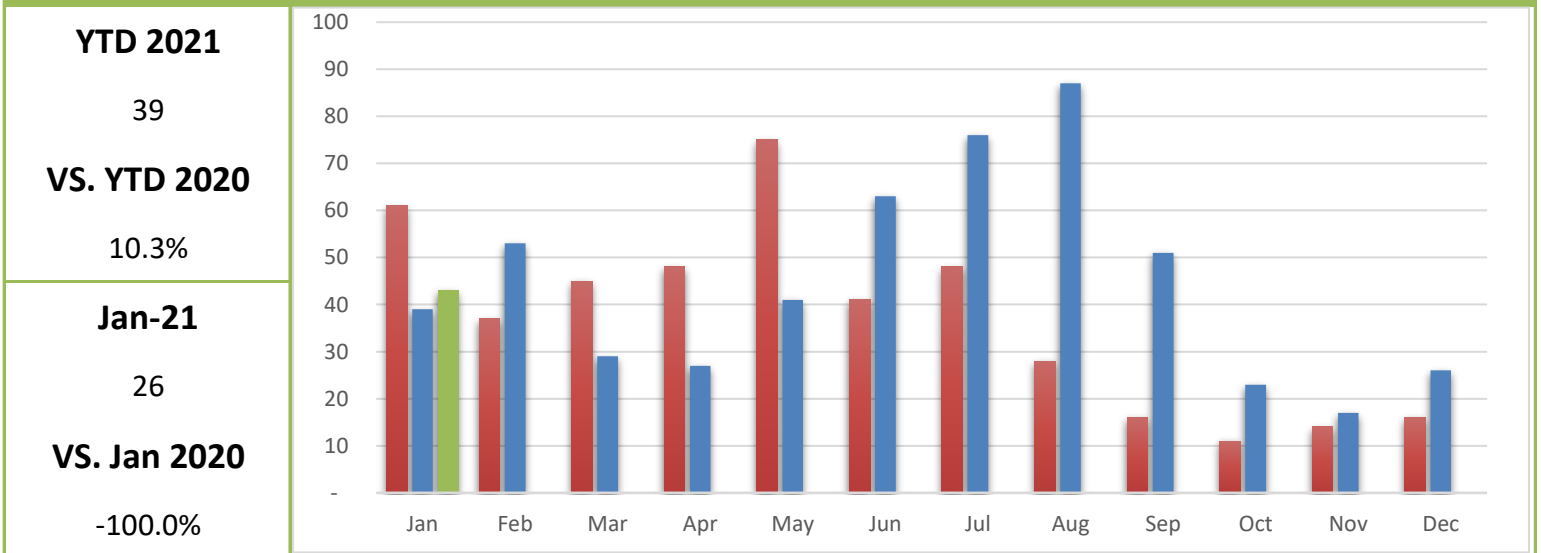
2020

2021

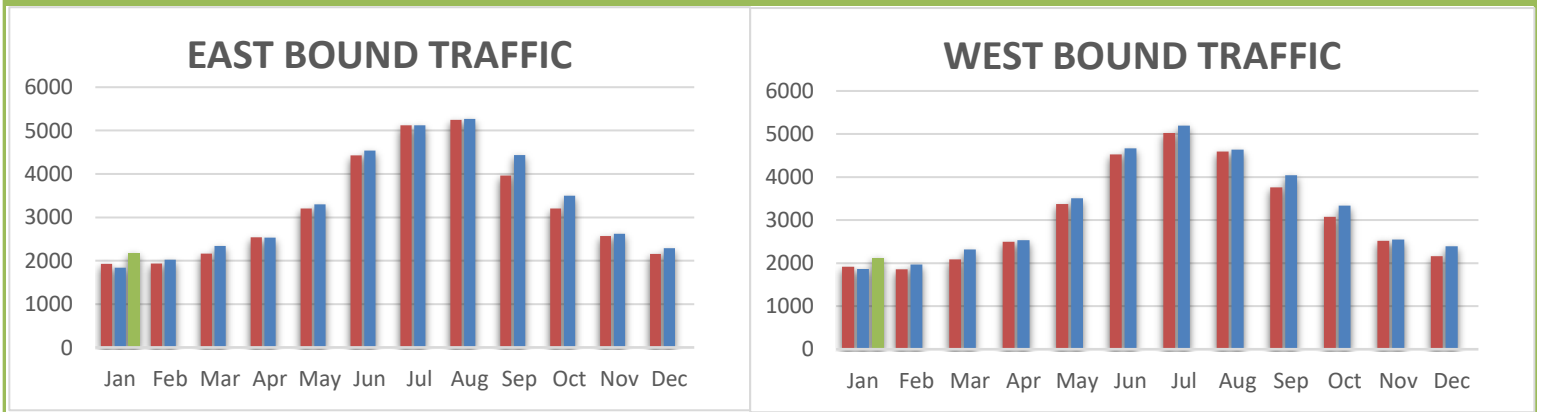
### Wall-Badlands.com Sessions



### Visitor Information Requests



### I-90 Traffic



**Jan-21**

2,177

**Jan-21**

2,117

**VS. Jan 2020**

18.44%

**VS. Jan 2020**

13.51%

# Wall-Badlands Area Chamber of Commerce

January 2021 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.

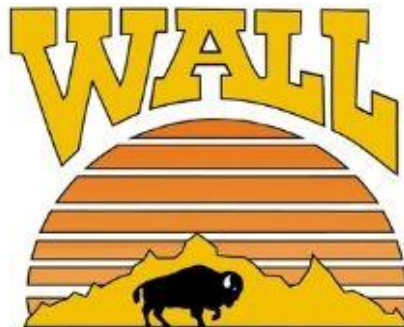
**-BBB Taxable Sales:** The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

**-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.

**-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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