

Wall-Badlands Area Chamber of Commerce

January - February 2021 Dashboard

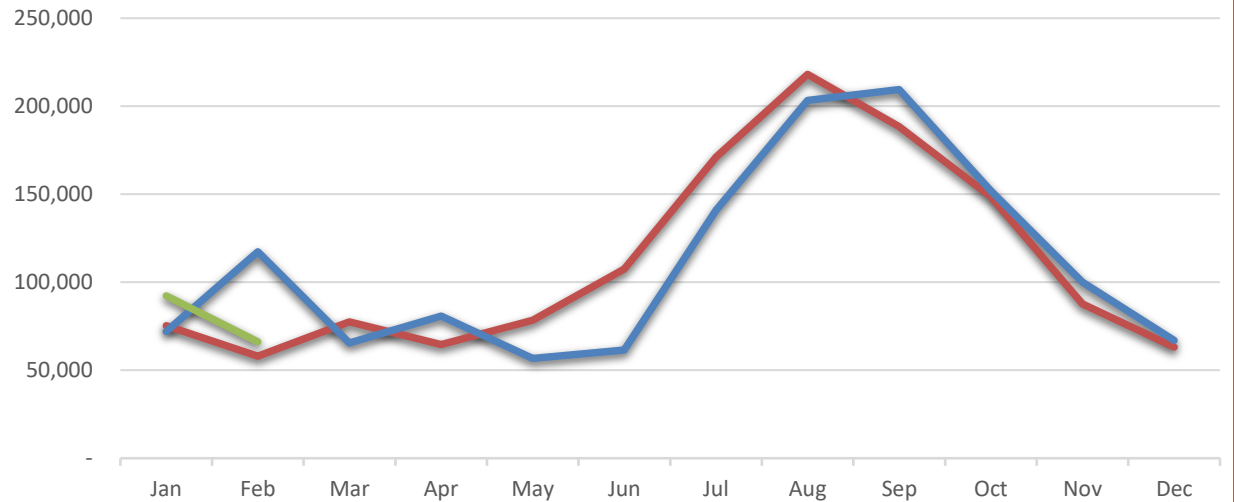
2019

2020

2021

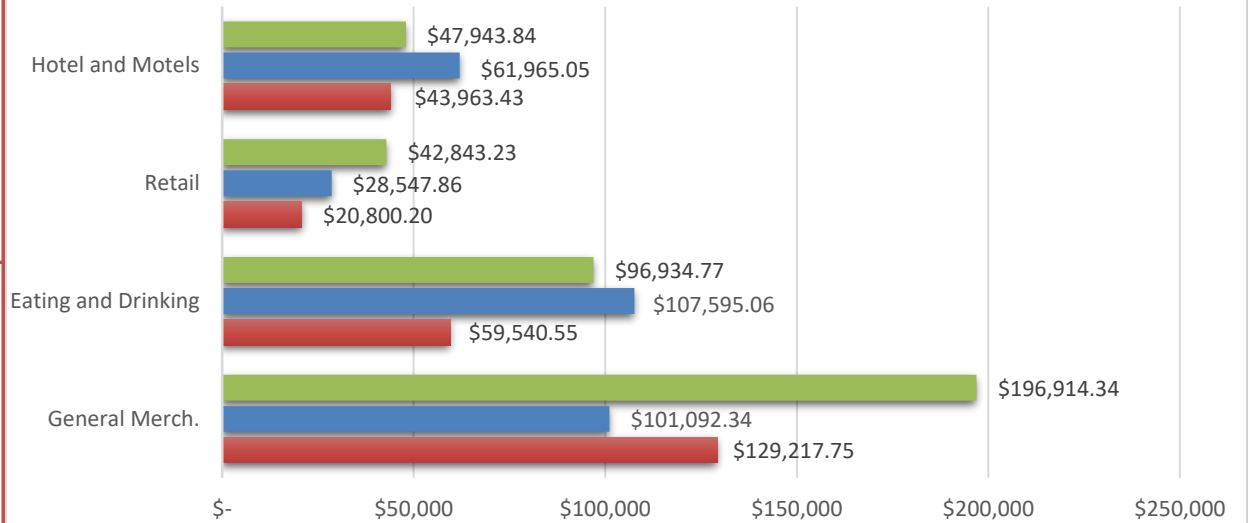
City Sales Tax Revenue

YTD 2021
\$158,413.10
VS. YTD 2020
-16.32%
Feb-21
\$66,146.08
VS. Feb 2020
-43.58%



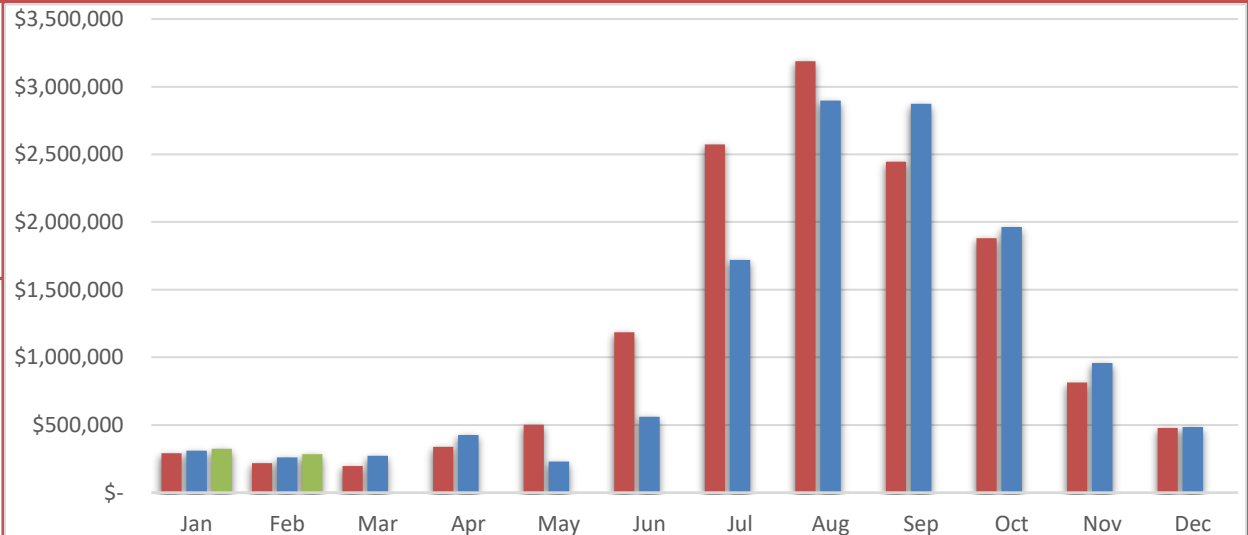
Visitor Spending

YTD 2021
\$866,695.32
VS. YTD 2020
14.4%
Feb-21
\$384,636.18
VS. Feb 2020
28.6%



BBB Taxable Sales

YTD 2021
\$608,580.88
VS. YTD 2020
6.4%
Feb-21
\$283,895.19
VS. Feb 2020
8.9%

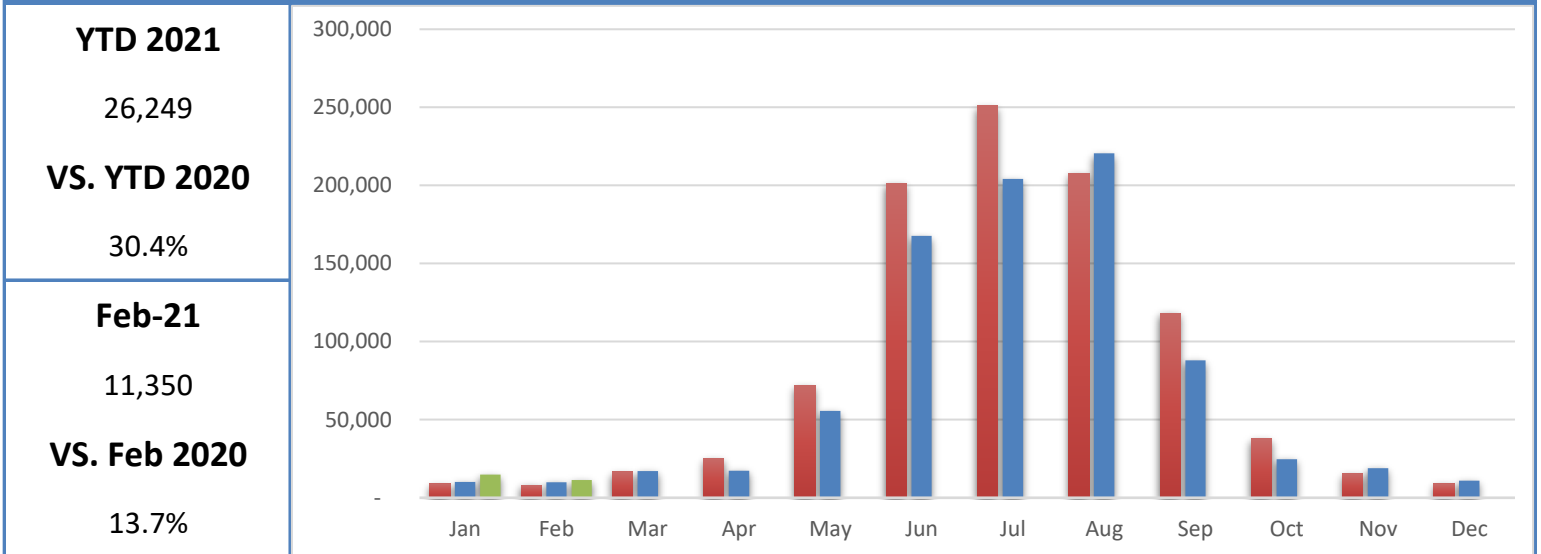


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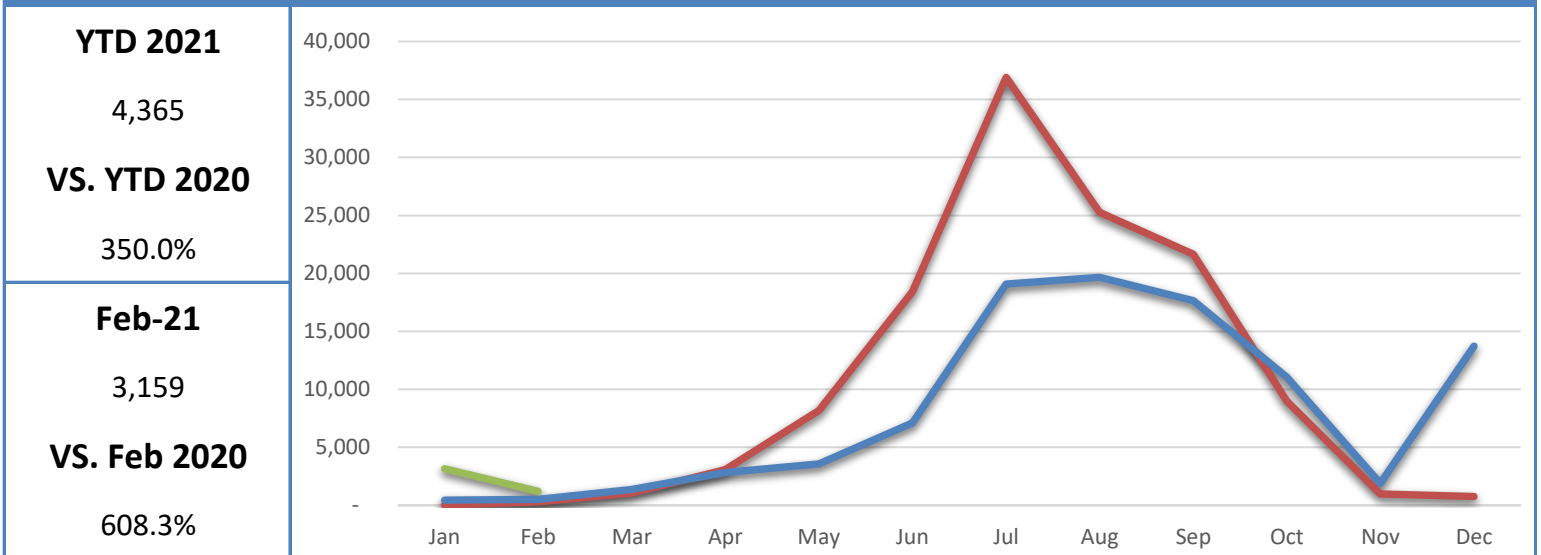
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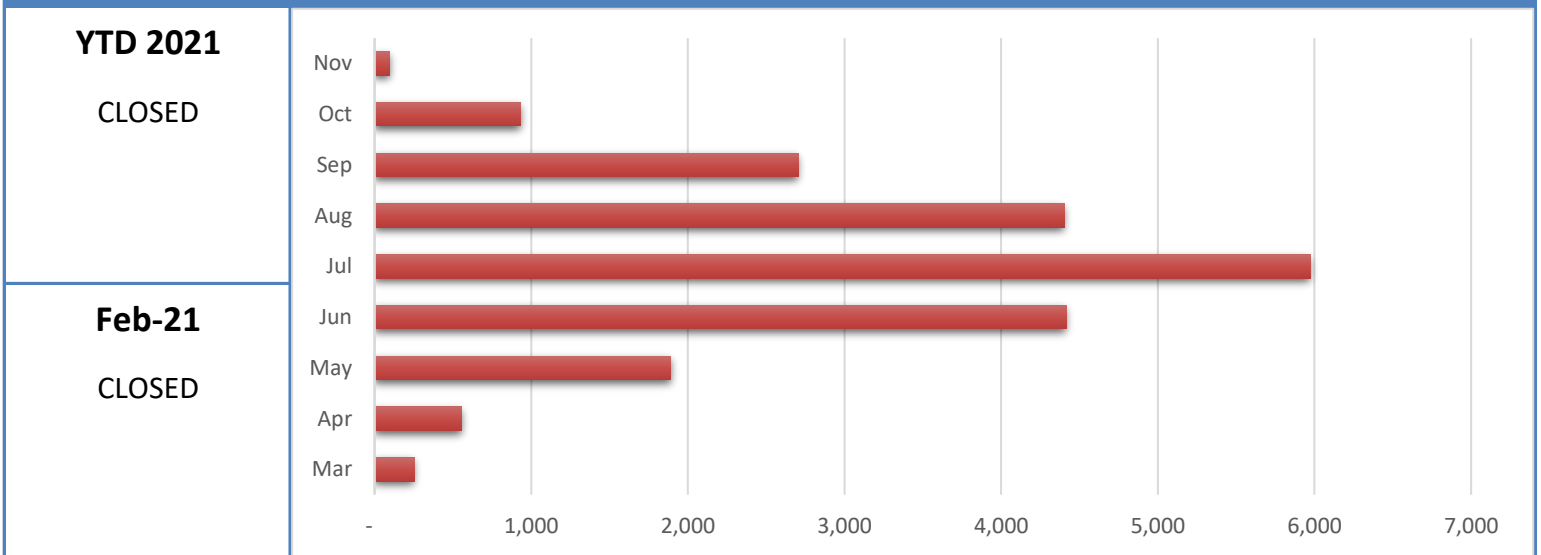
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation



Wall-Badlands Area Chamber of Commerce

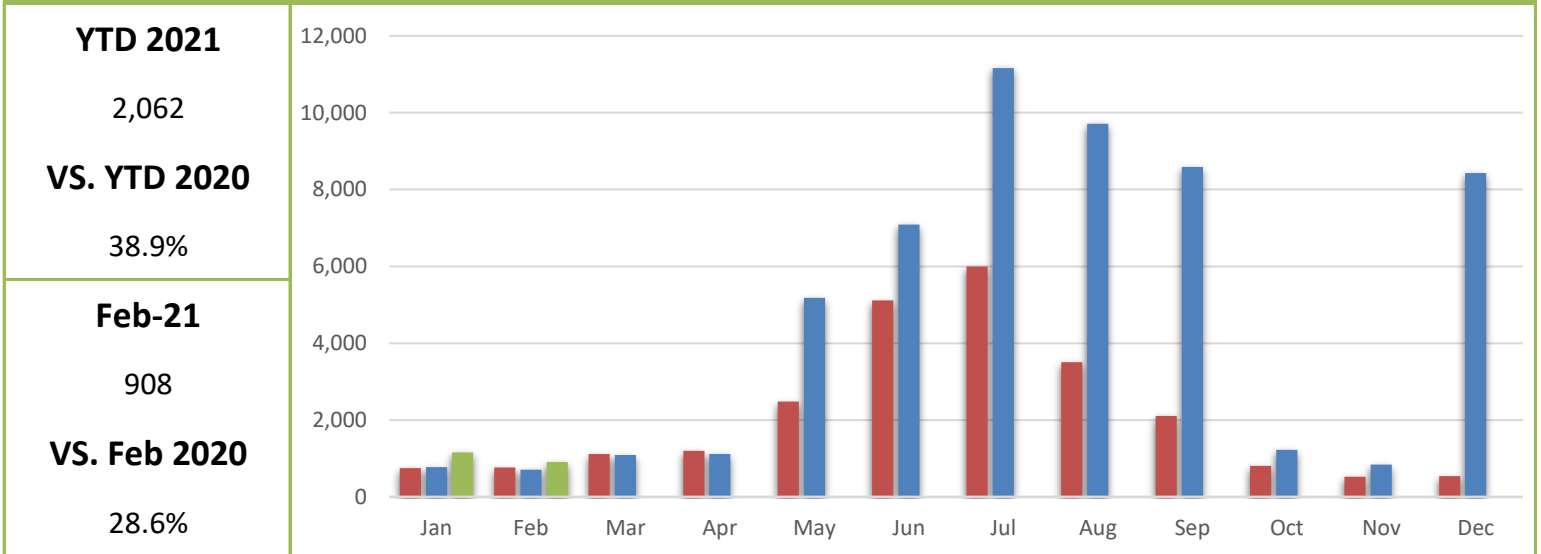
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2019

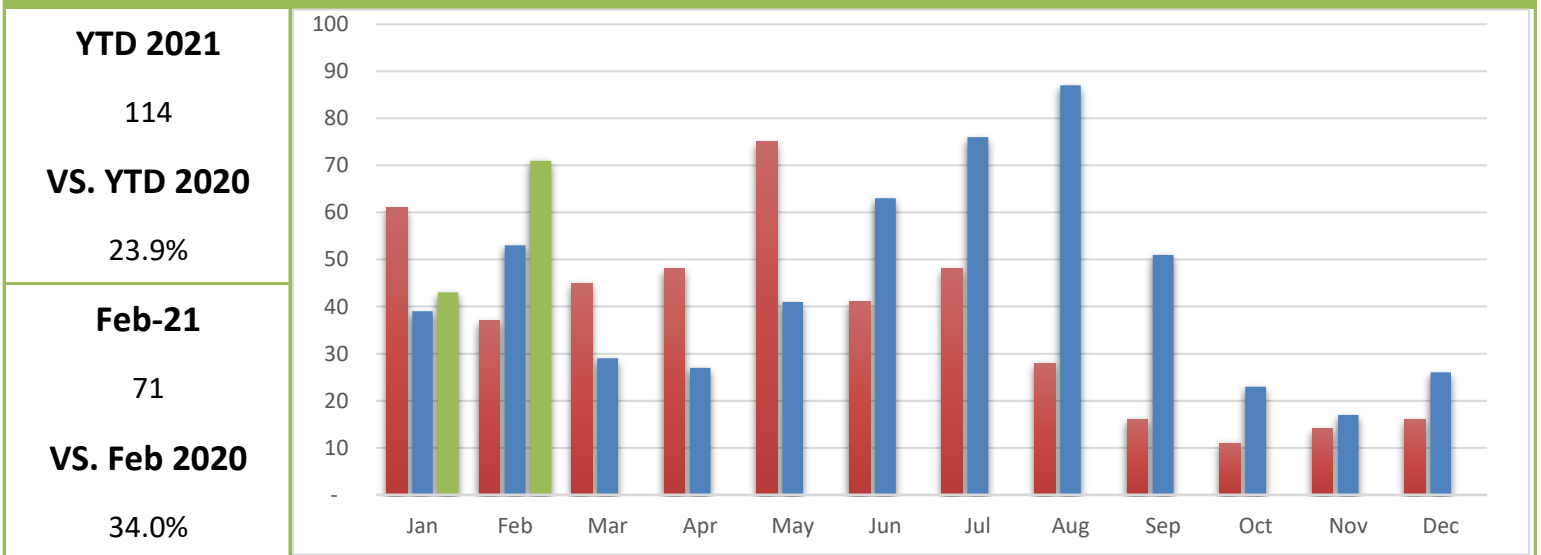
2020

2021

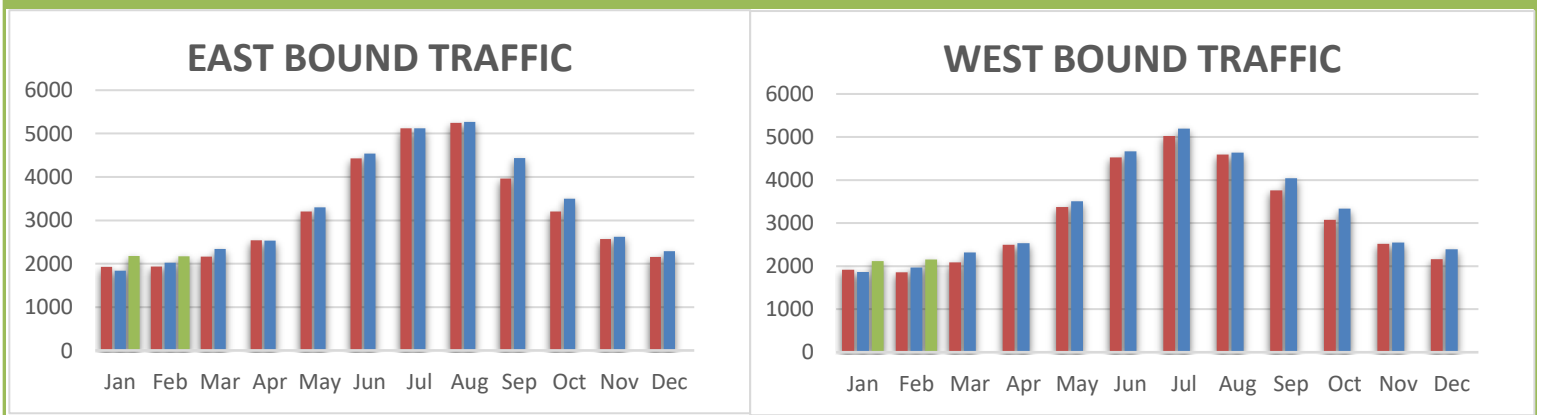
Wall-Badlands.com Sessions



Visitor Information Requests



I-90 Traffic



Feb-21 2,168

VS. Feb 2020 7.17%

Feb-21 2,157

VS. Feb 2020 9.44%

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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.

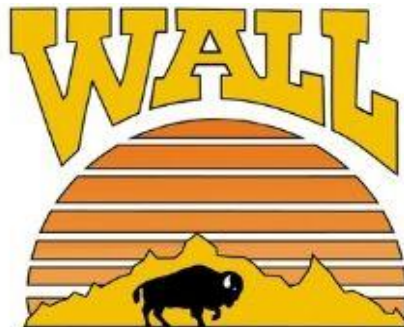
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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