

Wall-Badlands Area Chamber of Commerce

January - April 2021 Dashboard

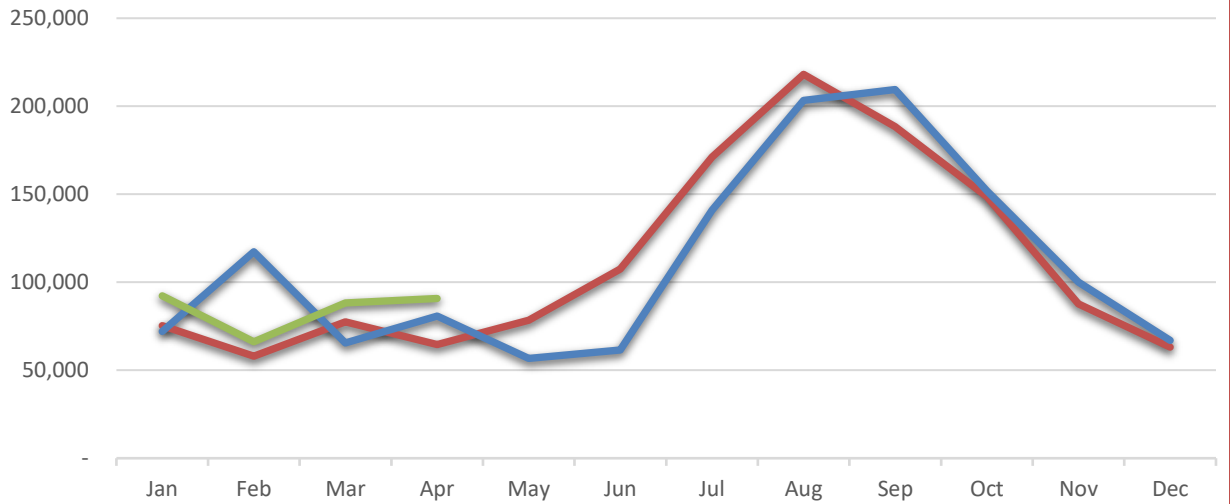
2019

2020

2021

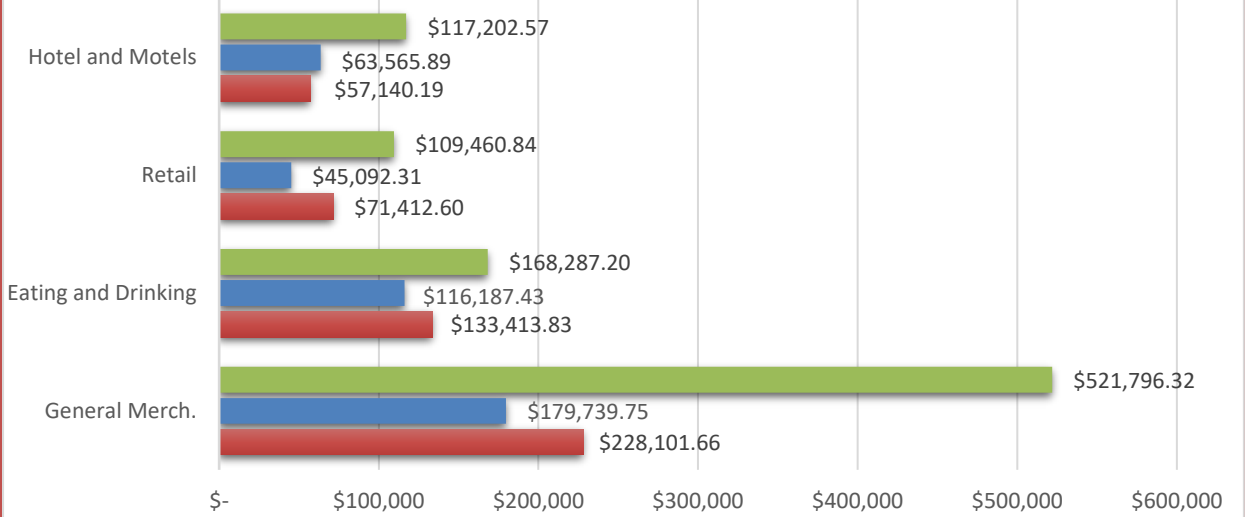
City Sales Tax Revenue

YTD 2021
\$337,408.40
VS. YTD 2020
0.53%
Apr-21
\$90,810.95
VS. April 2020
12.41%



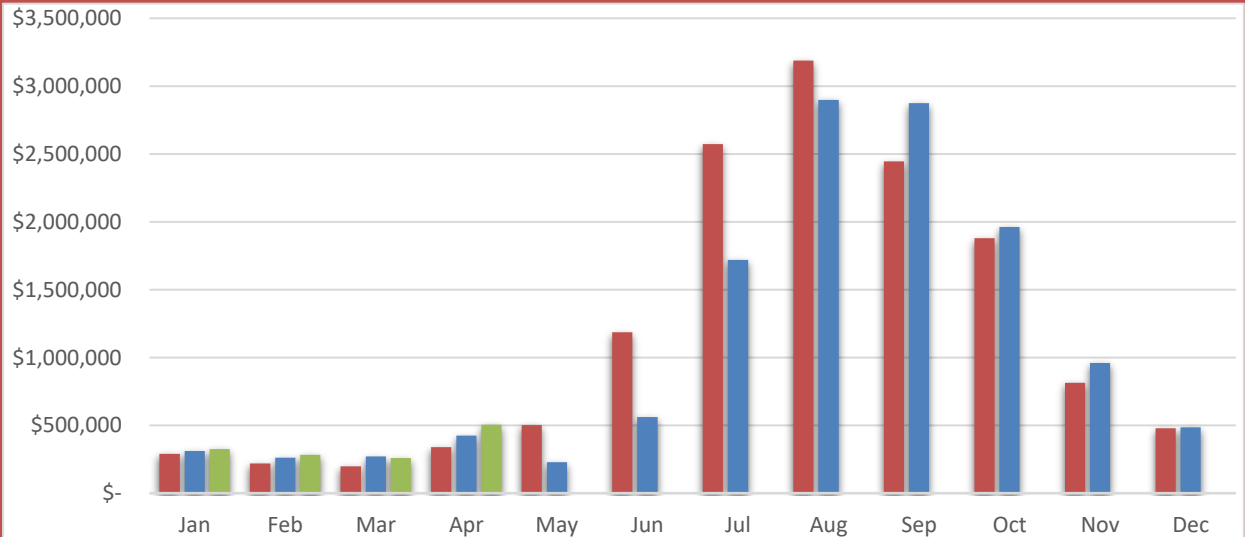
Visitor Spending

YTD 2021
\$2,152,737.20
VS. YTD 2020
41.7%
Apr-21
\$916,746.93
VS. April 2020
126.6%



BBB Taxable Sales

YTD 2021
\$1,370,647.01
VS. YTD 2020
8.0%
Apr-21
\$503,937.66
VS. April 2020
18.4%

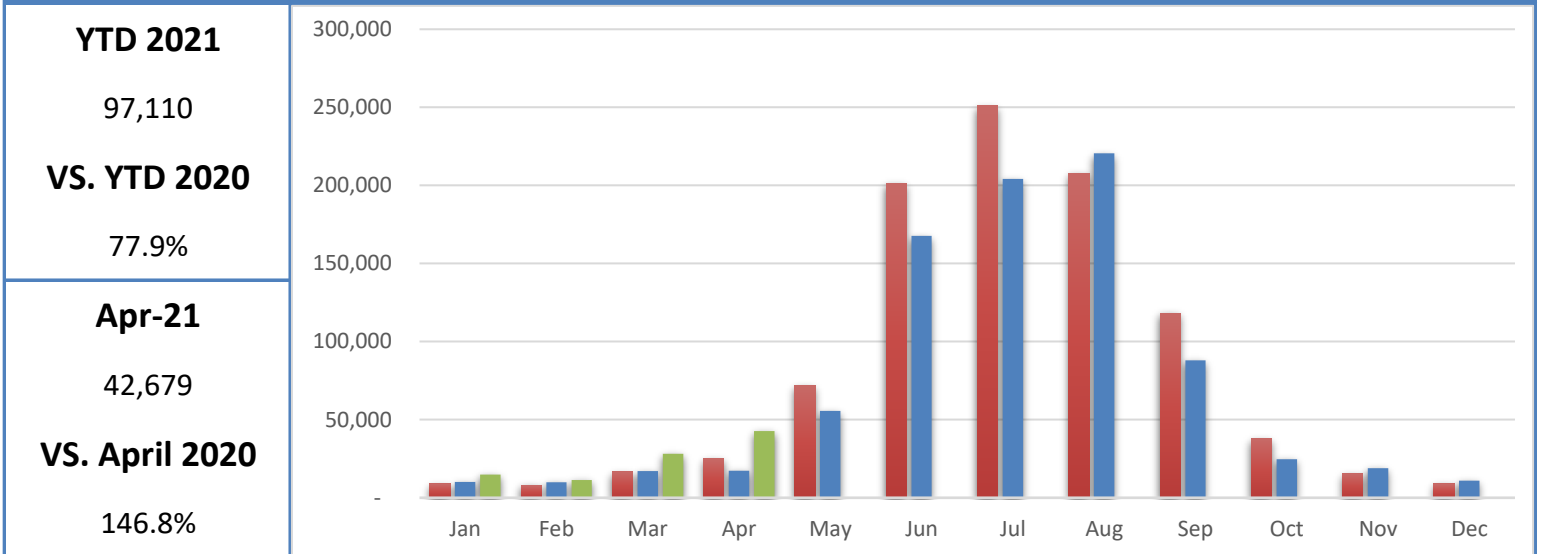


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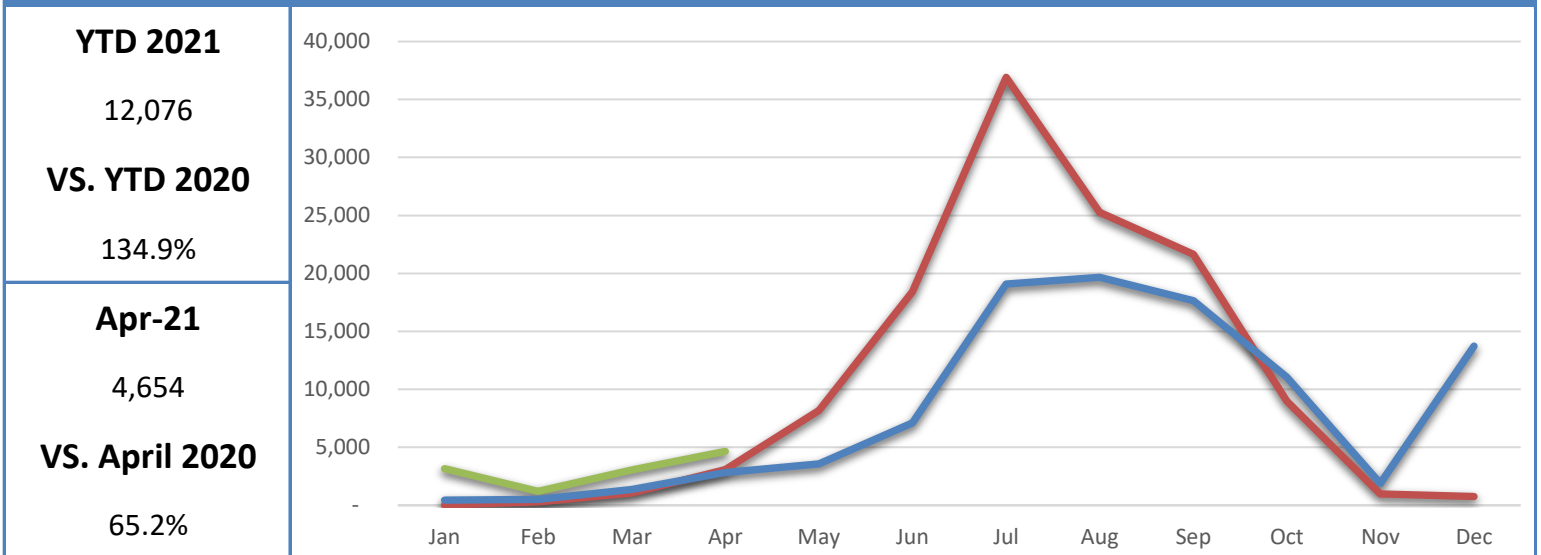
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2019
2020
2021

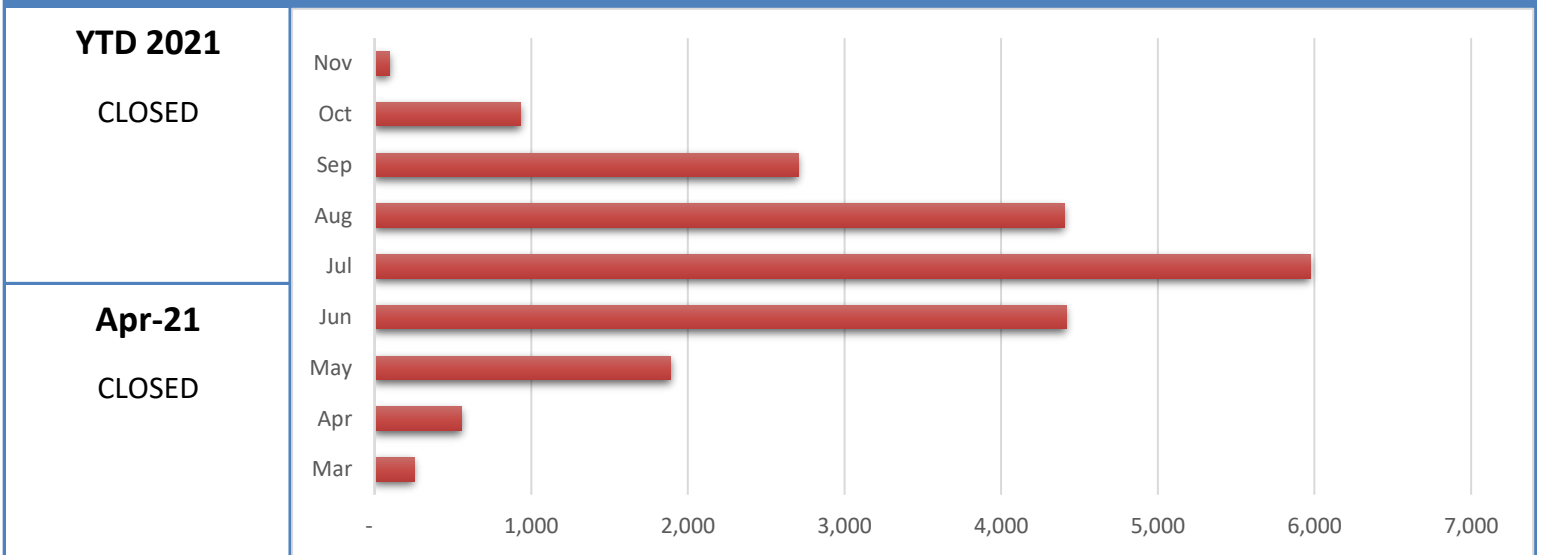
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation



Wall-Badlands Area Chamber of Commerce

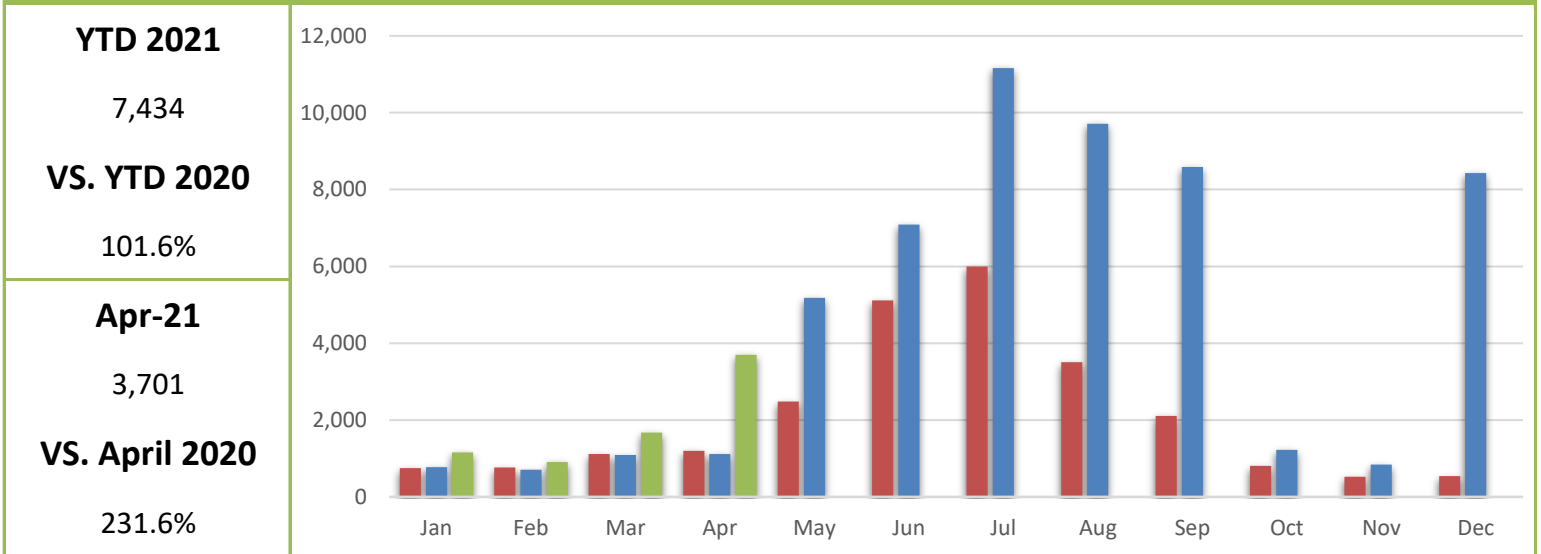
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2019

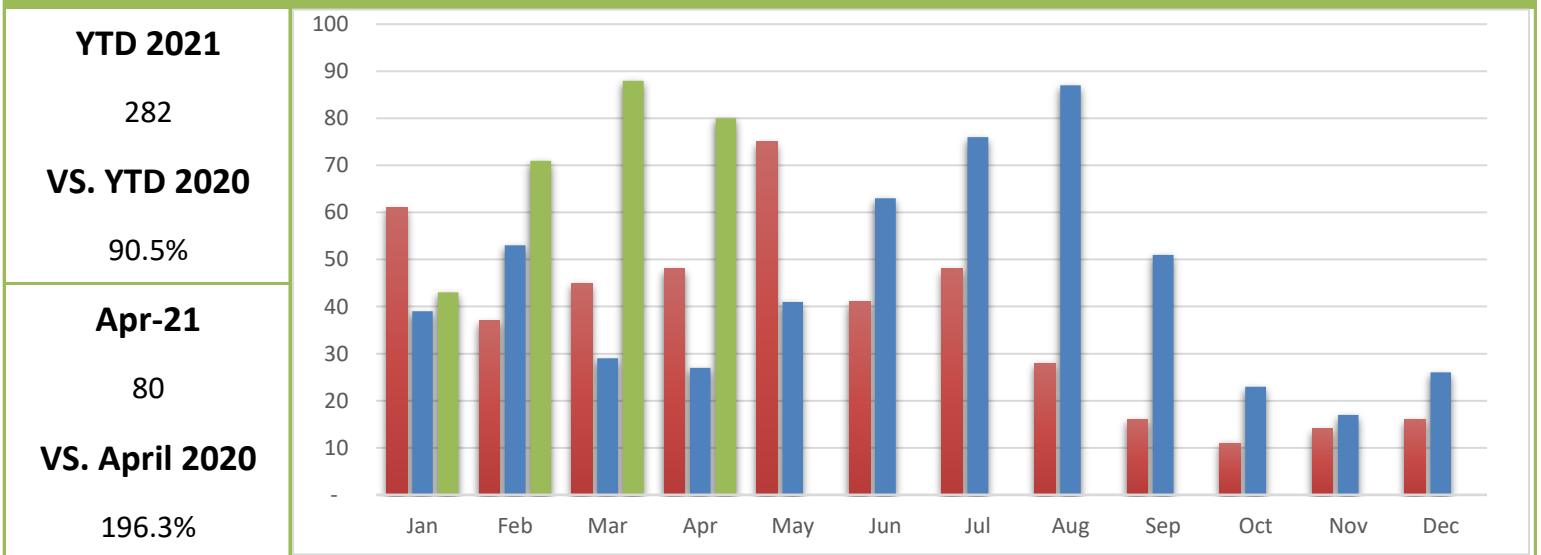
2020

2021

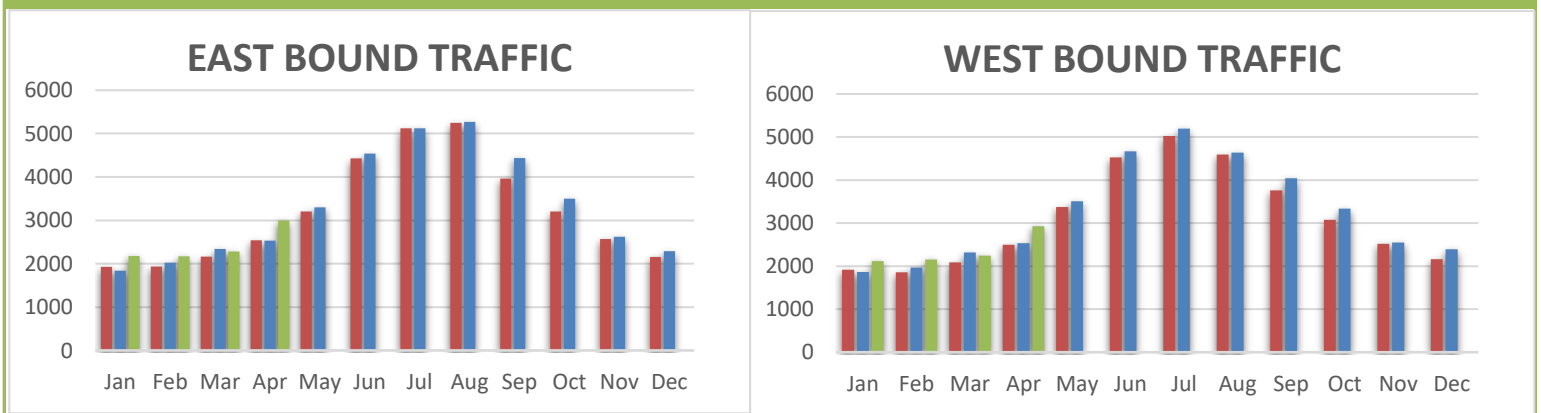
Wall-Badlands.com Sessions



Visitor Information Requests



I-90 Traffic



Apr-21

2,996

VS. April 2020

18.19%

Apr-21

2,929

VS. April 2020

15.77%

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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.

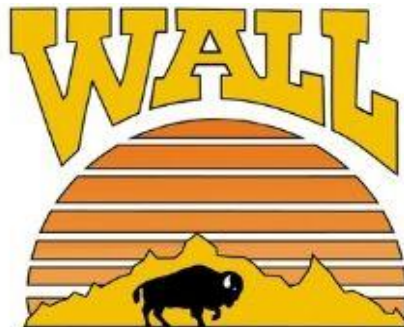
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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