

# Wall-Badlands Area Chamber of Commerce

## January - May 2021 Dashboard

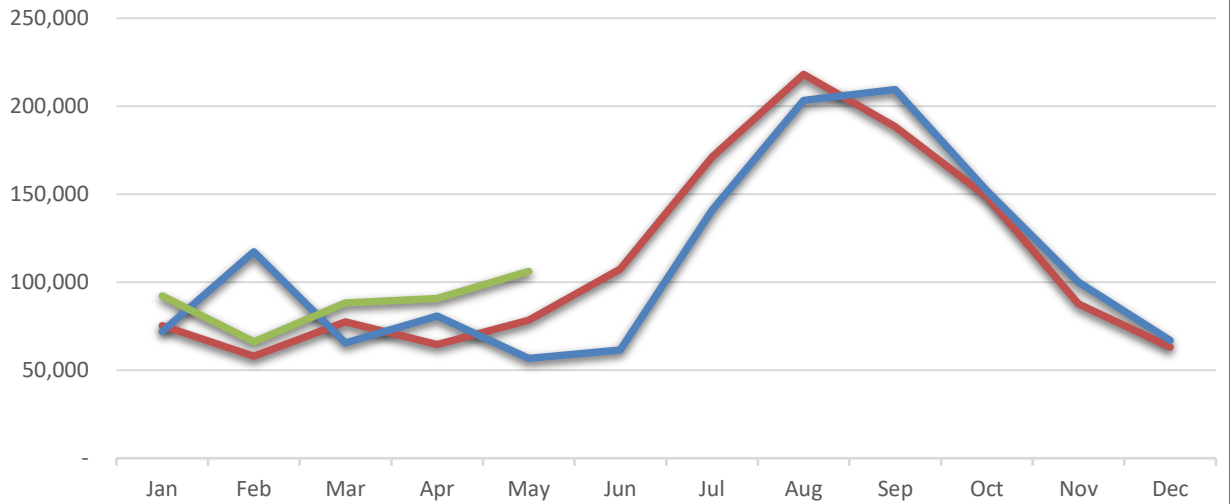
2019

2020

2021

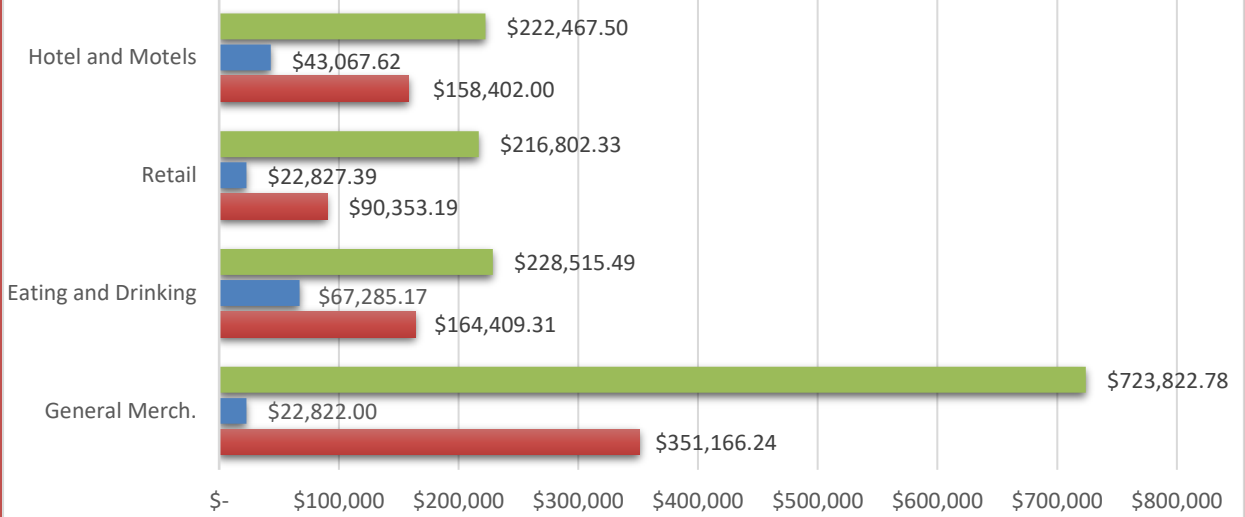
### City Sales Tax Revenue

<b>YTD 2021</b>
\$443,581.92
<b>VS. YTD 2020</b>
13.06%
<b>May-21</b>
\$106,173.52
<b>VS. May 2020</b>
87.24%



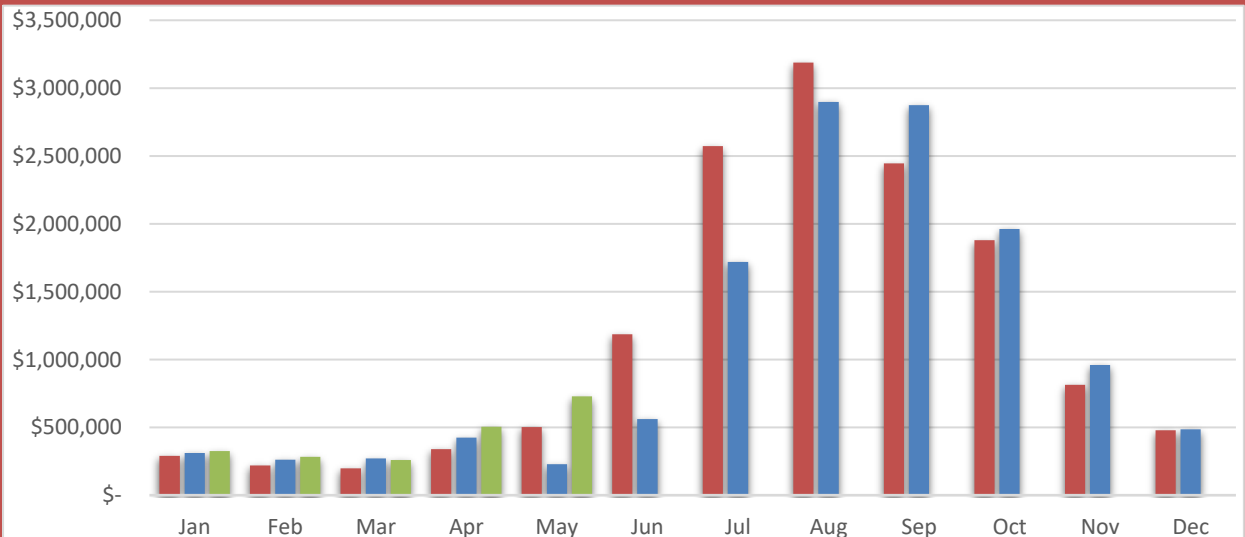
### Visitor Spending

<b>YTD 2021</b>
\$3,544,345.30
<b>VS. YTD 2020</b>
111.5%
<b>May-21</b>
\$1,391,608.10
<b>VS. May 2020</b>
792.0%



### BBB Taxable Sales

<b>YTD 2021</b>
\$2,100,263.12
<b>VS. YTD 2020</b>
40.2%
<b>May-21</b>
\$729,616.11
<b>VS. May 2020</b>
218.5%

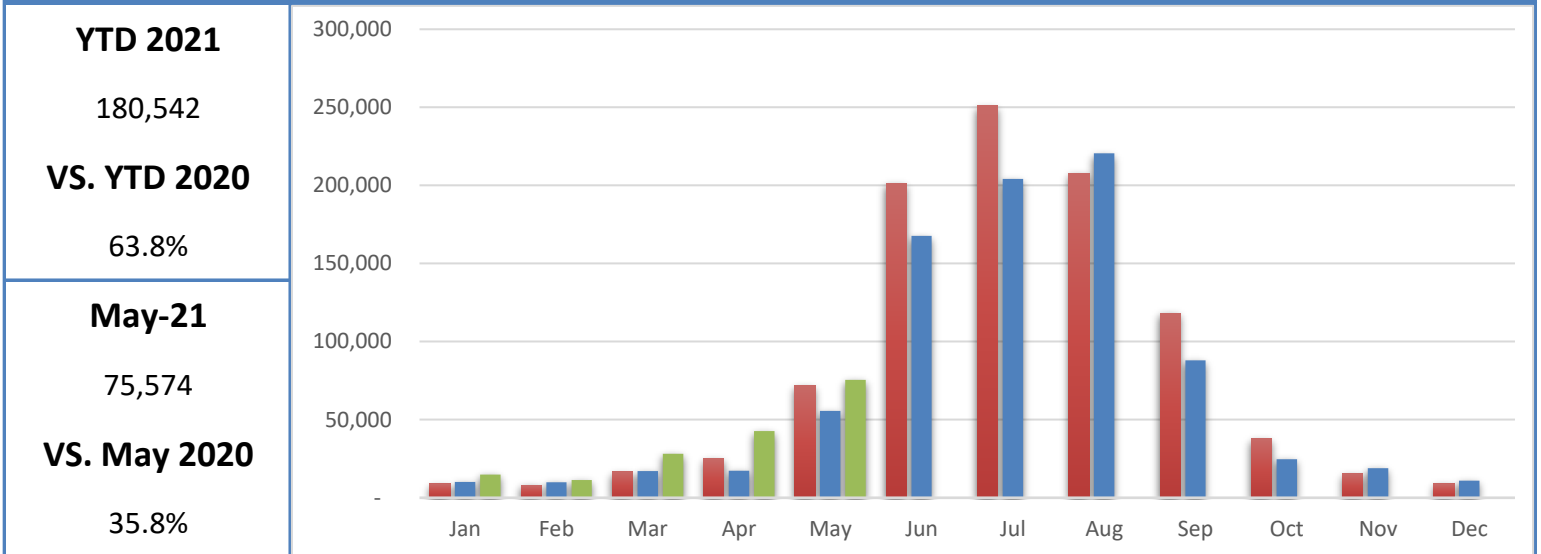


# Wall-Badlands Area Chamber of Commerce

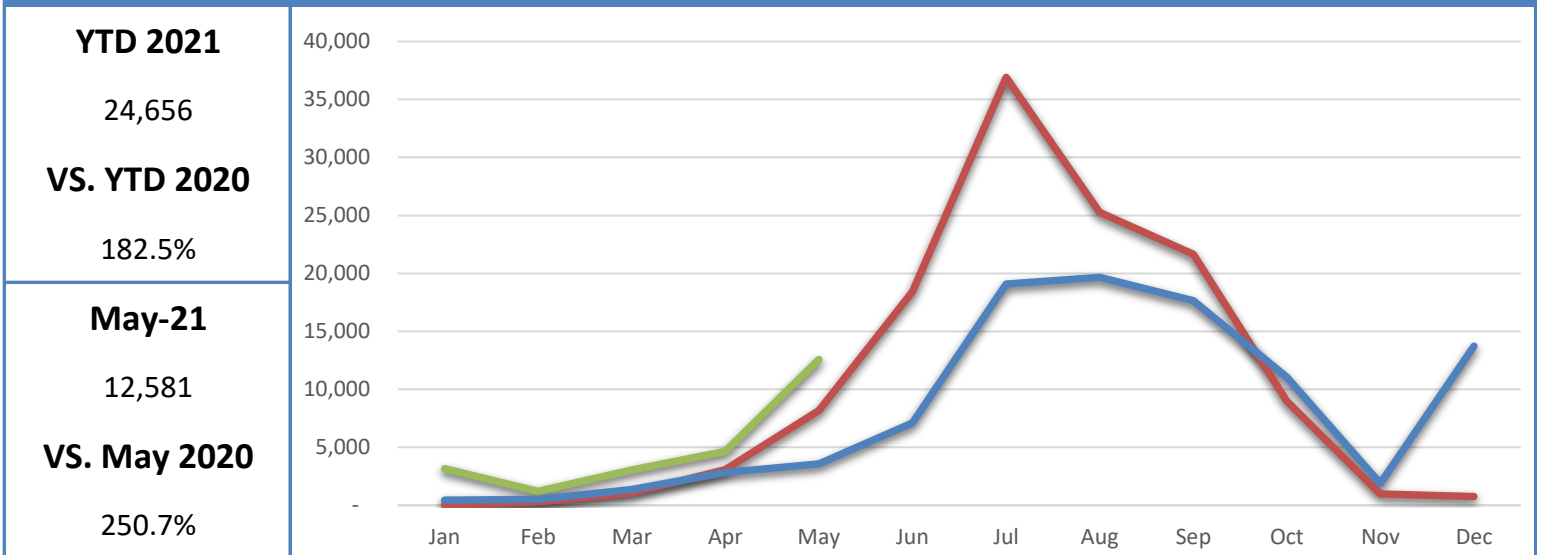
## January - May 2021 Dashboard

2019  
2020  
2021

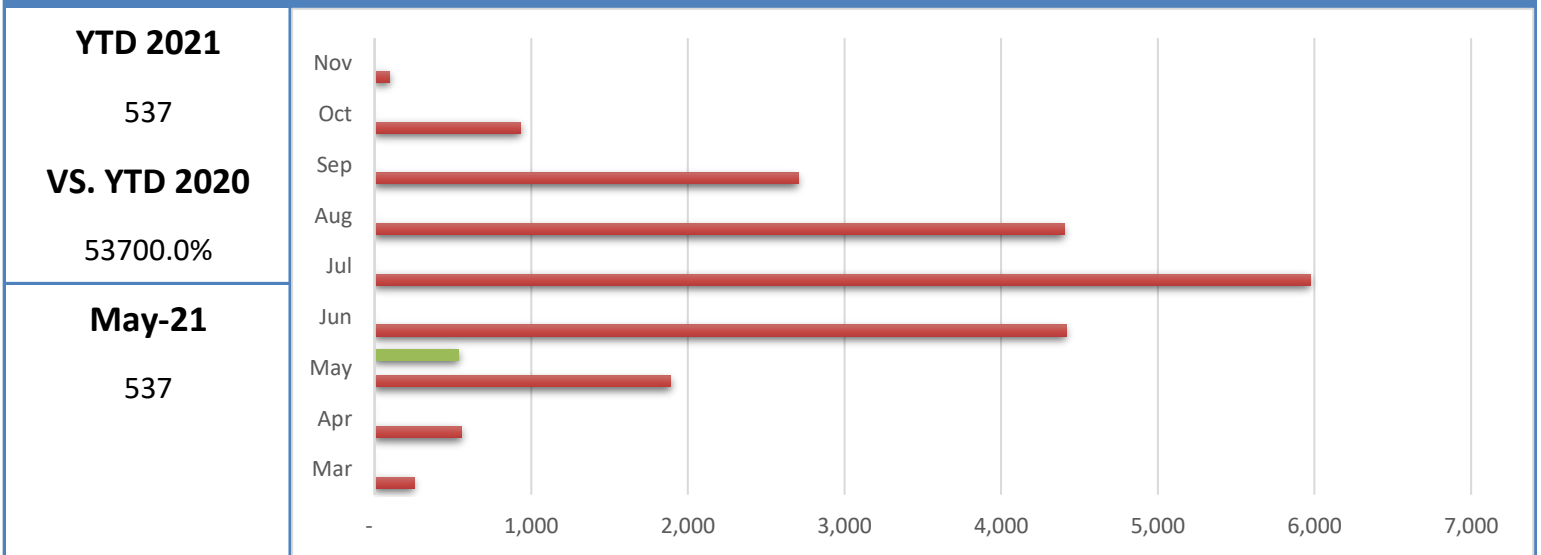
### Badlands National Park Recreational Visitation



### Minuteman Missile National Historic Site Recreational Visitation



### National Grasslands Visitor Center Recreational Visitation



# Wall-Badlands Area Chamber of Commerce

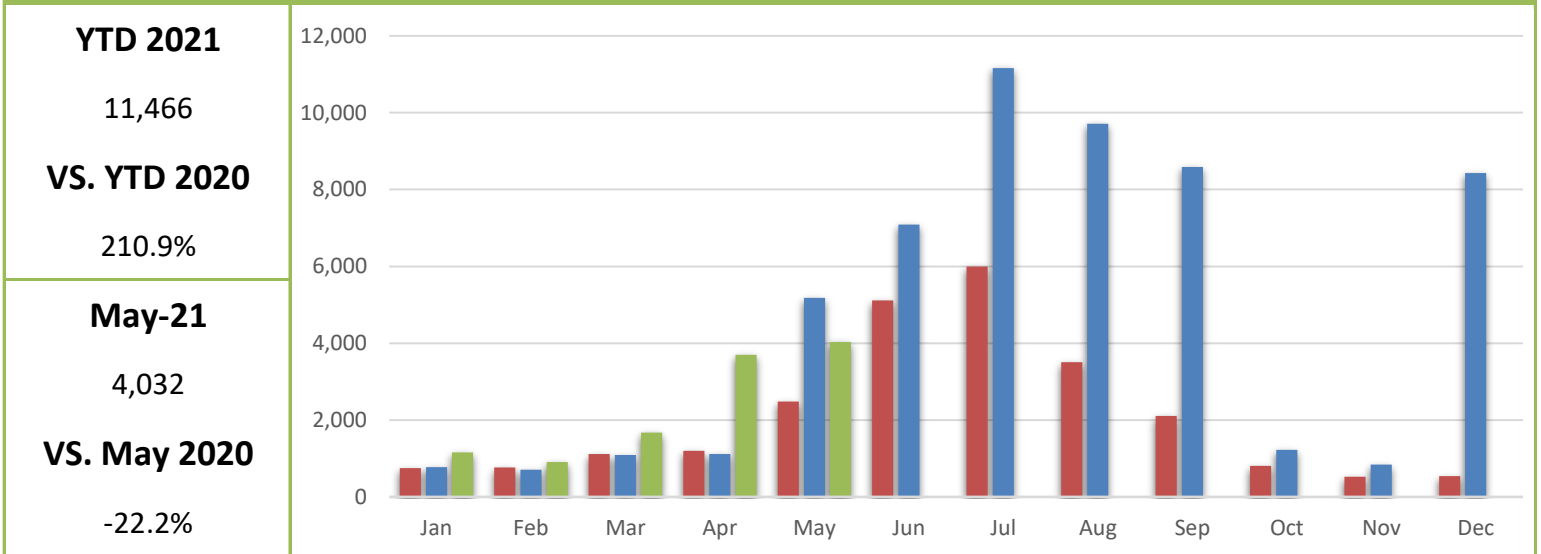
## January - May 2021 Dashboard

2019

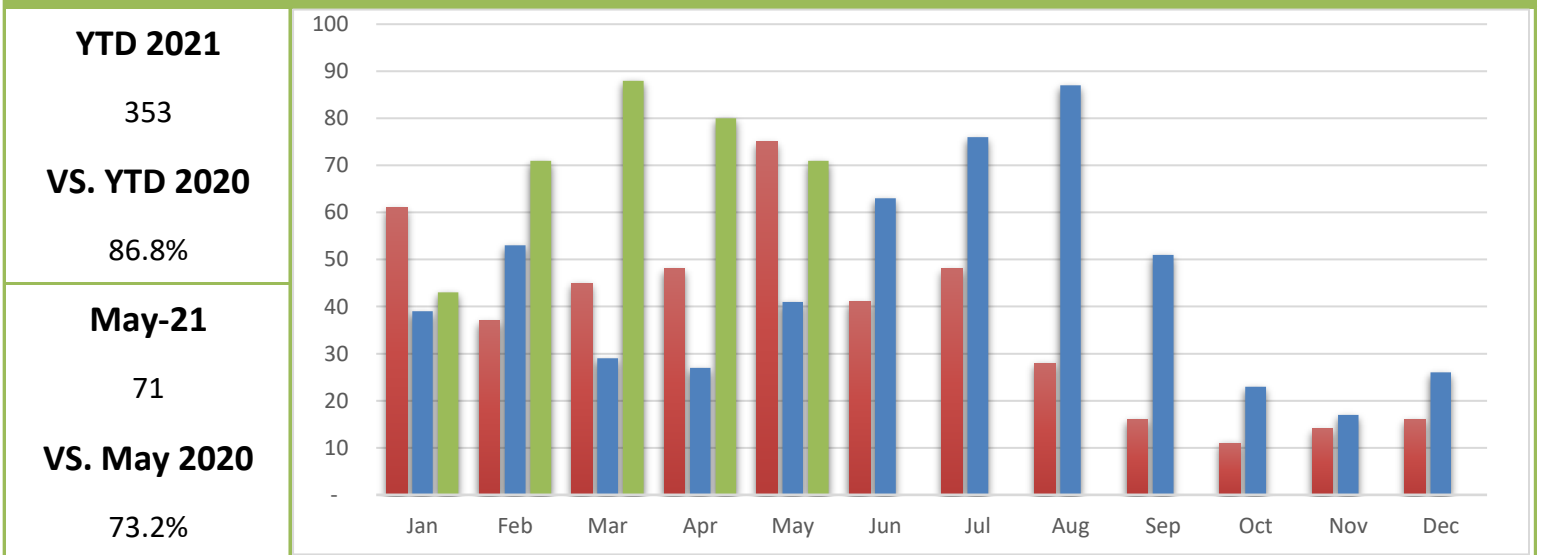
2020

2021

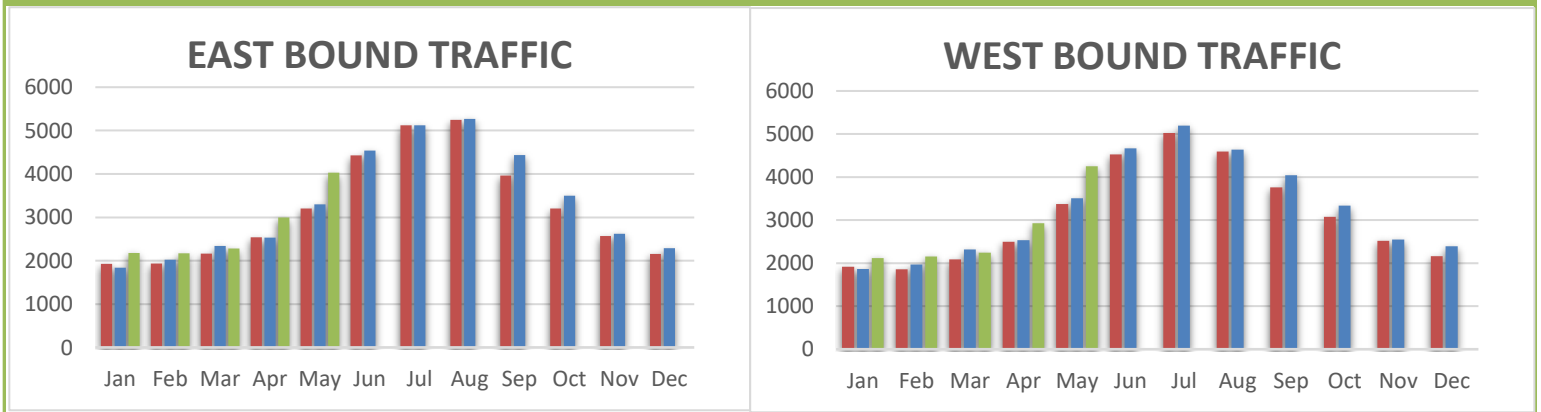
### Wall-Badlands.com Sessions



### Visitor Information Requests



### I-90 Traffic



<b>May-21</b>	4,029
<b>VS. May 2020</b>	22.16%

<b>May-21</b>	4,252
<b>VS. May 2020</b>	21.17%

# Wall-Badlands Area Chamber of Commerce

January - May 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.

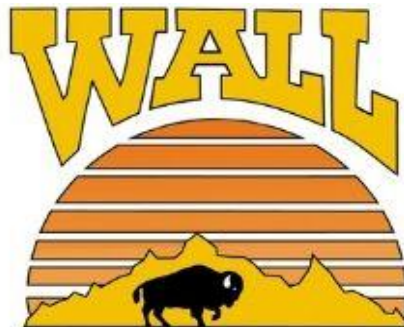
**-BBB Taxable Sales:** The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

**-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**

501 Main St. Wall, SD 57790

PO Box 527

wallchamber@gwtc.net