

Wall-Badlands Area Chamber of Commerce

January - October 2021 Dashboard

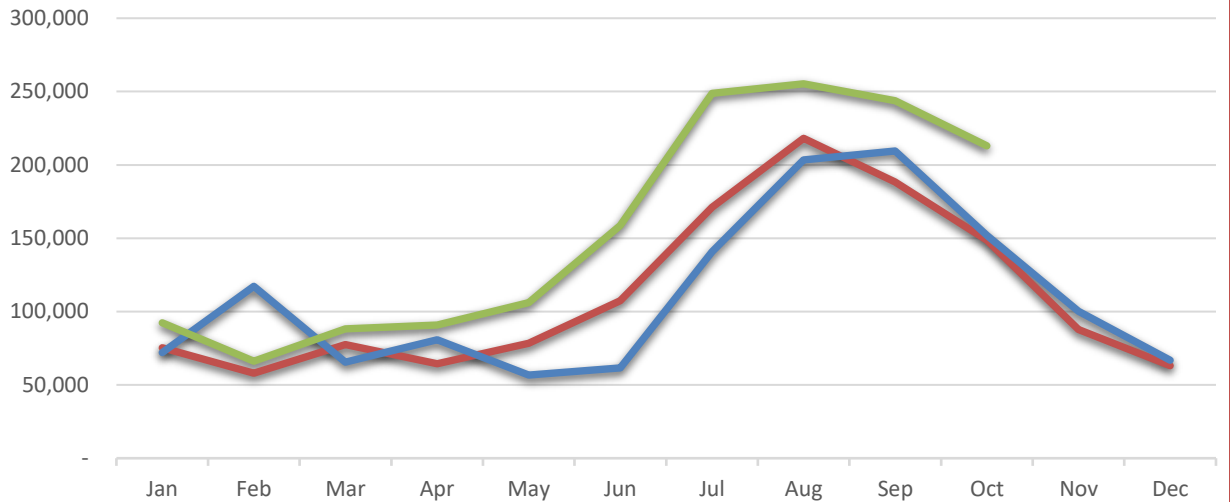
2019

2020

2021

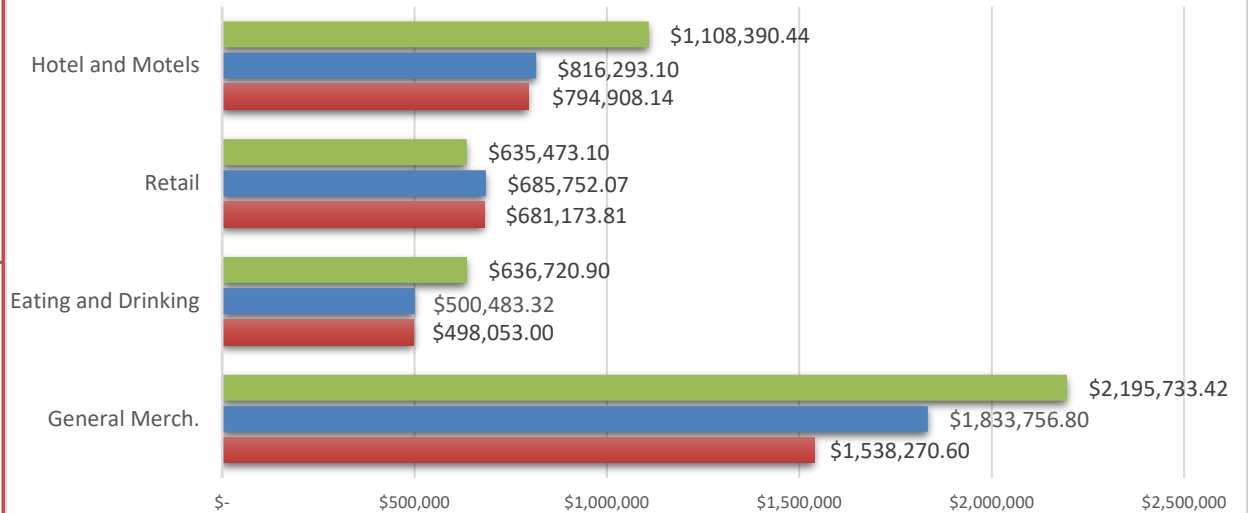
City Sales Tax Revenue

YTD 2021
\$1,563,226.91
VS. YTD 2020
34.83%
Oct-21
\$212,964.37
VS. Oct 2020
40.29%



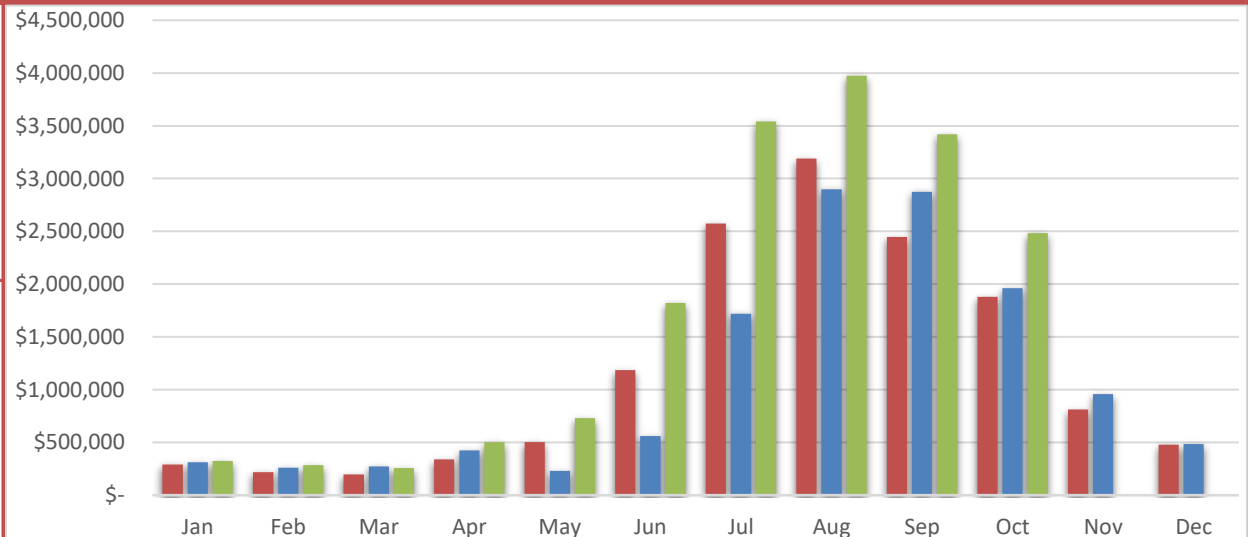
Visitor Spending

YTD 2021
\$16,528,483.52
VS. YTD 2020
97.7%
Oct-21
\$4,576,317.86
VS. Oct 2020
19.3%



BBB Taxable Sales

YTD 2021
\$17,342,961.28
VS. YTD 2020
50.6%
Oct-21
\$2,482,920.87
VS. Oct 2020
26.5%

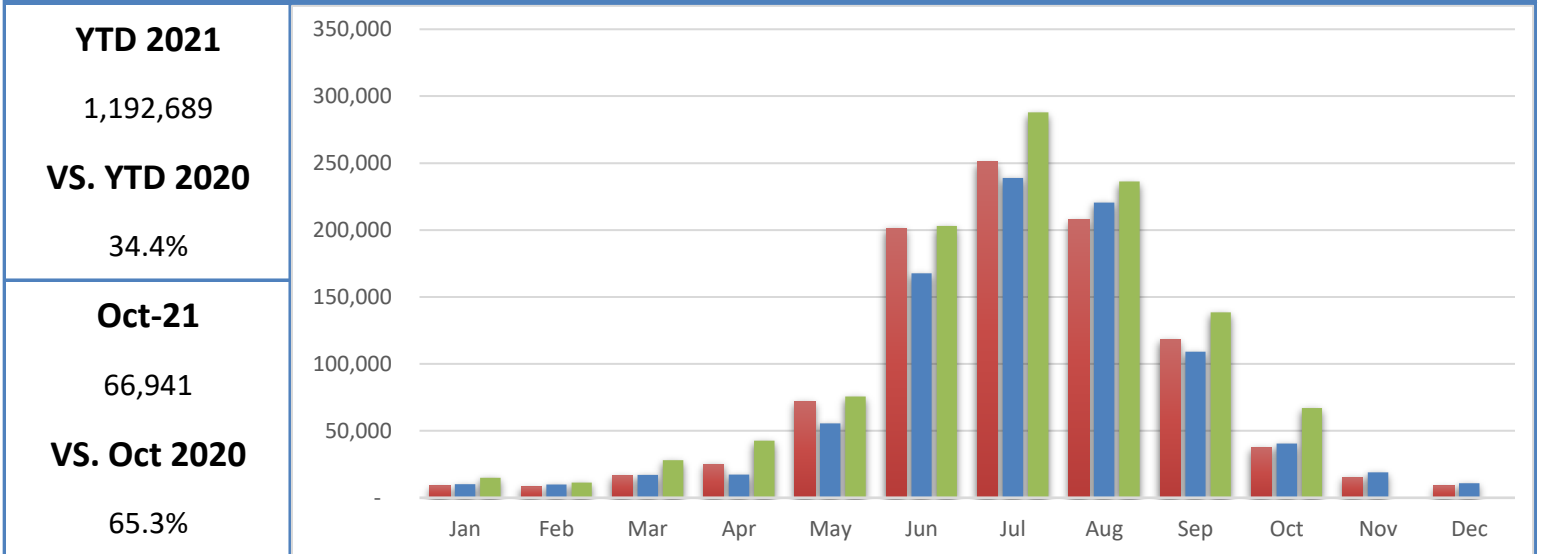


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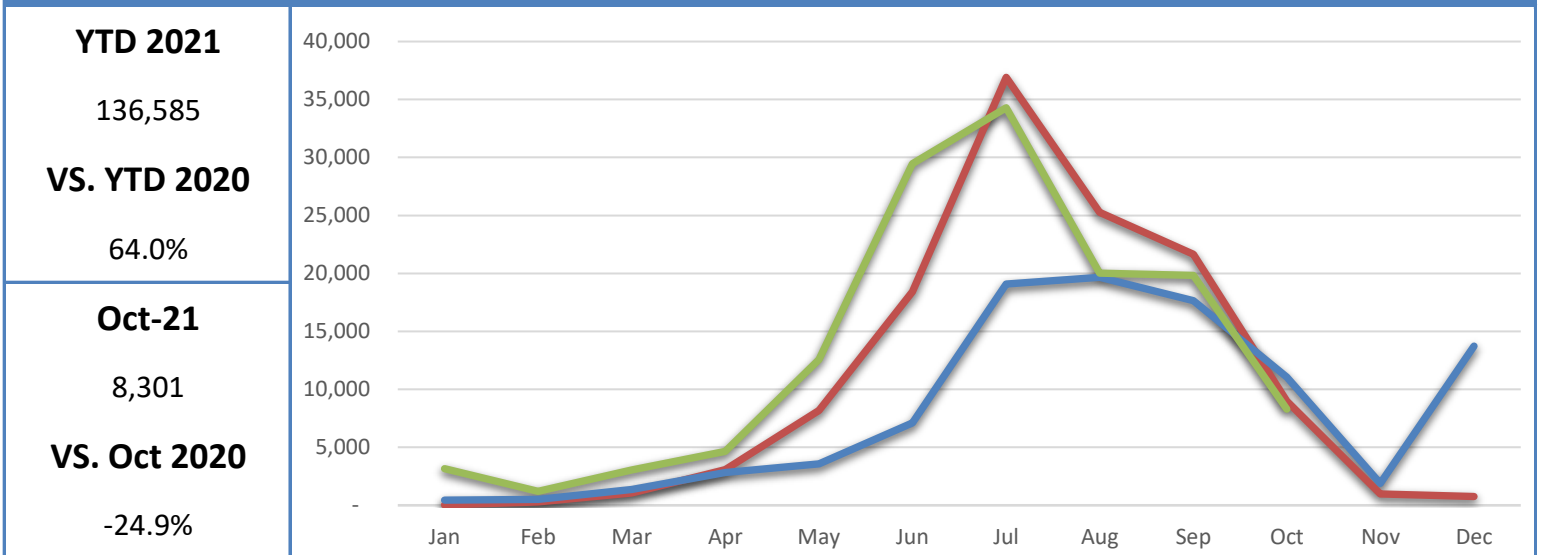
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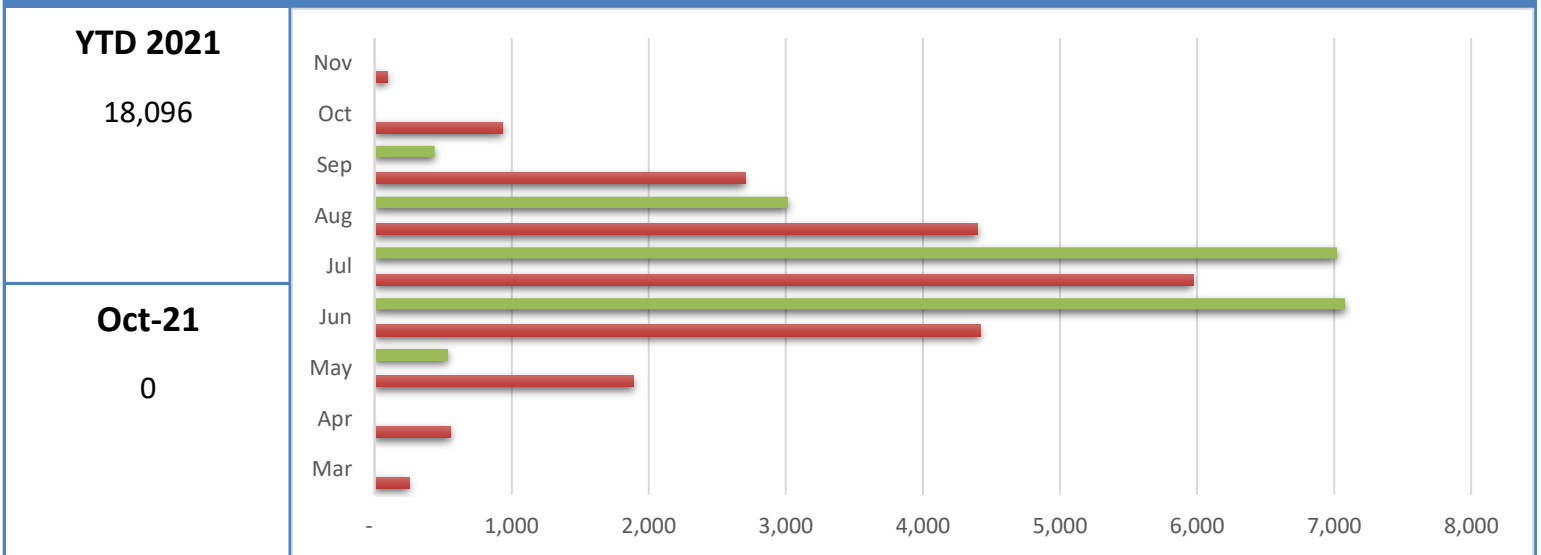
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation



Wall-Badlands Area Chamber of Commerce

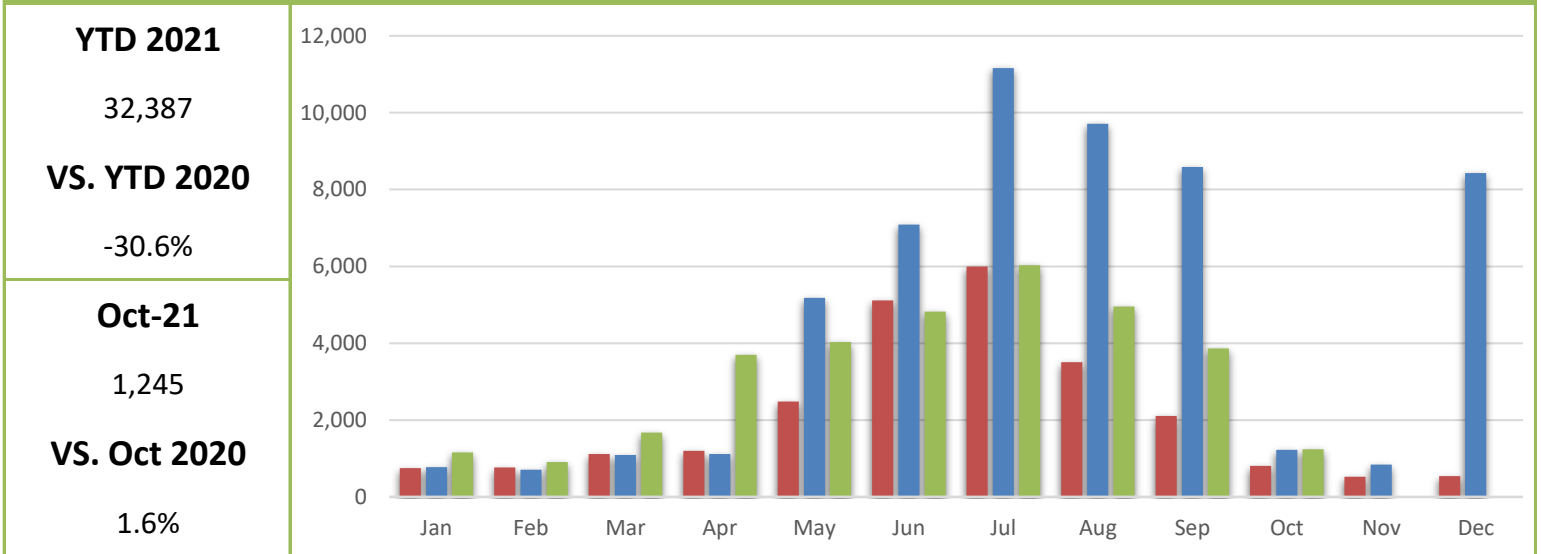
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2019

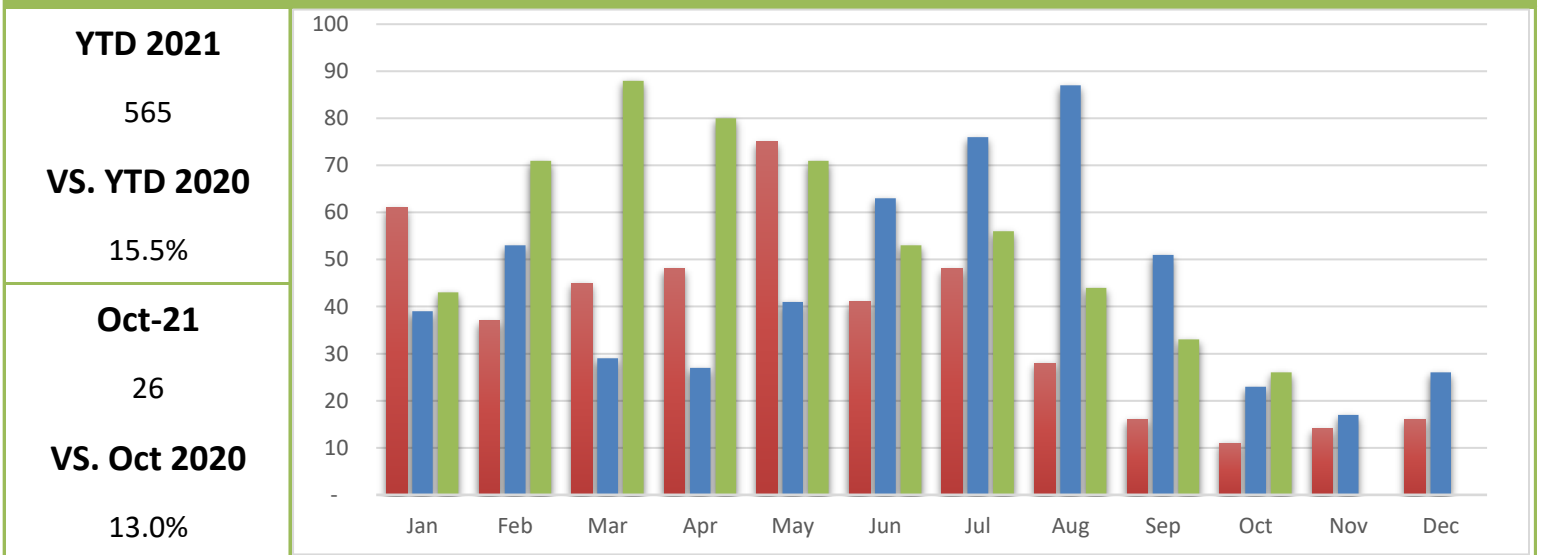
2020

2021

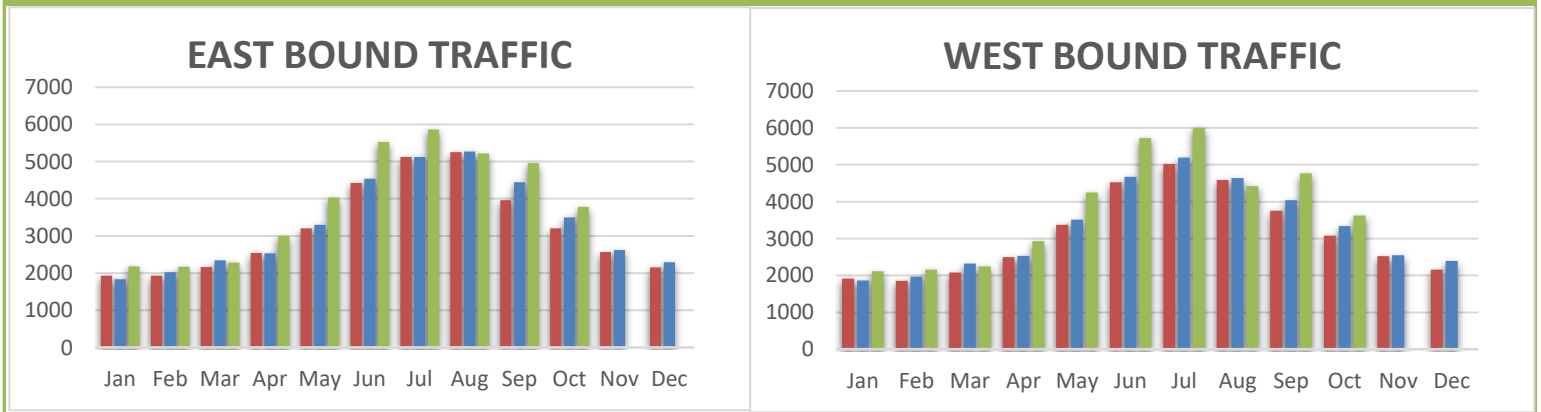
Wall-Badlands.com Sessions



Visitor Information Requests



I-90 Traffic



Oct-21

3,780

Oct-21

3,621

VS. Oct 2020

8.06%

VS. Oct 2020

8.41%

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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.

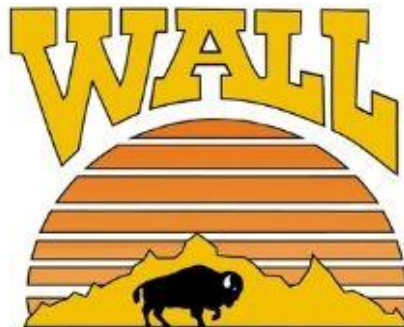
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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