

Wall-Badlands Area Chamber of Commerce

January - November 2021 Dashboard

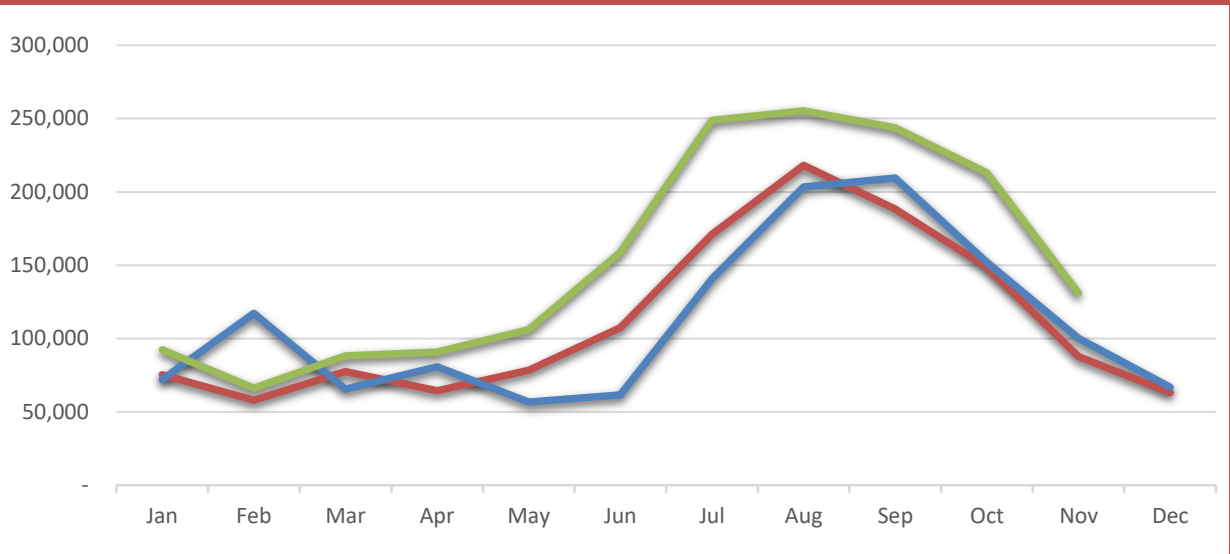
2019

2020

2021

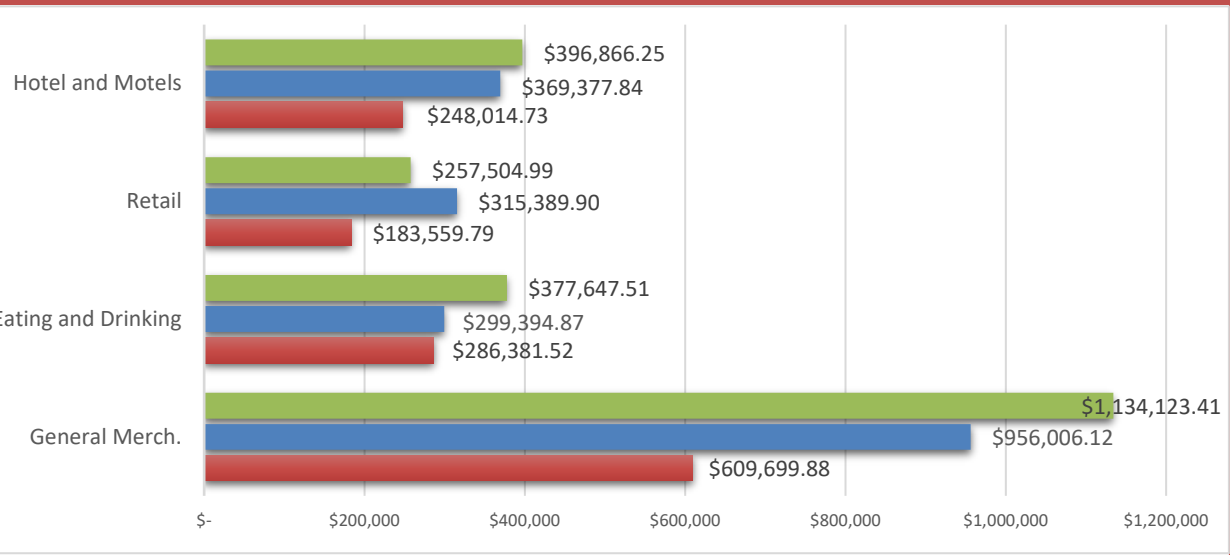
City Sales Tax Revenue

YTD 2021
\$1,694,130.11
VS. YTD 2020
34.51%
Nov-21
\$130,903.20
VS. Nov 2020
30.78%



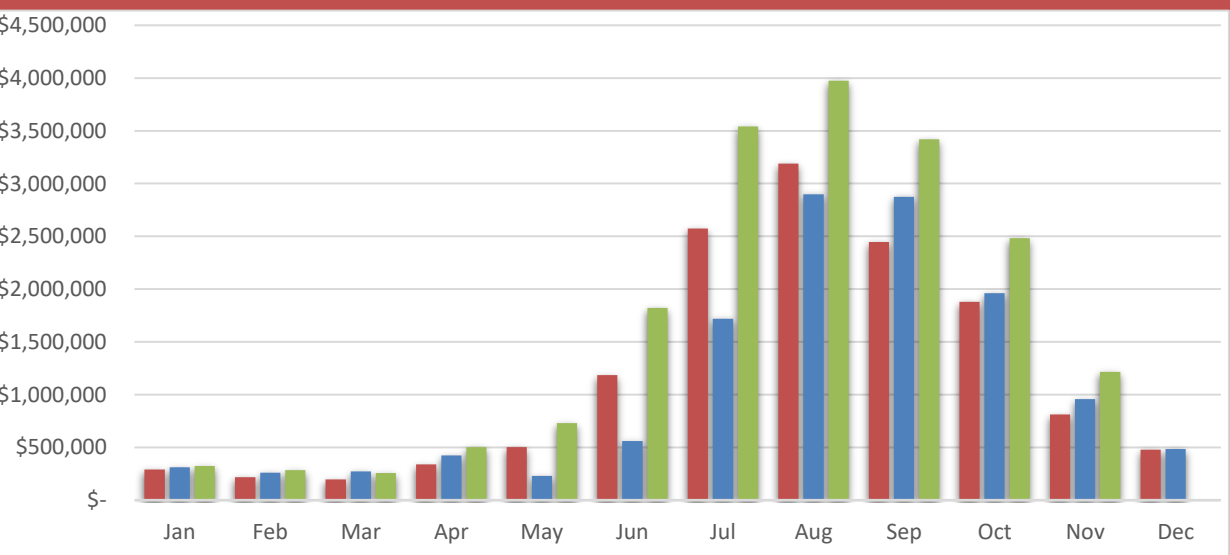
Visitor Spending

YTD 2021
\$22,304,937.54
VS. YTD 2020
56.2%
Nov-21
\$2,166,142.16
VS. Nov 2020
11.6%



BBB Taxable Sales

YTD 2021
\$18,558,464.01
VS. YTD 2020
48.8%
Nov-21
\$1,215,502.73
VS. Nov 2020
26.7%

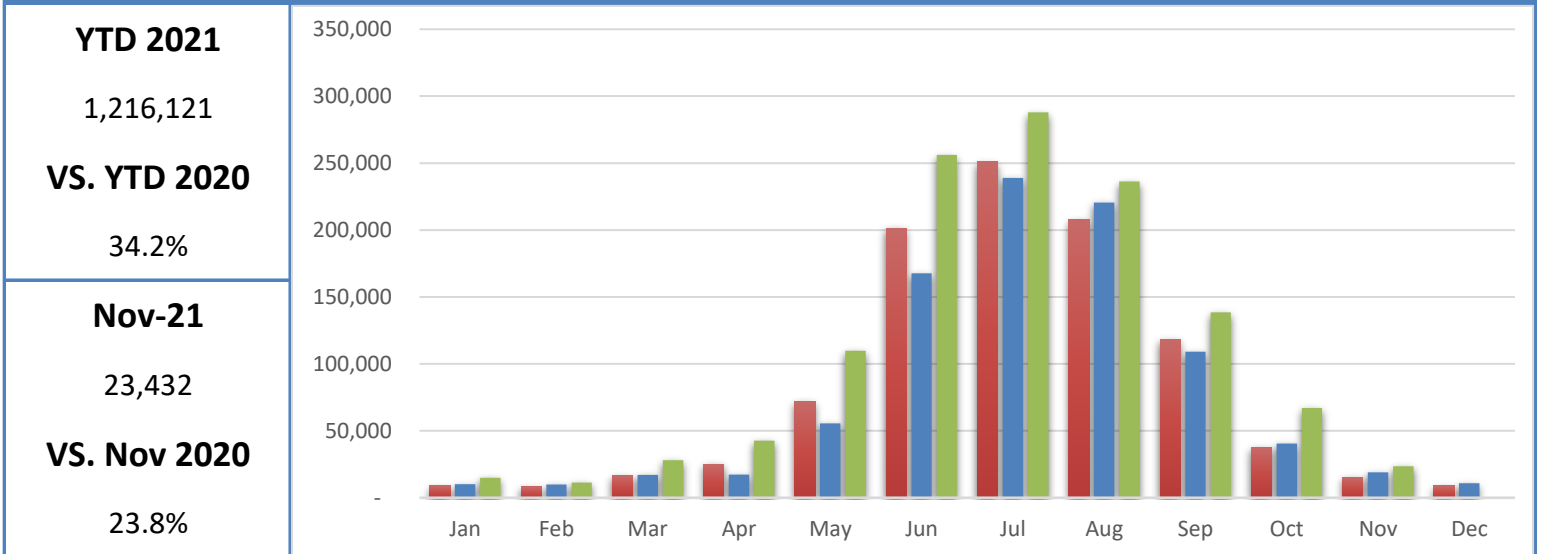


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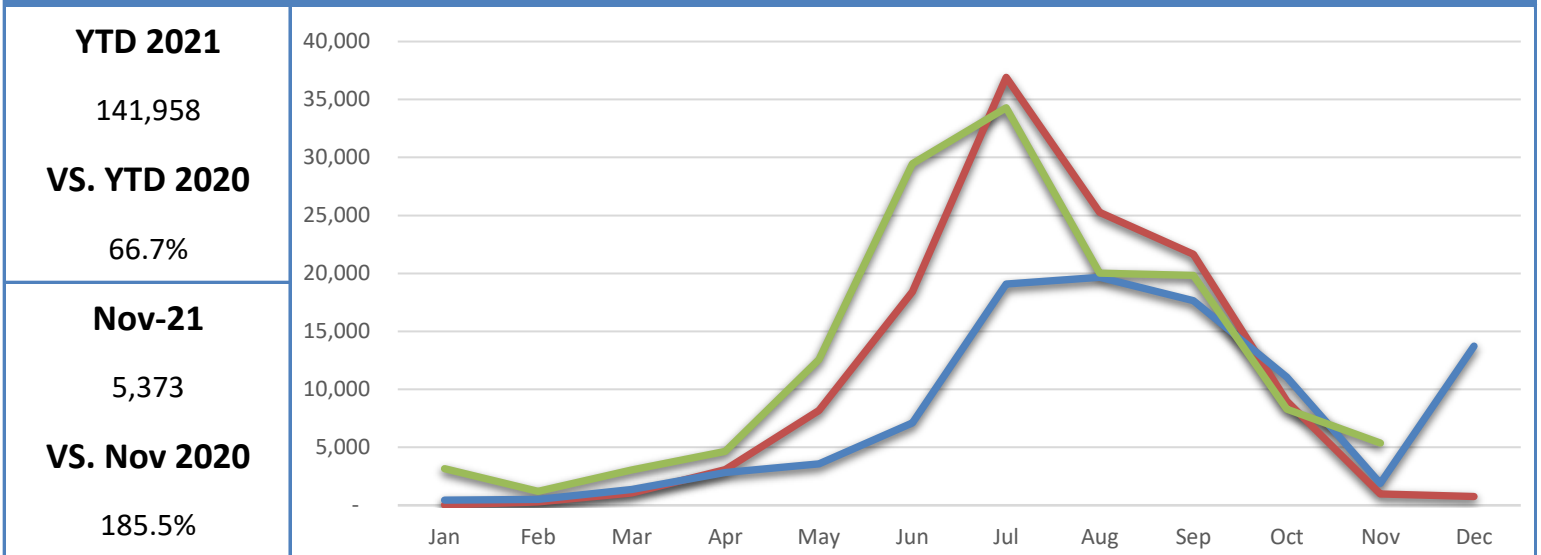
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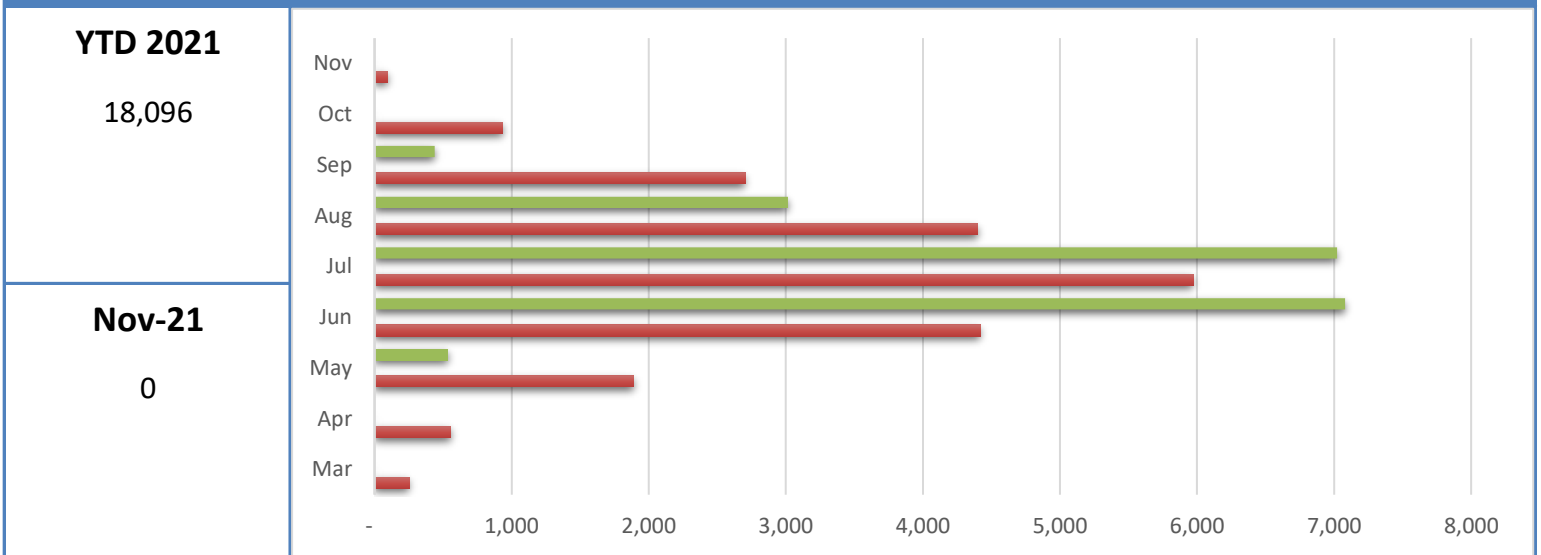
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation



Wall-Badlands Area Chamber of Commerce

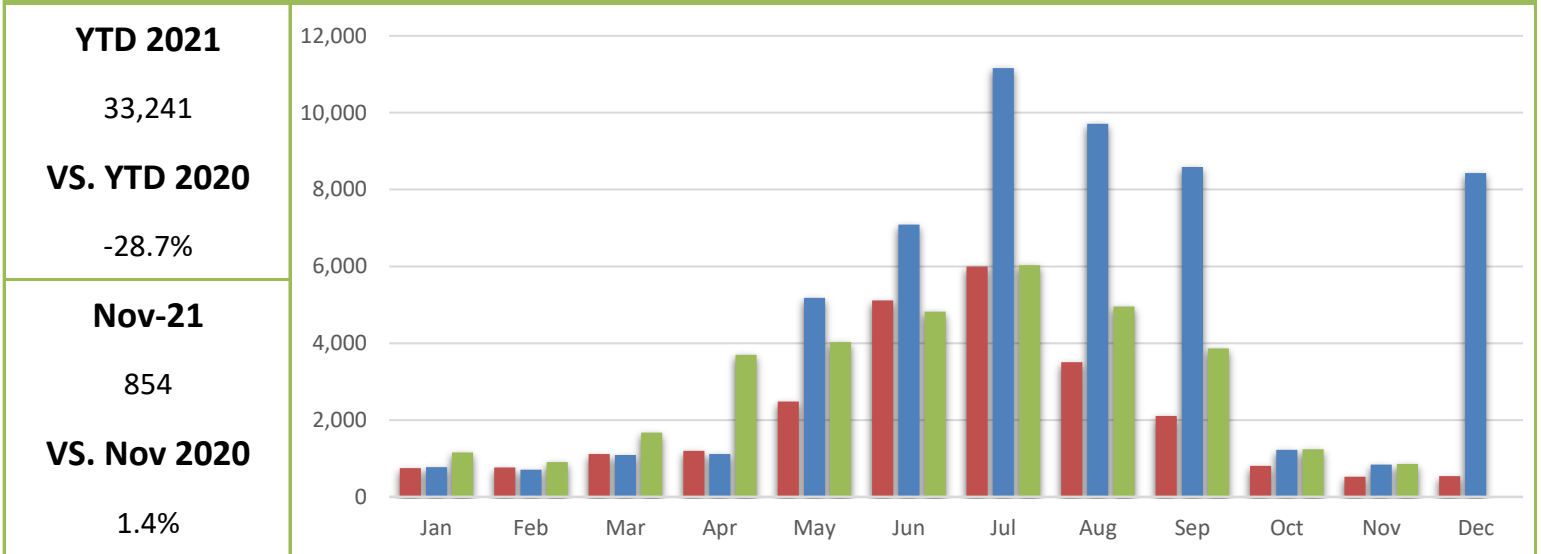
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2019

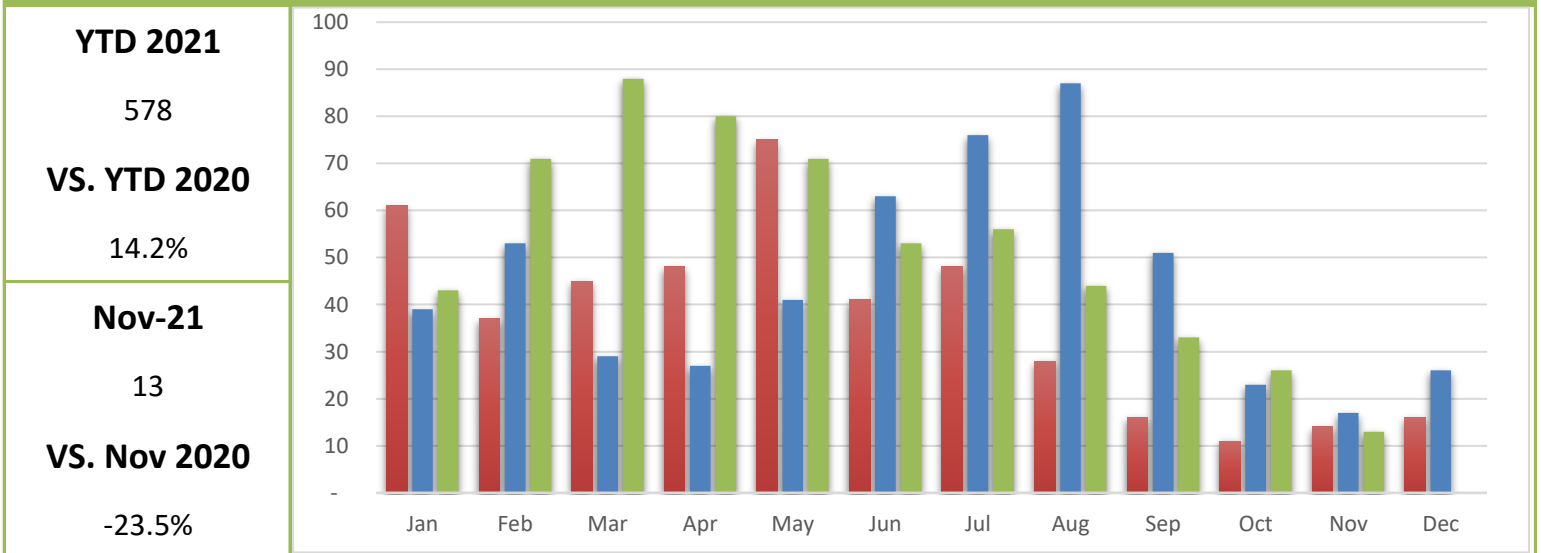
2020

2021

Wall-Badlands.com Sessions

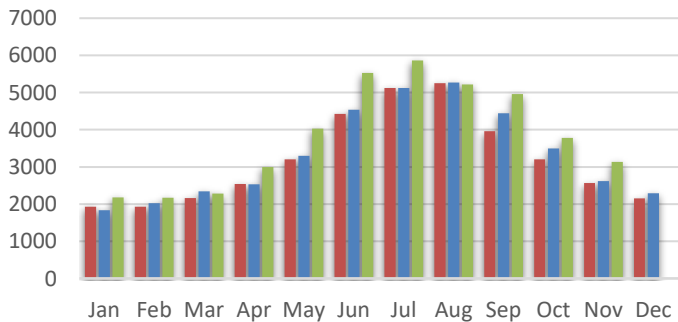


Visitor Information Requests

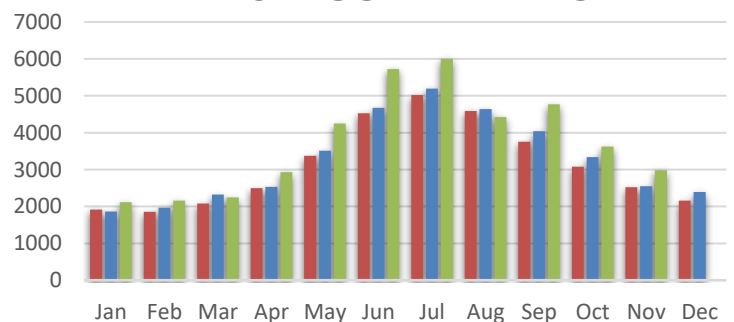


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Nov-21

3,135

VS. Nov 2020

19.70%

Nov-21

2,981

VS. Nov 2020

17.13%

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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.

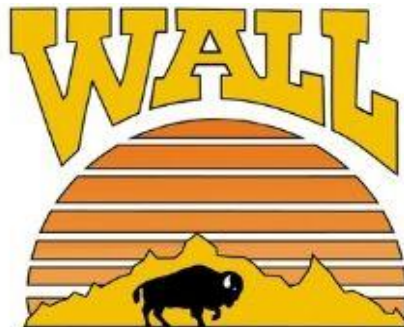
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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