

# Wall-Badlands Area Chamber of Commerce

## January - December 2021 Dashboard

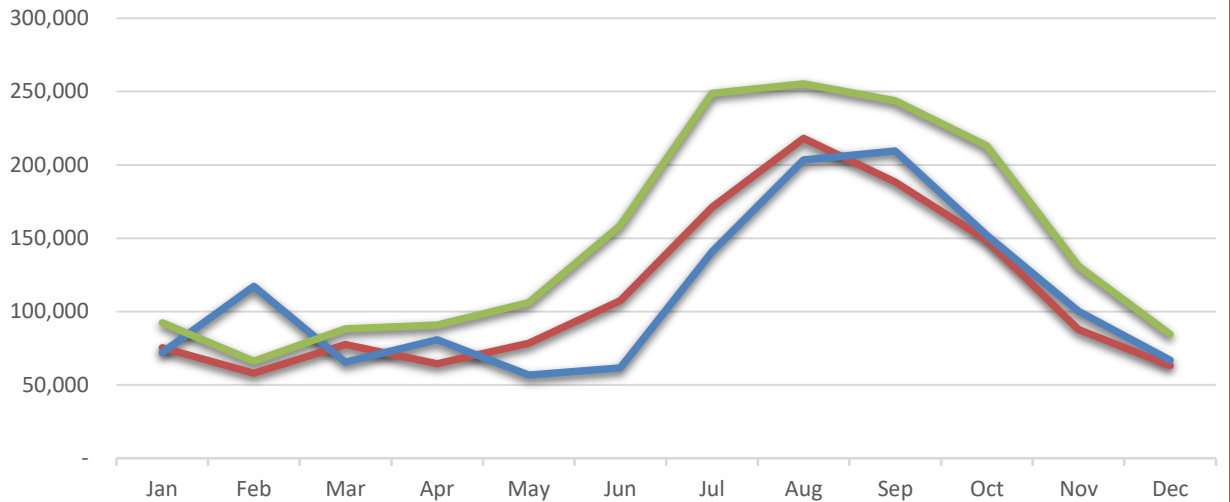
2019

2020

2021

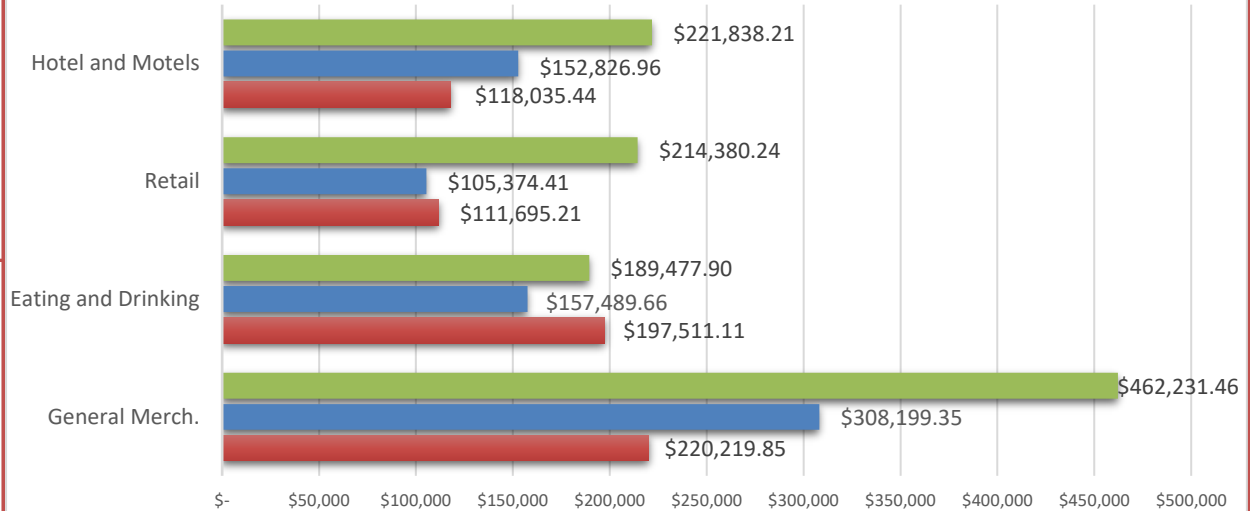
### City Sales Tax Revenue

<b>YTD 2021</b>
\$1,778,719.24
<b>VS. YTD 2020</b>
33.90%
<b>Dec-21</b>
\$84,589.13
<b>VS. Dec 2020</b>
26.47%



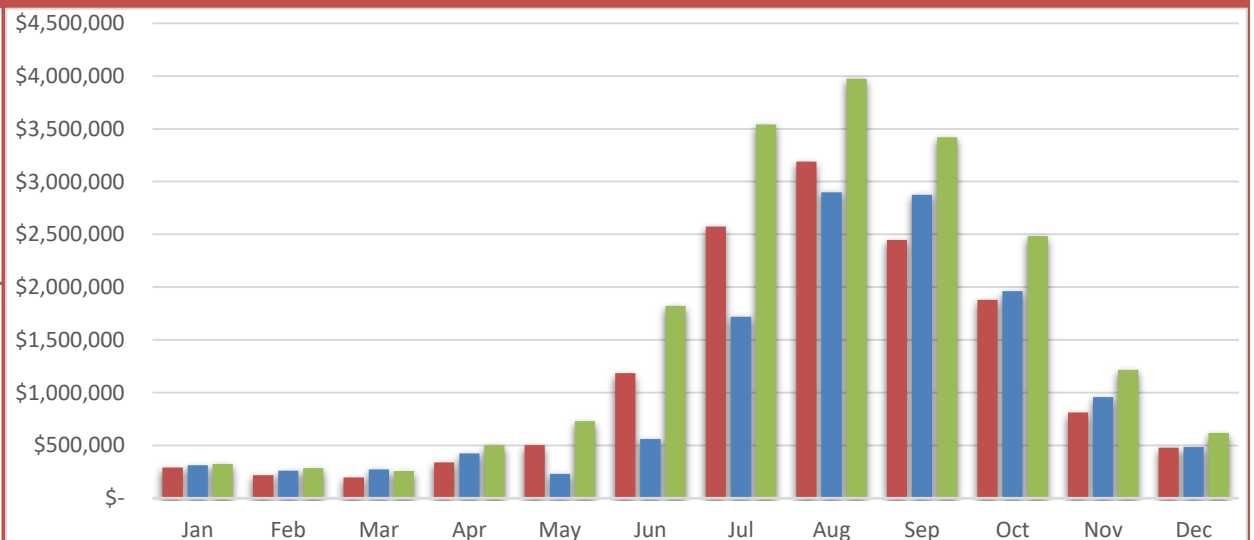
### Visitor Spending

<b>YTD 2021</b>
\$23,030,847.92
<b>VS. YTD 2020</b>
56.0%
<b>Dec-21</b>
\$1,087,927.81
<b>VS. Dec 2020</b>
50.3%



### BBB Taxable Sales

<b>YTD 2021</b>
\$19,176,595.36
<b>VS. YTD 2020</b>
48.0%
<b>Dec-21</b>
\$618,131.35
<b>VS. Dec 2020</b>
27.3%

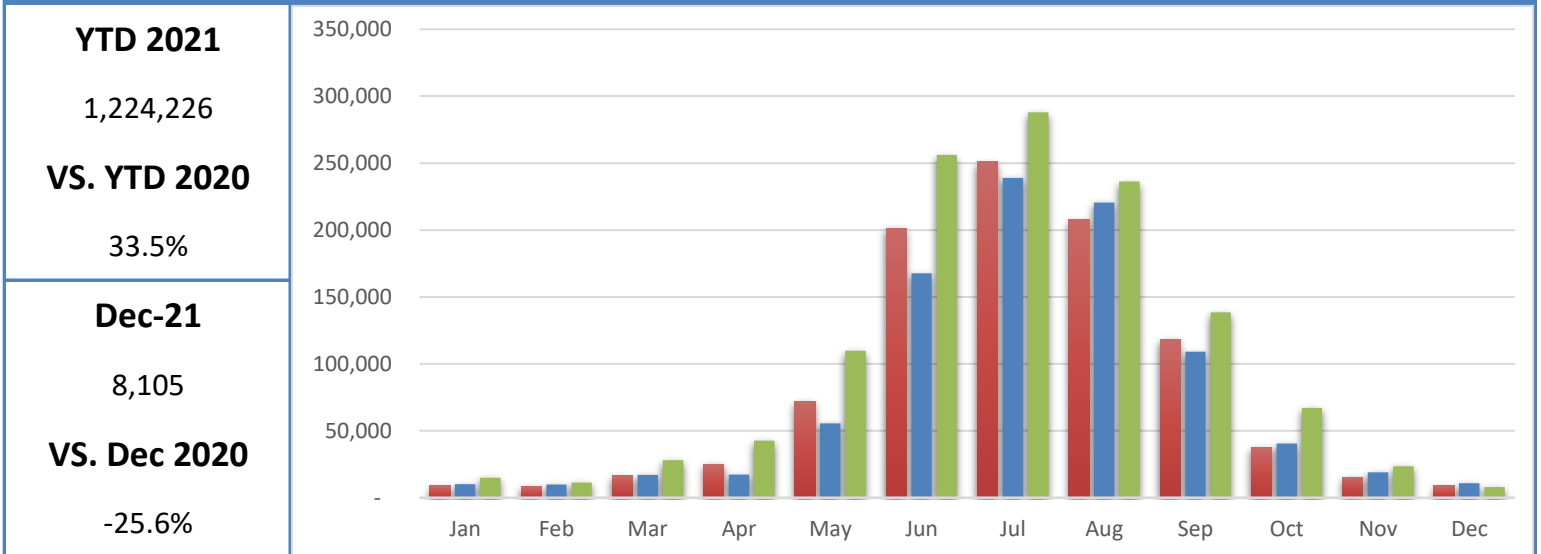


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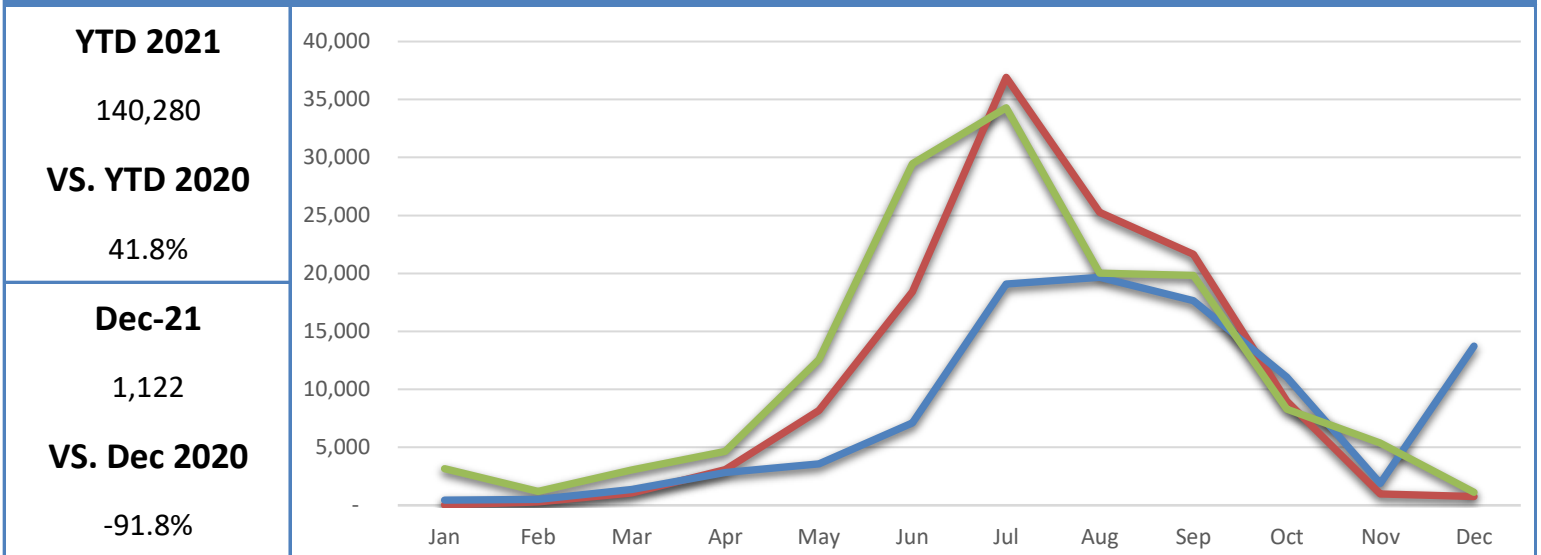
## January - December 2021 Dashboard

2019  
2020  
2021

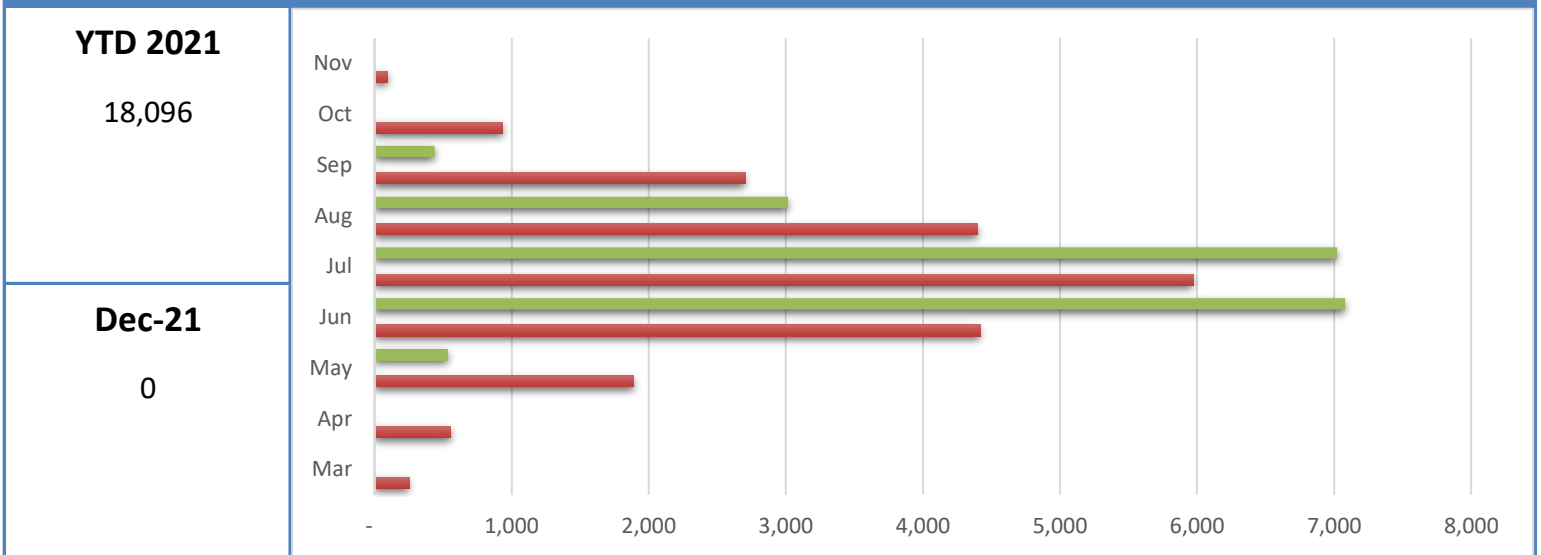
### Badlands National Park Recreational Visitation



### Minuteman Missile National Historic Site Recreational Visitation



### National Grasslands Visitor Center Recreational Visitation



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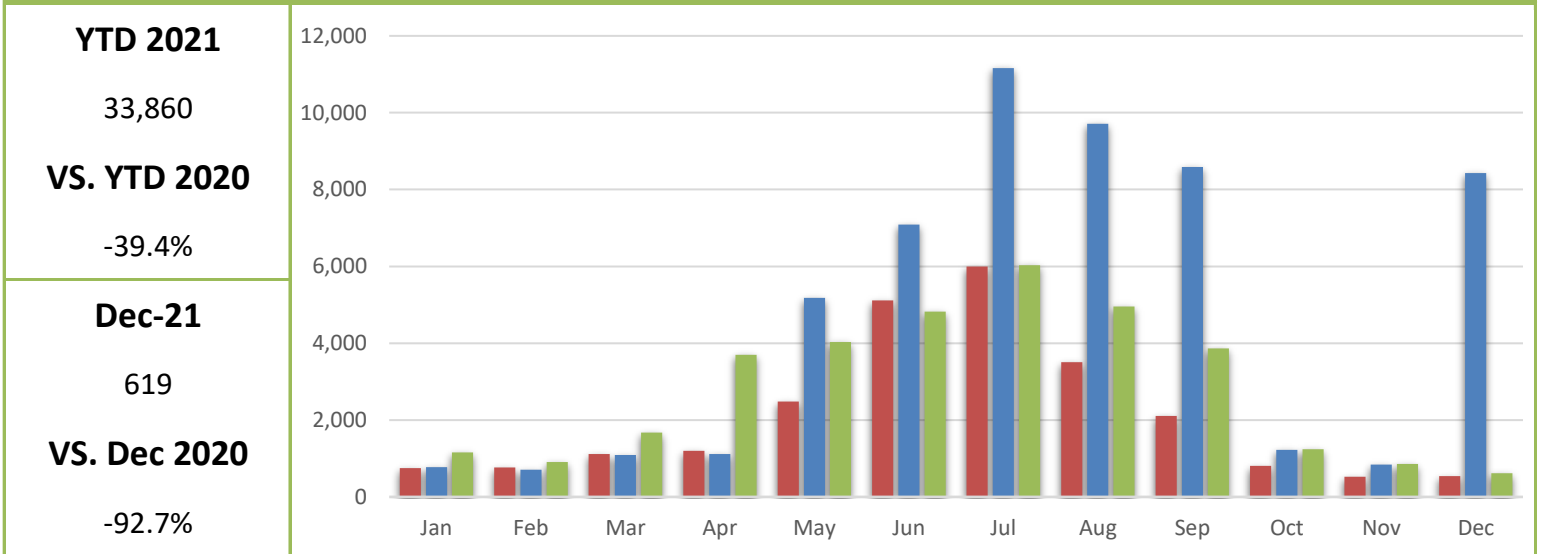
## January - December 2021 Dashboard

2019

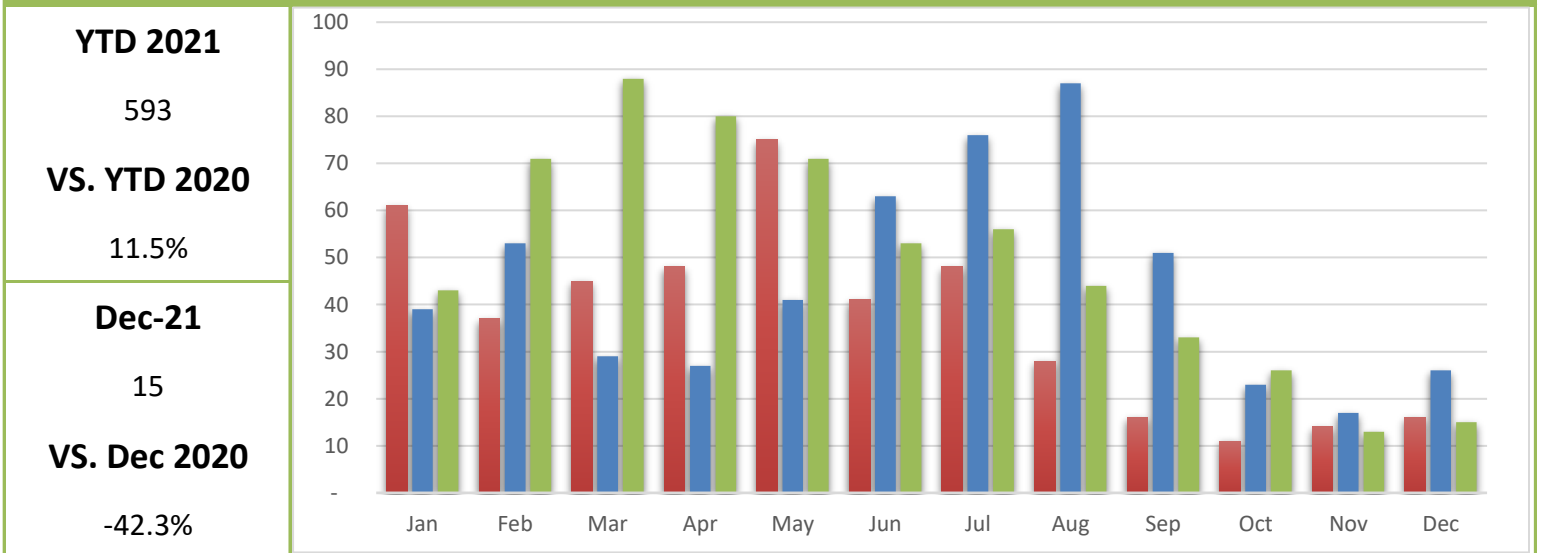
2020

2021

### Wall-Badlands.com Sessions

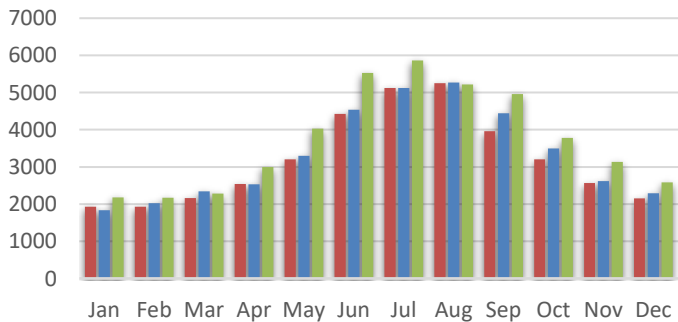


### Visitor Information Requests

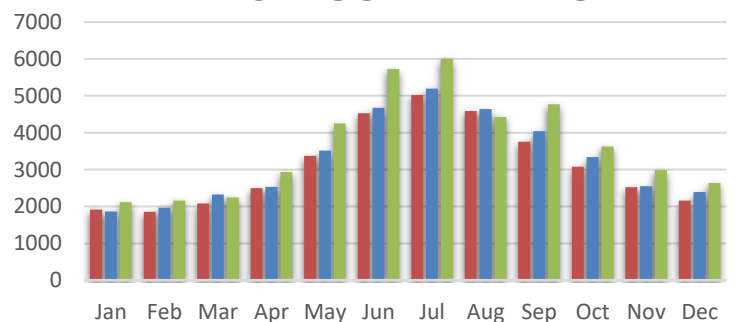


### I-90 Traffic

#### EAST BOUND TRAFFIC



#### WEST BOUND TRAFFIC



**Dec-21**

2,583

**Dec-21**

2,633

**VS. Dec 2020**

12.70%

**VS. Dec 2020**

9.94%

# Wall-Badlands Area Chamber of Commerce

January - December 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.

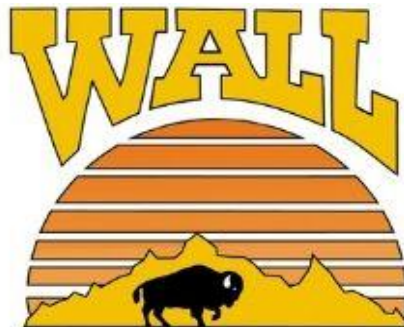
-**BBB Taxable Sales:** The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-**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**

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