

# Wall-Badlands Area Chamber of Commerce

## January 2022 Dashboard

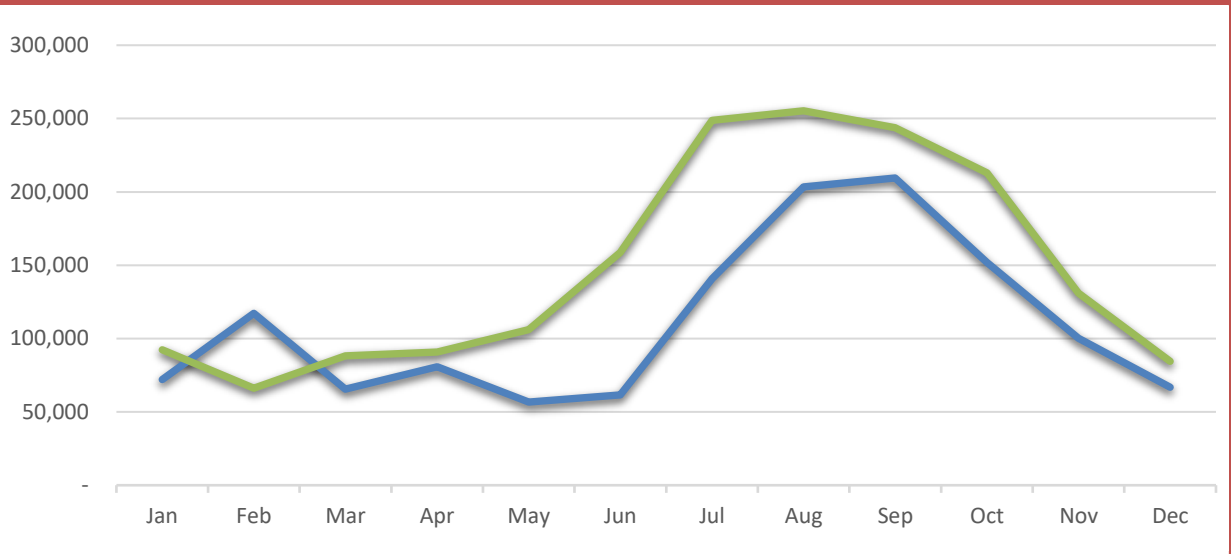
2020

2021

2022

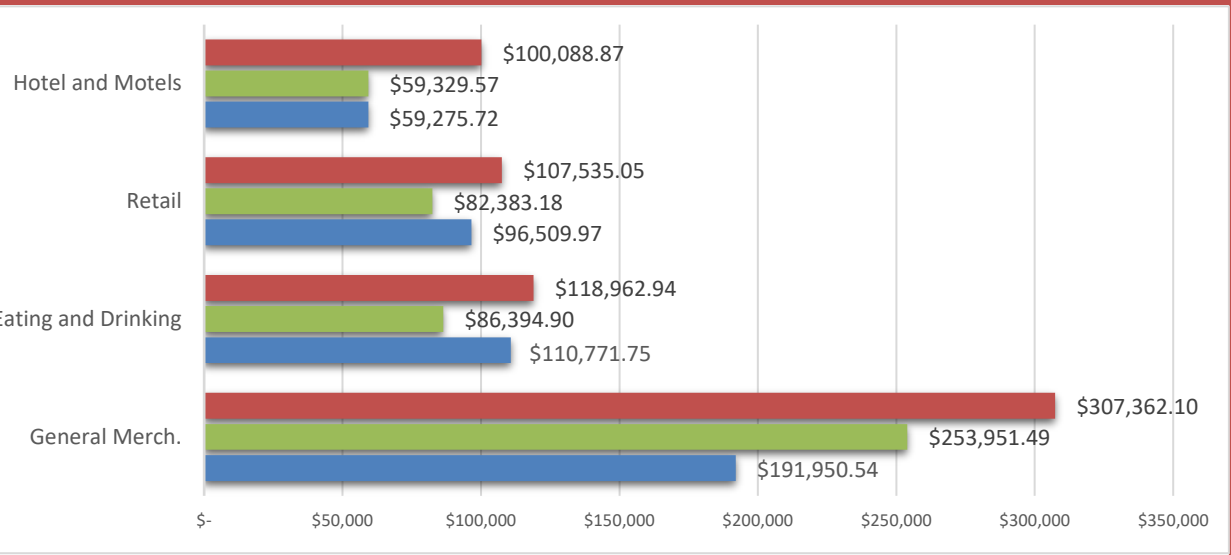
### City Sales Tax Revenue

<b>YTD 2022</b>
\$82,773.24
<b>VS. YTD 2021</b>
-10.29%
<b>Jan-22</b>
\$82,773.24
<b>VS. Jan 2021</b>
-10.29%



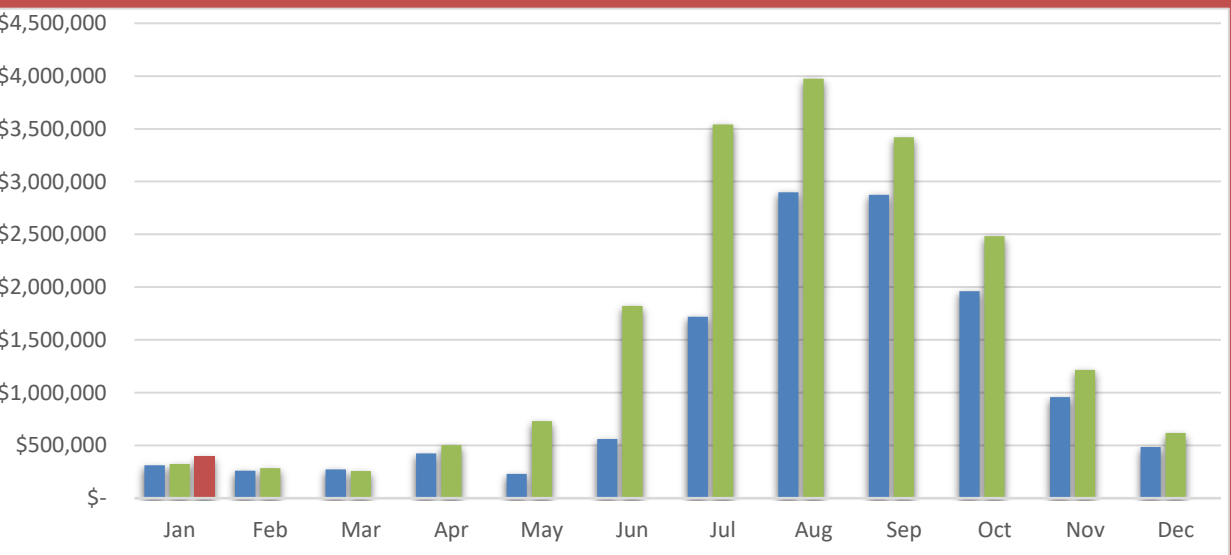
### Visitor Spending

<b>YTD 2022</b>
\$633,948.96
<b>VS. YTD 2021</b>
31.5%
<b>Jan-22</b>
\$633,948.96
<b>VS. Jan 2021</b>
31.5%



### BBB Taxable Sales

<b>YTD 2022</b>
\$392,993.85
<b>VS. YTD 2021</b>
21.0%
<b>Jan-22</b>
\$392,993.85
<b>VS. Jan 2021</b>
21.0%



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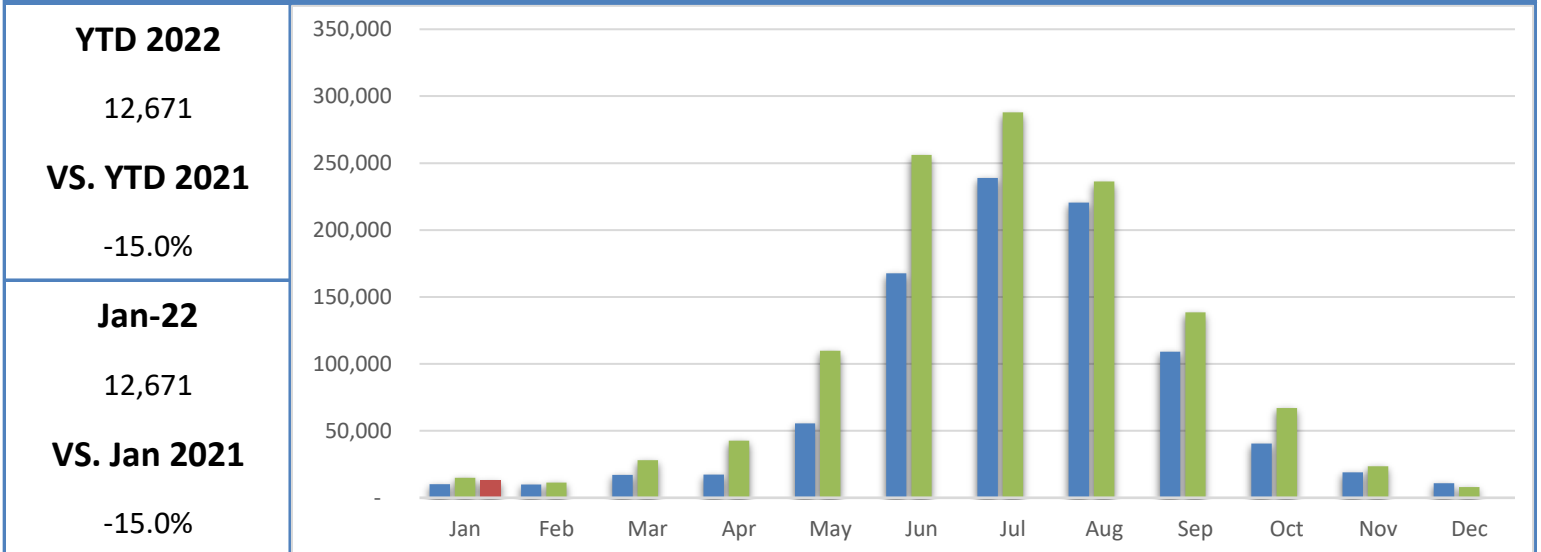
## January 2022 Dashboard

2020

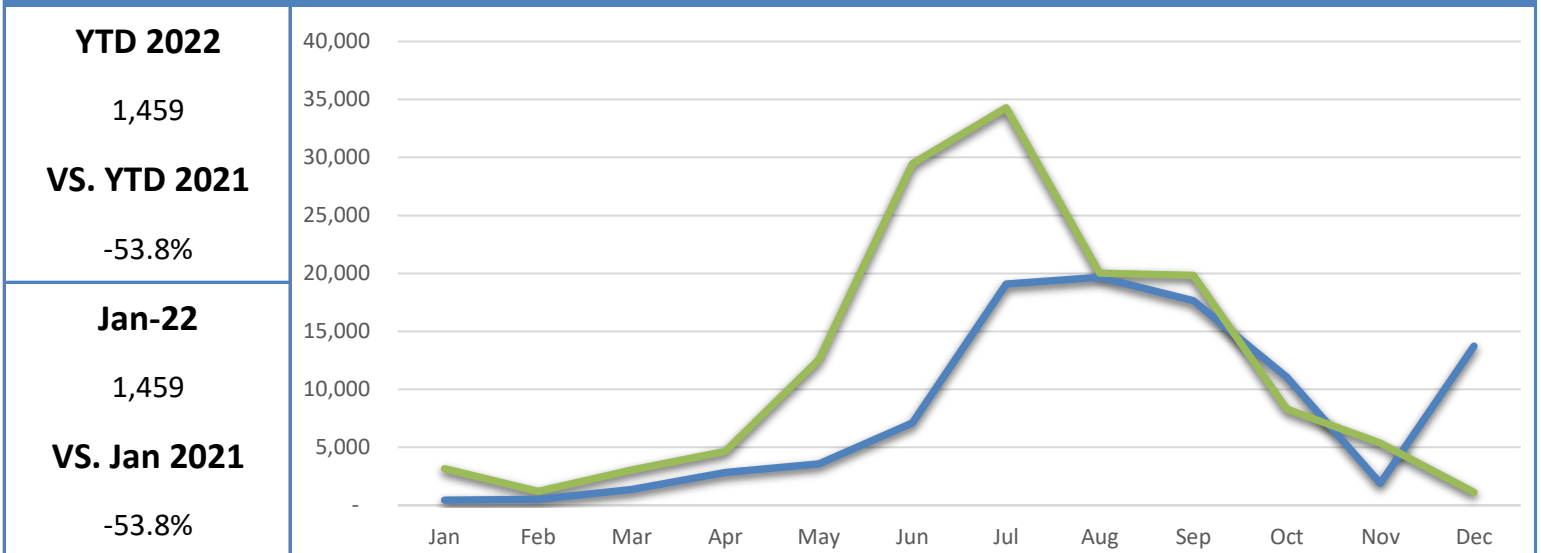
2021

2022

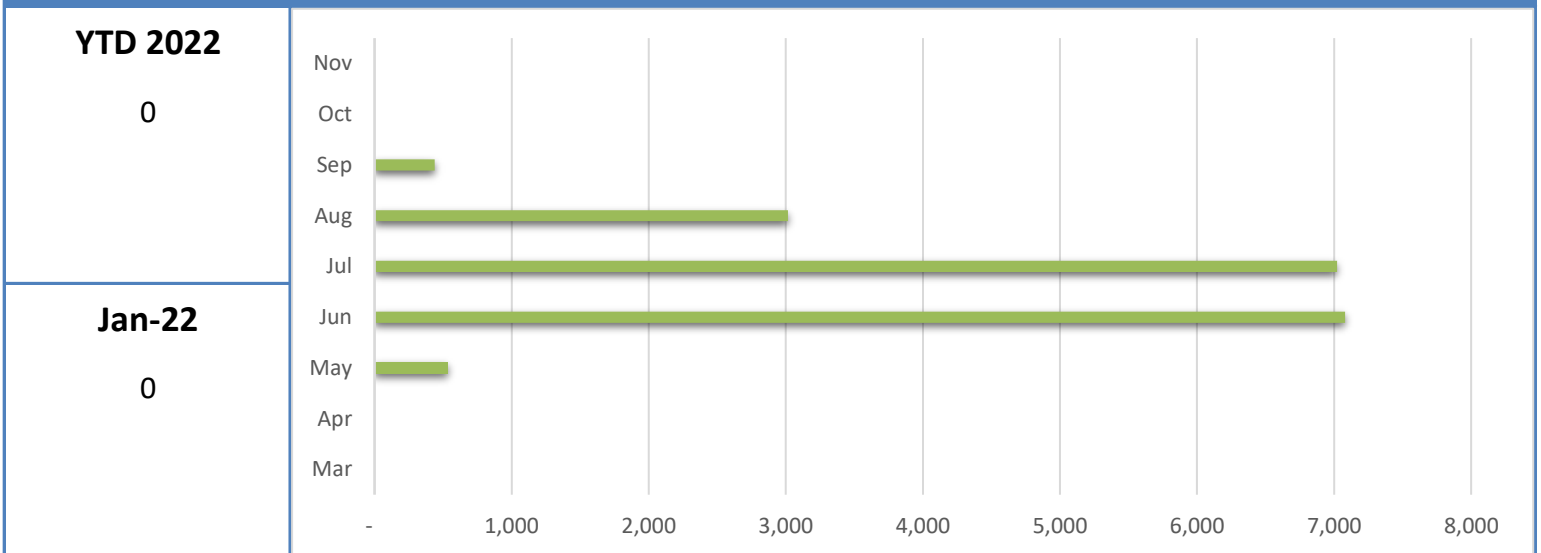
### Badlands National Park Recreational Visitation



### Minuteman Missile National Historic Site Recreational Visitation



### National Grasslands Visitor Center Recreational Visitation



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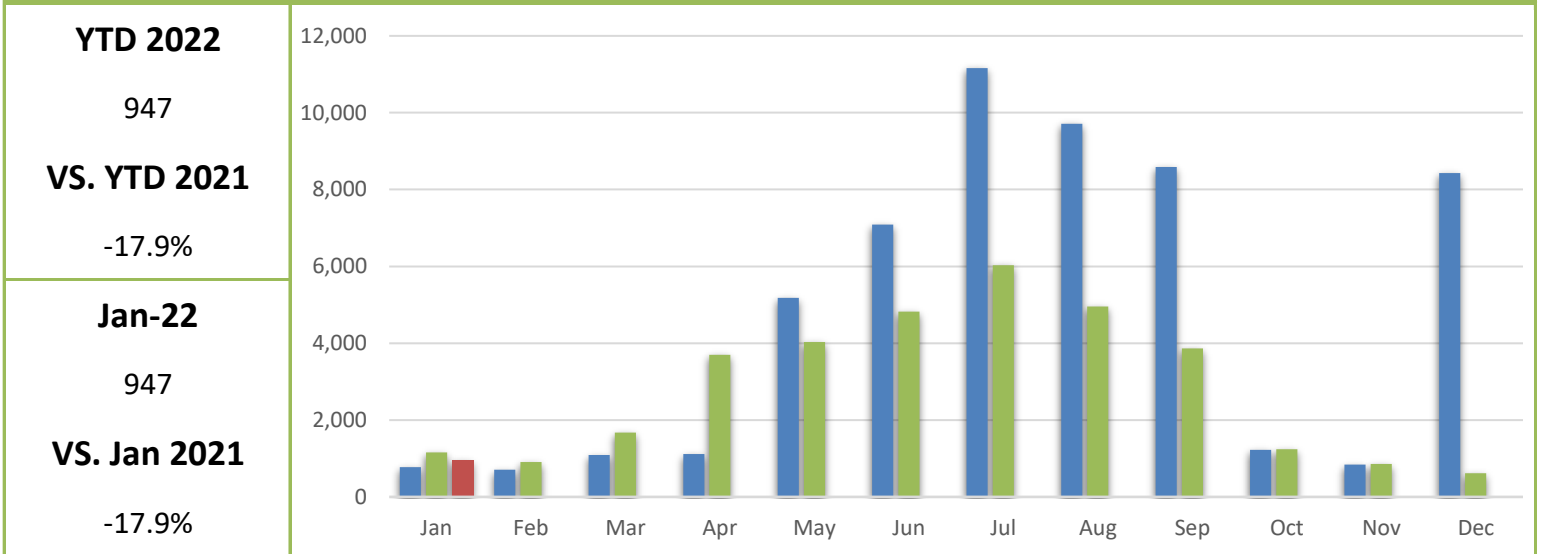
## January 2022 Dashboard

2020

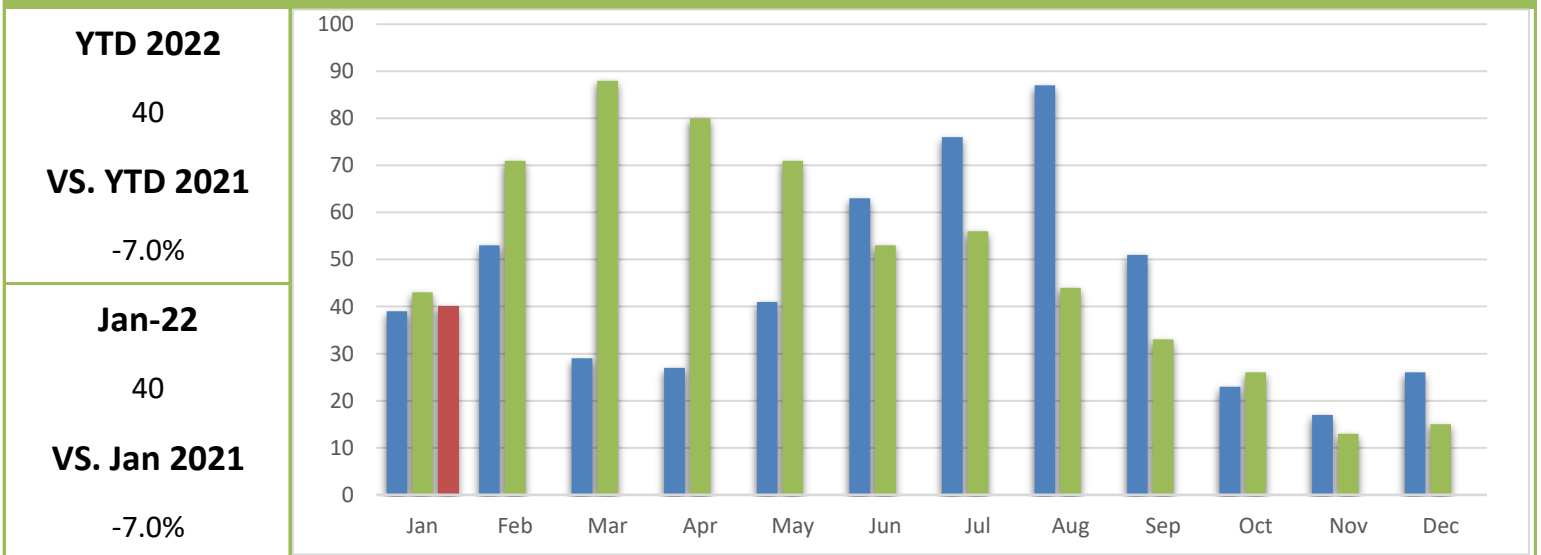
2021

2022

### Wall-Badlands.com Sessions

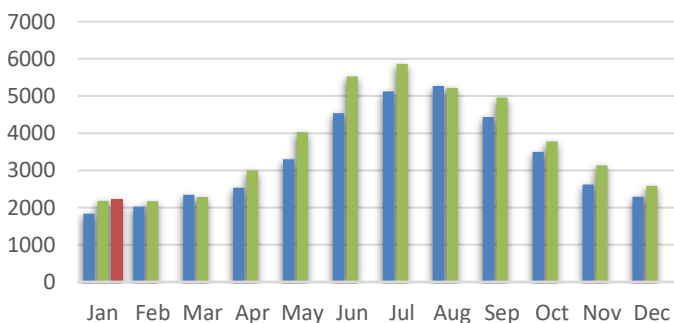


### Visitor Information Requests

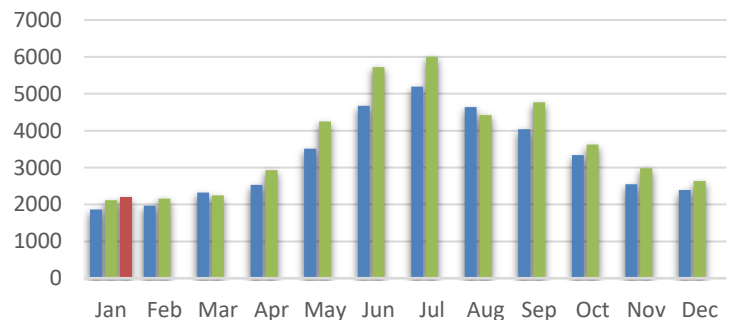


### I-90 Traffic

#### EAST BOUND TRAFFIC



#### WEST BOUND TRAFFIC



**Jan-22**

2,220

**Jan-22**

2,187

**VS. Jan 2021**

1.98%

**VS. Jan 2021**

3.31%

# Wall-Badlands Area Chamber of Commerce

January 2022 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.

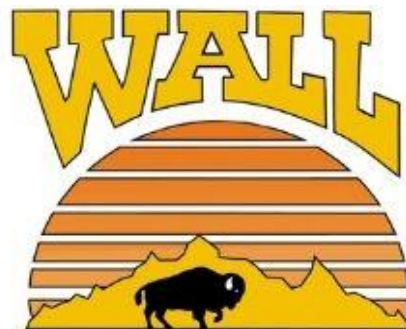
-**BBB Taxable Sales:** The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-**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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