

Wall-Badlands Area Chamber of Commerce

January - April 2022 Dashboard

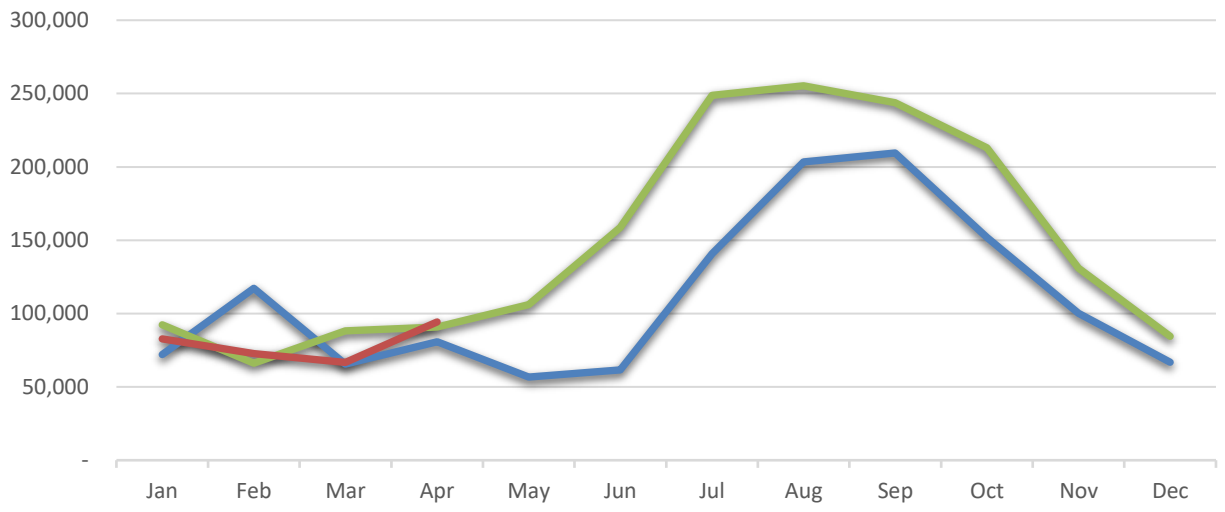
2020

2021

2022

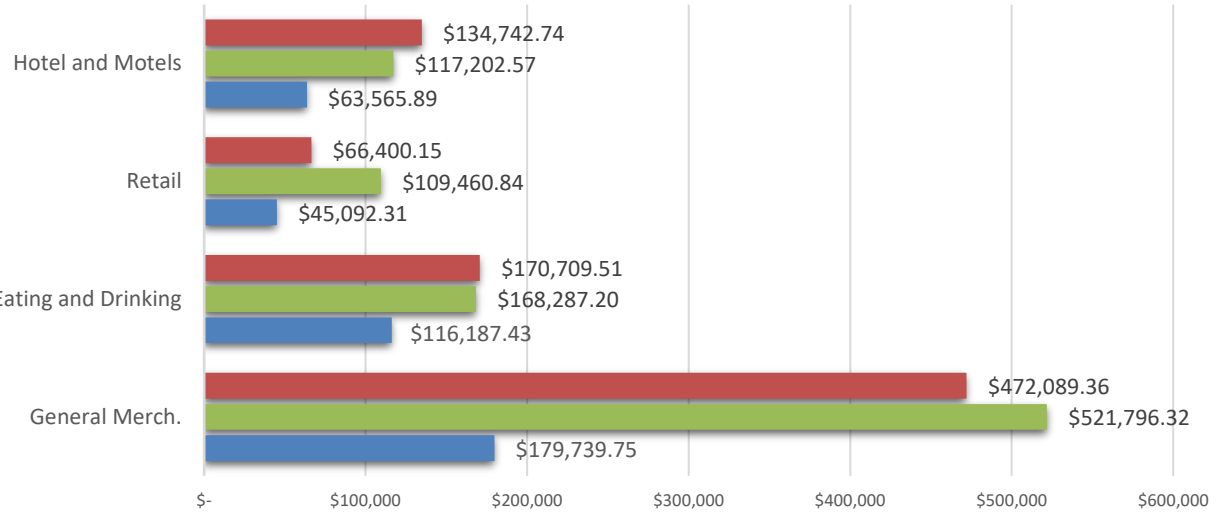
City Sales Tax Revenue

YTD 2022
\$316,514.79
VS. YTD 2021
-6.19%
Apr-22
\$94,277.96
VS. Apr 2021
3.82%



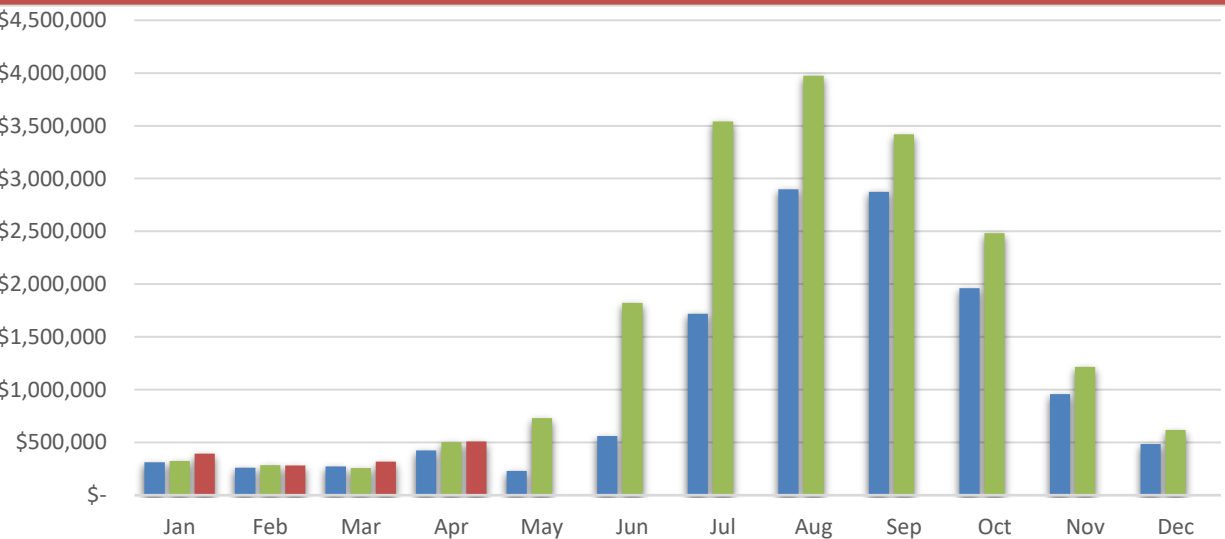
Visitor Spending

YTD 2022
\$2,346,326.96
VS. YTD 2021
9.0%
Apr-22
\$843,941.76
VS. Apr 2021
-7.9%



BBB Taxable Sales

YTD 2022
\$1,502,004.64
VS. YTD 2021
9.6%
Apr-22
\$508,806.34
VS. Apr 2021
1.0%



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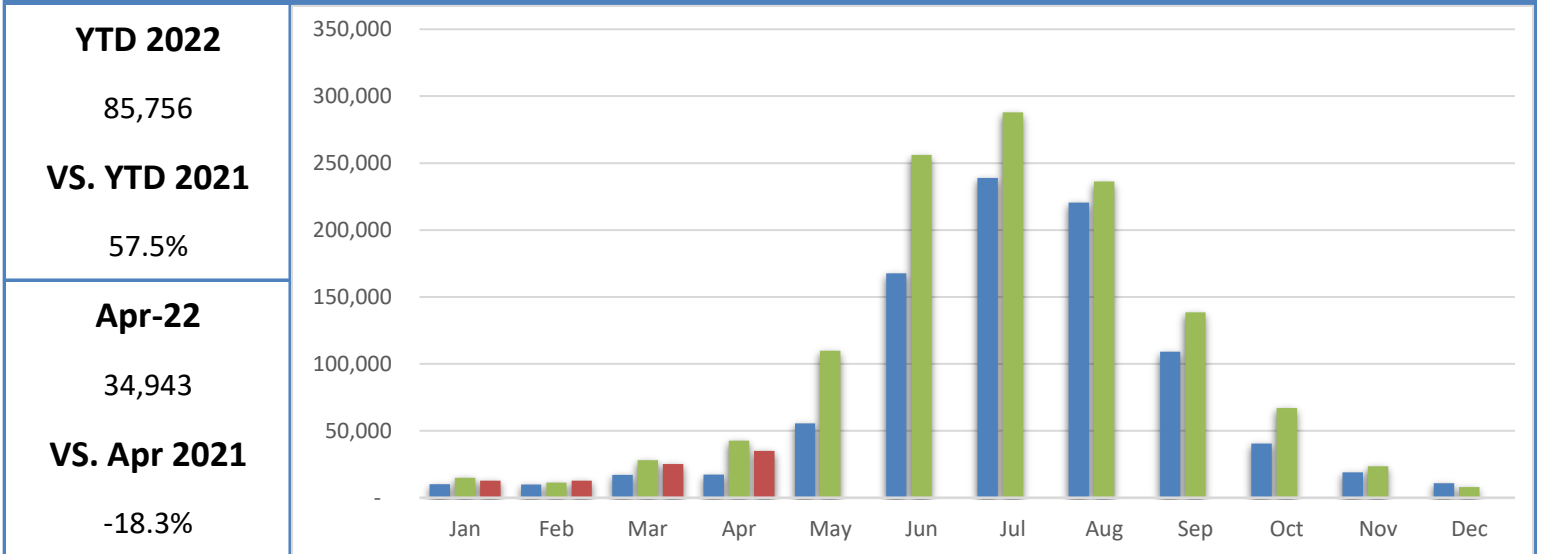
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2020

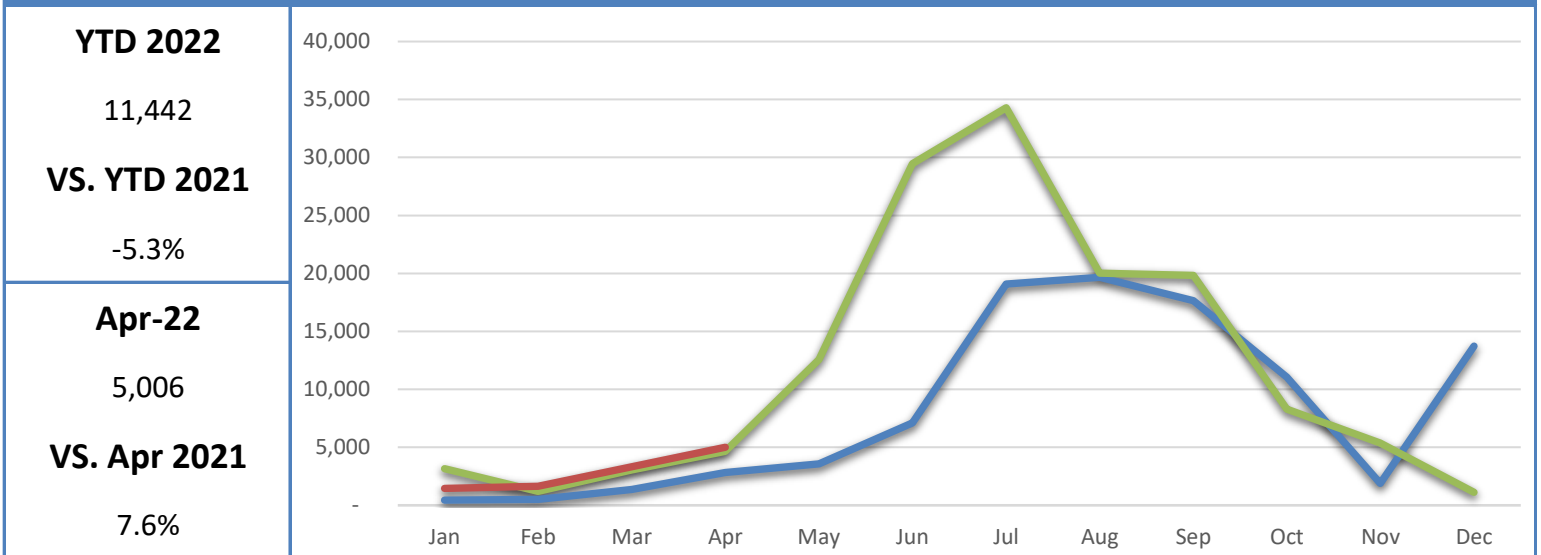
2021

2022

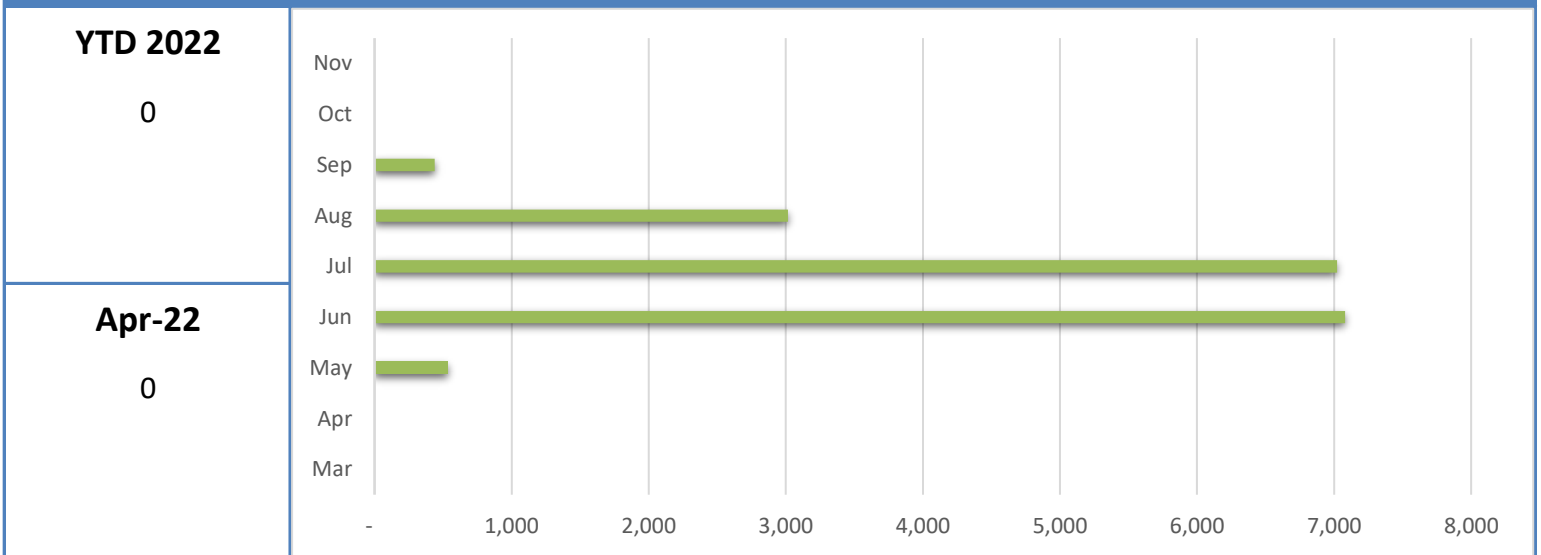
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation



Wall-Badlands Area Chamber of Commerce

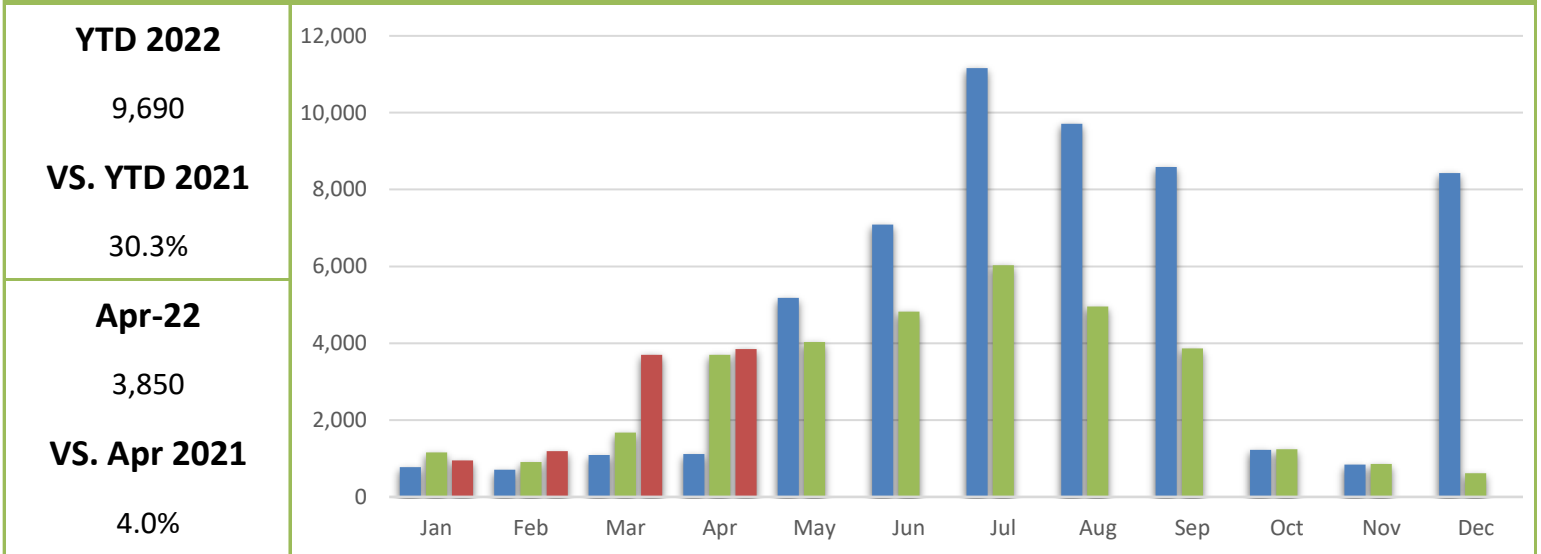
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2020

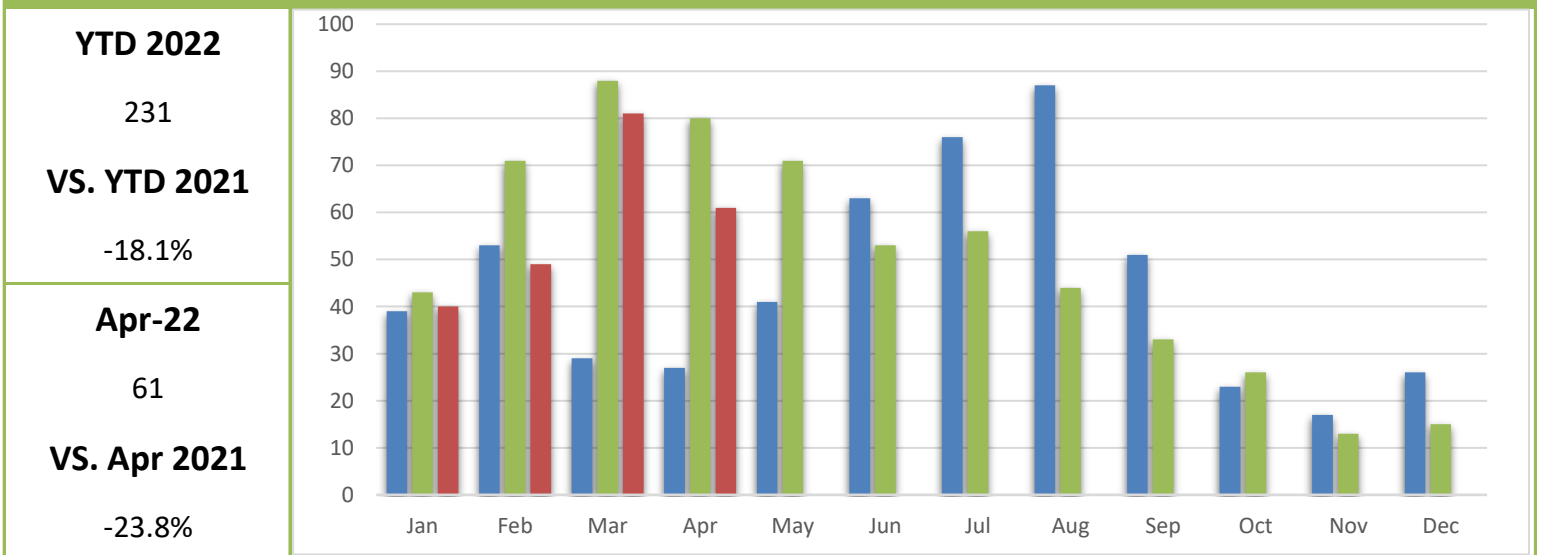
2021

2022

Wall-Badlands.com Sessions

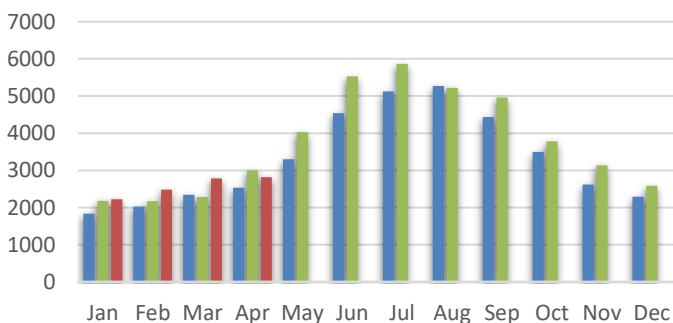


Visitor Information Requests

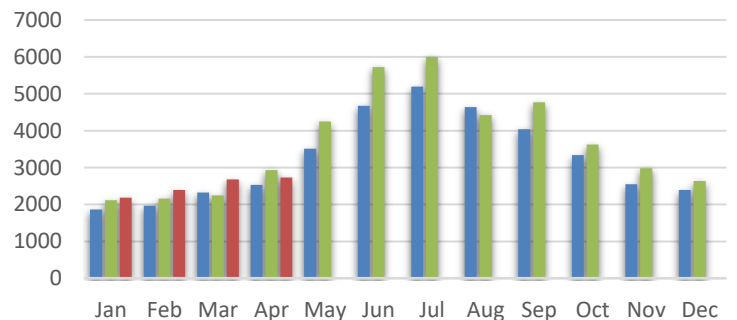


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Apr-22

2,821

Apr-22

2,731

VS. Apr 2021

-5.84%

VS. Apr 2021

-6.76%

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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.

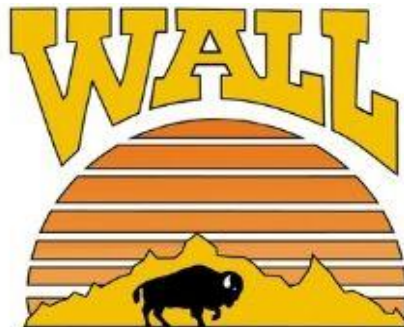
-**BBB Taxable Sales:** The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-**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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