

Wall-Badlands Area Chamber of Commerce

January - May 2022 Dashboard

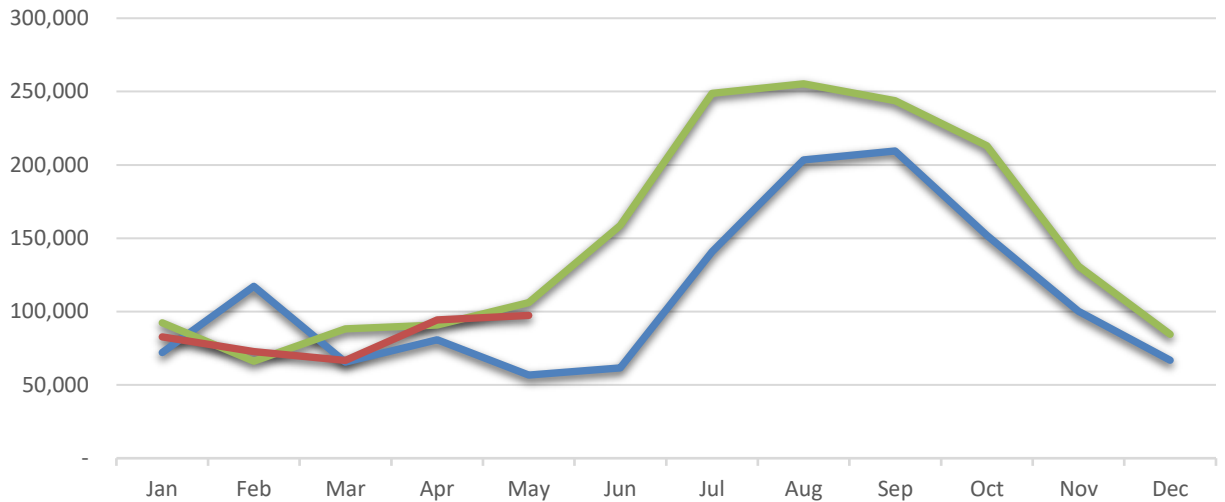
2020

2021

2022

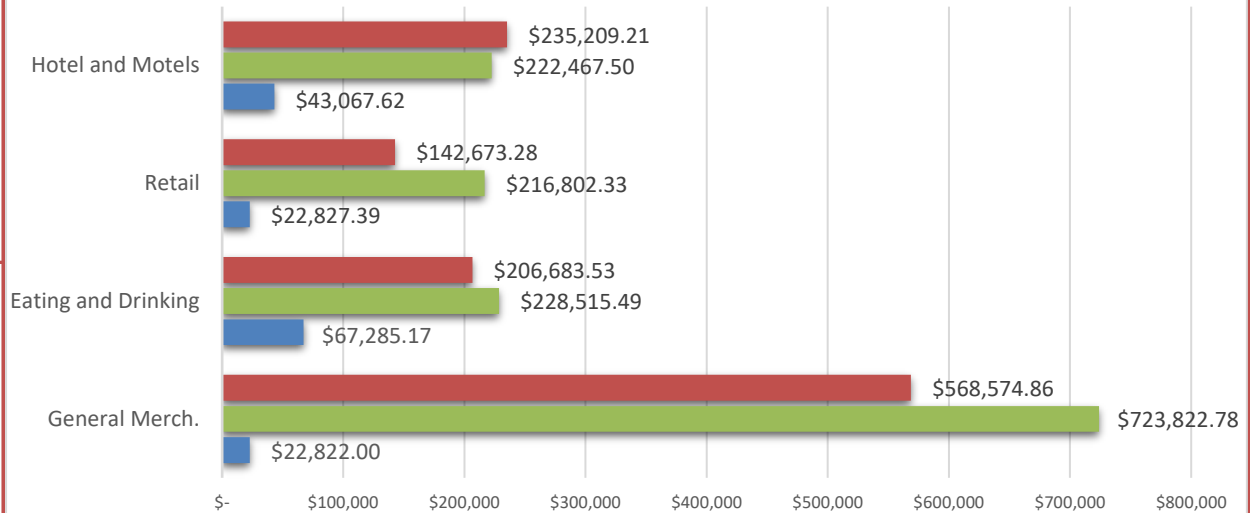
City Sales Tax Revenue

| |
|---------------------|
| YTD 2022 |
| \$413,892.31 |
| VS. YTD 2021 |
| -6.69% |
| May-22 |
| \$97,377.52 |
| VS. May 2021 |
| -8.28% |



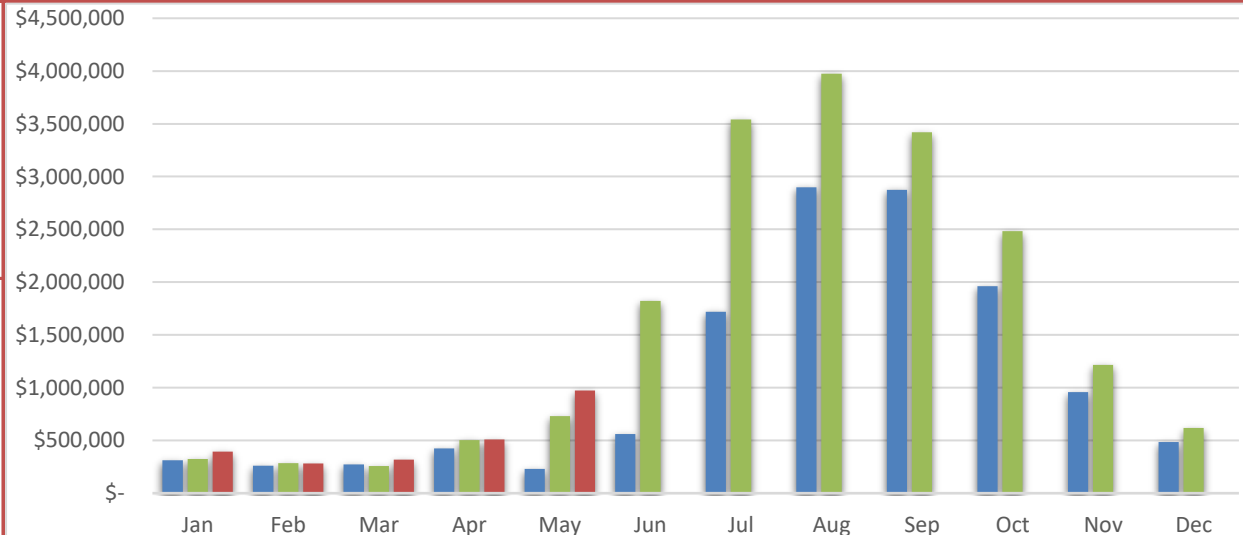
Visitor Spending

| |
|---------------------|
| YTD 2022 |
| \$3,499,467.84 |
| VS. YTD 2021 |
| -1.3% |
| May-22 |
| \$1,153,140.88 |
| VS. May 2021 |
| -17.1% |



BBB Taxable Sales

| |
|---------------------|
| YTD 2022 |
| \$2,475,799.08 |
| VS. YTD 2021 |
| 17.9% |
| May-22 |
| \$973,794.44 |
| VS. May 2021 |
| 33.5% |



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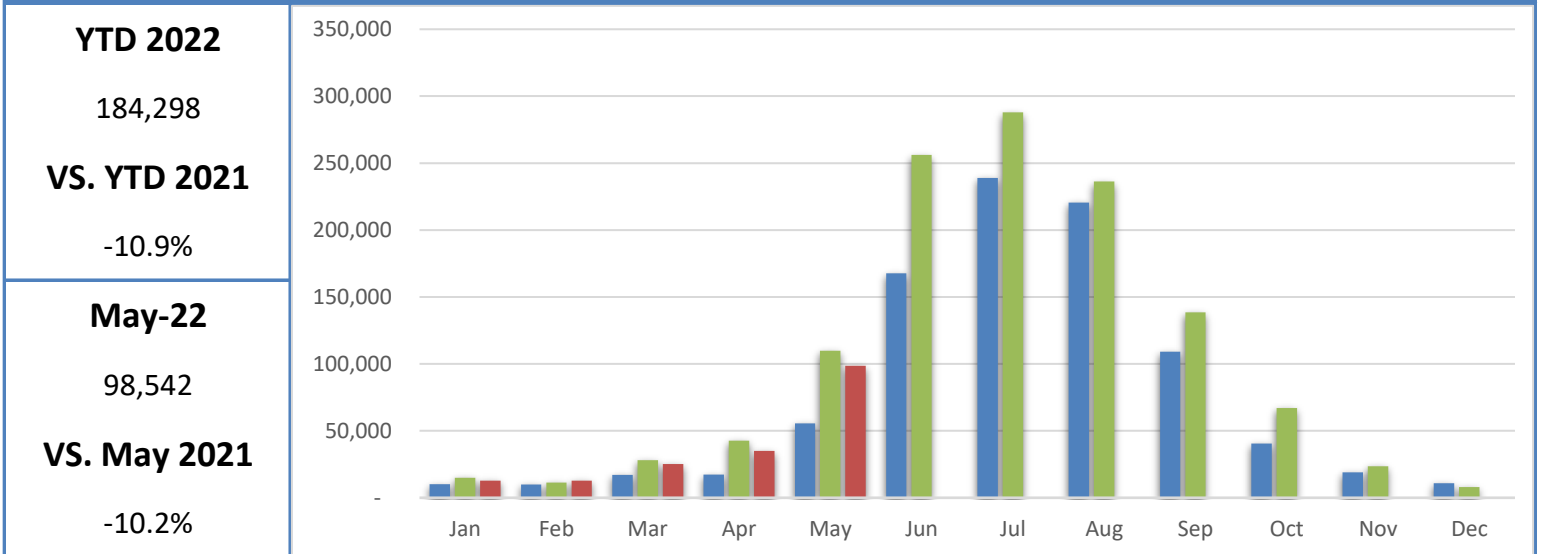
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2020

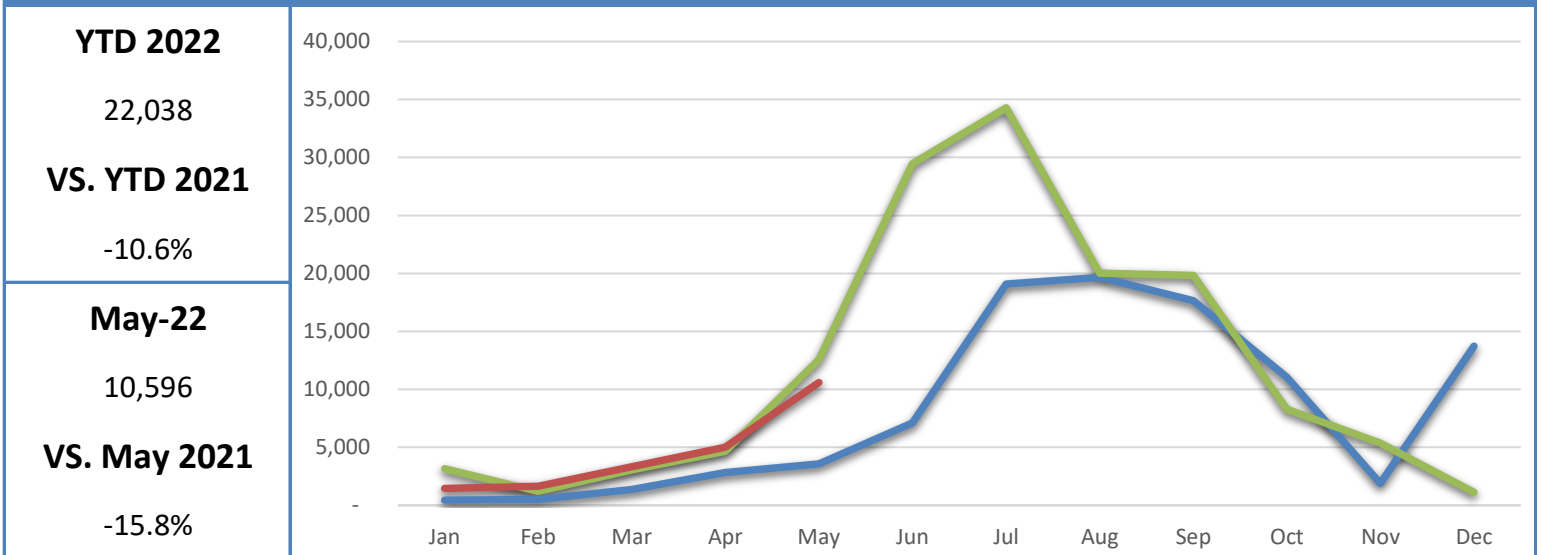
2021

2022

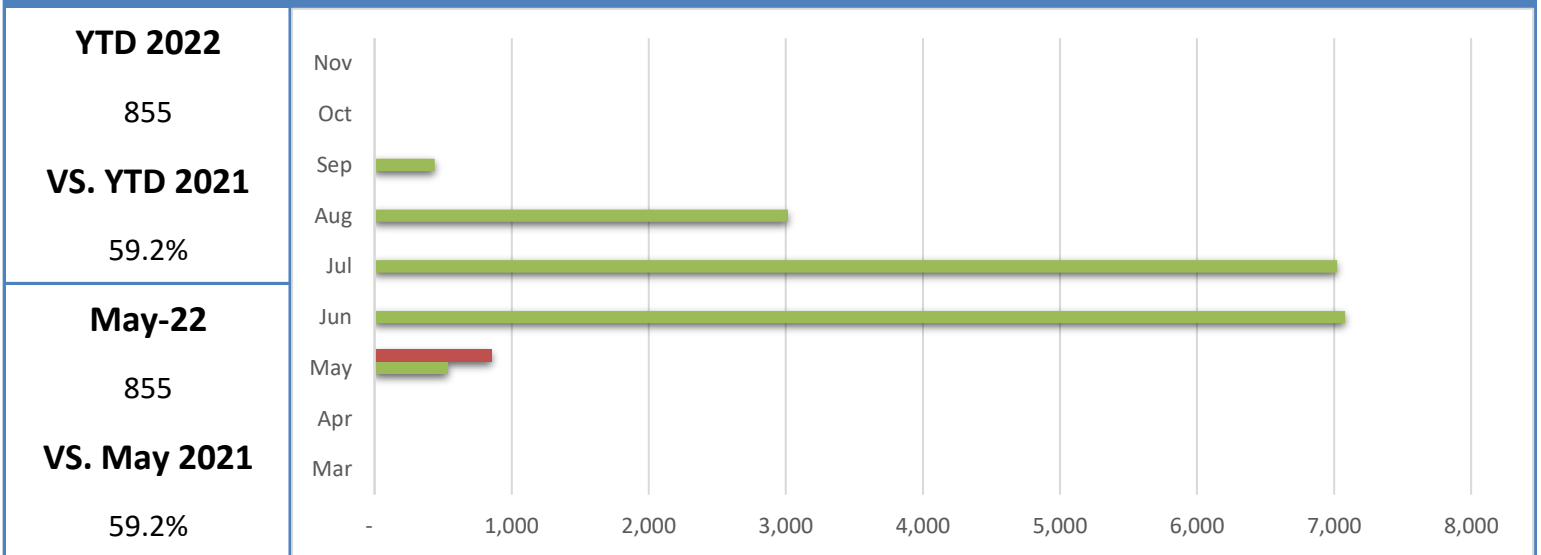
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation



Wall-Badlands Area Chamber of Commerce

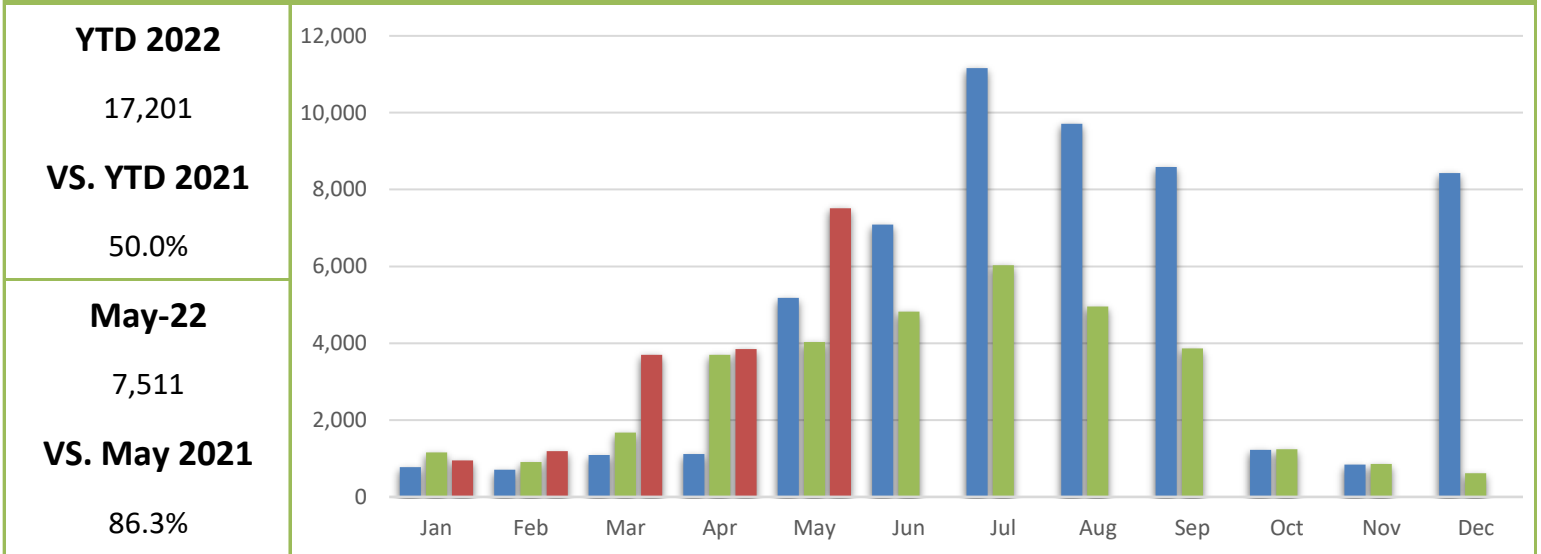
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2020

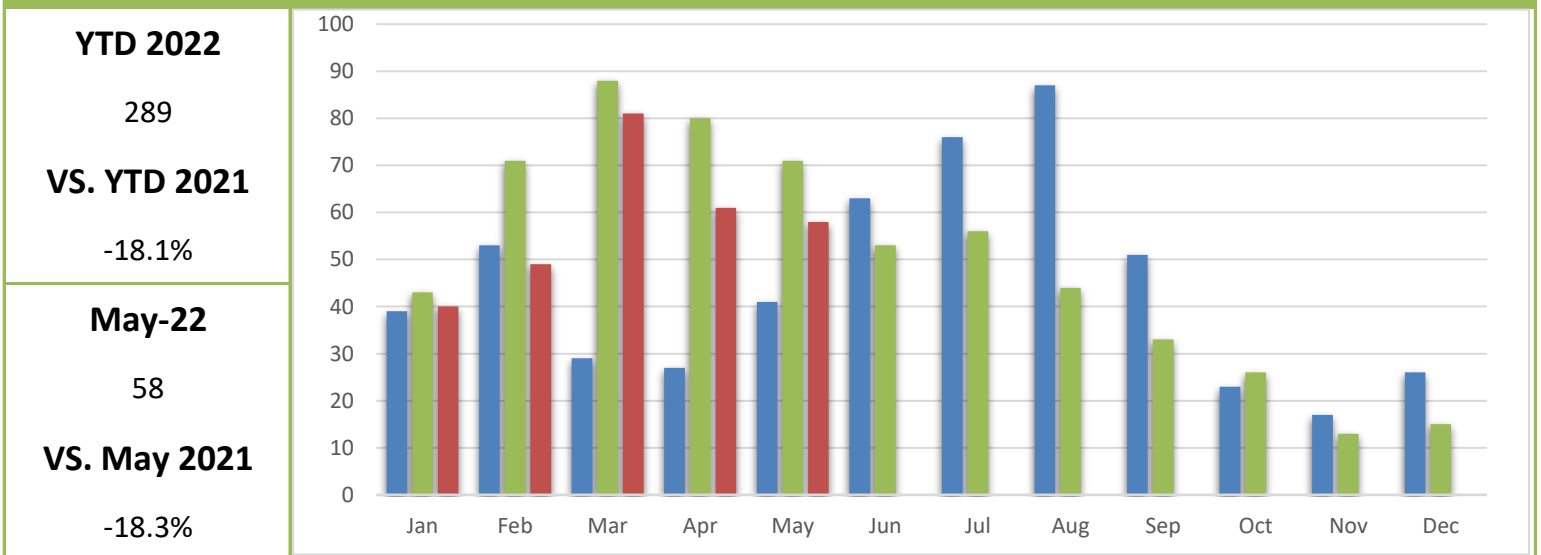
2021

2022

Wall-Badlands.com Sessions

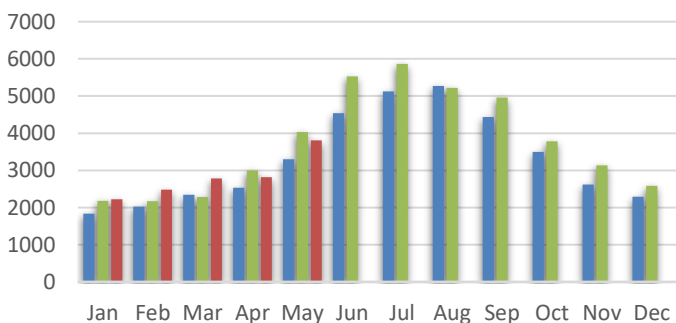


Visitor Information Requests

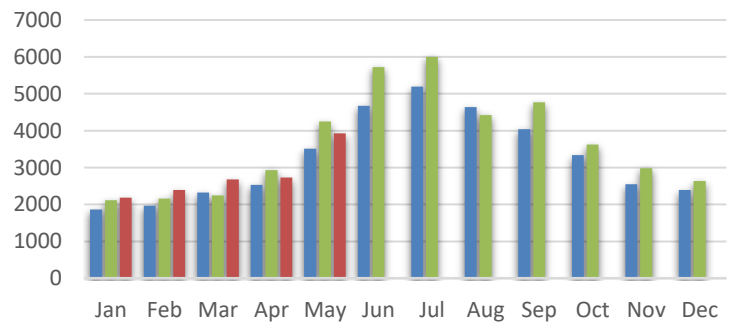


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



May-22

3,809

May-22

3,926

VS. May 2021

-5.46%

VS. May 2021

-7.67%

Wall-Badlands Area Chamber of Commerce

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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.

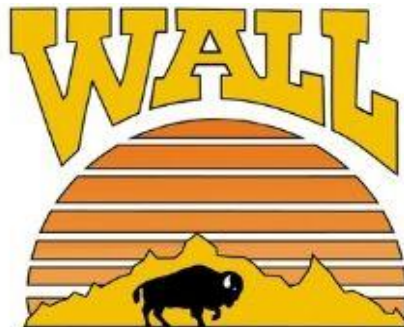
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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