

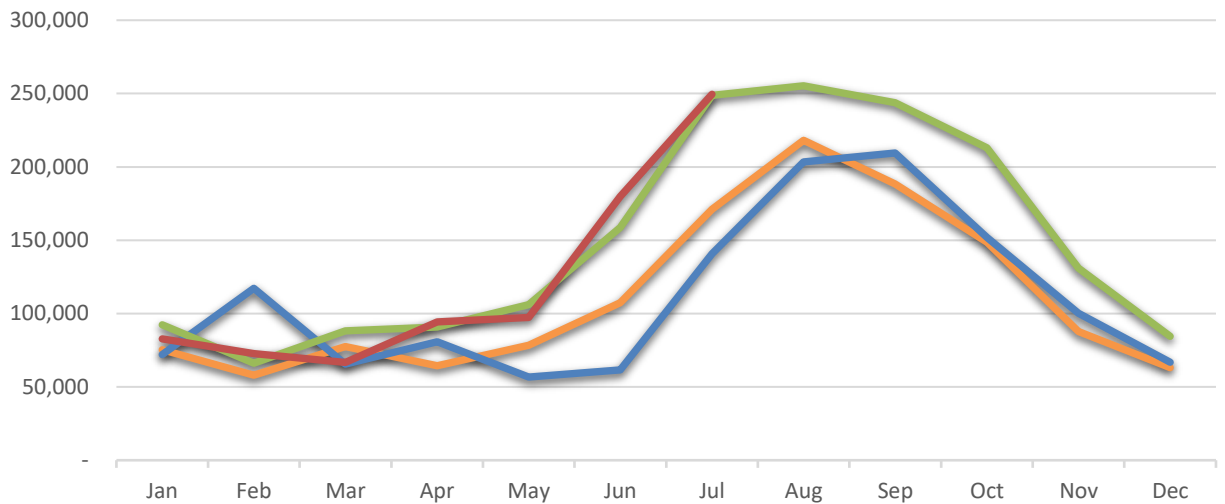
Wall-Badlands Area Chamber of Commerce

January - July 2022 Dashboard

2019
2020
2021
2022

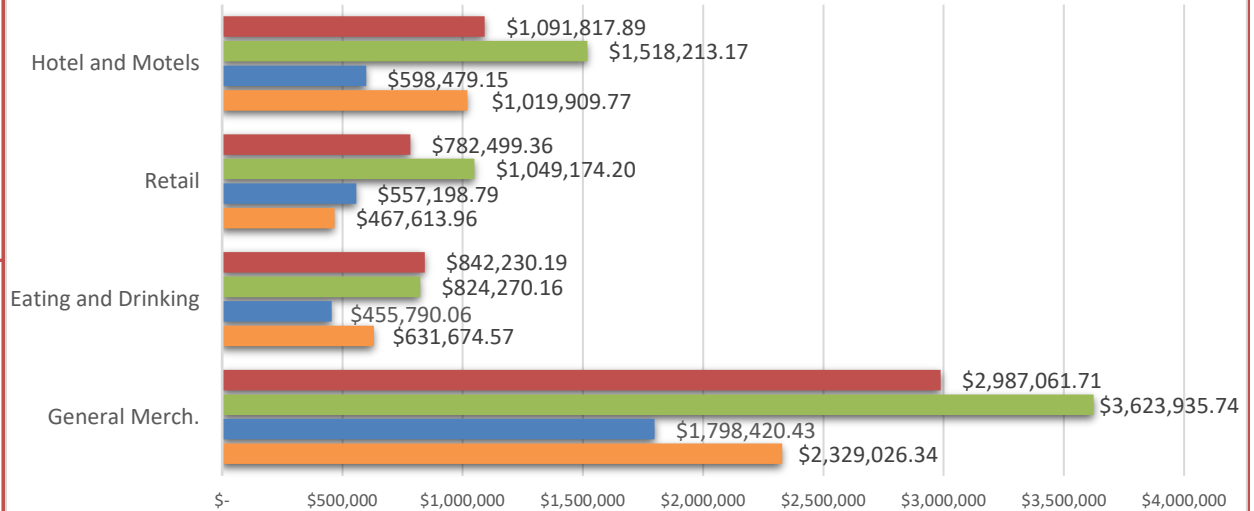
City Sales Tax Revenue

YTD 2022
\$843,236.27
VS. YTD 2021
-0.93%
Jul-22
\$249,524.00
VS. July 2021
0.26%



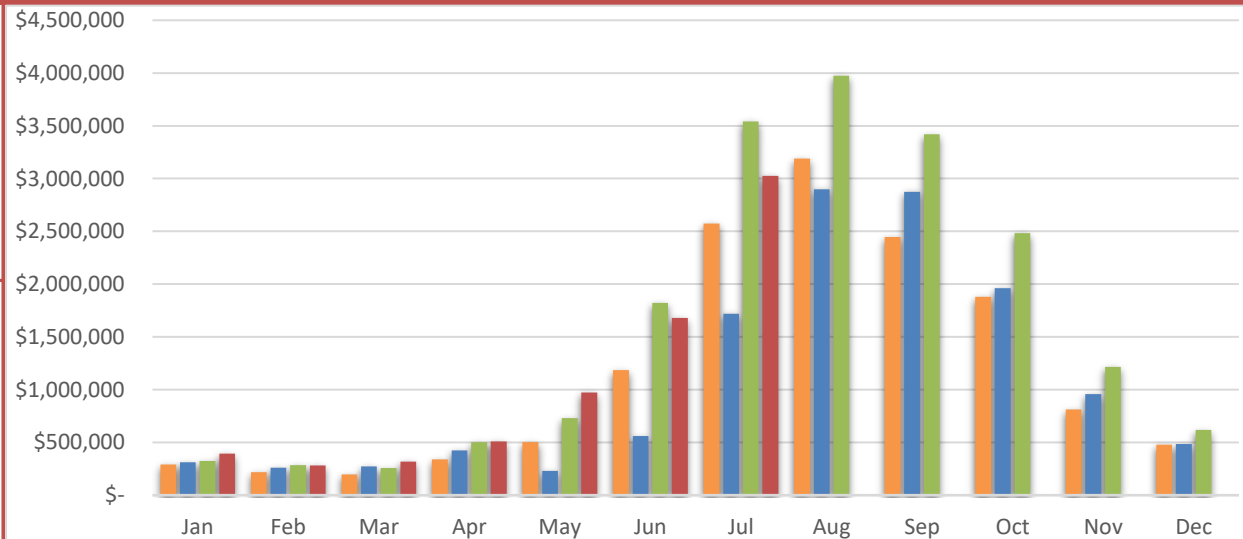
Visitor Spending

YTD 2022
\$12,342,136.51
VS. YTD 2021
-12.7%
Jul-22
\$5,703,609.15
VS. July 2021
-18.7%



BBB Taxable Sales

YTD 2022
\$7,180,537.85
VS. YTD 2021
-3.8%
Jul-22
\$3,025,992.34
VS. July 2021
-14.6%

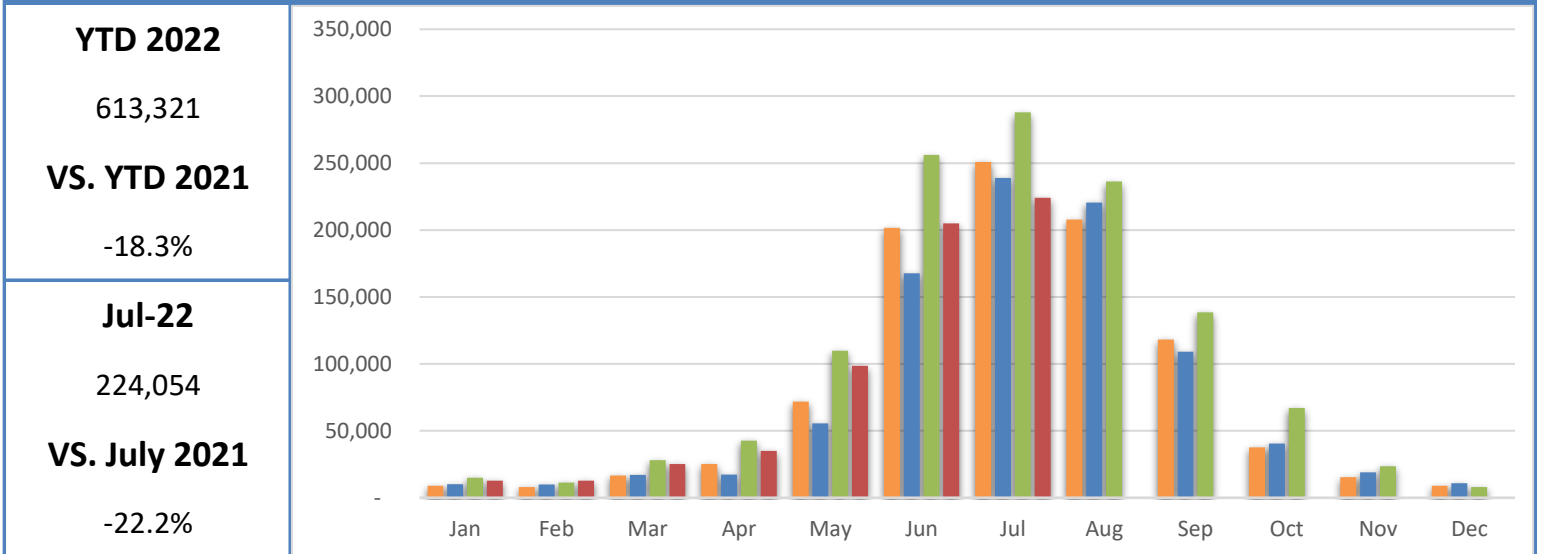


Wall-Badlands Area Chamber of Commerce

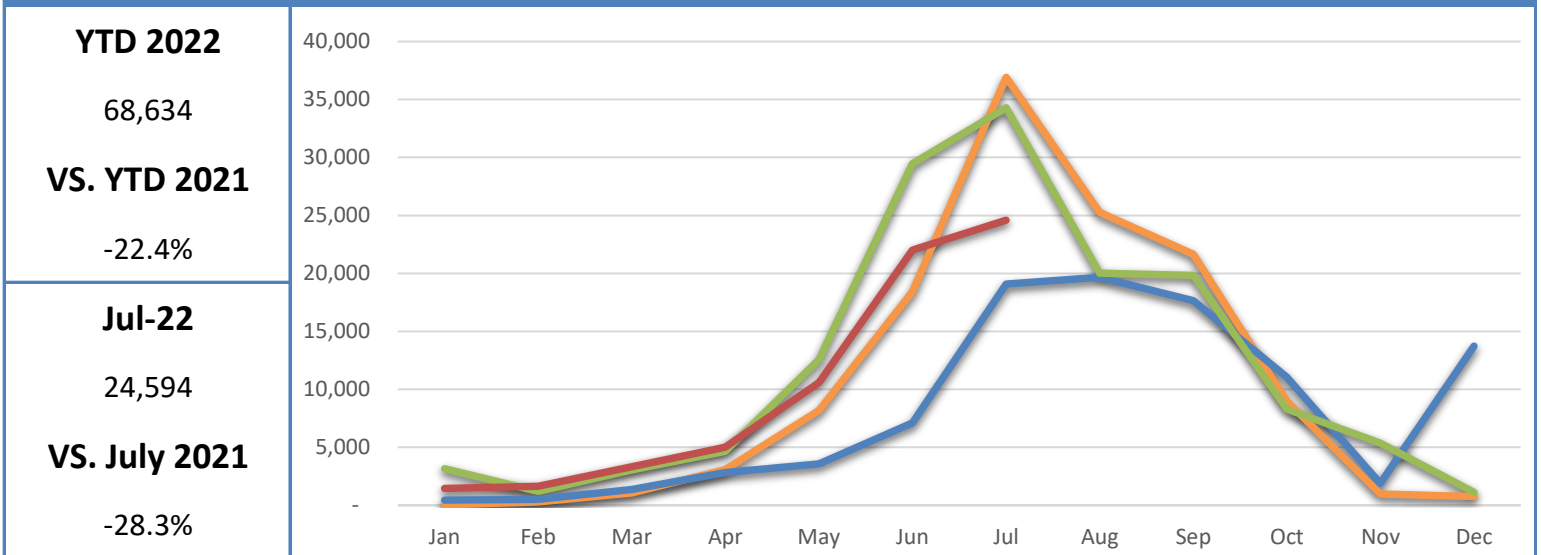
January - July 2022 Dashboard



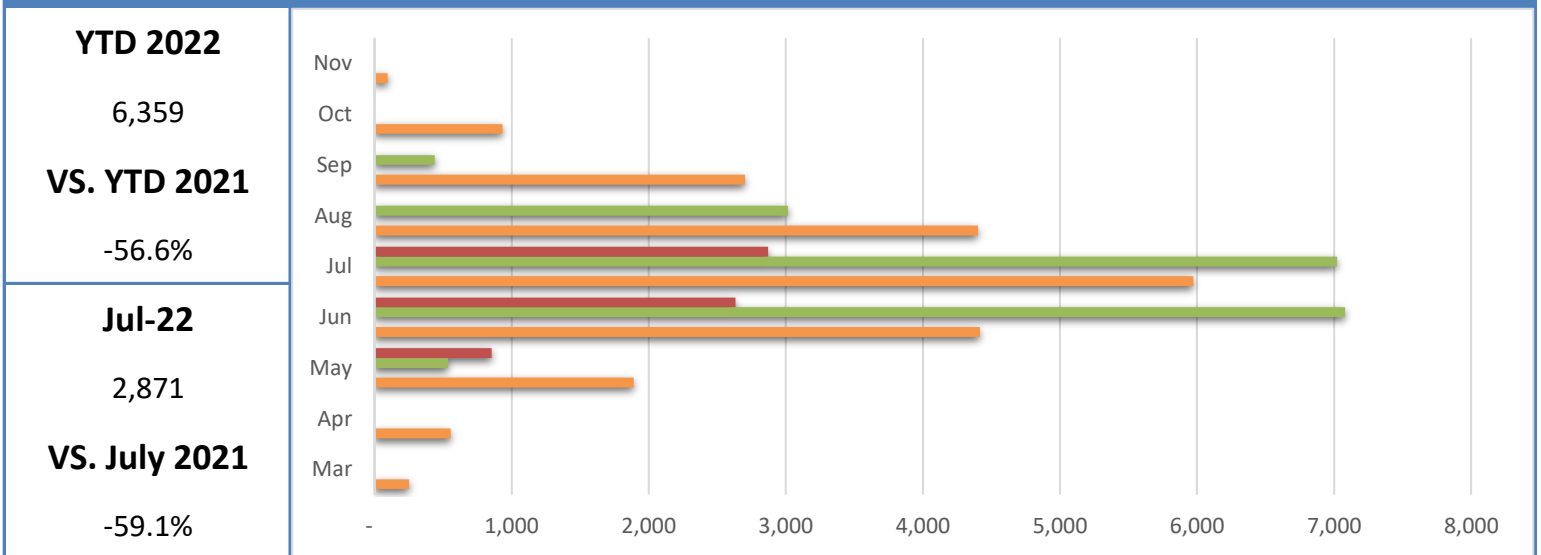
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

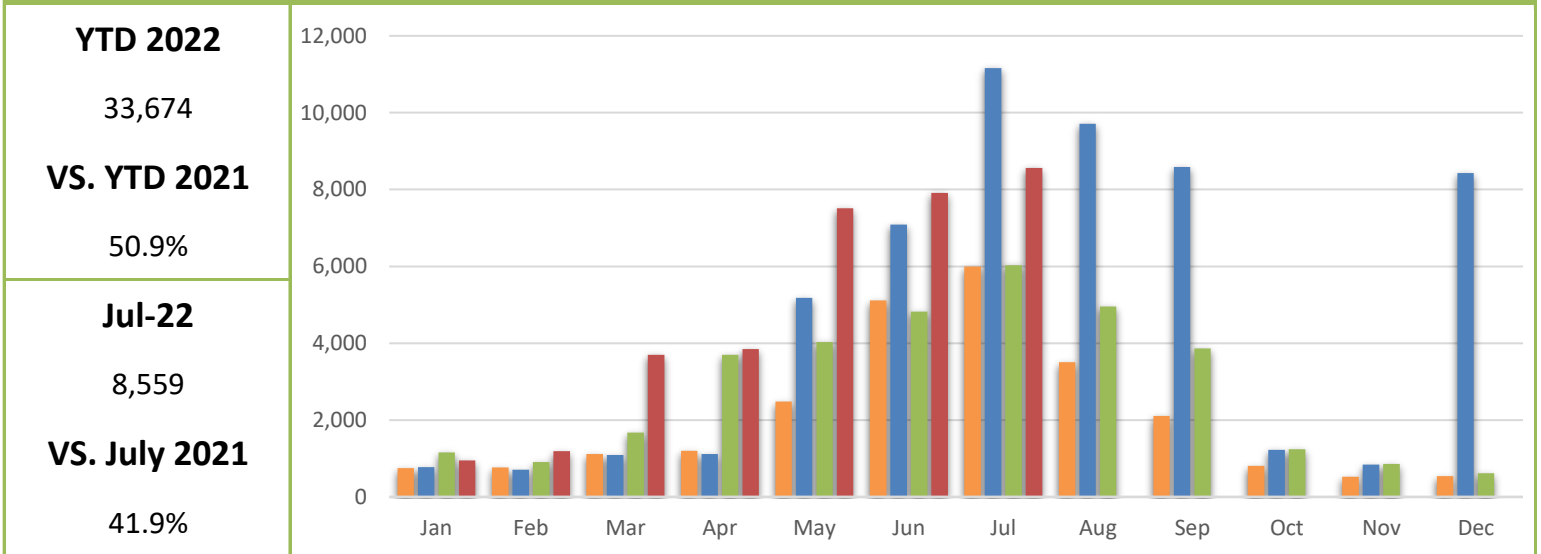


Wall-Badlands Area Chamber of Commerce

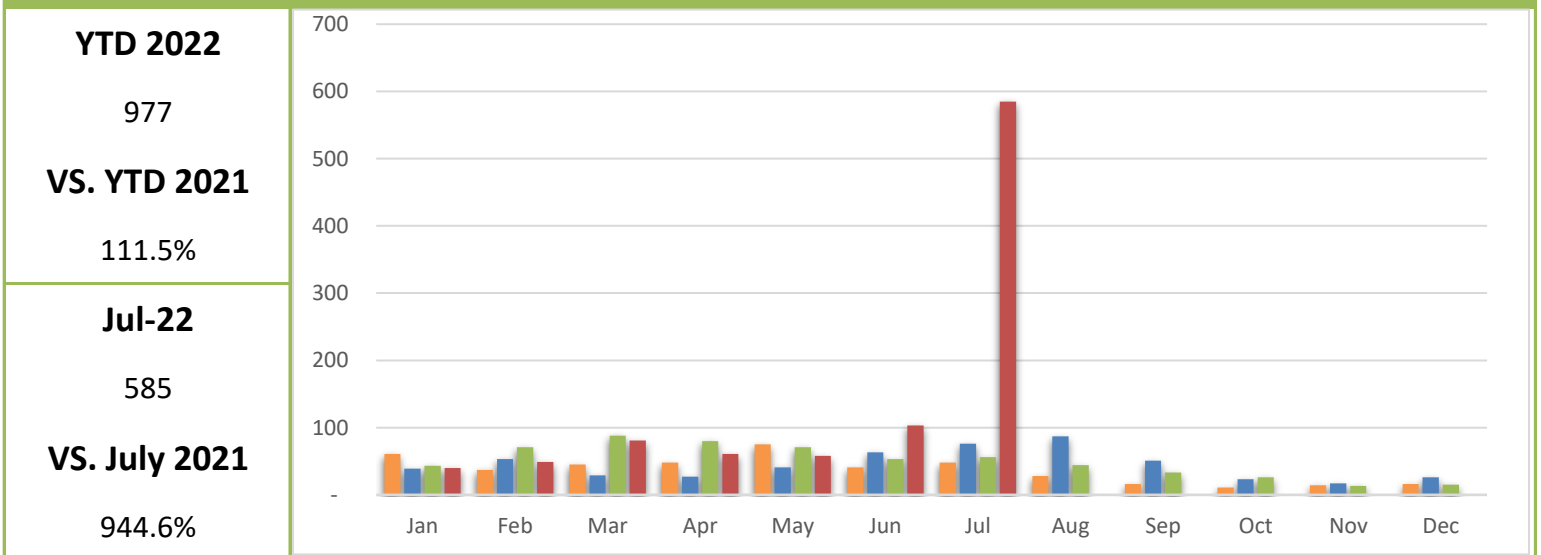
January - July 2022 Dashboard



Wall-Badlands.com Sessions

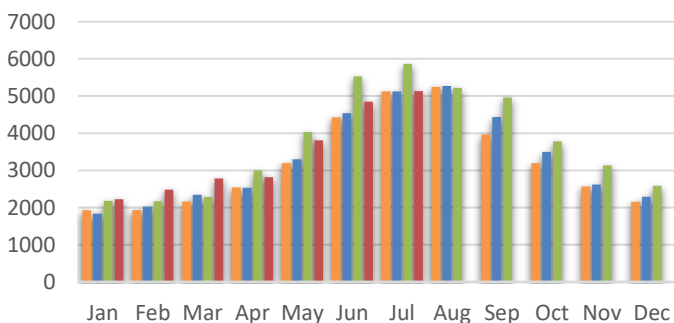


Visitor Information Requests

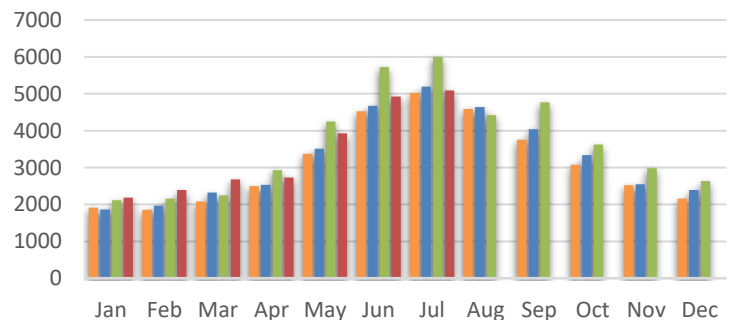


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Jul-22

5,133

VS. July 2021

-12.42%

Jul-22

5,087

VS. July 2021

-15.20%

Wall-Badlands Area Chamber of Commerce

January - July 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.

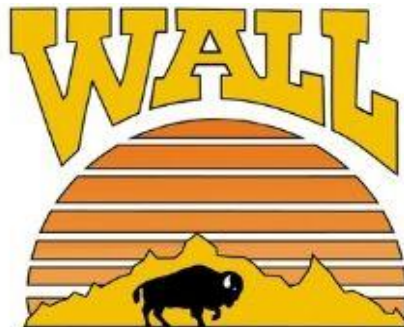
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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 or digital download 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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