

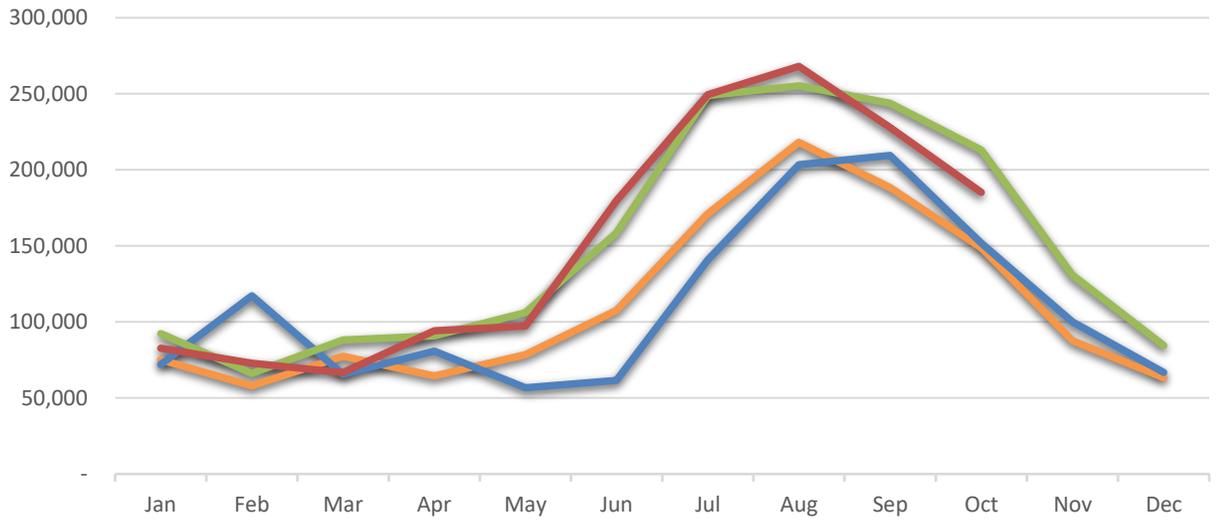
Wall-Badlands Area Chamber of Commerce

January - October 2022 Dashboard



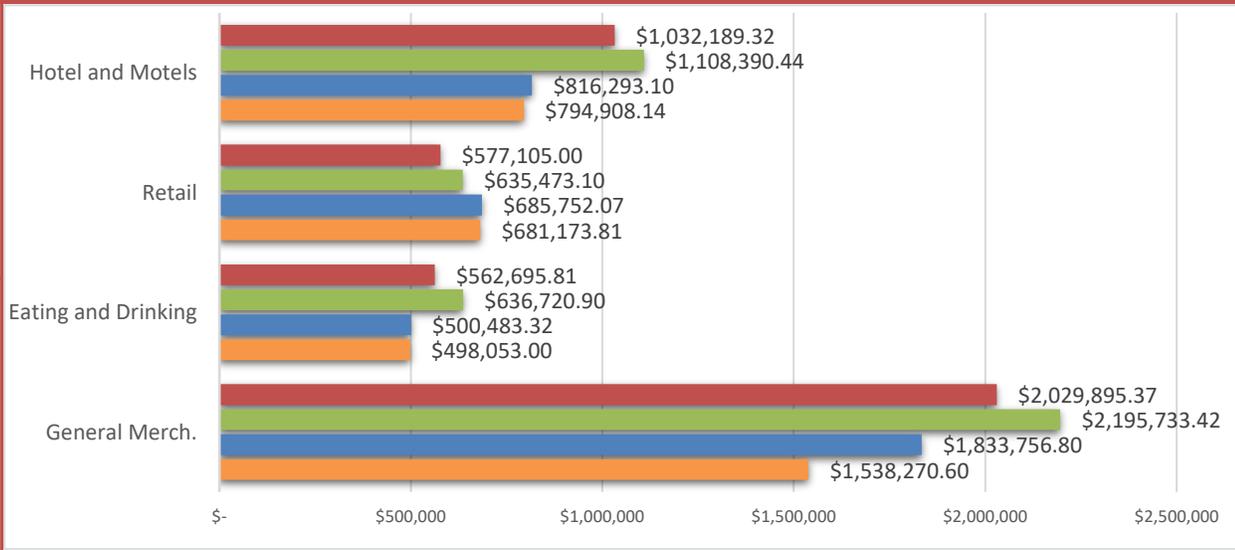
City Sales Tax Revenue

YTD 2022
\$1,524,269.57
VS. YTD 2021
-2.49%
Oct-22
\$227,828.50
VS. Oct. 2021
-6.55%



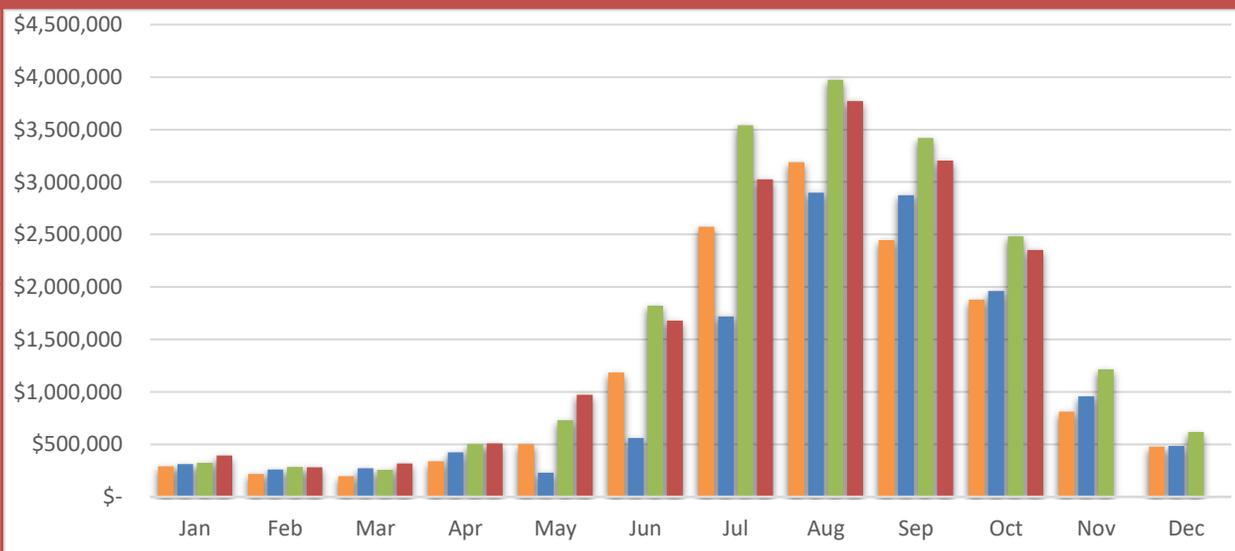
Visitor Spending

YTD 2022
\$29,015,239.47
VS. YTD 2021
3.3%
Oct-22
\$4,201,885.50
VS. Oct. 2021
-8.2%



BBB Taxable Sales

YTD 2022
\$16,509,391.99
VS. YTD 2021
-4.8%
Oct-22
\$2,353,376.26
VS. Oct. 2021
-5.2%

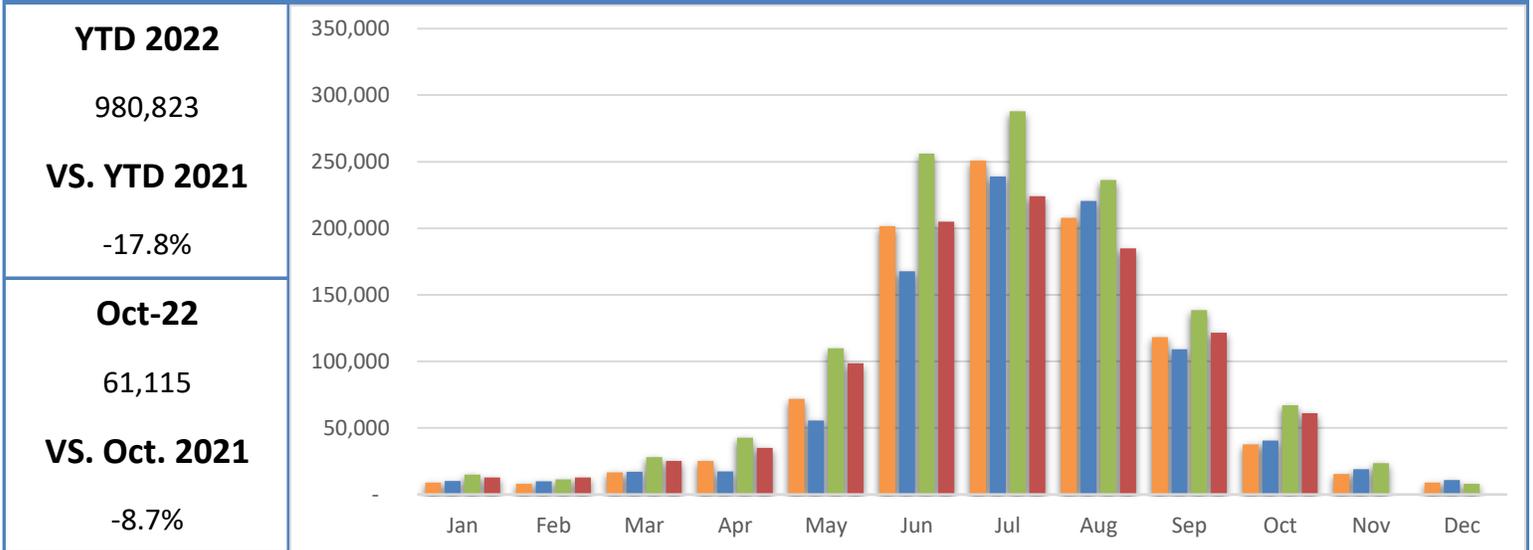


Wall-Badlands Area Chamber of Commerce

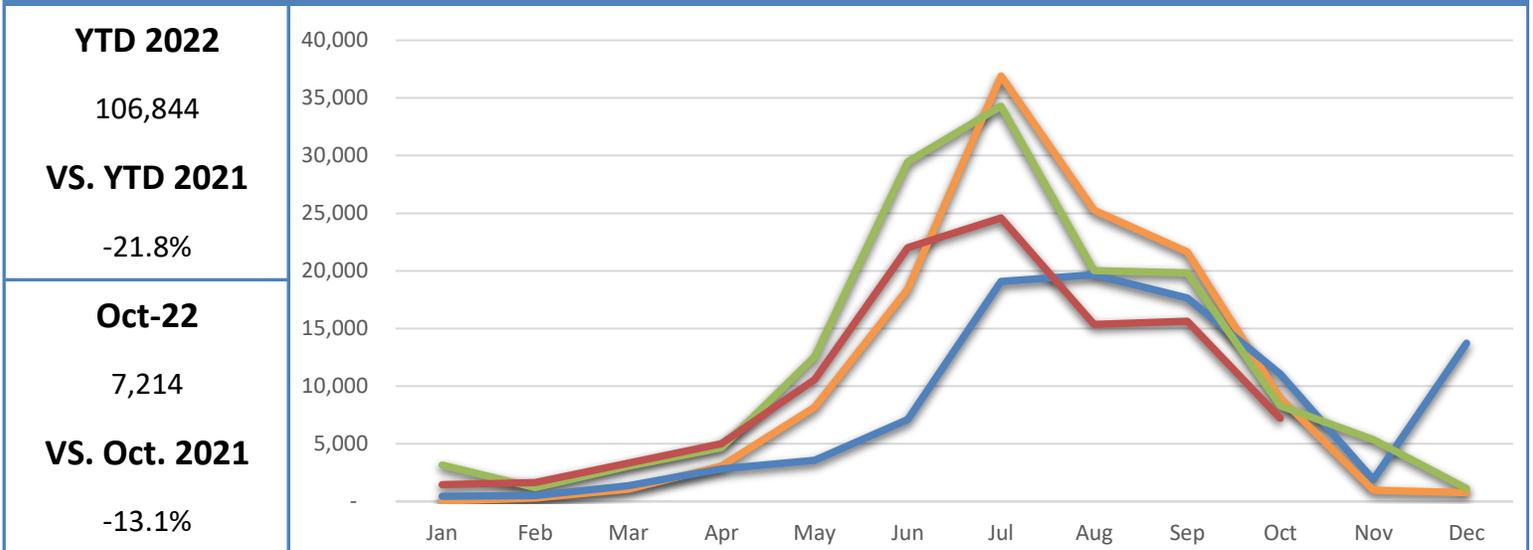
January - October 2022 Dashboard

2019
2020
2021
2022

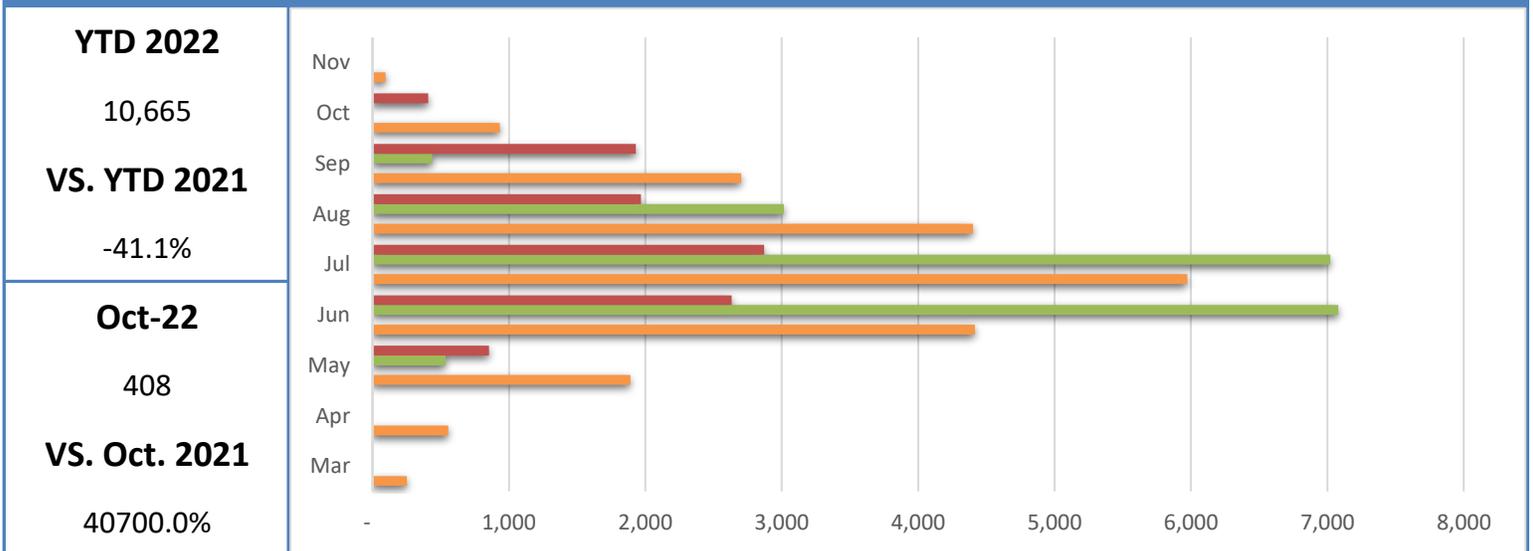
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

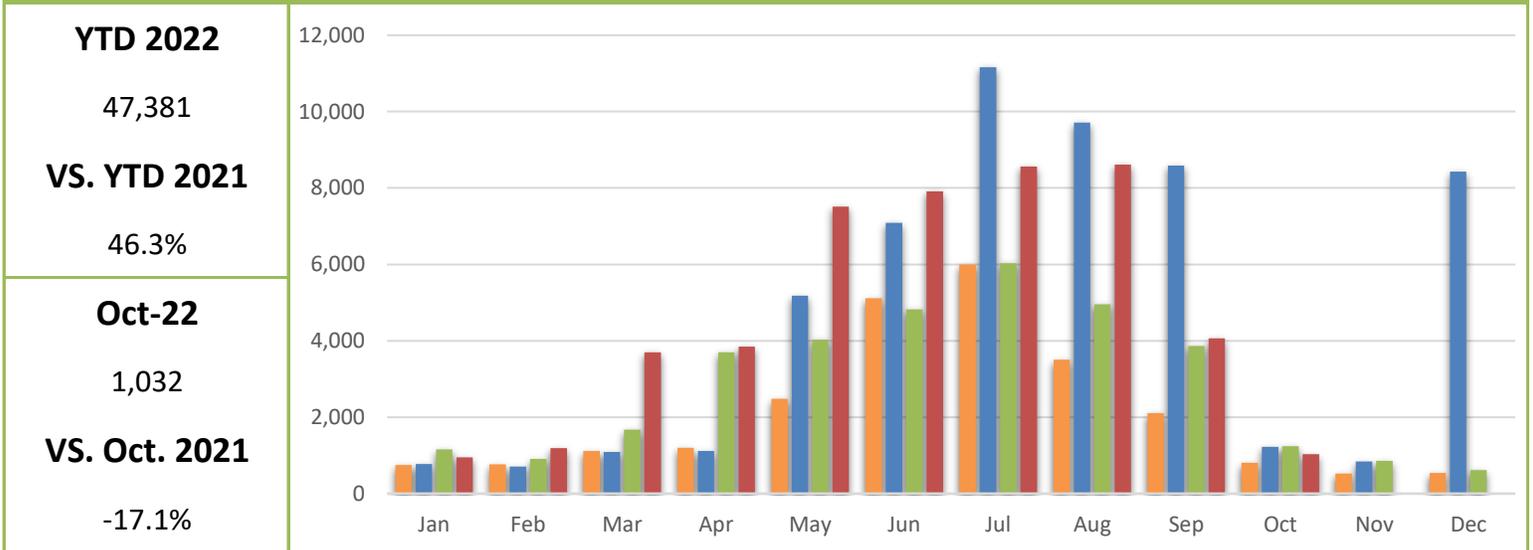


Wall-Badlands Area Chamber of Commerce

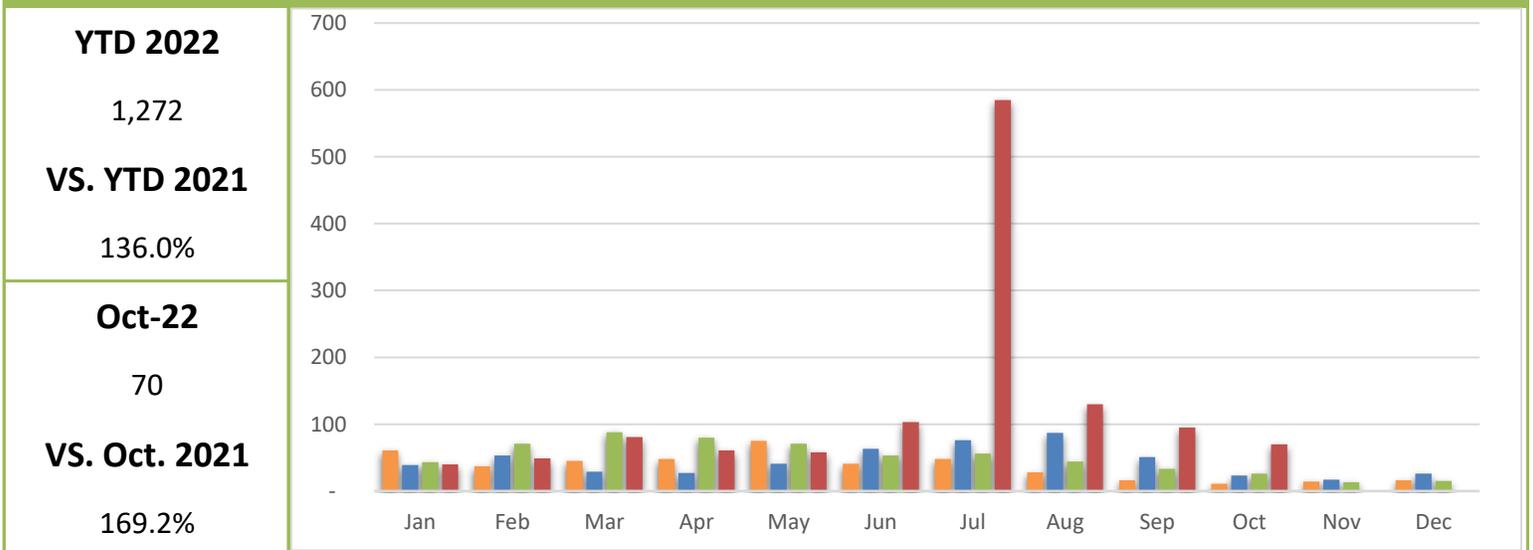
January - October 2022 Dashboard



Wall-Badlands.com Sessions

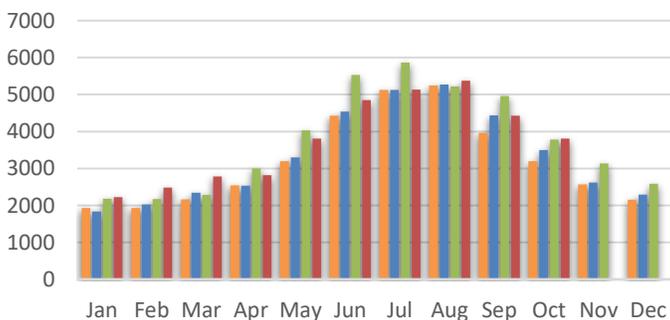


Visitor Information Requests

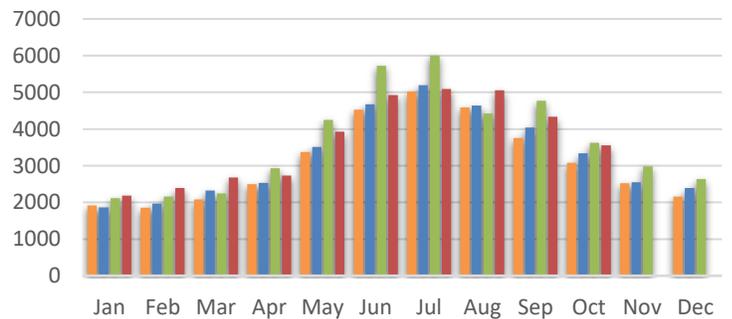


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Oct-22

3,805

Oct-22

3,554

VS. Oct. 2021

0.66%

VS. Oct. 2021

-1.85%

Wall-Badlands Area Chamber of Commerce

January - October 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.

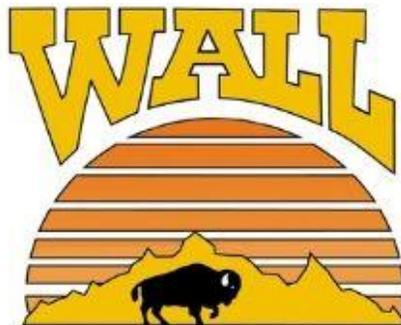
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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