

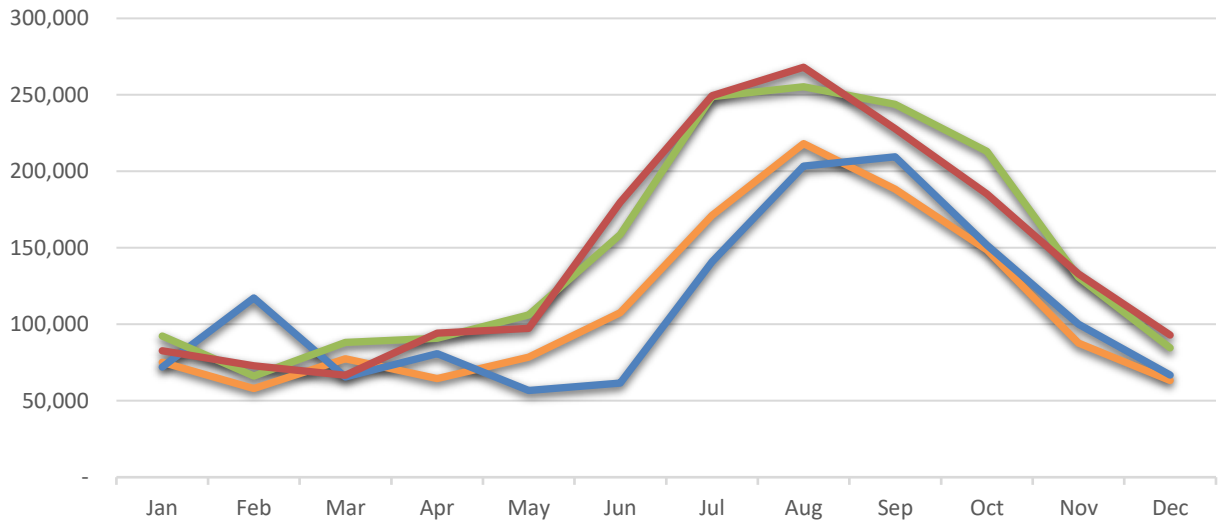
Wall-Badlands Area Chamber of Commerce

January - December 2022 Dashboard



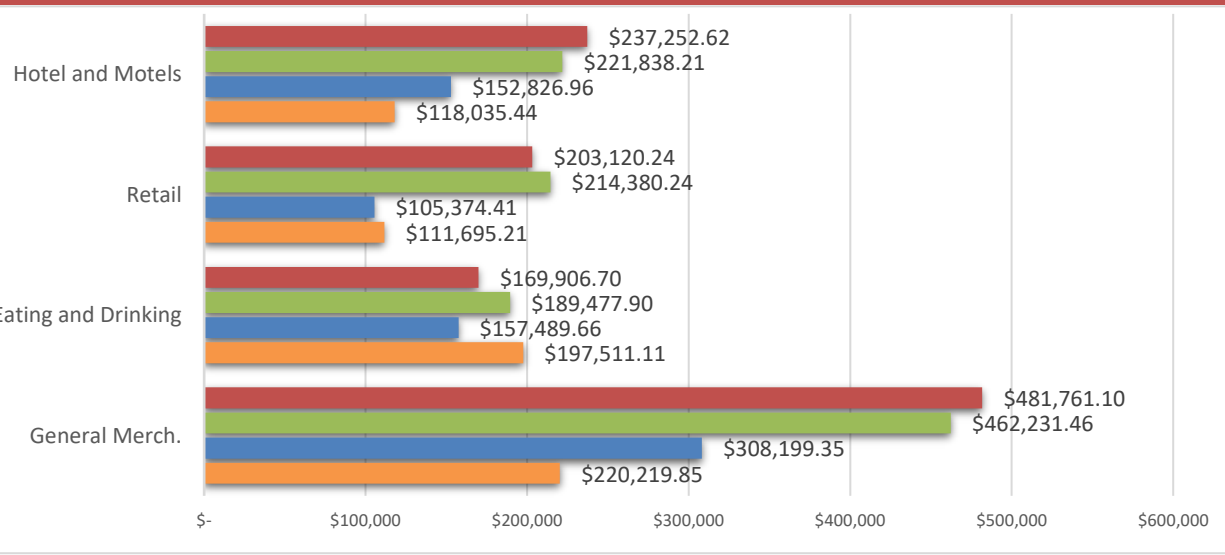
City Sales Tax Revenue

| |
|----------------------|
| YTD 2022 |
| \$1,750,069.01 |
| VS. YTD 2021 |
| -1.61% |
| Dec-22 |
| \$92,916.84 |
| VS. Dec. 2021 |
| 9.84% |



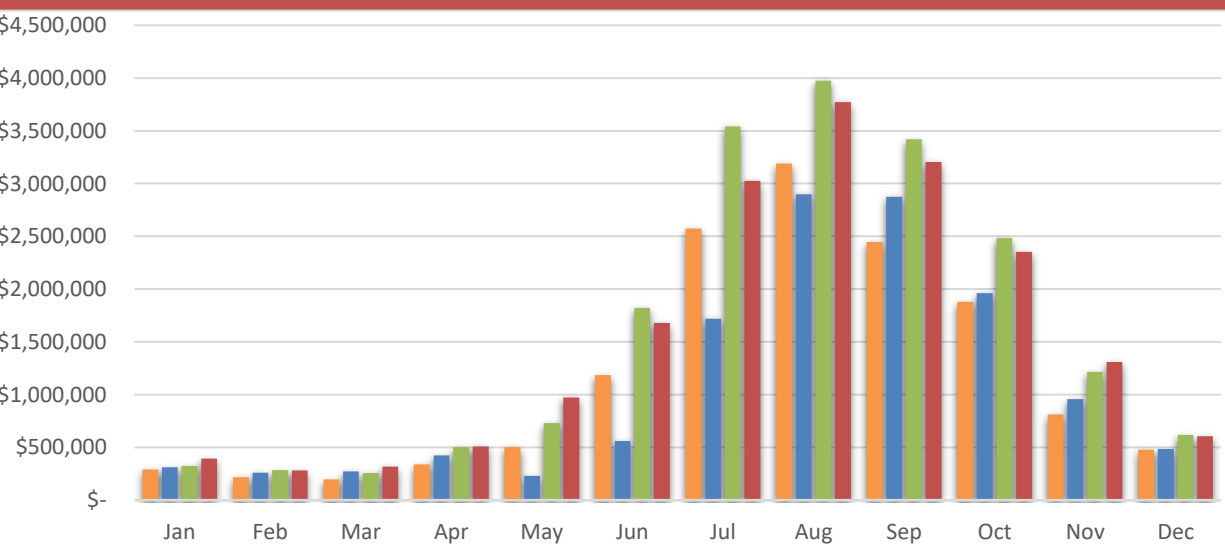
Visitor Spending

| |
|----------------------|
| YTD 2022 |
| \$32,463,666.46 |
| VS. YTD 2021 |
| -9.6% |
| Dec-22 |
| \$1,092,040.66 |
| VS. Dec. 2021 |
| 0.4% |



BBB Taxable Sales

| |
|----------------------|
| YTD 2022 |
| \$18,426,256.80 |
| VS. YTD 2021 |
| -3.9% |
| Dec-22 |
| \$606,632.18 |
| VS. Dec. 2021 |
| -1.9% |

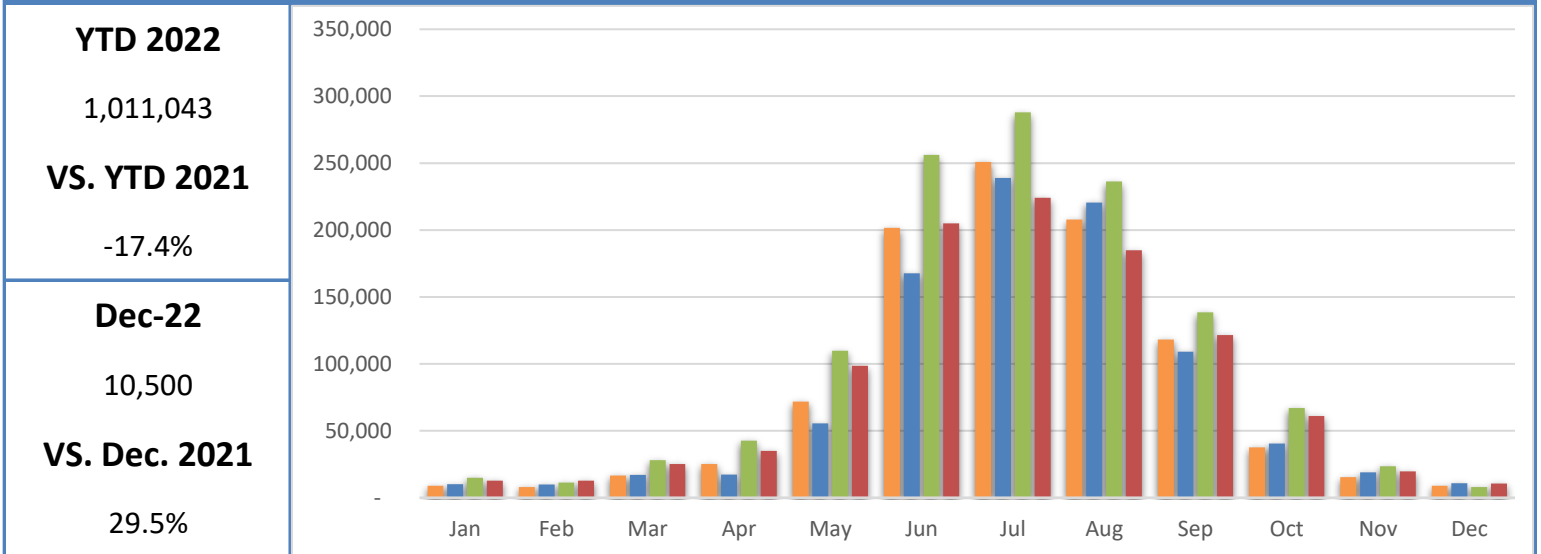


Wall-Badlands Area Chamber of Commerce

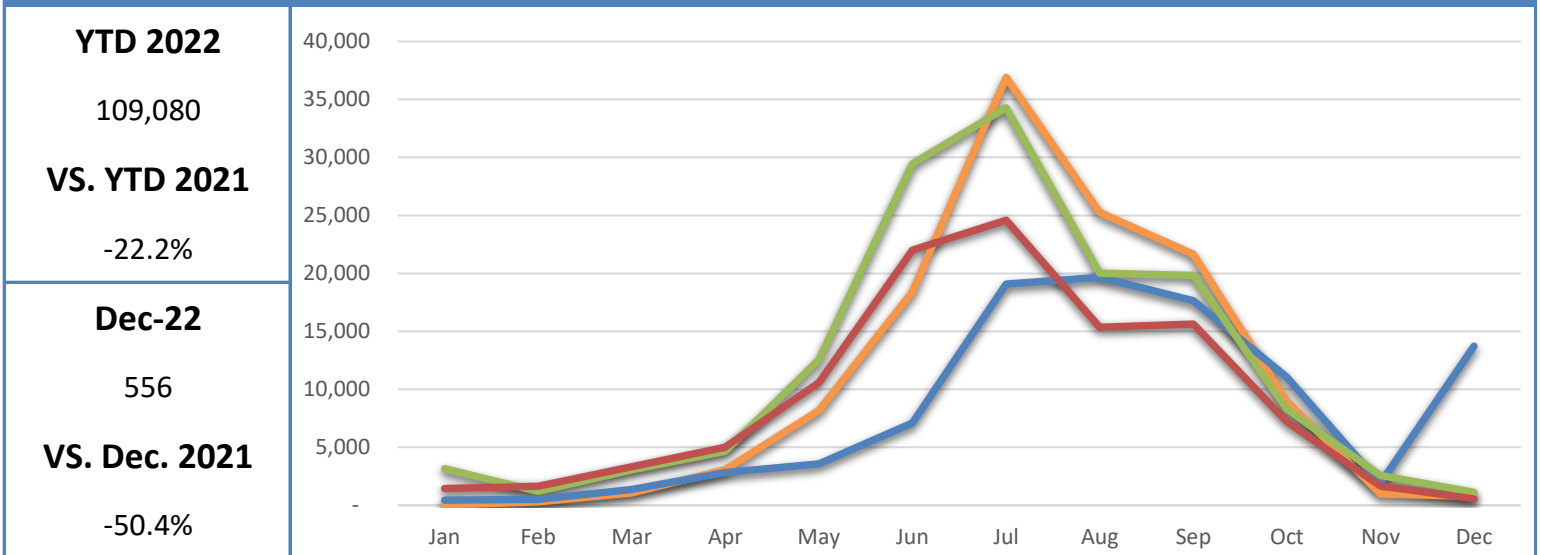
January - December 2022 Dashboard

2019
2020
2021
2022

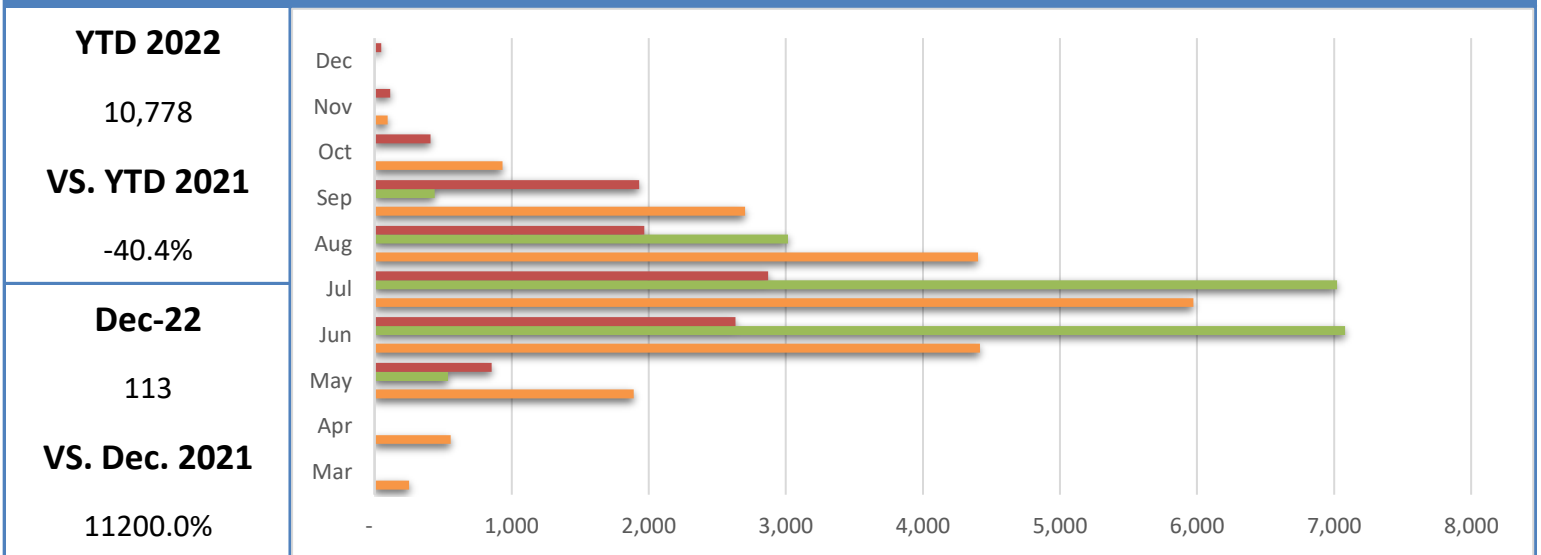
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

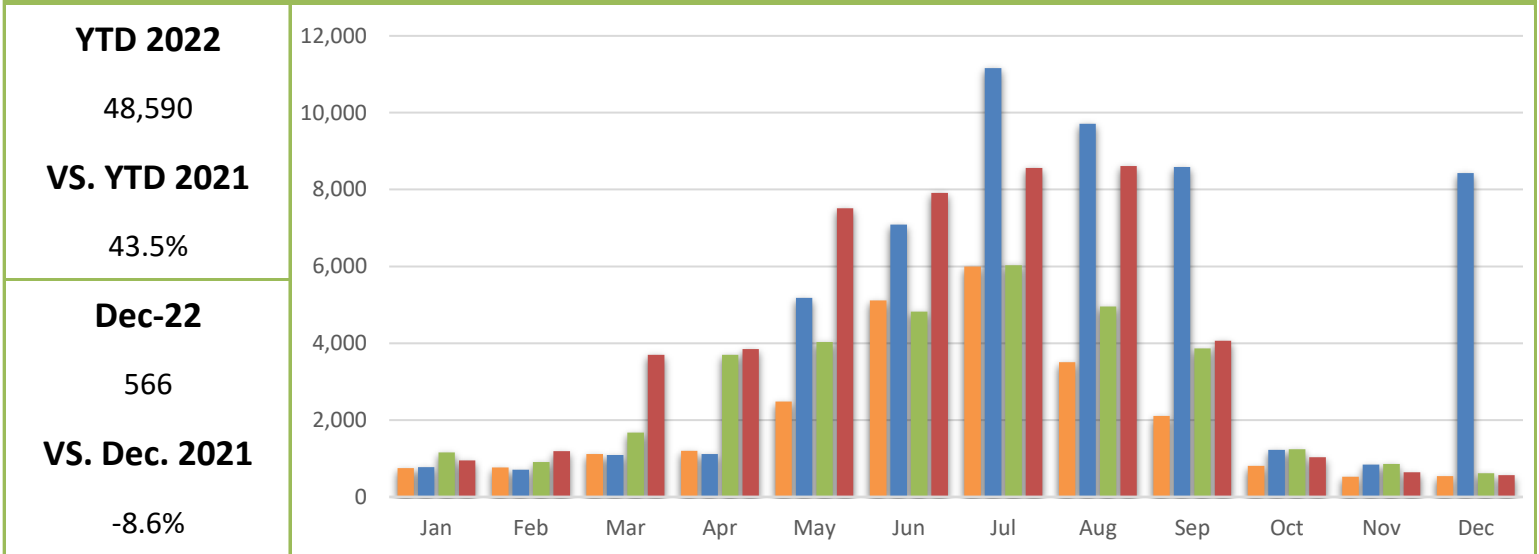


Wall-Badlands Area Chamber of Commerce

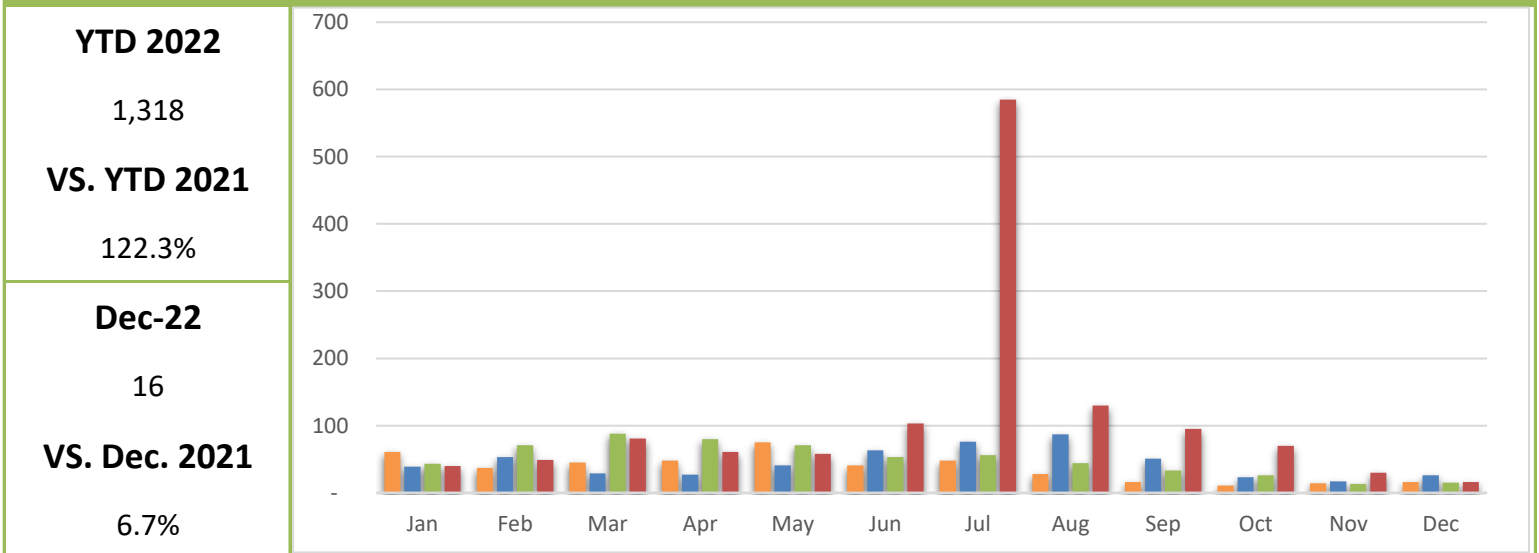
January - December 2022 Dashboard

2019
2020
2021
2022

Wall-Badlands.com Sessions

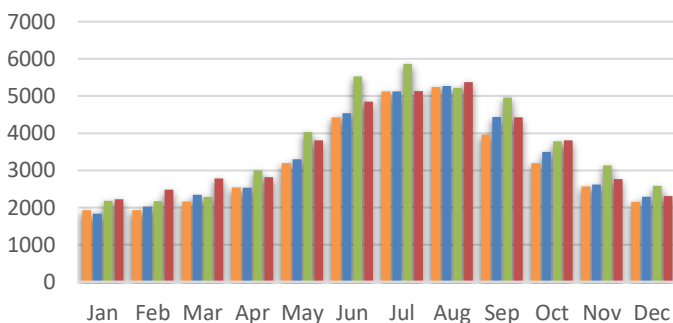


Visitor Information Requests

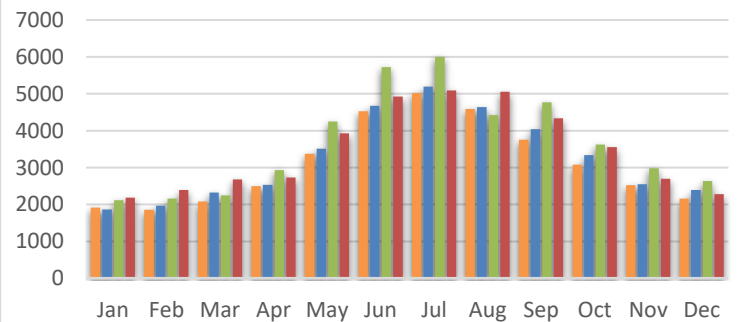


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Dec-22

2,307

Dec-22

2,282

VS. Dec. 2021

-10.69%

VS. Dec. 2021

-13.33%

Wall-Badlands Area Chamber of Commerce

January - December 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.

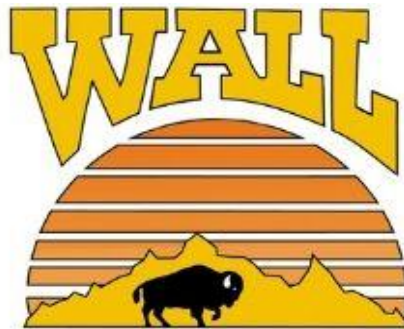
-BBB Taxable Sales: The one percent municipal gross receipts tax (BBB tax) is imposed on alcoholic beverages, eating establishments, lodging accommodations, admissions to places of amusement, athletic and cultural events.

-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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