

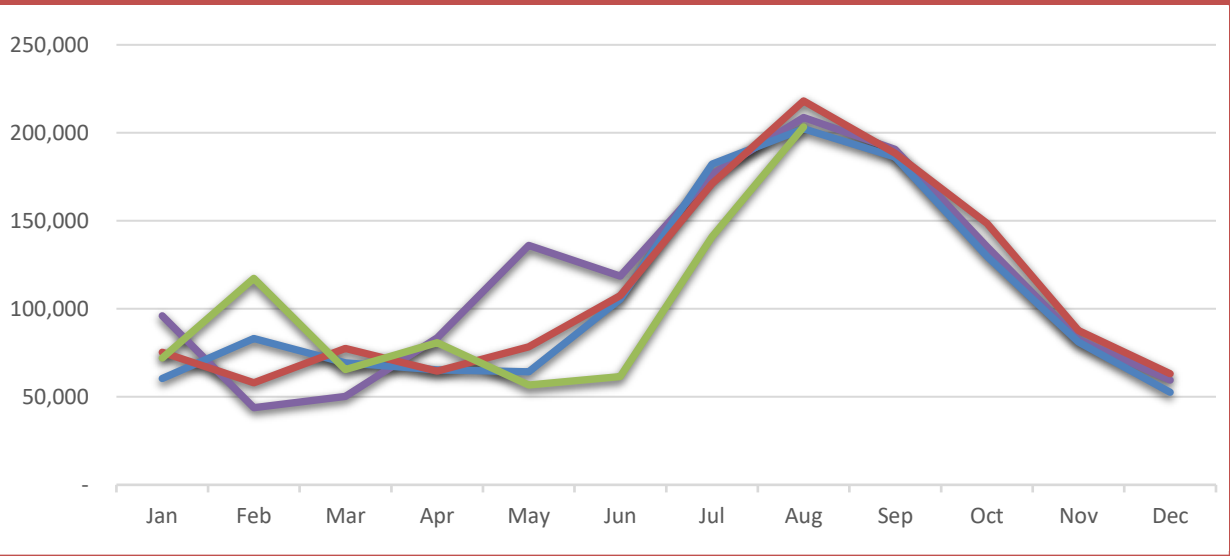
Wall-Badlands Area Chamber of Commerce

January - August 2020 Dashboard



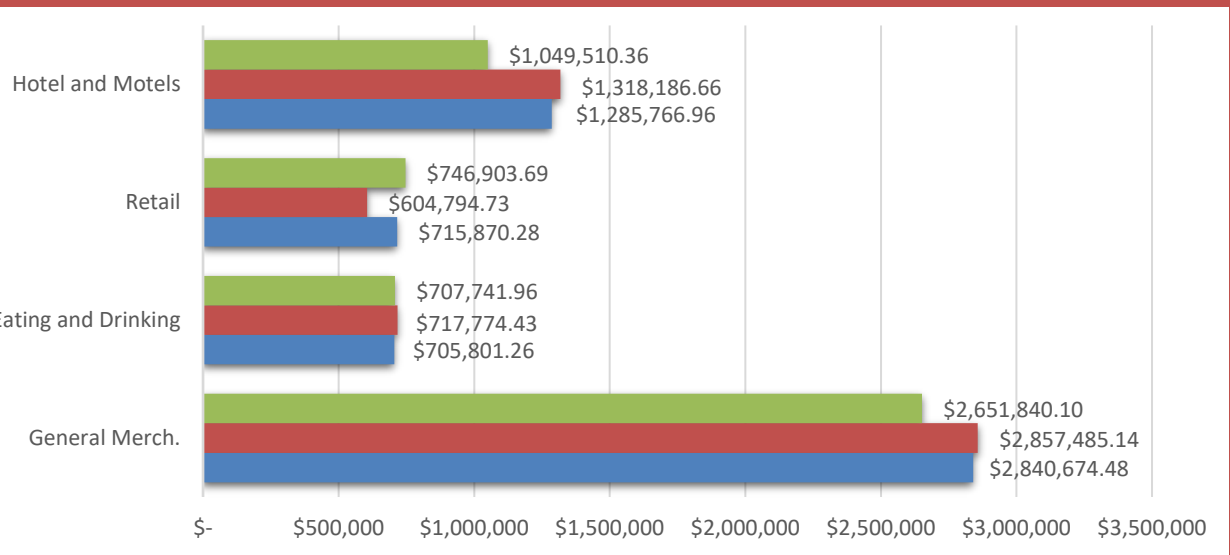
City Sales Tax Revenue

YTD 2020
\$798,085.86
VS. YTD 2019
-6.2%
Aug-20
\$203,347.26
VS. August 2019
-6.8%



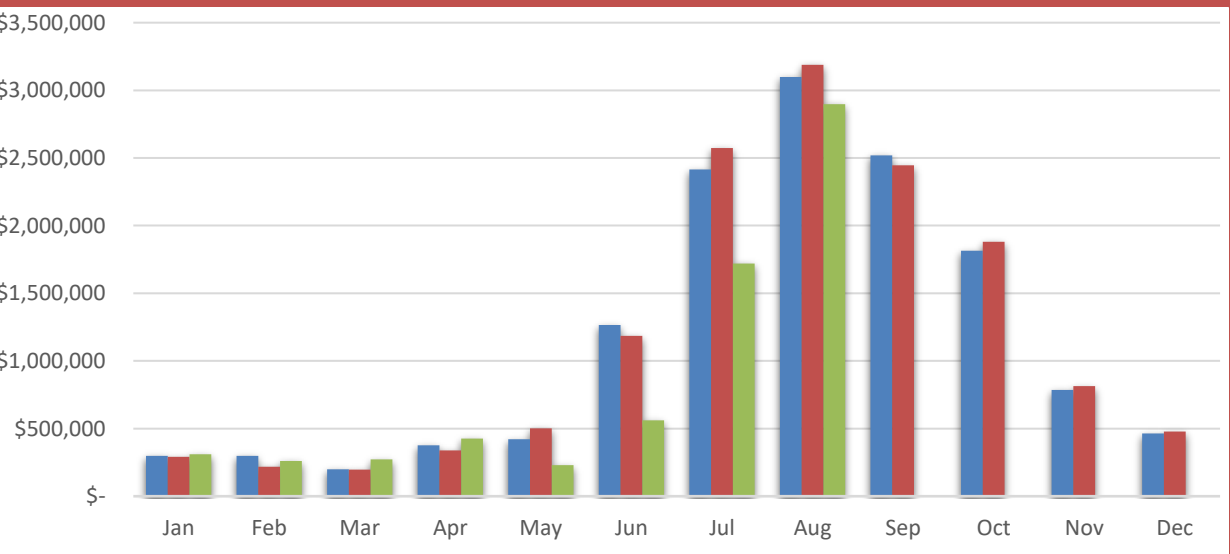
Visitor Spending

YTD 2020
\$10,831,430.52
VS. YTD 2019
-23.6%
Aug-20
\$5,155,996.11
VS. August 2019
-6.2%



BBB Taxable Sales

YTD 2020
\$6,676,016.43
VS. YTD 2019
-21.4%
Aug-20
\$2,898,334.26
VS. August 2019
-9.1%

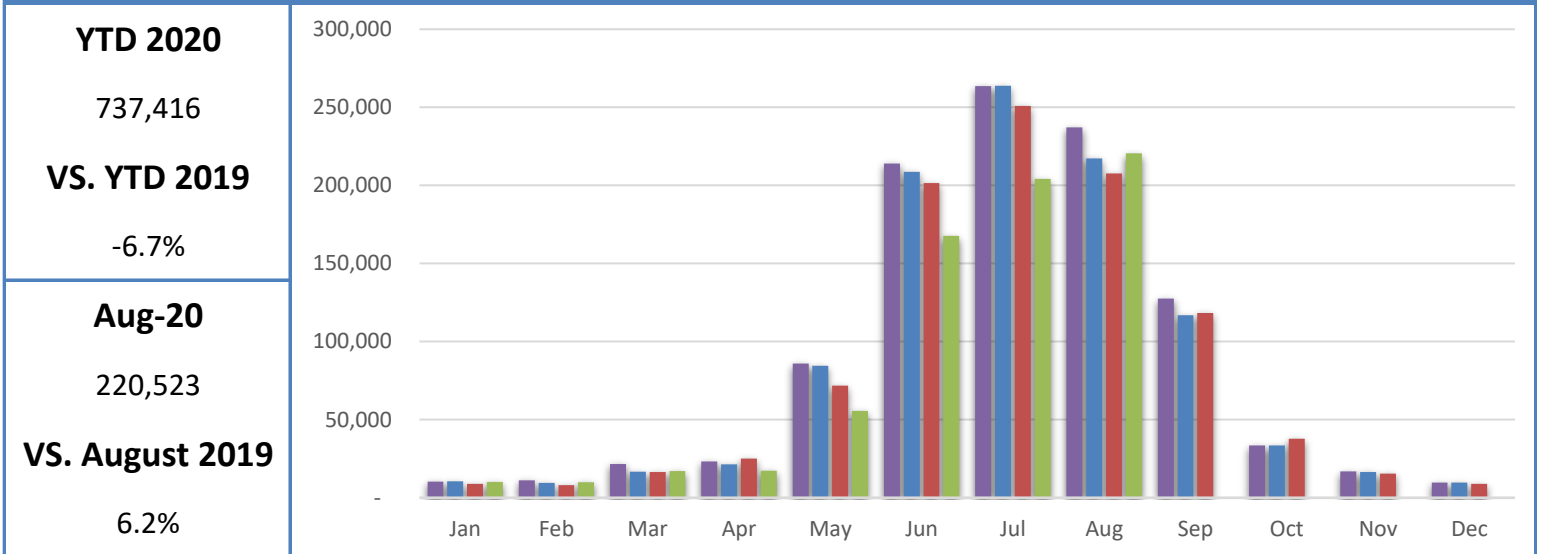


Wall-Badlands Area Chamber of Commerce

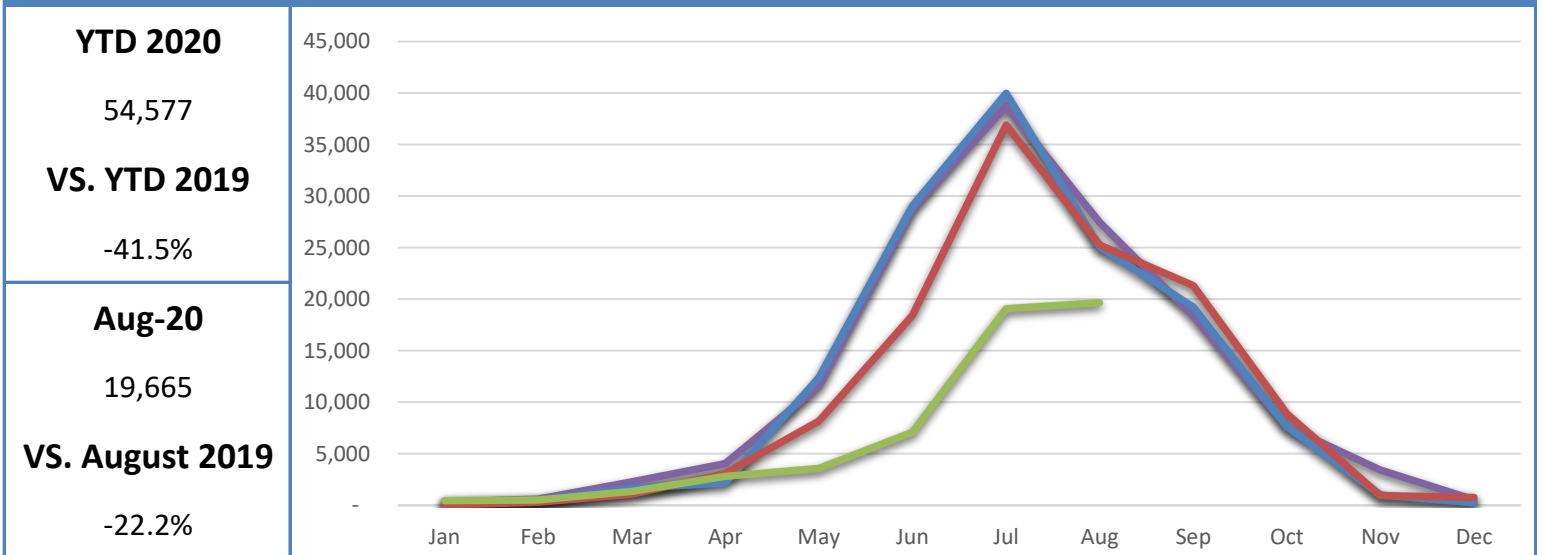
January - August 2020 Dashboard



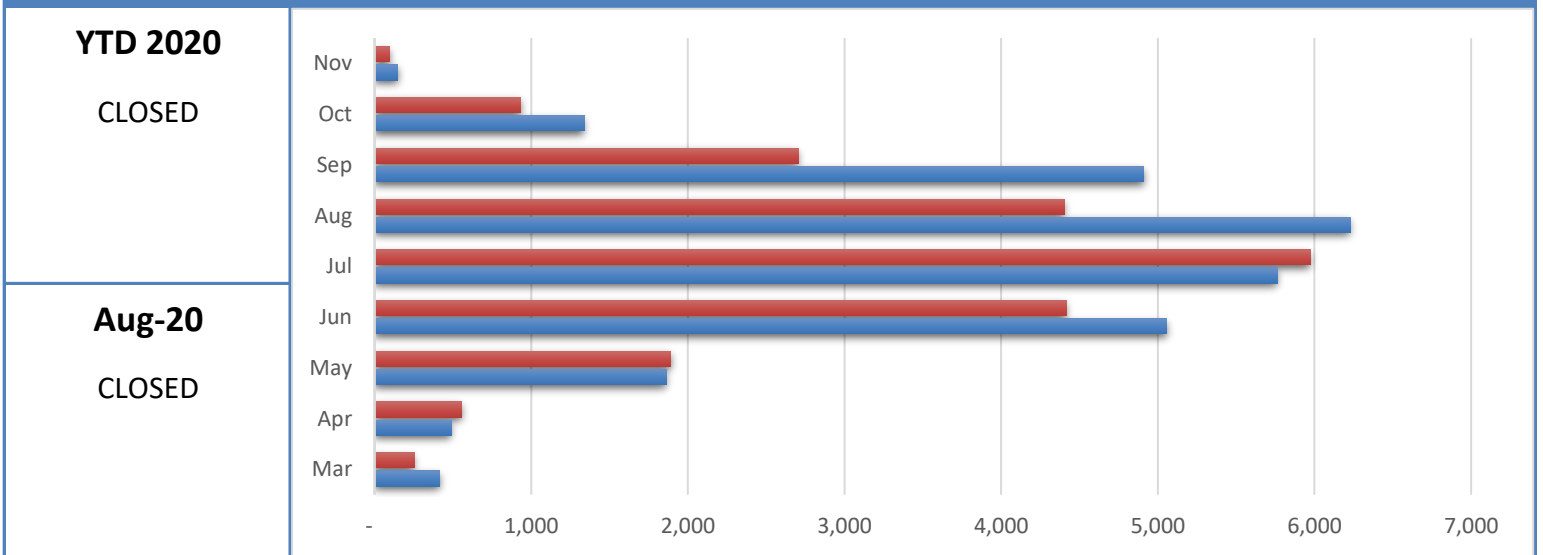
Badlands National Park Recreational Visitation



Minuteman Missile National Historic Site Recreational Visitation



National Grasslands Visitor Center Recreational Visitation

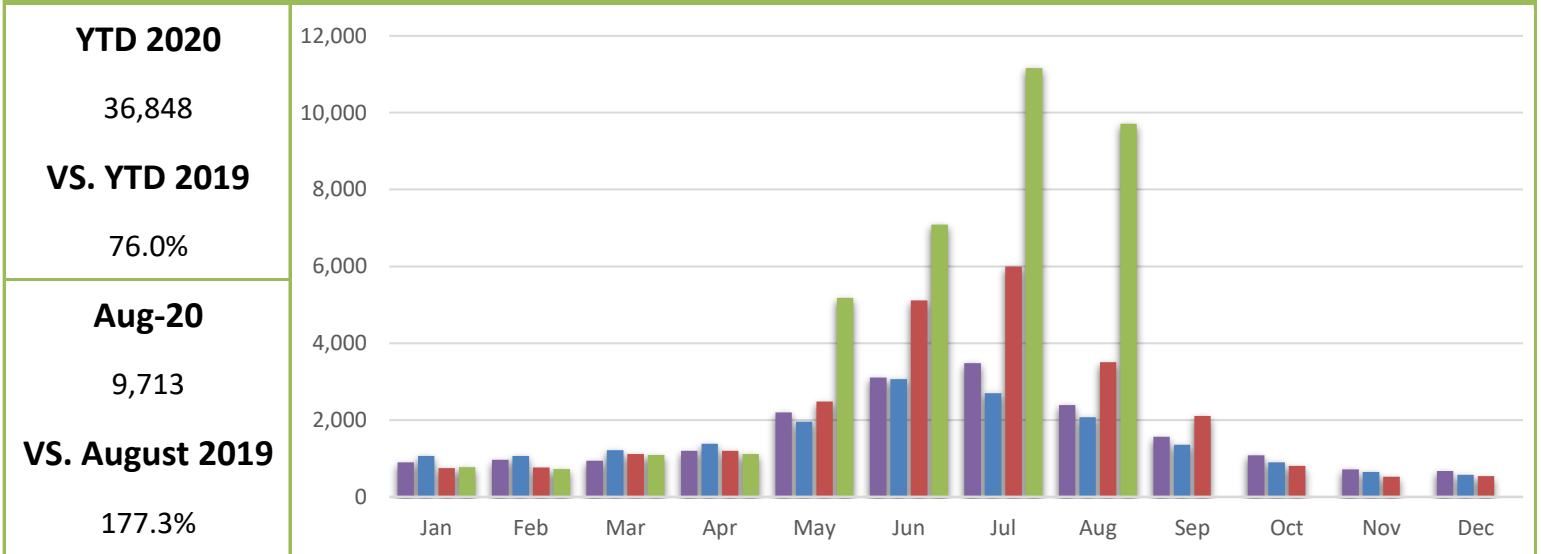


Wall-Badlands Area Chamber of Commerce

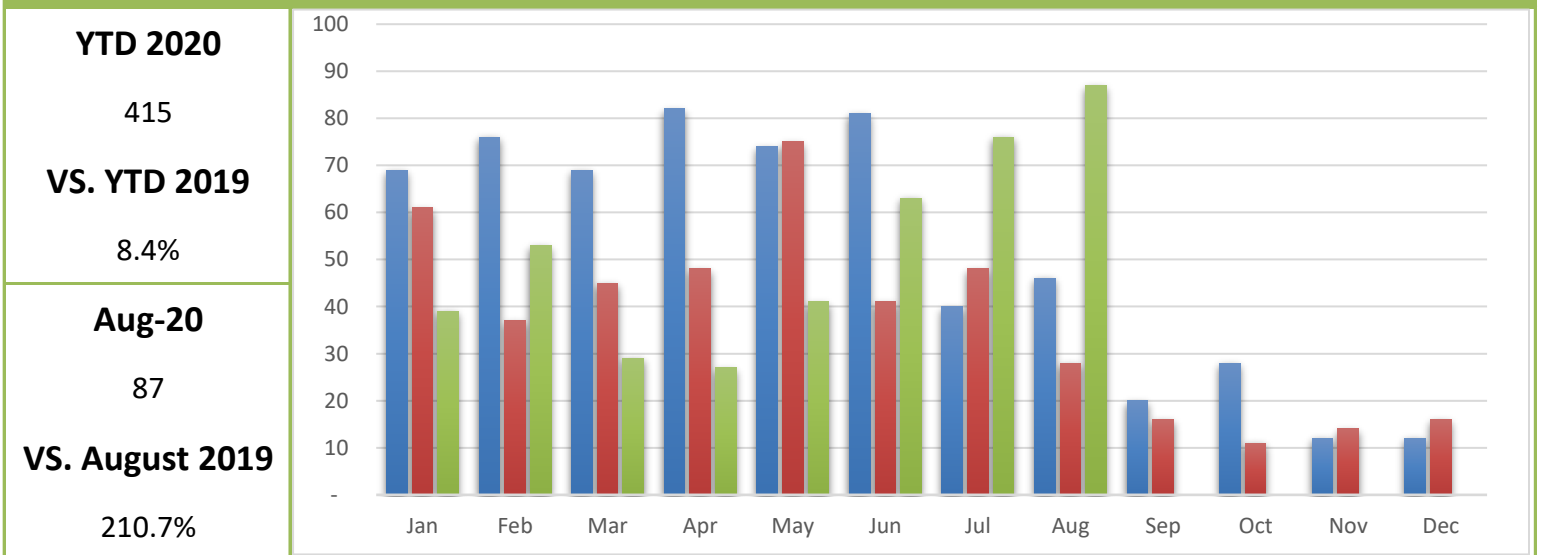
January - August 2020 Dashboard



Wall-Badlands.com Sessions

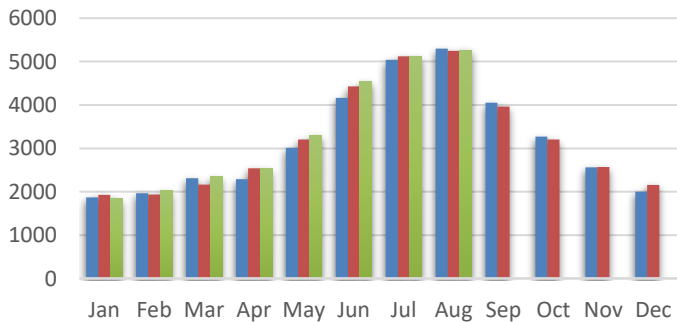


Visitor Information Requests

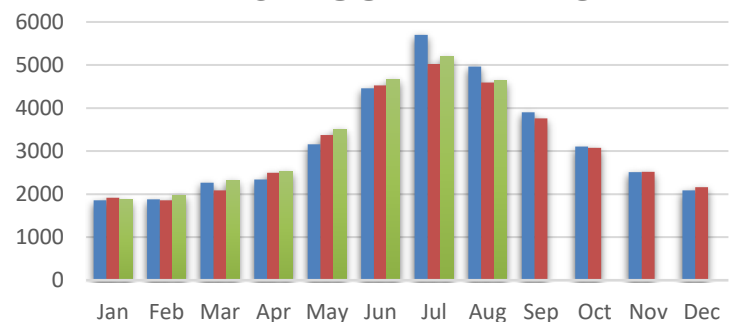


I-90 Traffic

EAST BOUND TRAFFIC



WEST BOUND TRAFFIC



Aug-20	5,267
VS. August 2019	0.34%

Aug-20	4,635
VS. August 2019	1.0%

Wall-Badlands Area Chamber of Commerce

January - August 2020 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.

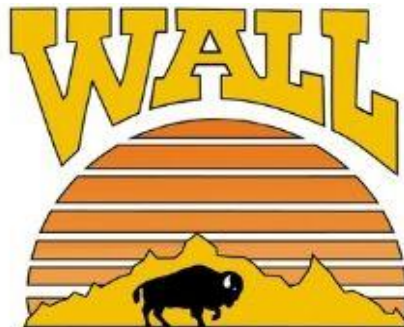
-Recreational Visits: The total number of visitors through government attractions.

-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 information from the Wall-Badlands Area Chamber of Commerce office.

-Occupancy: Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied from the first calendar day of the month to the last calendar day of the month as compared to the same month the previous year.

-I 90 Traffic: The average number of vehicles that travel on SD Interstate 90 in a day.



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