



# COVID-19 RESEARCH

Updated: 5-14-20

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST

 str

 Travel  
Intelligence

 miles  
PARTNERSHIP

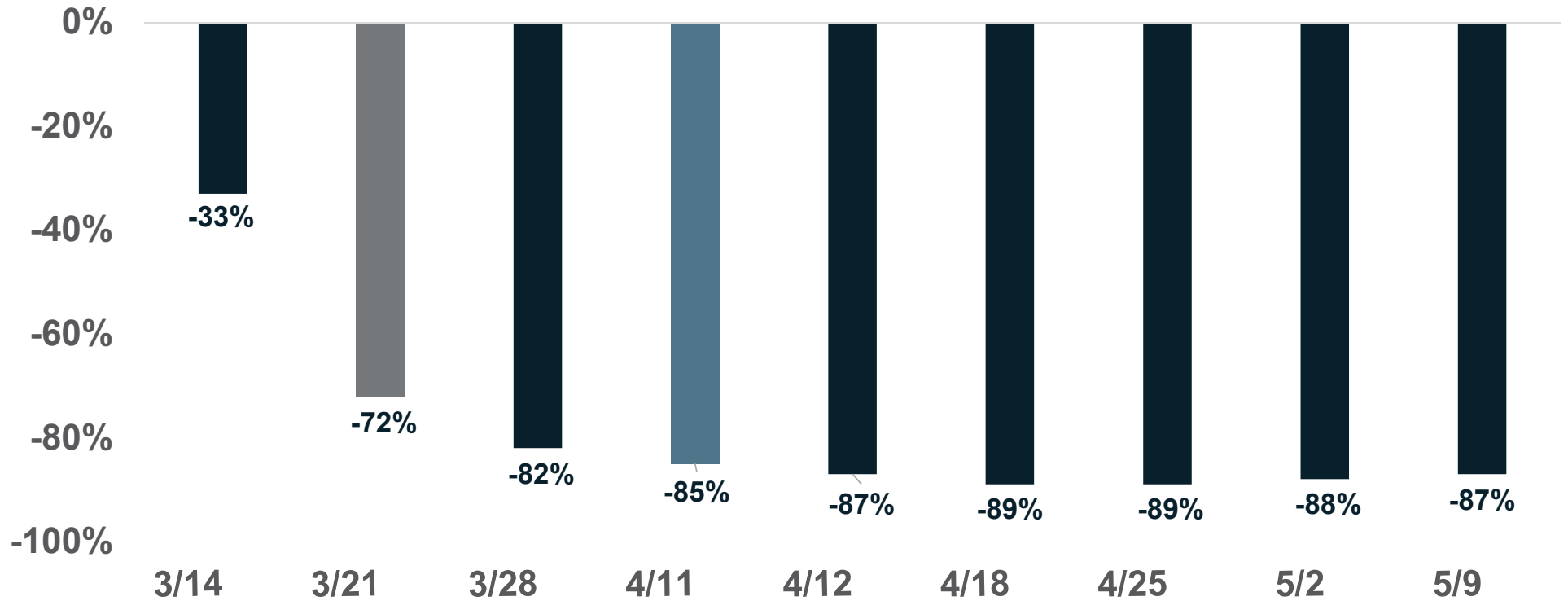
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods  
INTERNATIONAL

# YEAR-OVER-YEAR % CHANGE

## NATIONAL WEEKLY TRAVEL SPENDING



Source: Tourism Economics, "WEEKLY CORONAVIRUS IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



# YEAR-OVER-YEAR % CHANGE

## REGIONAL WEEKLY TRAVEL SPENDING

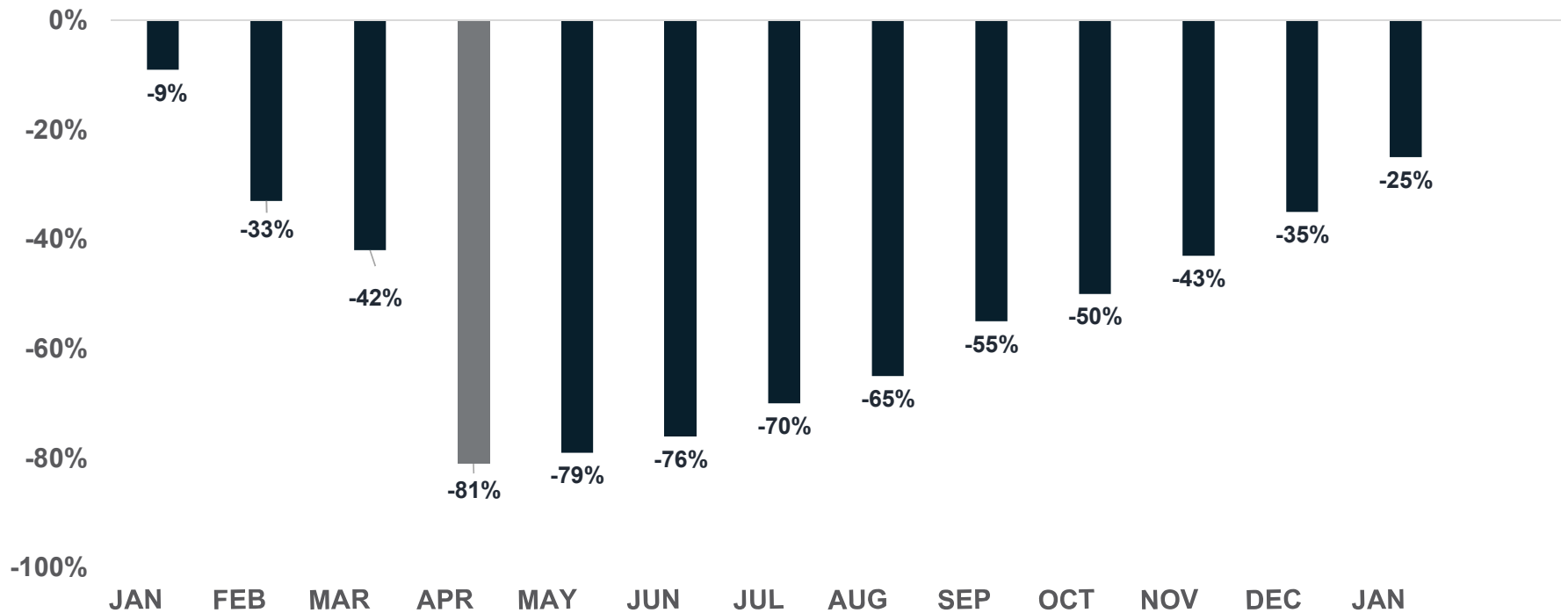
WEEK ENDING	4/18	4/25	5/2	5/9
SD	-81%	-83%	-81%	-78%
ND	-81%	-82%	-81%	-80%
IA	-81%	-83%	-82%	-81%
MN	-87%	-89%	-88%	-86%
WY	-77%	-78%	-79%	-81%



Source: Tourism Economics, "WEEKLY CORONAVIRUS  
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."

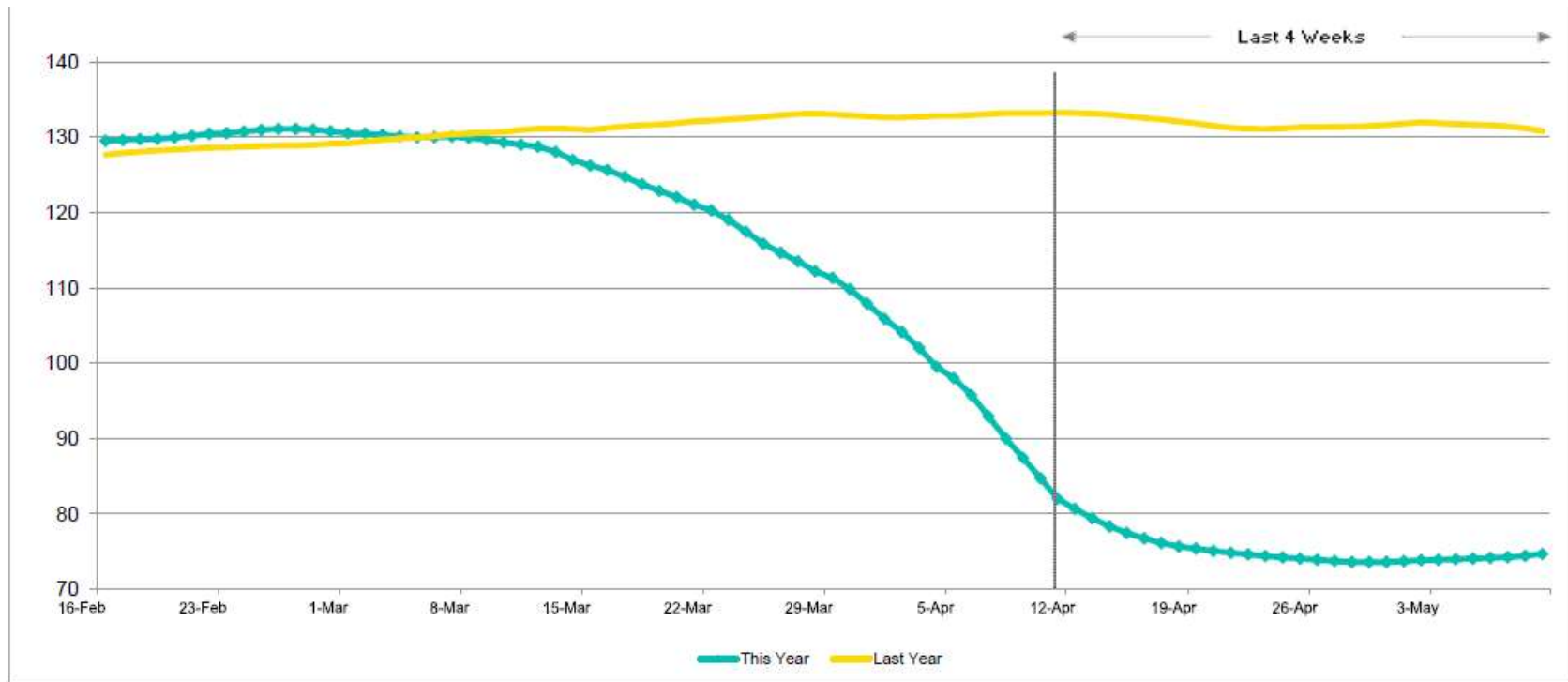


# STR/TOURISM ECONOMICS US HOTEL DEMAND FORECAST



# U.S. OCCUPANCY % FEB 16 – MAY 09

AVG HOTEL OCCUPANCY REACHED 30.1% LAST WEEK

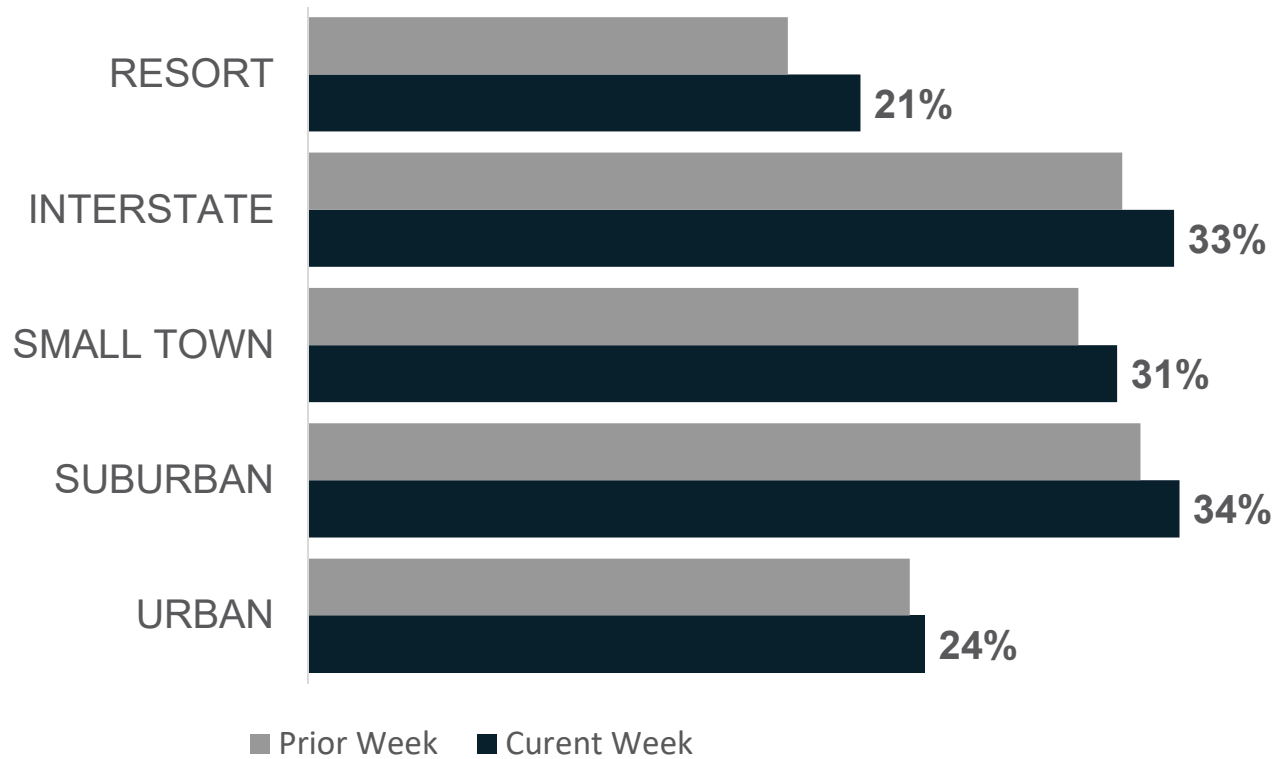


STR HOTEL REVIEW: Fielded on May 9, 2020



# AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF MAY 3-MAY 9



WEEKLY HOTEL REVIEW: MAY 3-MAY 9



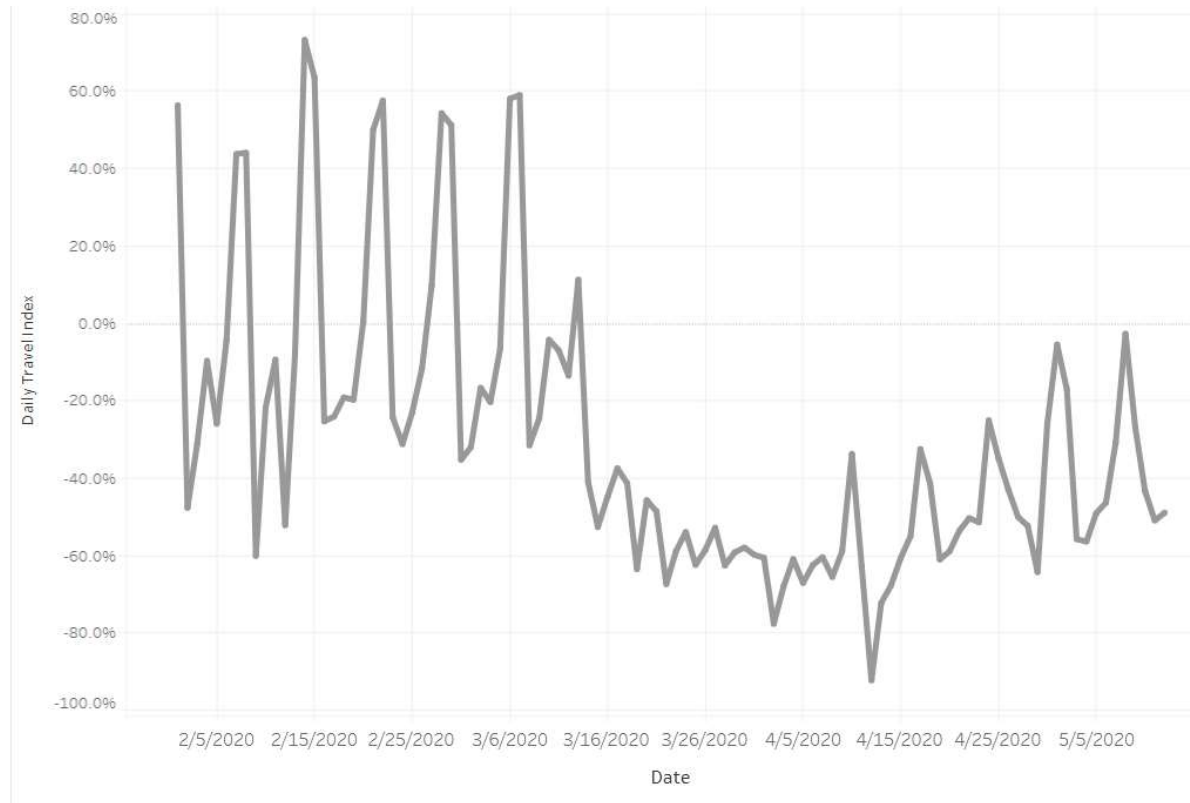
# ARRIVALIST DAILY TRAVEL INDEX

ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

**-49%**

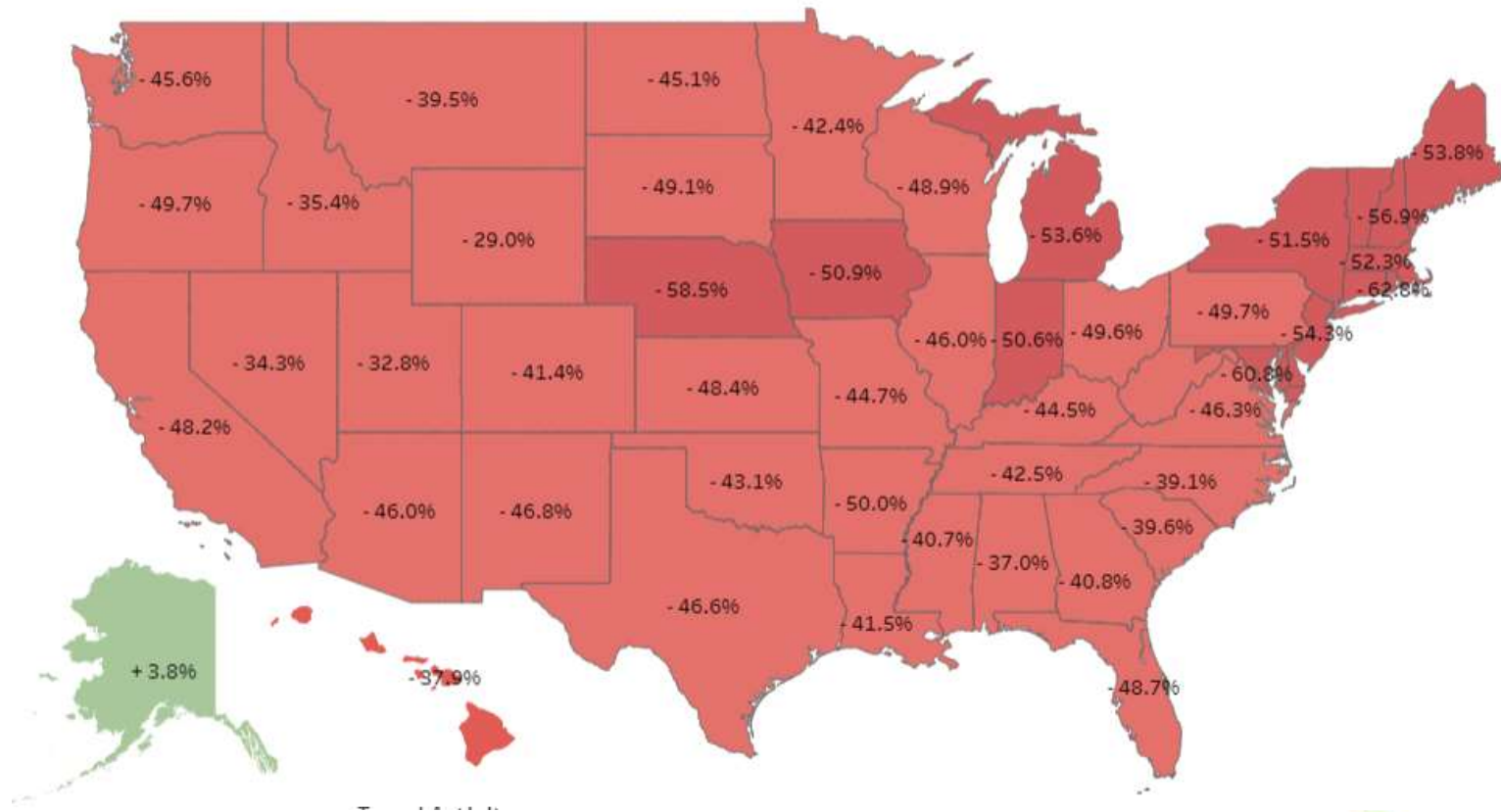
May 12, 2020, Friday





# ARRIVALIST DAILY TRAVEL INDEX

ROAD TRIPS OF 50 MILES OR MORE AND NON COMMUTING



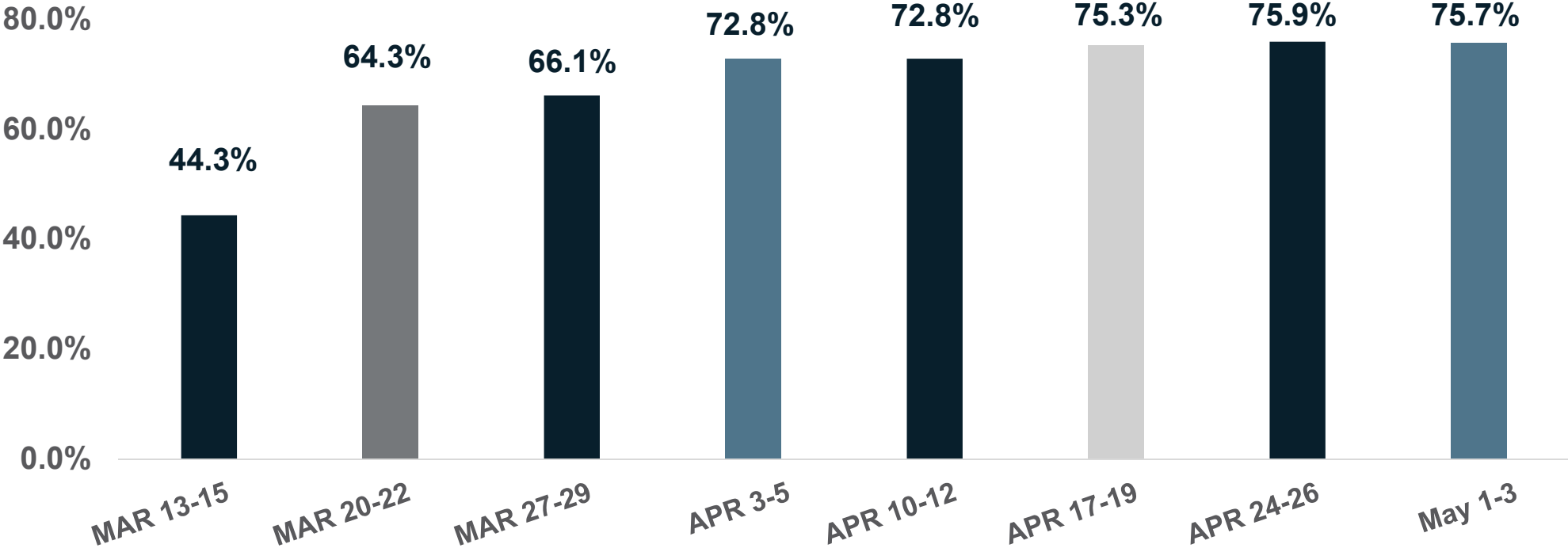
South Dakota

ARRIVALIST DAILY INDEX: Fielded on May 12, 2020



# TRIPS AFFECTED BY CORONAVIRUS

% OF US TRAVELERS WHO SAY THE CORONAVIRUS HAS AFFECTED THEIR TRAVEL PLANS IN SOME WAY

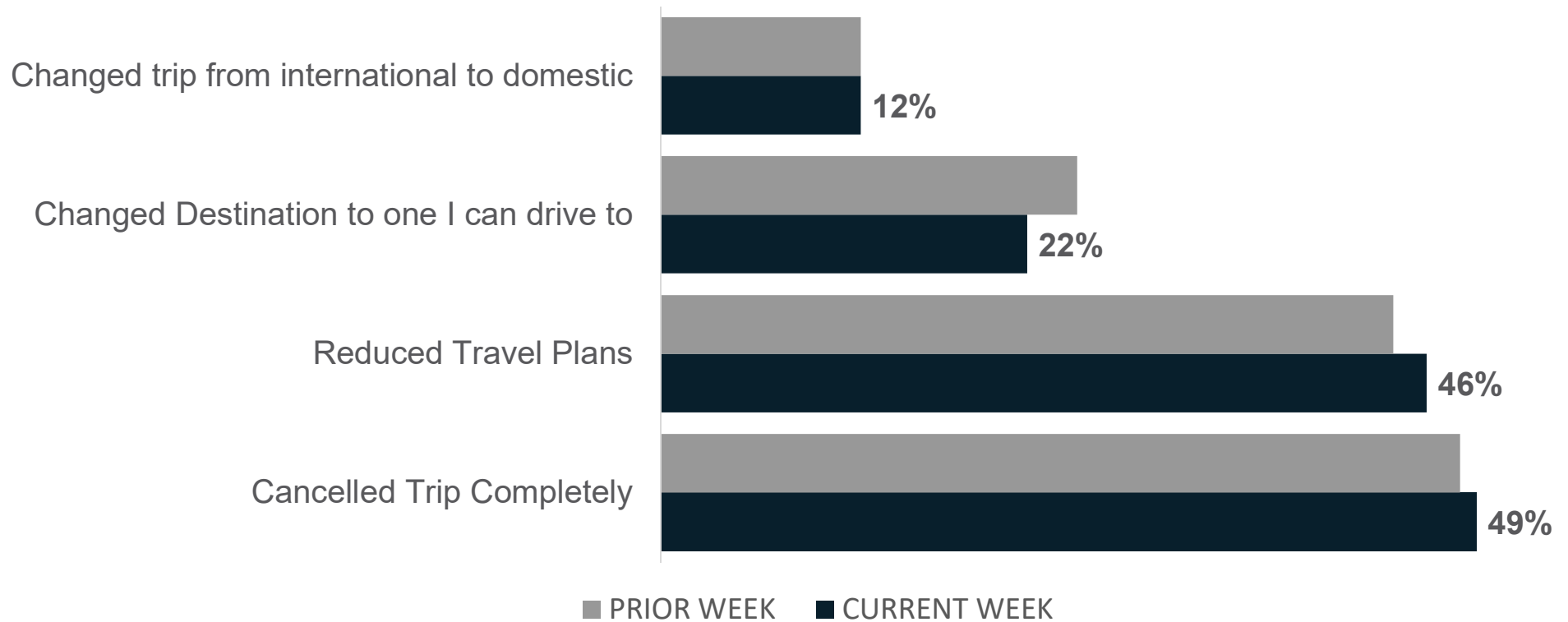


Travel Sentiment Study: Fielded on May 1-3, 2020\*



# UPCOMING TRAVEL PLANS COMPARISON

% OF US TRAVELERS ON HOW COVID-19 HAS IMPACTED THEIR TRAVEL PLANS

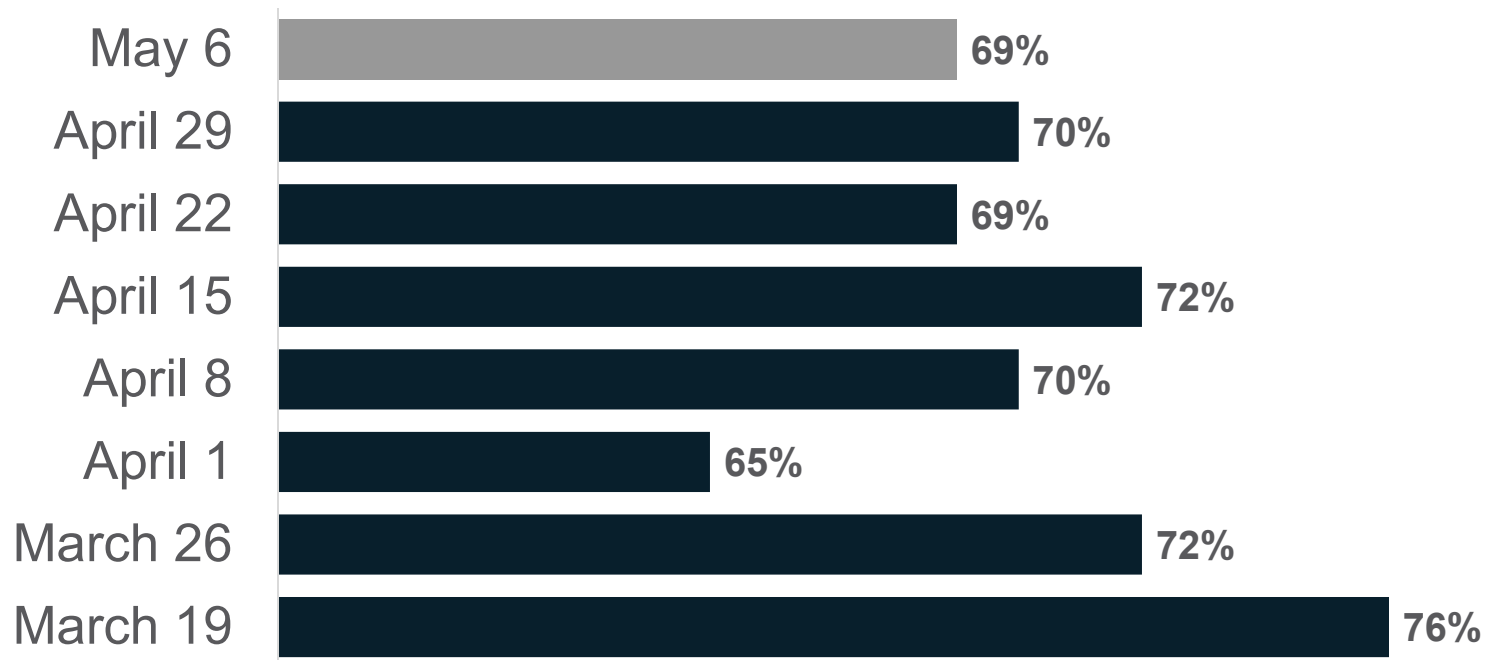


Travel Sentiment Study Wave 8: Fielded on May 6, 2020



# PLANNING TRAVEL FOR NEXT 6 MONTHS

% OF US TRAVELERS WHO PLAN TO TRAVEL IN THE NEXT 6 MONTHS

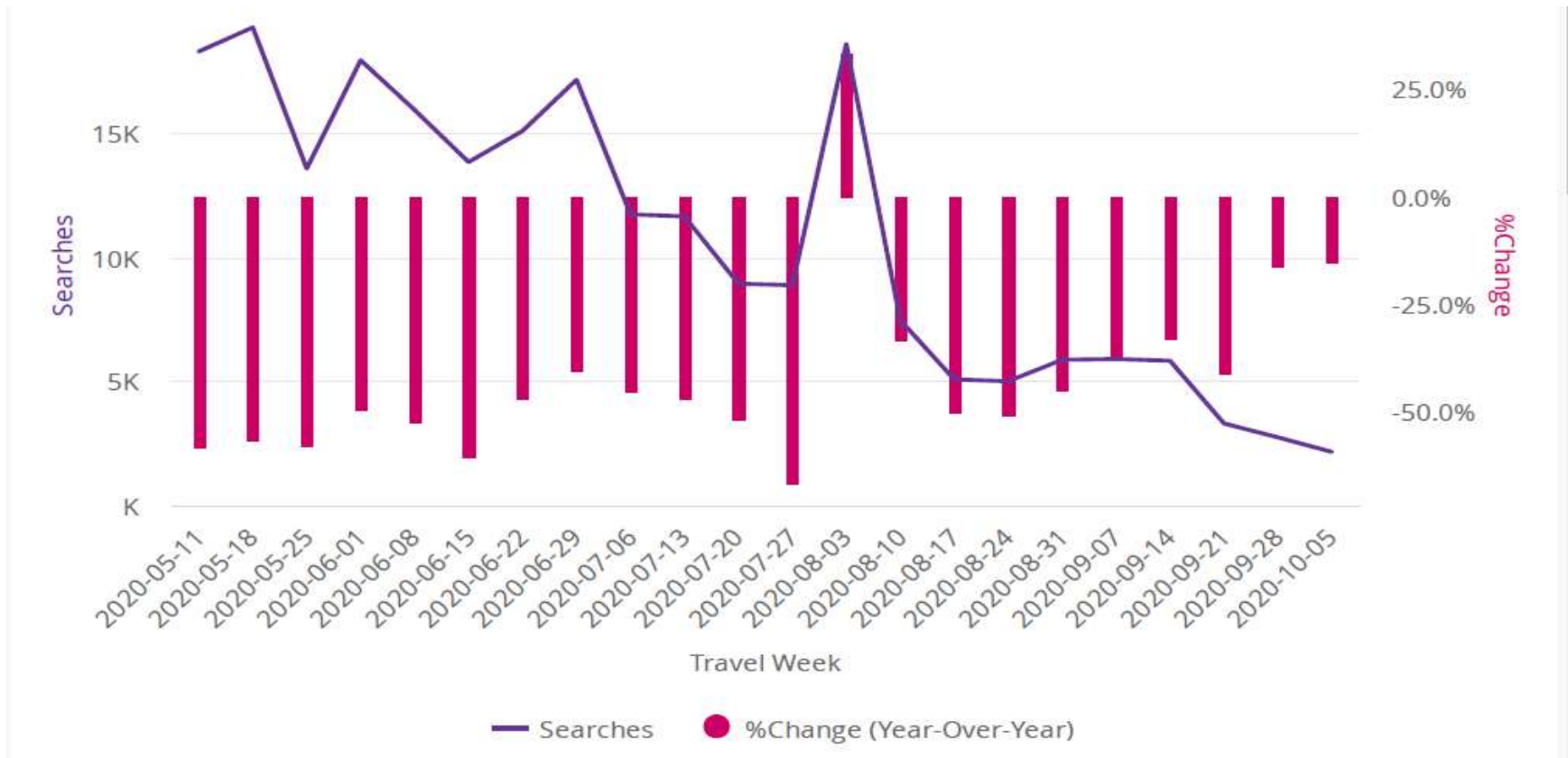


Travel Sentiment Study Wave 8: Fielded on May 5, 2020



# SOUTH DAKOTA 20 WEEK OUTLOOK

## SD HOTEL AND FLIGHT SEARCH VOLUME

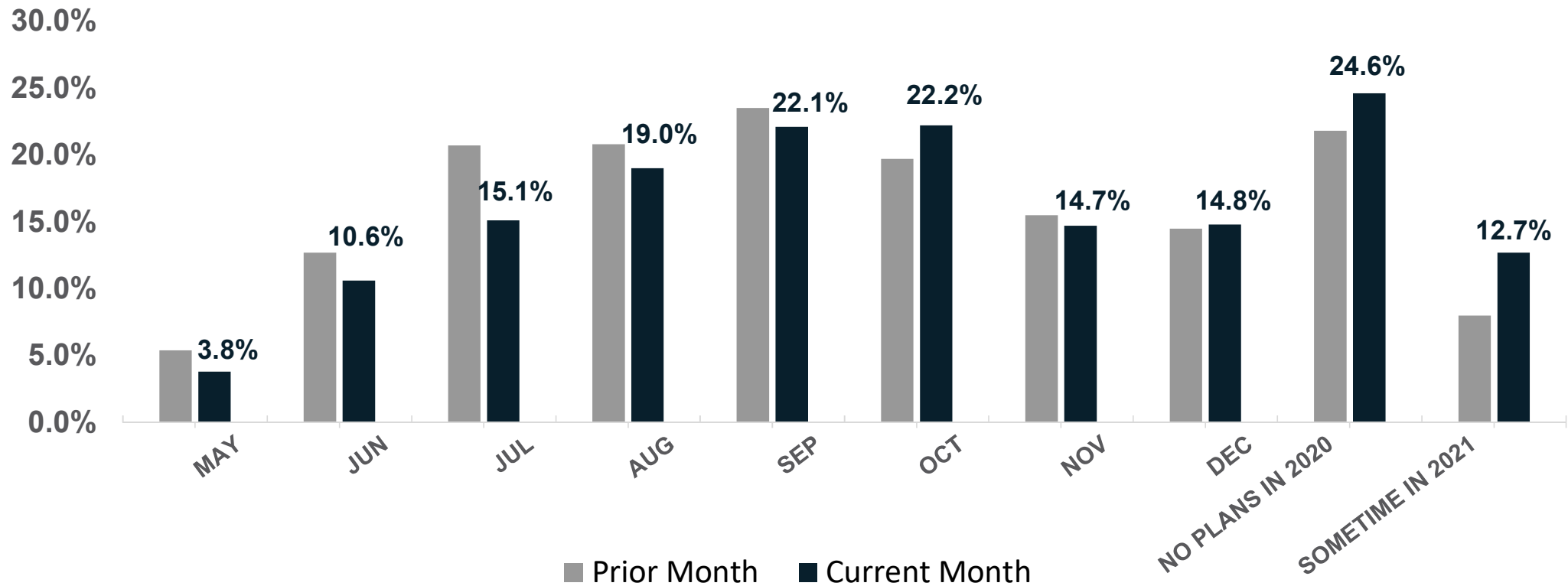


Travel Impact Report: Updated May 11, 2020



# WHICH MONTHS PLANNING TO TRAVEL

WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A LEISURE TRIP

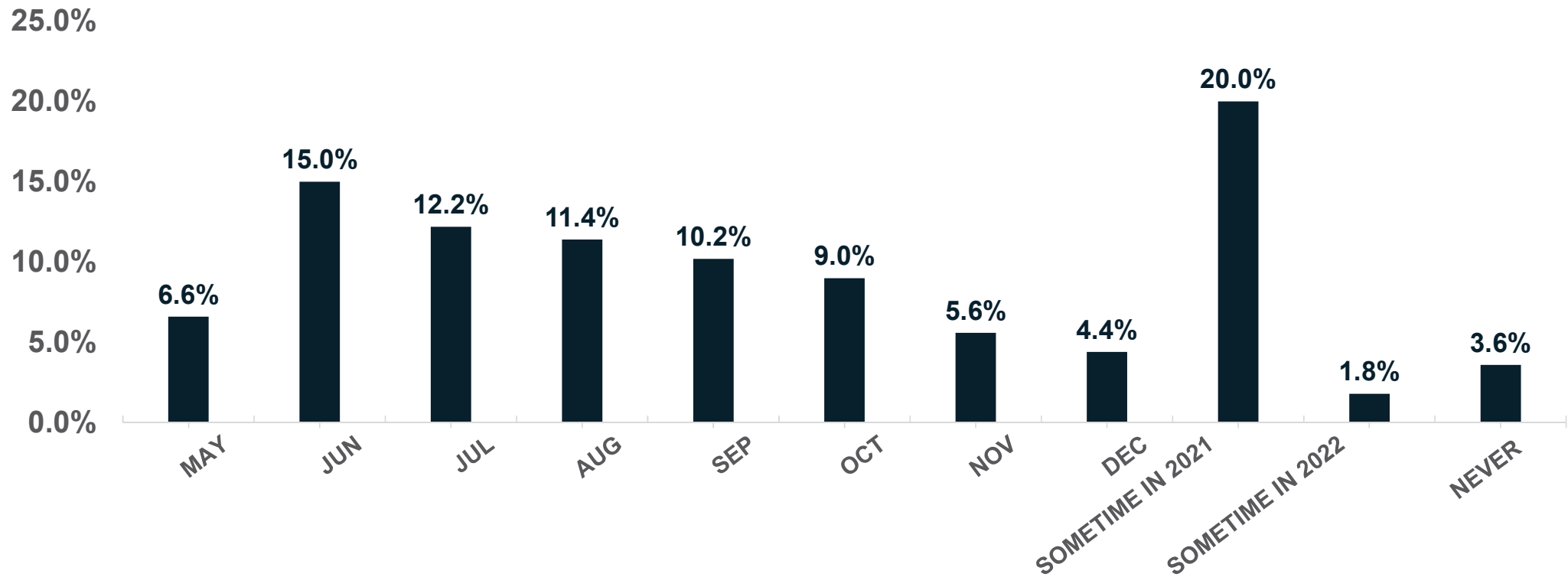


Travel Sentiment Study: Fielded on May 8-10, 2020\*



# WHICH MONTH PLANNING A ROAD TRIP

WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A ROAD TRIP

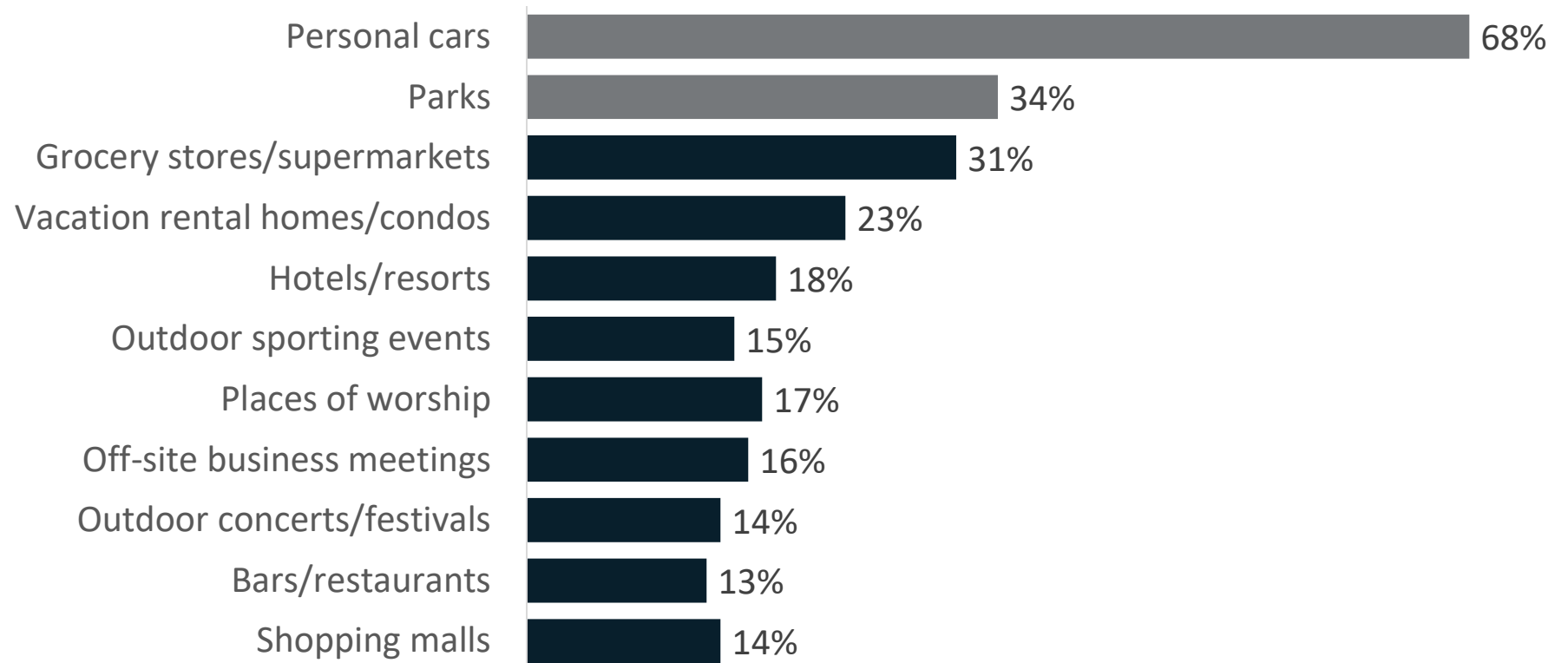


Travel Sentiment Study: Fielded on May 8-10, 2020\*



# PERCEIVED SAFETY

AMERICAN TRAVELERS CONTINUE TO FEEL SAFEST IN CARS AND PARKS.



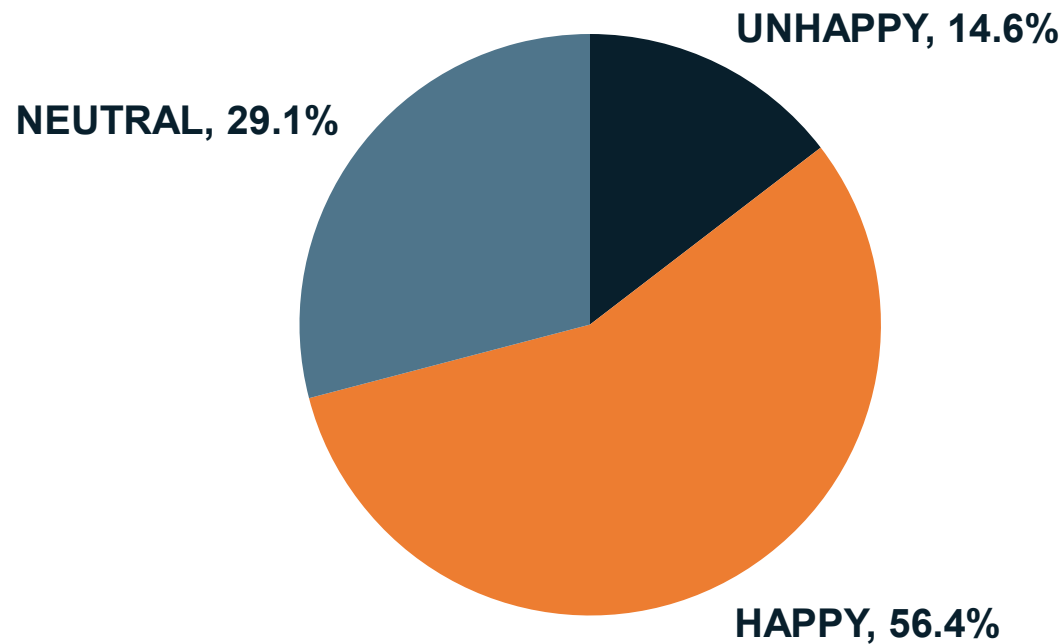
Travel Intentions Pulse Survey: Fielded on MAY 8, 2020





# LOCALS SEEING ADVERTISING

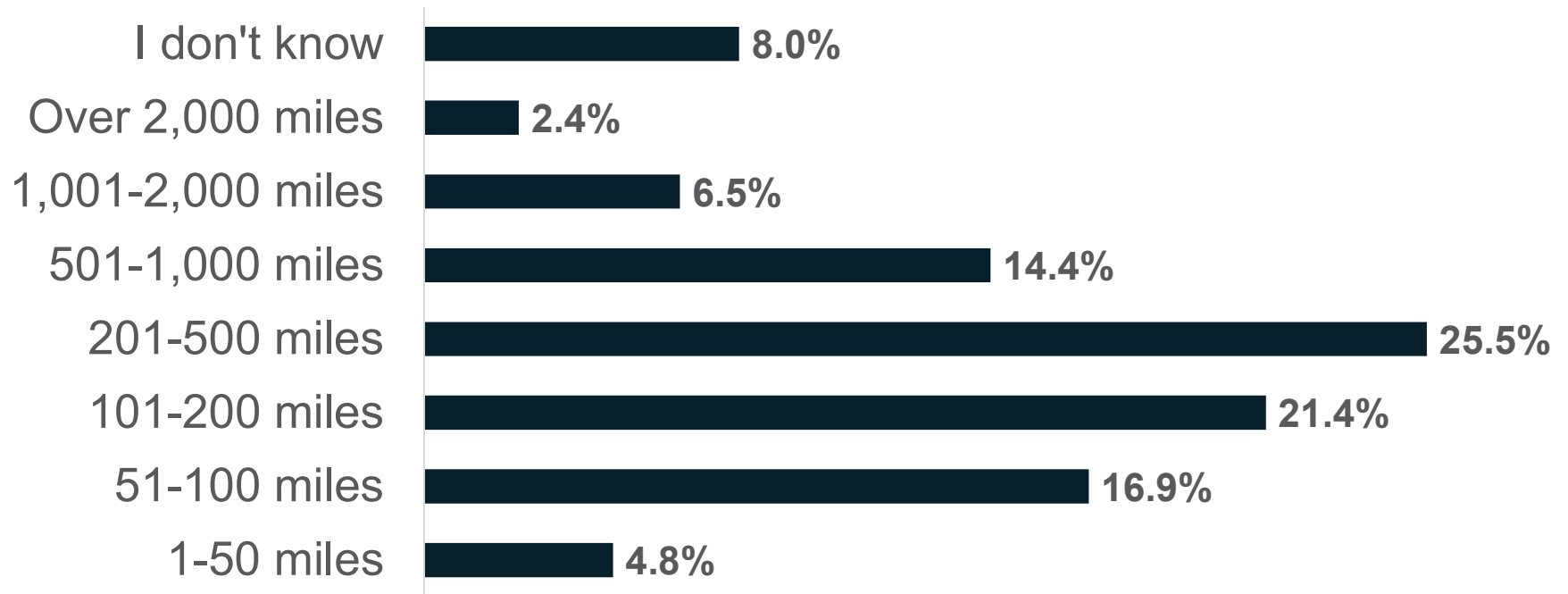
HOW WOULD YOU FEEL IF YOU SAW AN ADVERTISEMENT TODAY PROMOTING YOUR COMMUNITY?



Travel Sentiment Study: Fielded on May 8-10 2020\*



# DISTANCE TRAVELING ON NEXT ROAD TRIP



Travel Sentiment Study: Fielded on May 8-10 2020\*



# TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – MAY 7-13 2020 VS. MAY 7-13, 2019

**+29%**  
SITE USERS

**+7%**  
PAGEVIEWS

**-5%**  
BOUNCE RATE

May 7, 2020 - May 13, 2020: ● Users  
May 7, 2019 - May 13, 2019: ● Users

