



COVID-19 RESEARCH

Updated: 5-22-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

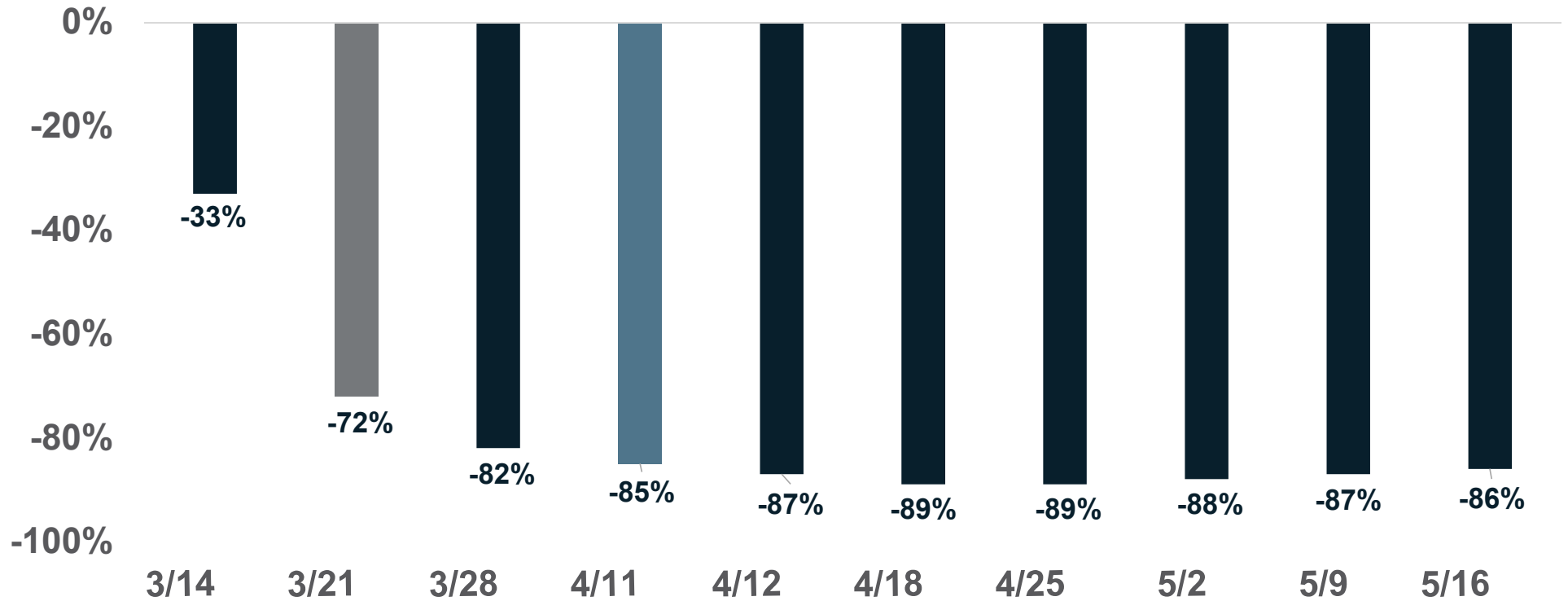
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 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	4/25	5/2	5/9	5/16
SD	-83%	-81%	-78%	-77%
ND	-82%	-81%	-80%	-78%
IA	-83%	-82%	-81%	-80%
MN	-89%	-88%	-86%	-85%
WY	-78%	-79%	-81%	-80%



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



HOTEL OCCUPANCY BY STATE

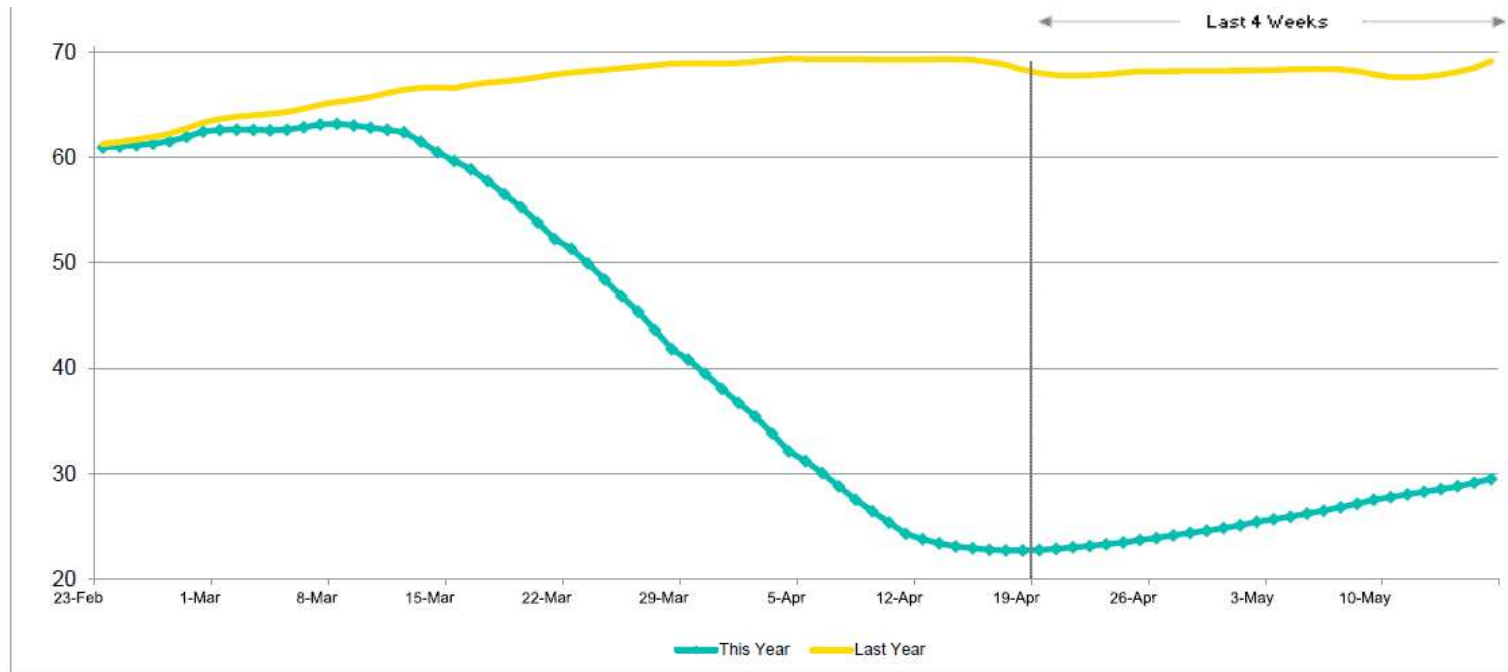
ACTUALS FOR MONTH OF APRIL, 2020

STATE	OCCUPANCY	% CHANGE
SD	19.9%	-56.6%
ND	20.5%	-59.8%
IA	23.4%	-58.1%
MN	18.3%	-69.8%
WY	22.4%	-51.0%



U.S. OCCUPANCY % FEB 23 – MAY 16

AVG US HOTEL OCCUPANCY REACHED 32.4% LAST WEEK

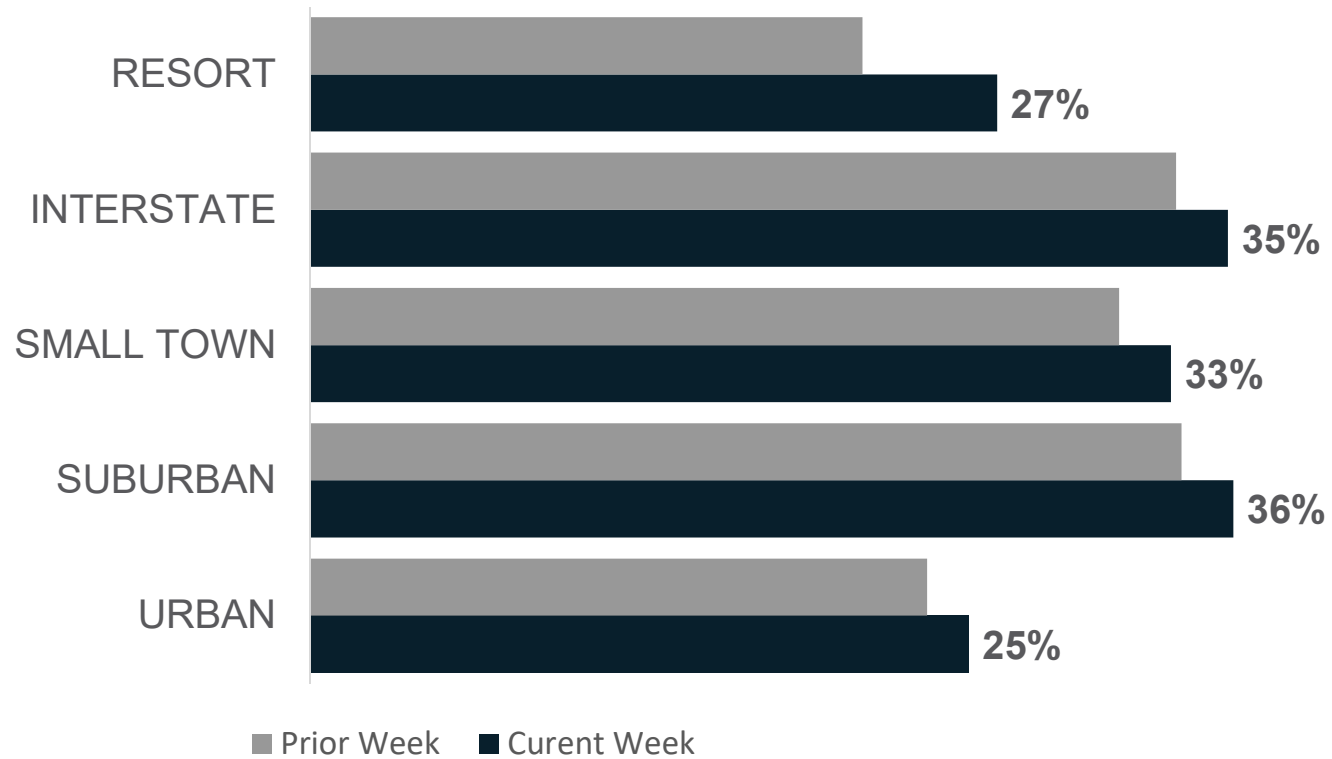


STR HOTEL REVIEW: Fielded on May 16, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF MAY 10-MAY 16



WEEKLY HOTEL REVIEW: MAY 10-MAY 16



ARRIVALIST DAILY TRAVEL INDEX

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

Daily Travel Index

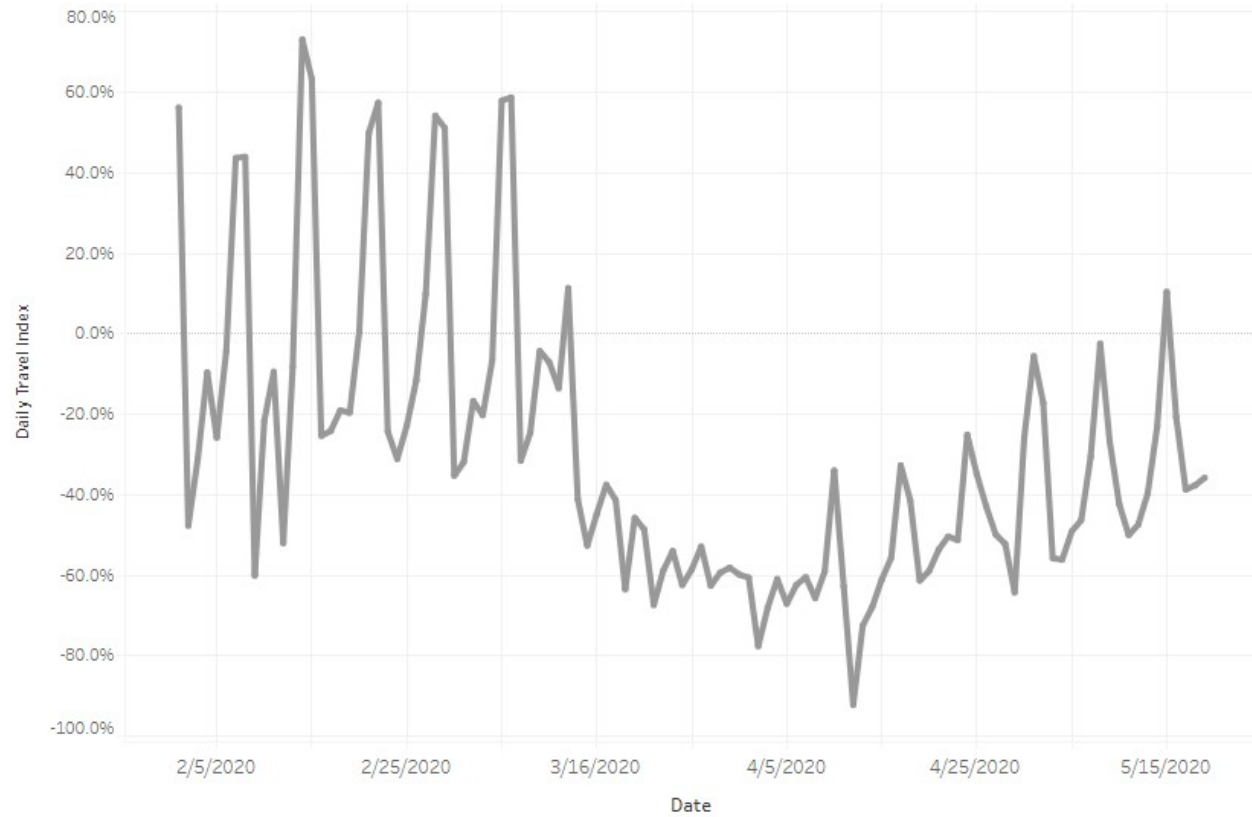
-49%

May 19, 2020, Friday

Week over Week Change

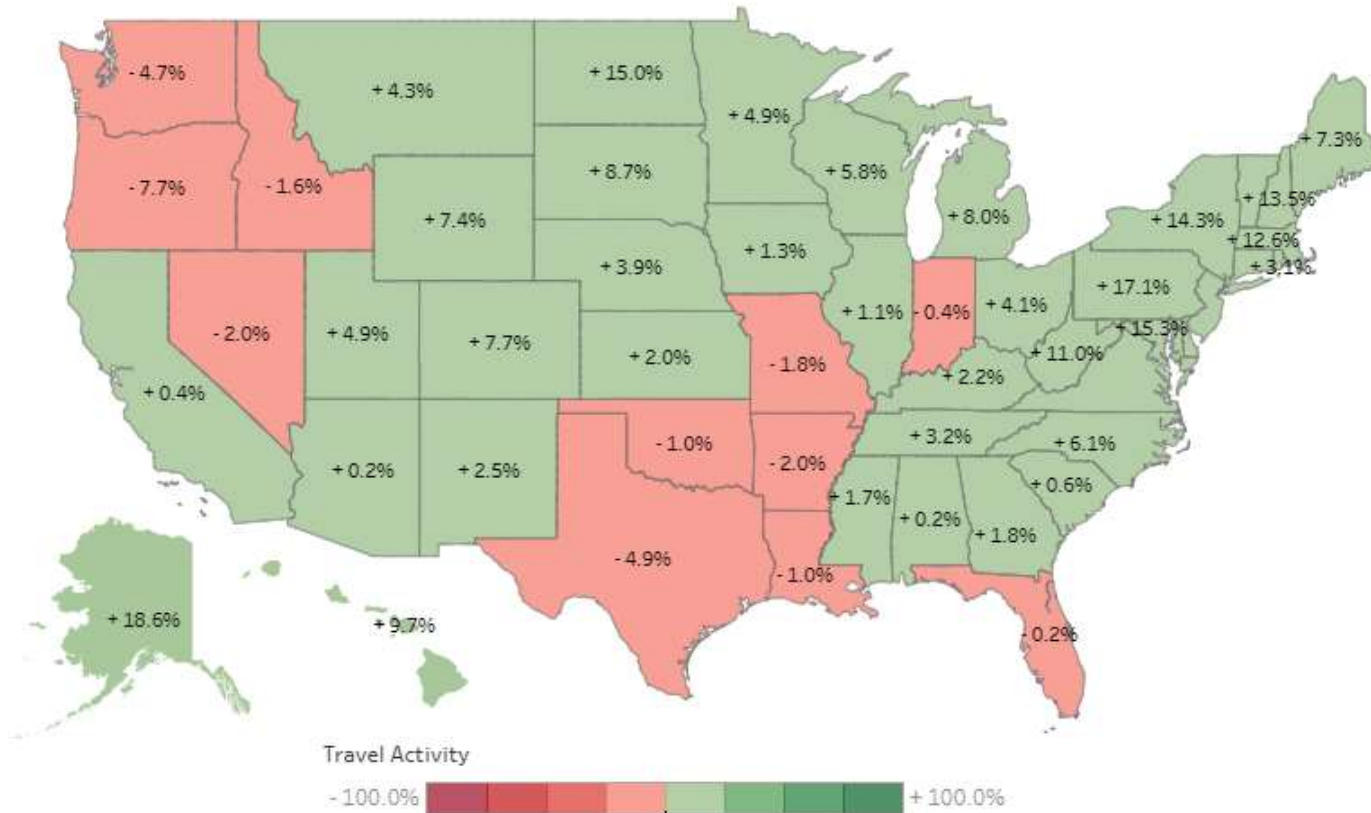
+8.7%

May 19, 2020, Friday



ARRIVALIST TRAVEL INDEX

ROAD TRIPS OF 50 MILES OR MORE AND NON COMMUTING – WEEK OVER WEEK CHANGE



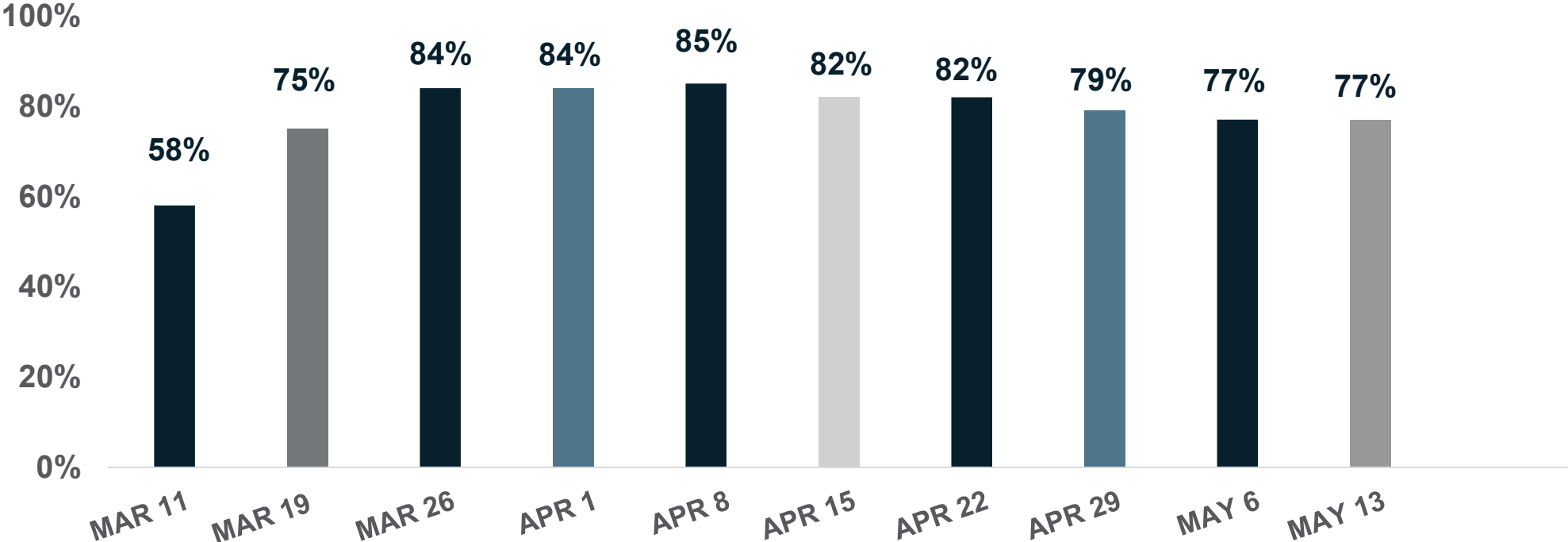
South Dakota

ARRIVALIST DAILY INDEX: Fielded on May 19, 2020



TRIPS AFFECTED BY CORONAVIRUS

TRAVELERS PLANNING TO CHANGE UPCOMING TRAVEL PLANS DUE TO COVID-19

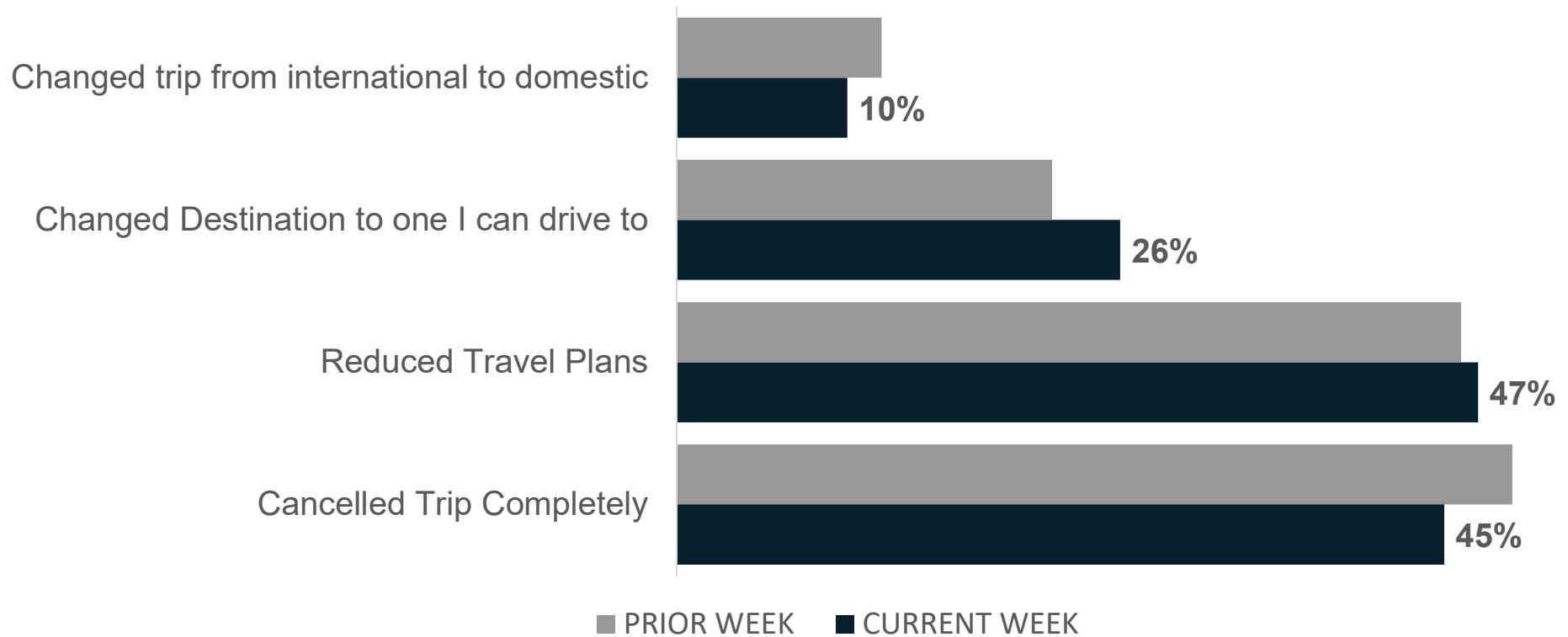


Travel Sentiment Study Wave 10: Fielded on May 13, 2020



UPCOMING TRAVEL PLANS COMPARISON

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

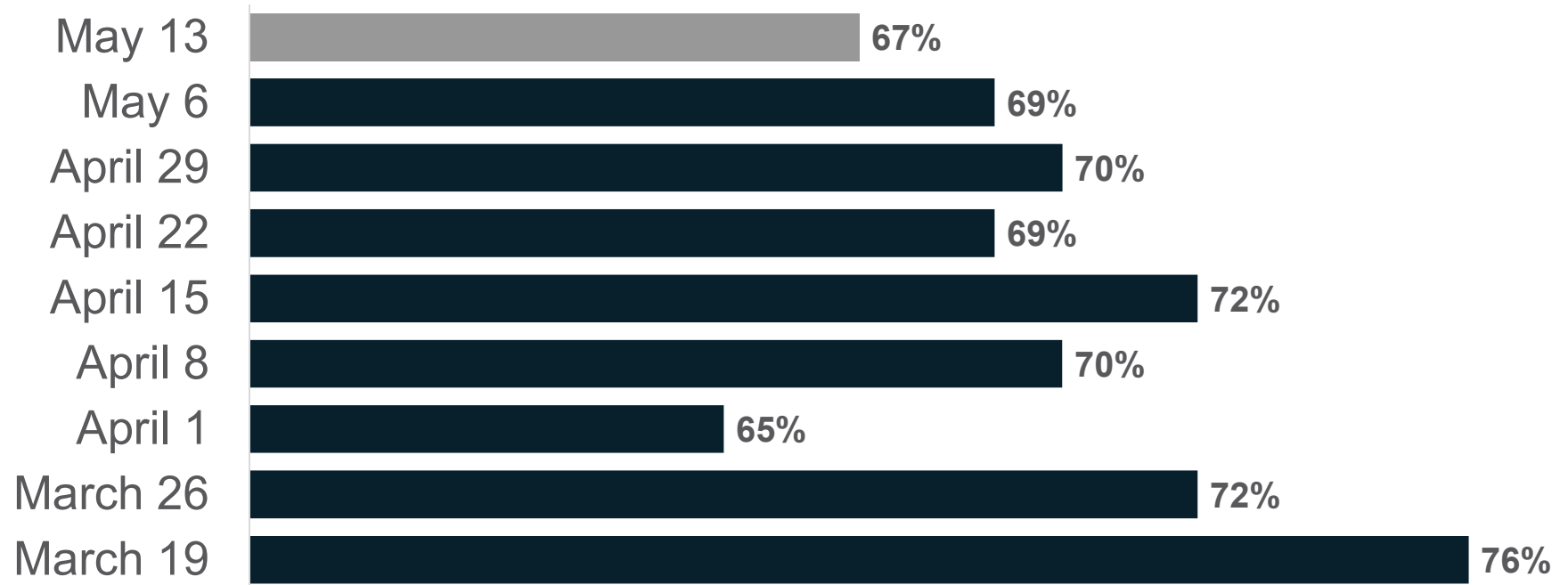


Travel Sentiment Study Wave 10: Fielded on May 13, 2020



PLANNING TRAVEL FOR NEXT 6 MONTHS

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

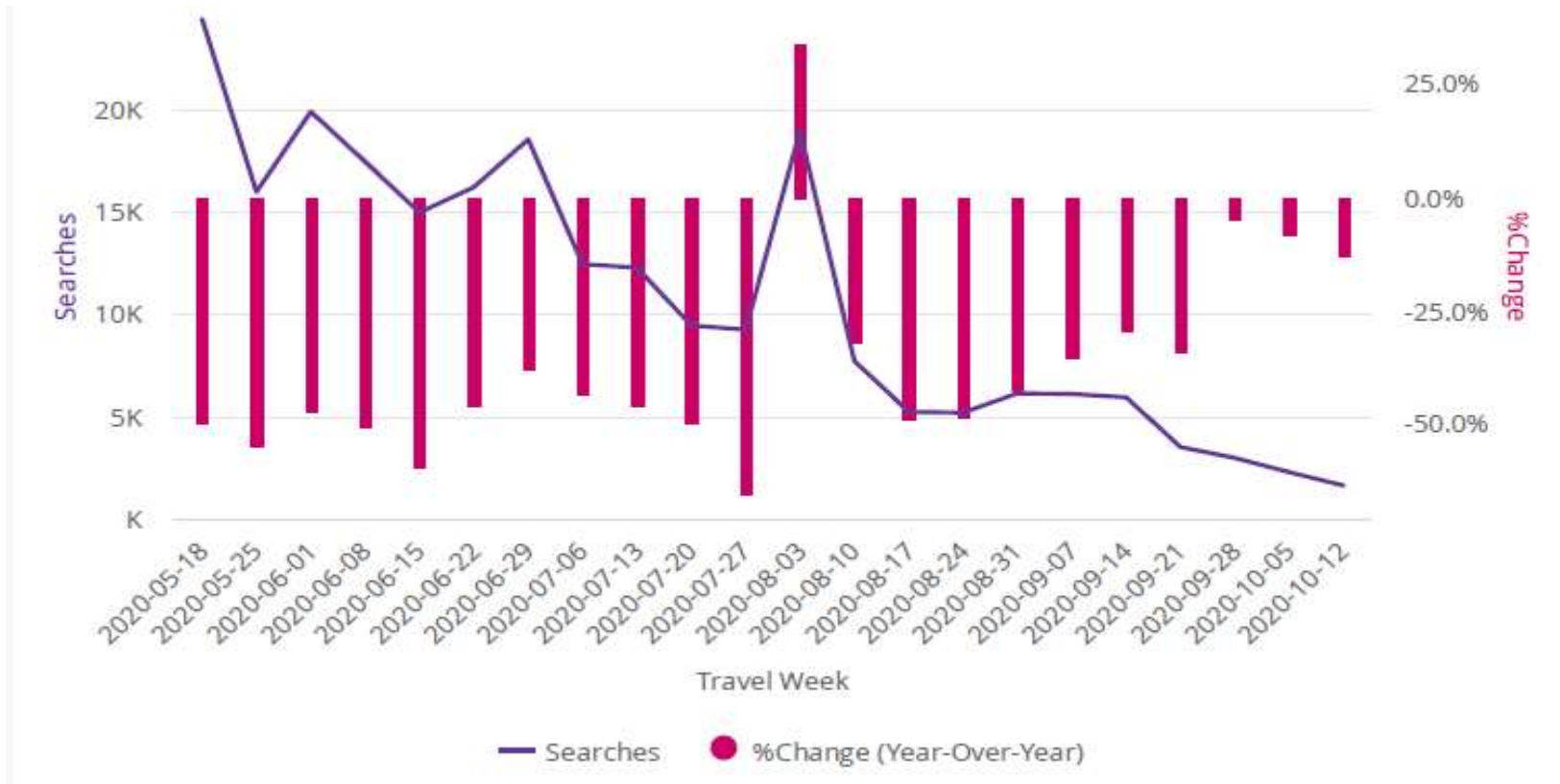


Travel Sentiment Study Wave 10: Fielded on May 13, 2020



SOUTH DAKOTA 20 WEEK OUTLOOK

SD HOTEL AND FLIGHT SEARCH VOLUME

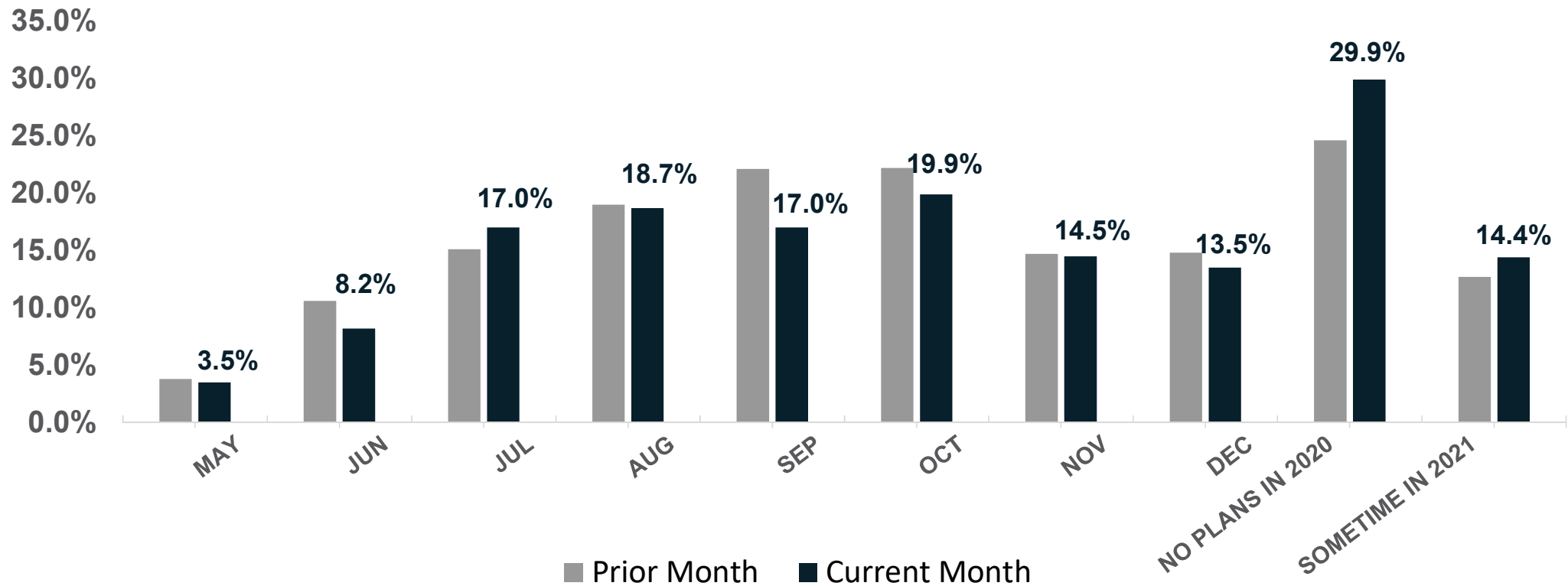


Travel Impact Report: Updated May 11, 2020



WHICH MONTHS PLANNING TO TRAVEL

WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A LEISURE TRIP

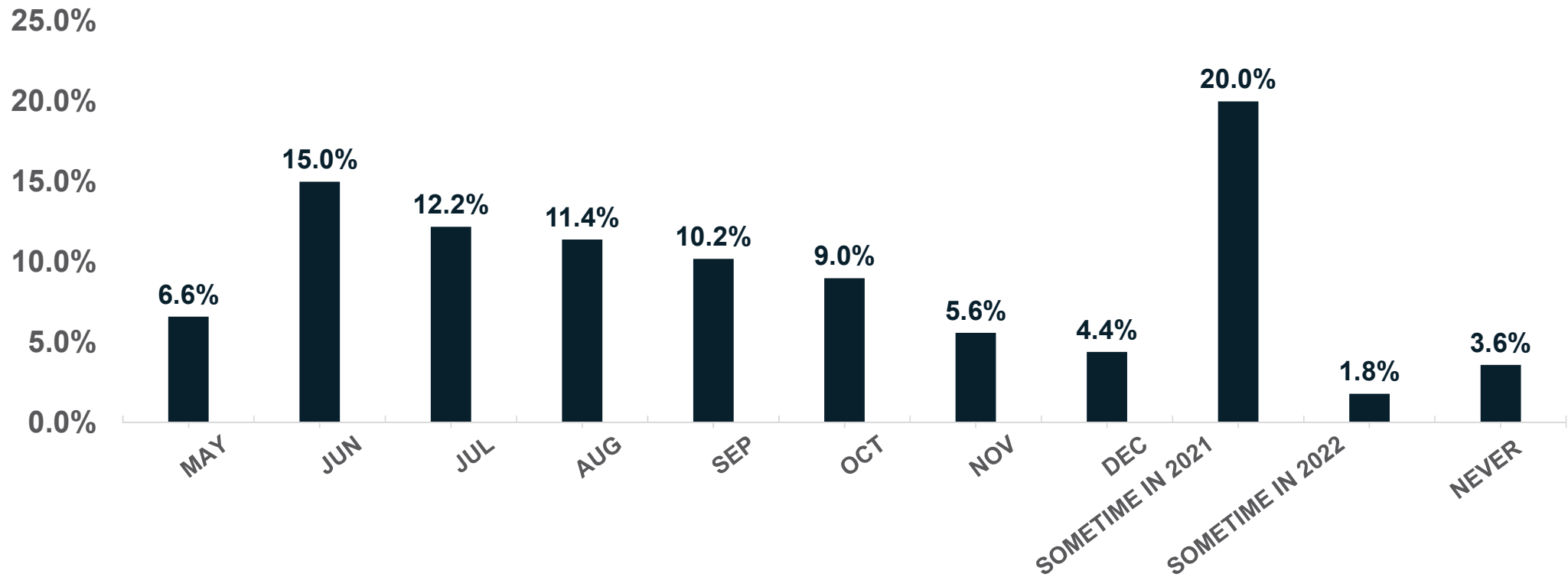


Travel Sentiment Study: Fielded on May 17-19, 2020*



WHICH MONTH PLANNING A ROAD TRIP

WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A ROAD TRIP

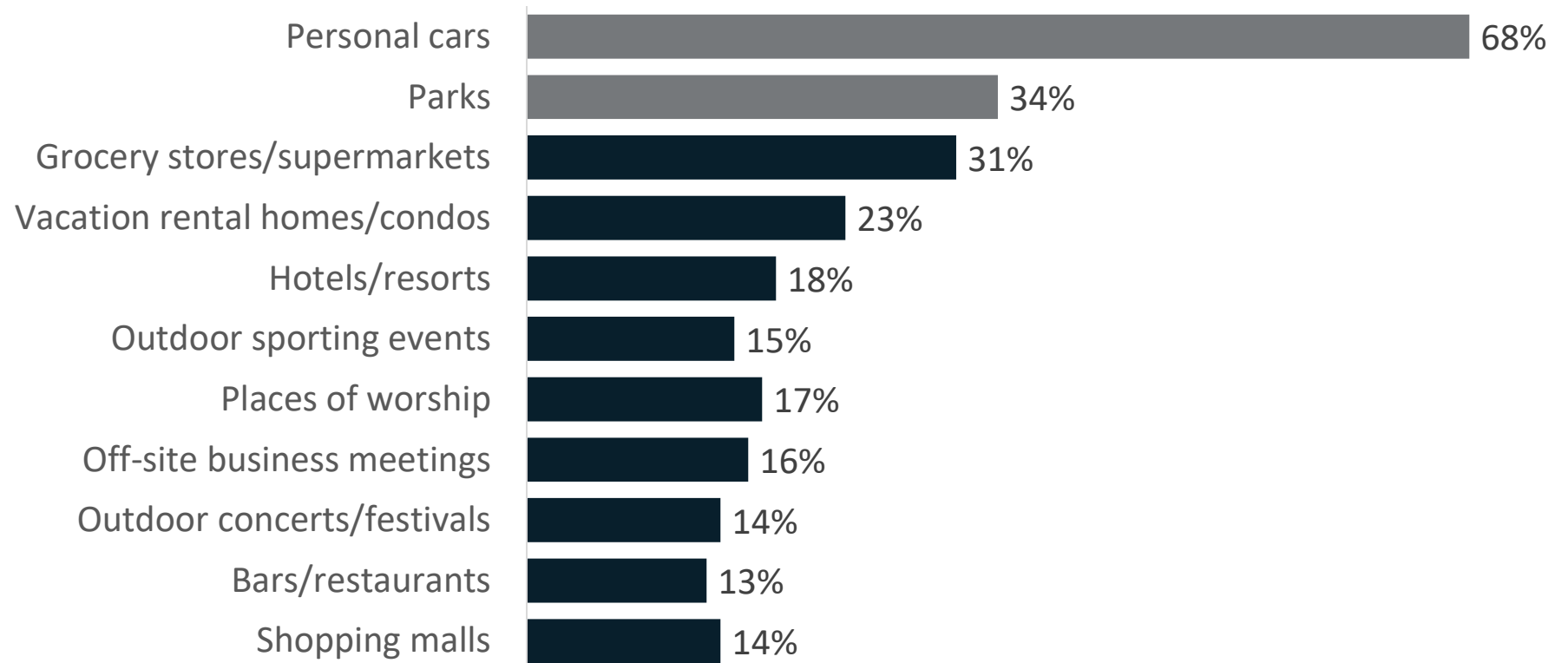


Travel Sentiment Study: Fielded on May 8-10, 2020*



PERCEIVED SAFETY

AMERICAN TRAVELERS CONTINUE TO FEEL SAFEST IN CARS AND PARKS.

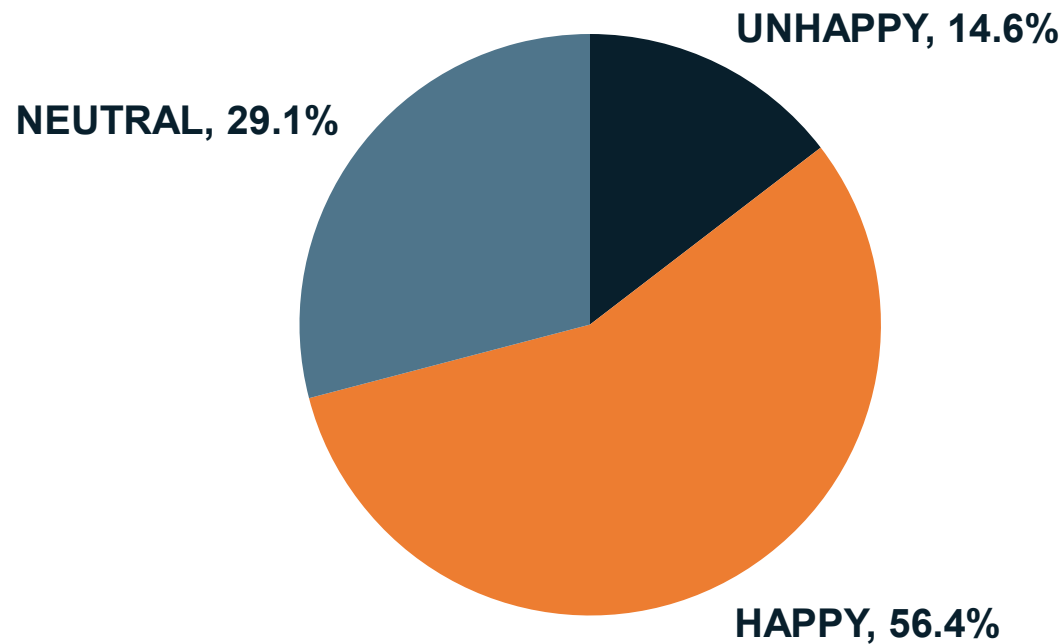


Travel Intentions Pulse Survey: Fielded on MAY 8, 2020



LOCALS SEEING ADVERTISING

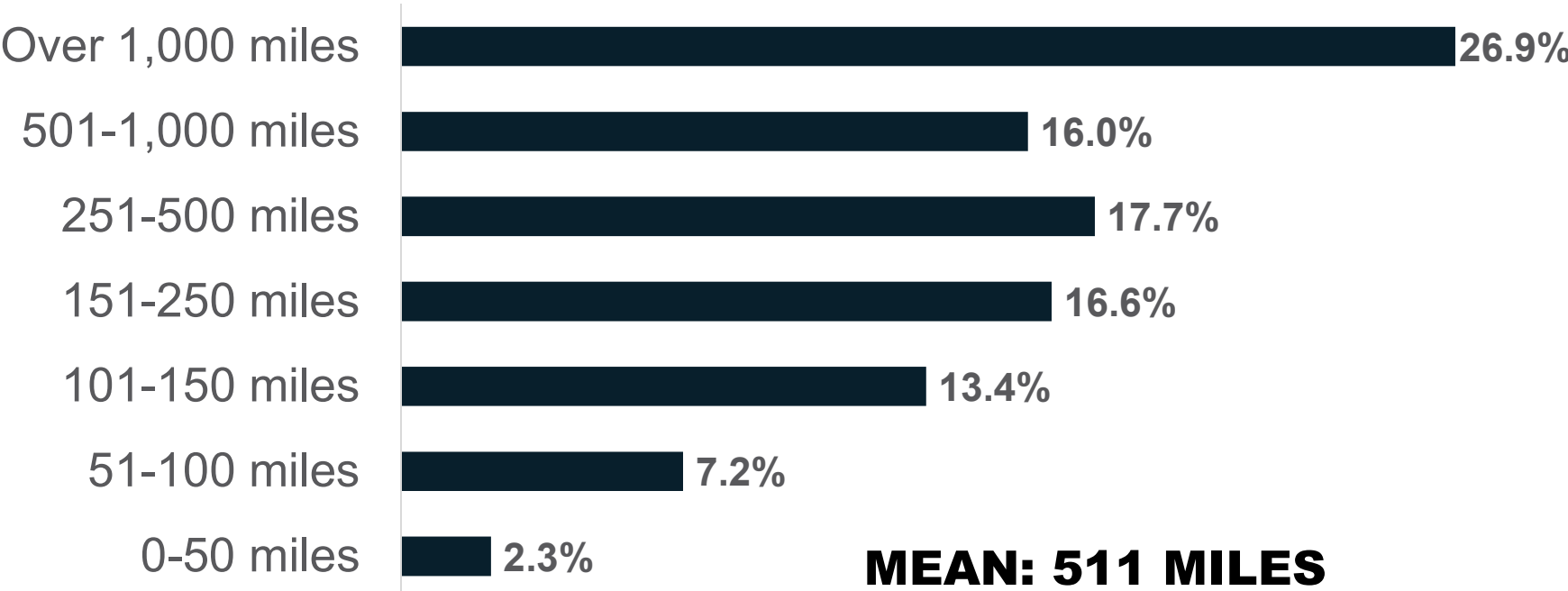
HOW WOULD YOU FEEL IF YOU SAW AN ADVERTISEMENT TODAY PROMOTING YOUR COMMUNITY?



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



MAXIMUM DISTANCE TRAVELING ON NEXT ROAD TRIP



Travel Sentiment Study: Fielded on May 15-17 2020



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – MAY 14-20 2020 VS. MAY 14-20, 2019

+58%
SITE USERS

+51%
PAGEVIEWS

-18%
BOUNCE RATE

