



# COVID-19 RESEARCH

Updated: 5-28-20

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST

 str

 Travel  
Intelligence

 miles  
PARTNERSHIP

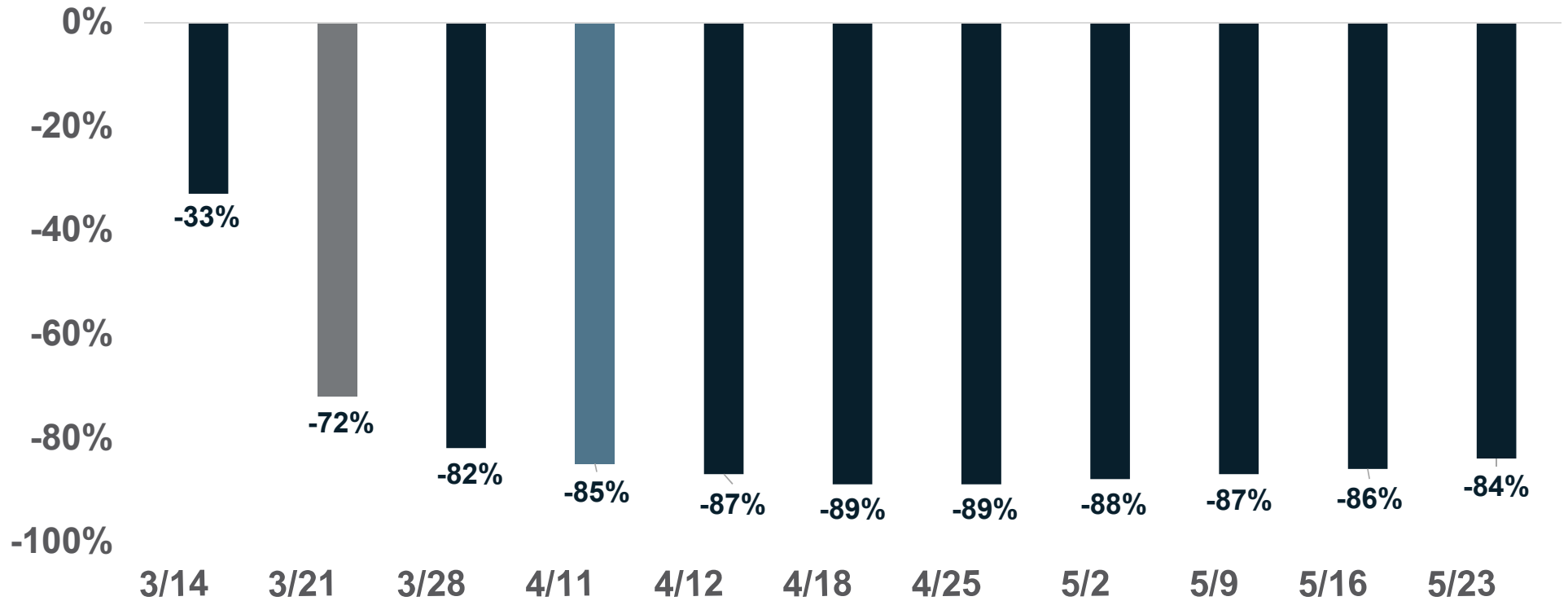
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 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	5/2	5/9	5/16	5/23
SD	-81%	-78%	-77%	-73%
ND	-81%	-80%	-78%	-74%
IA	-82%	-81%	-80%	-78%
MN	-88%	-86%	-85%	-83%
WY	-79%	-81%	-80%	-75%



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%



# SD HOTEL OCCUPANCY BY REGION

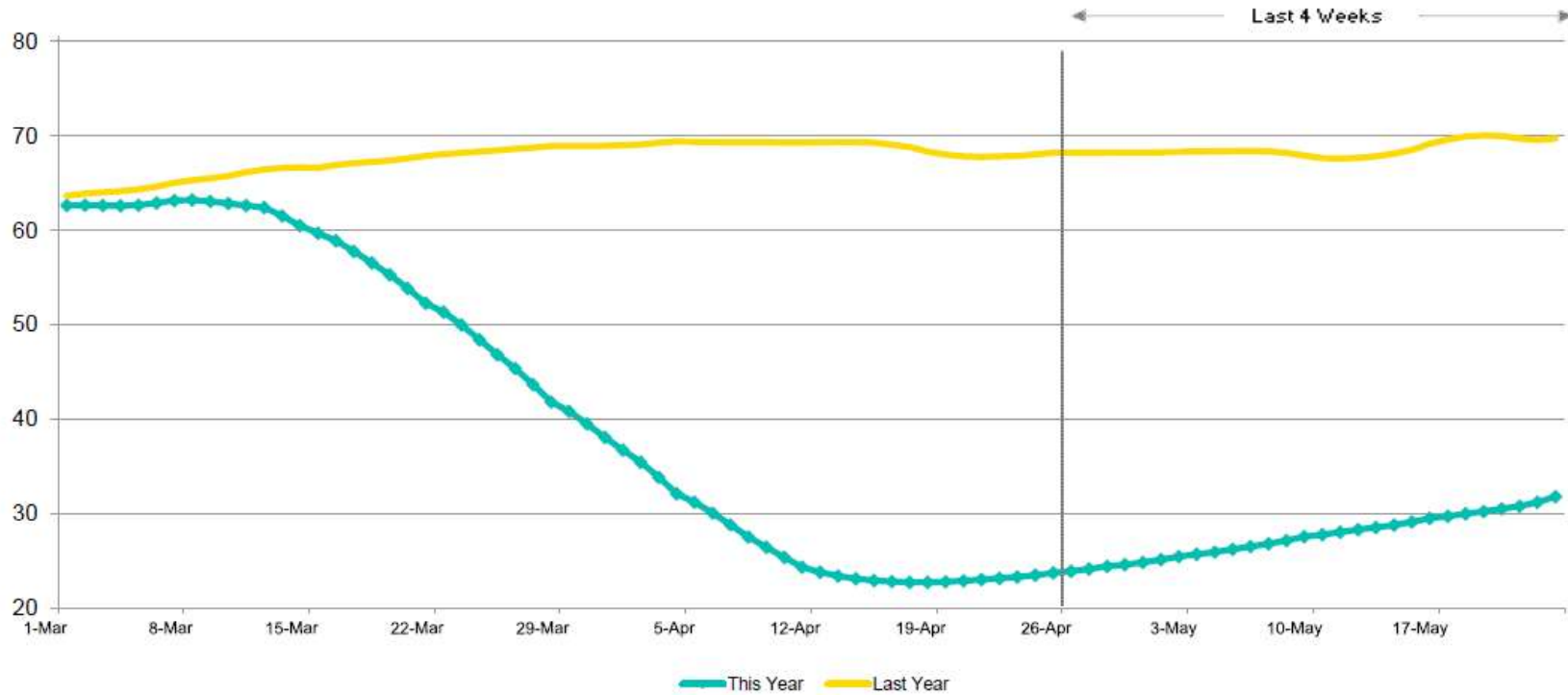
ACTUALS FOR MONTH OF APRIL, 2020

STATE	OCCUPANCY	% CHANGE
WEST	18.5%	-51.7%
SOUTHEAST	19.8%	-63.8%
CENTRAL	21.0%	-52.6%
NORTHEAST	22.9%	-55.3%



# U.S. OCCUPANCY % MAR 01 – MAY 23

AVG US HOTEL OCCUPANCY REACHED 35.4% LAST WEEK

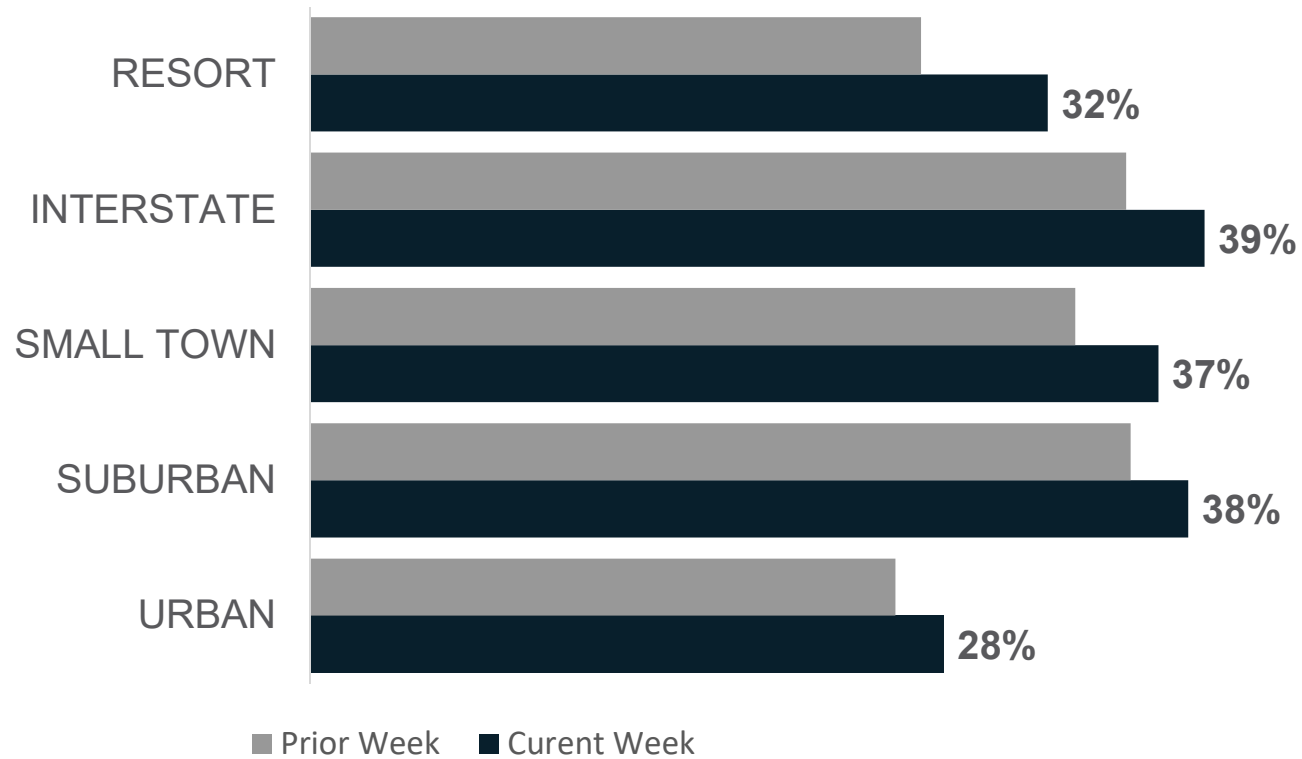


STR HOTEL REVIEW: Fielded on May 27, 2020



# AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF MAY 17-MAY 23



WEEKLY HOTEL REVIEW: MAY 17-MAY 23





# ARRIVALIST DAILY TRAVEL INDEX

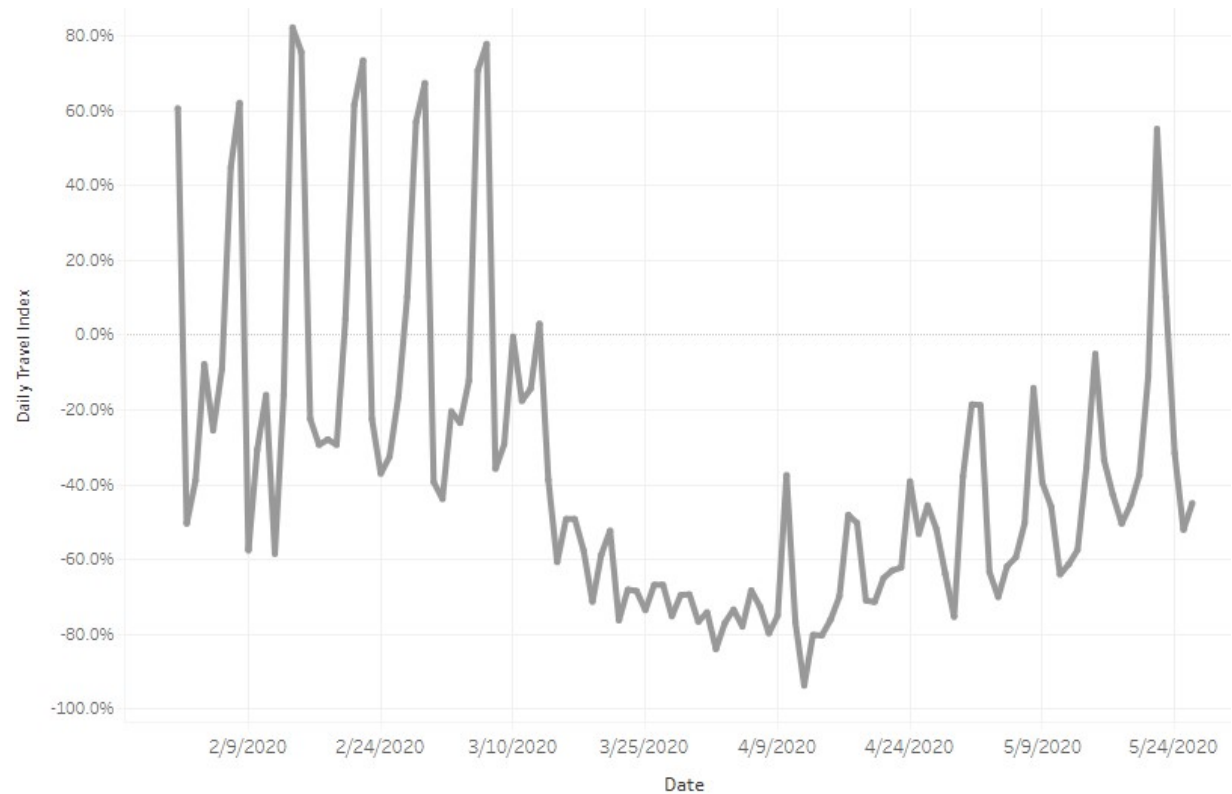
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

**-45%**

Week over Week Change

**+22.5%**

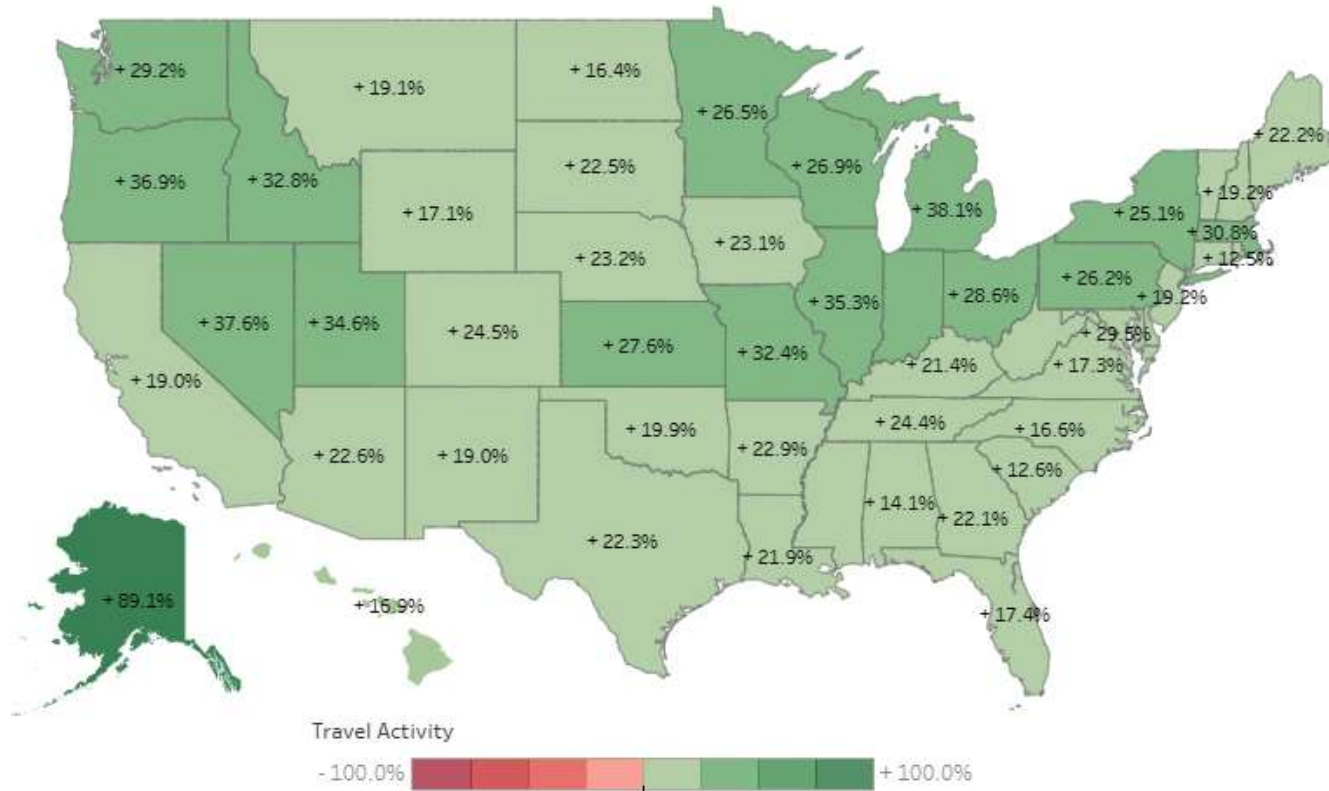


Arrivalist Daily Travel Index: May 28, 2020



# ARRIVALIST TRAVEL INDEX

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



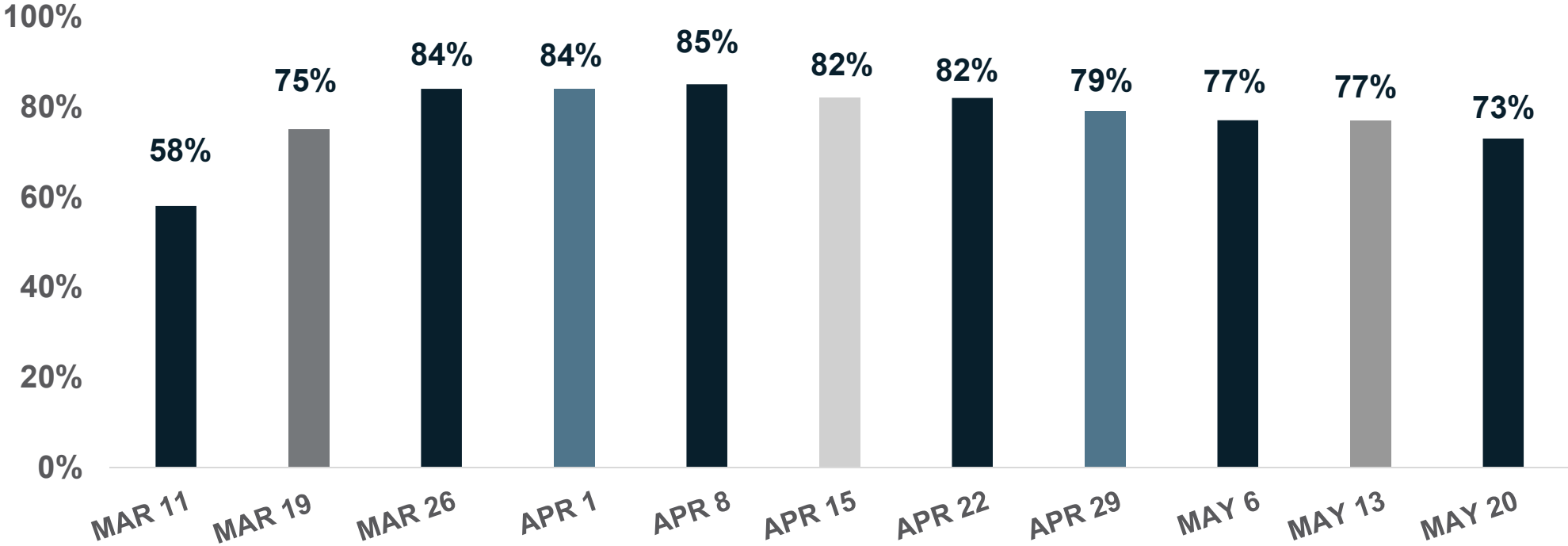
South Dakota

ARRIVALIST DAILY INDEX: May 28, 2020



# TRIPS AFFECTED BY CORONAVIRUS

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

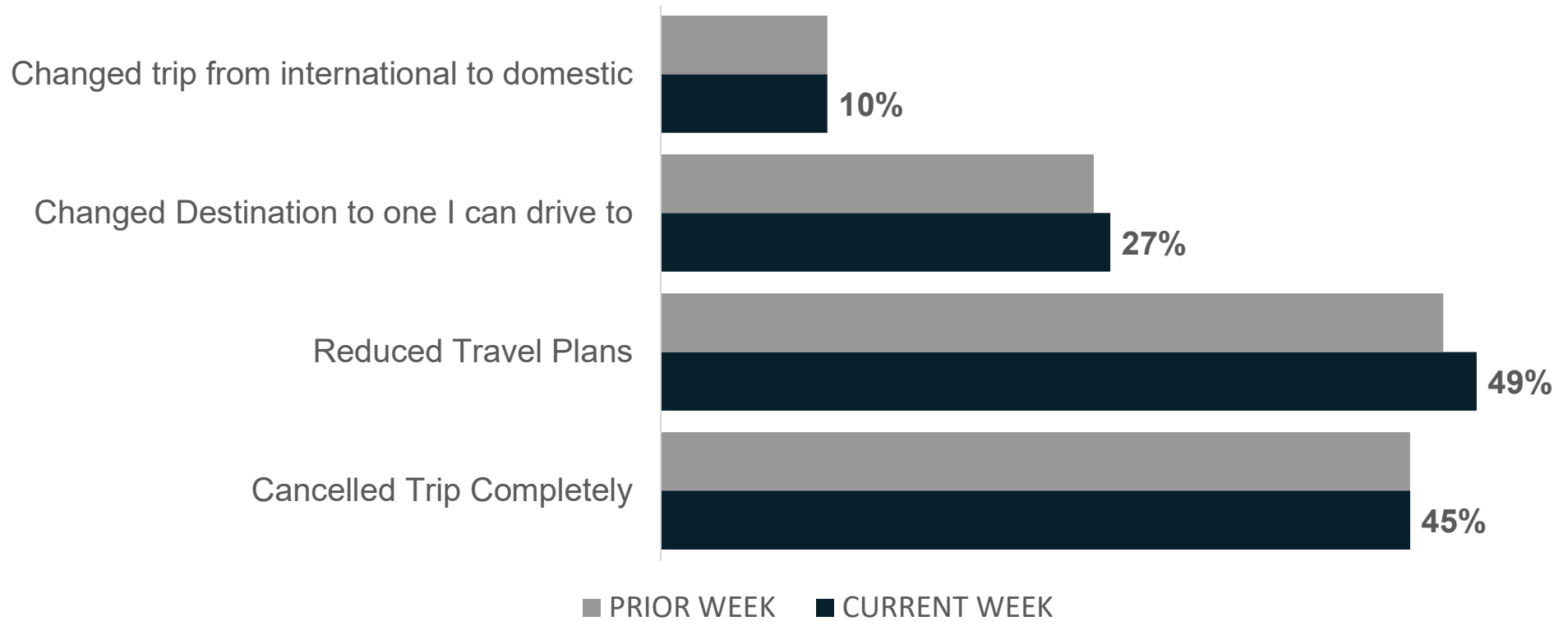


Travel Sentiment Study Wave 11: Fielded on May 20, 2020



# UPCOMING TRAVEL PLANS COMPARISON

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

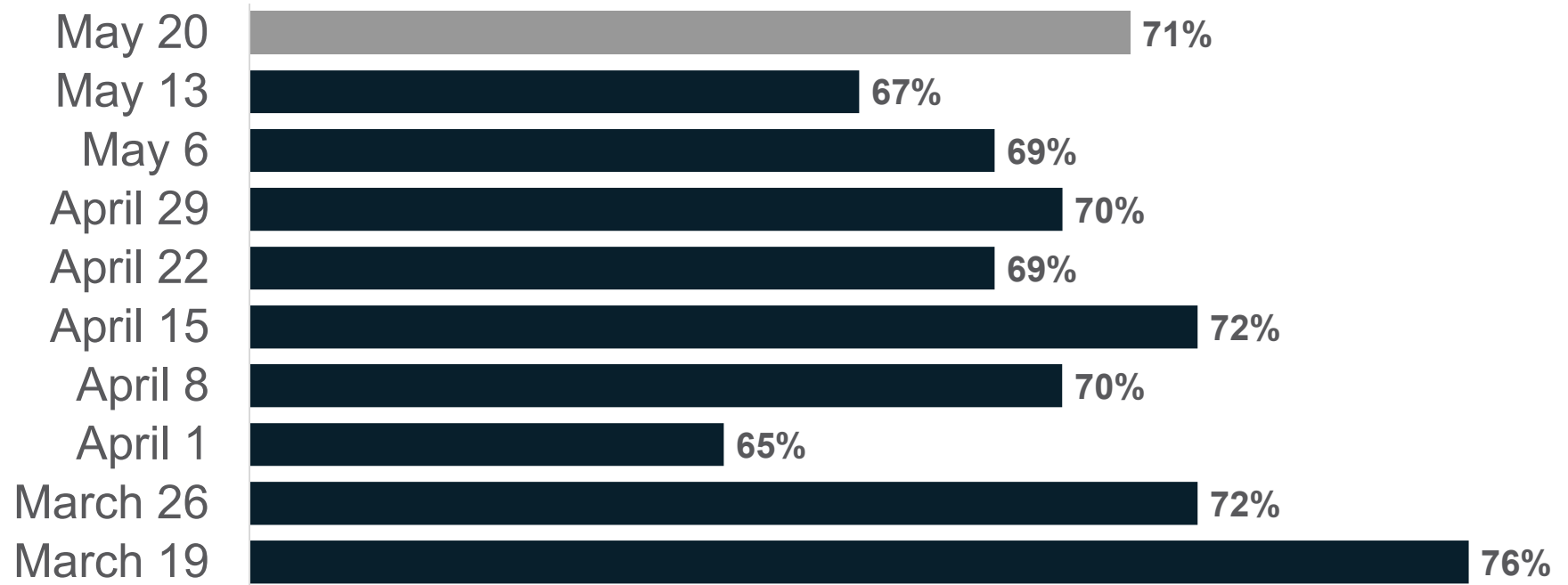


Travel Sentiment Study Wave 11: Fielded on May 20, 2020



# PLANNING TRAVEL FOR NEXT 6 MONTHS

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

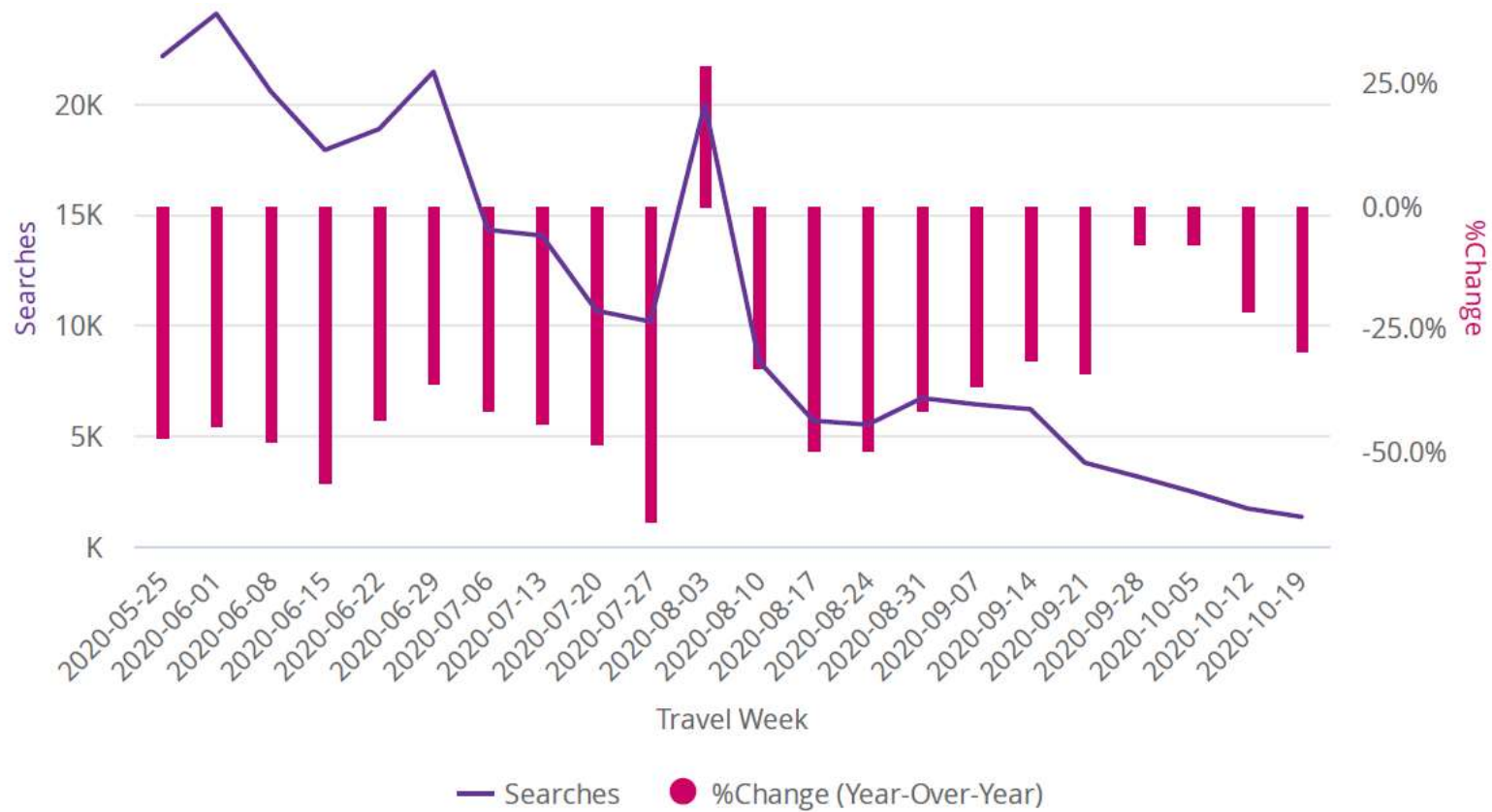


Travel Sentiment Study Wave 11: Fielded on May 20, 2020



# SOUTH DAKOTA 20 WEEK OUTLOOK

## SD HOTEL AND FLIGHT SEARCH VOLUME

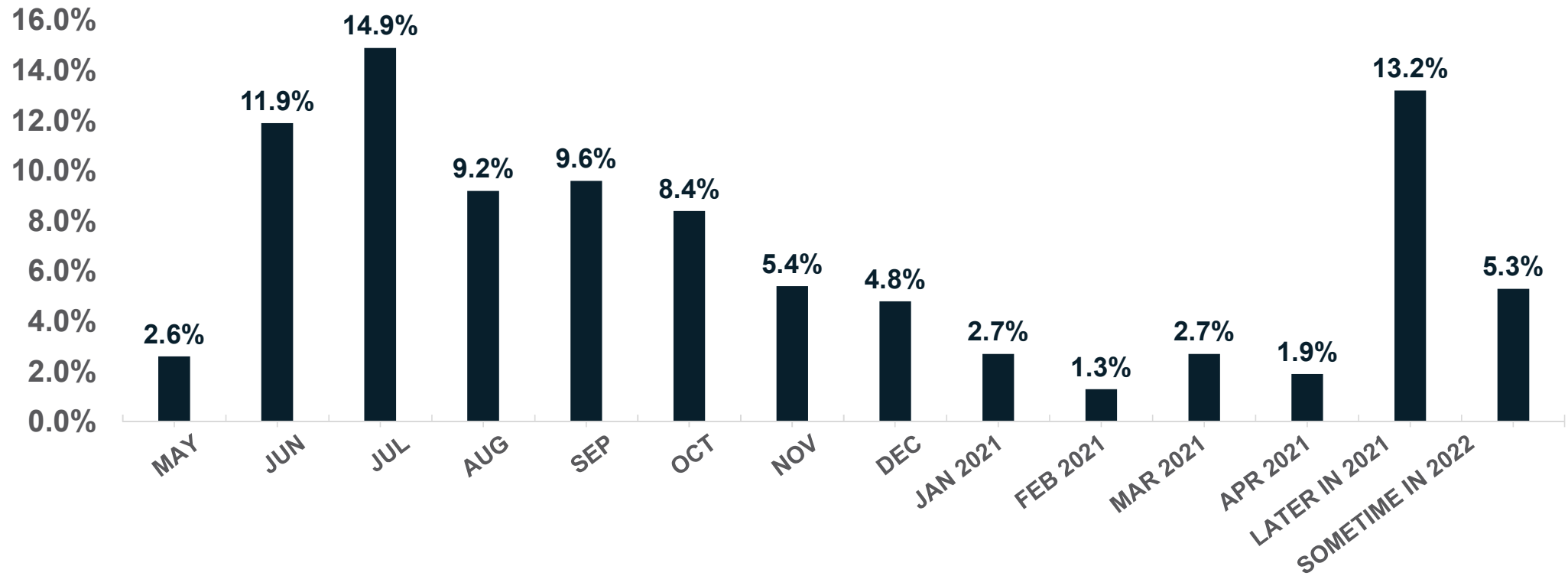


Travel Impact Report: Updated May 26, 2020



# WHICH MONTH PLANNING A ROAD TRIP

WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A ROAD TRIP

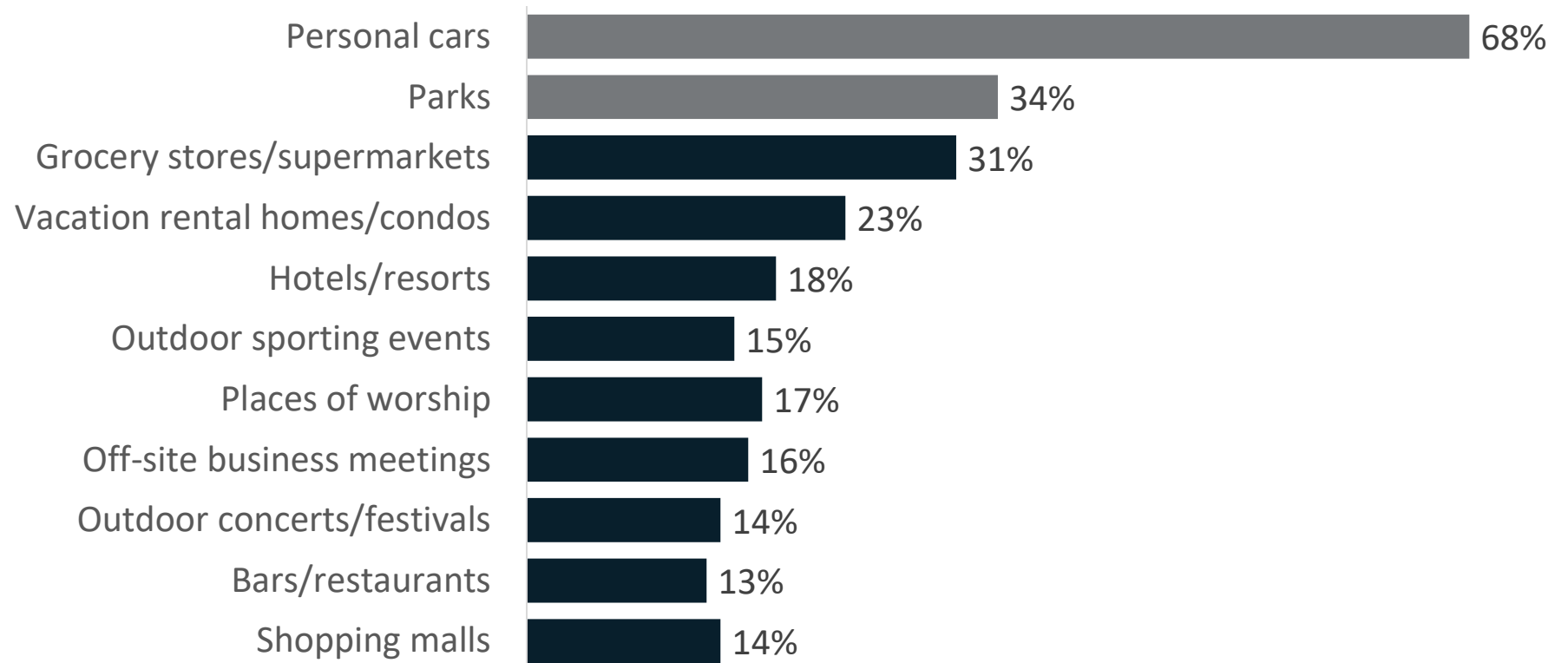


Travel Sentiment Study: Fielded on May 22-24, 2020\*



# PERCEIVED SAFETY

AMERICAN TRAVELERS CONTINUE TO FEEL SAFEST IN CARS AND PARKS.

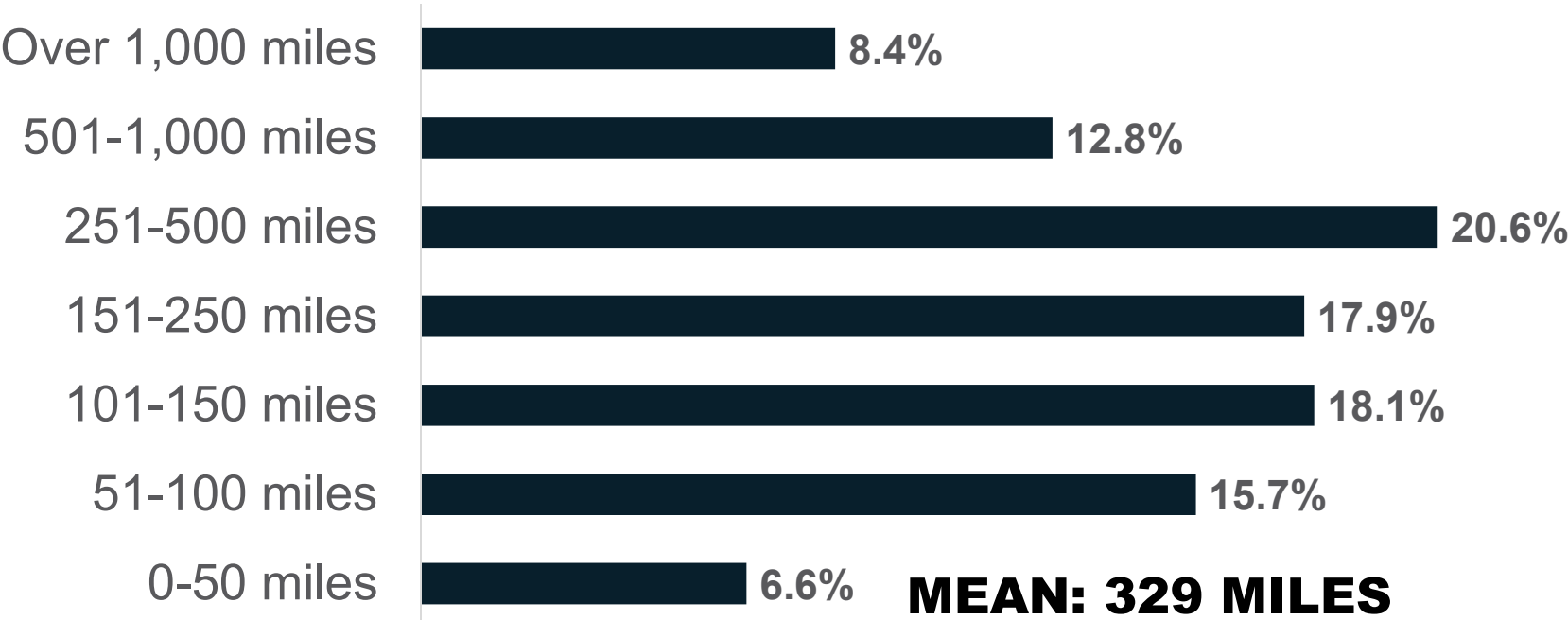


Travel Intentions Pulse Survey: Fielded on MAY 8, 2020





# MAXIMUM DISTANCE TRAVELING ON NEXT ROAD TRIP



Travel Sentiment Study: Fielded on May 22-24 2020



# TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – MAY 21-27 2020 VS. PRIOR YEAR

**+36%**  
SESSIONS

**+34%**  
PAGEVIEWS

**-8%**  
BOUNCE RATE

May 21, 2020 - May 27, 2020: Sessions

May 21, 2019 - May 27, 2019: Sessions

