



COVID-19 RESEARCH

Updated: 6-4-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST



 Travel
Intelligence

 miles
PARTNERSHIP

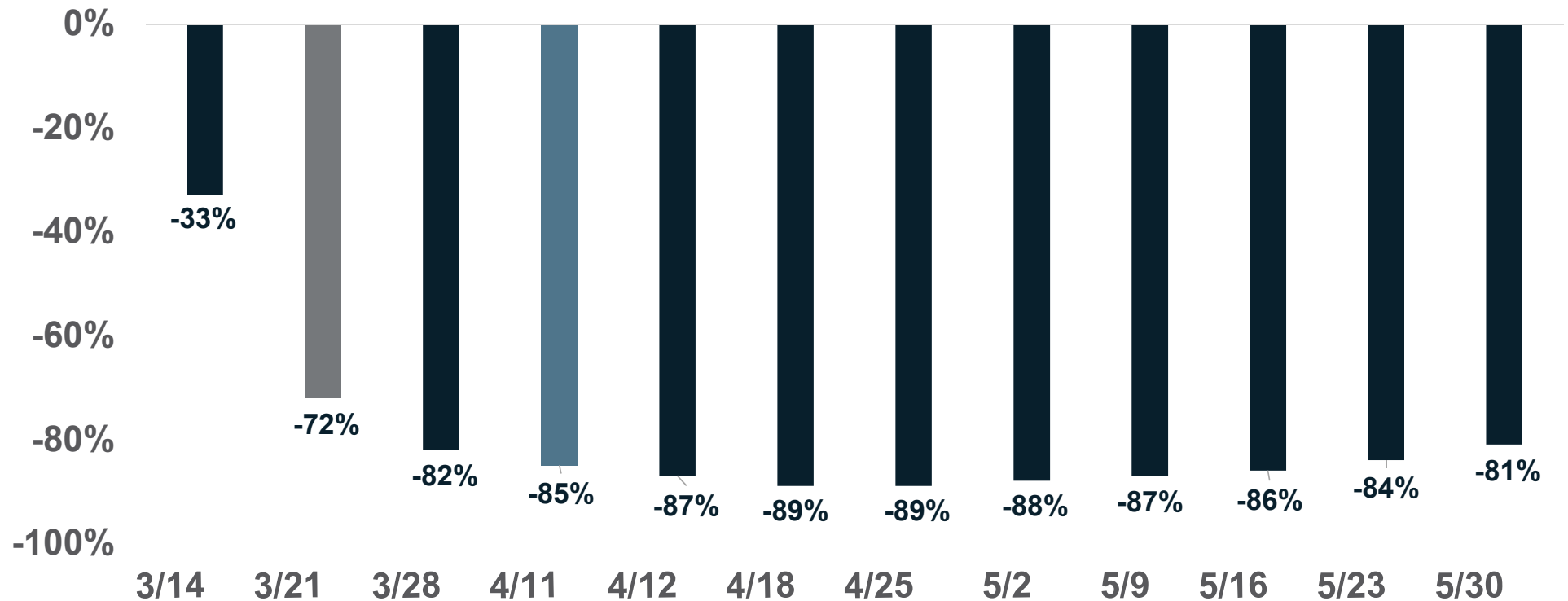
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

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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	5/9	5/16	5/23	5/30
SD	-78%	-77%	-73%	-71%
ND	-80%	-78%	-74%	-72%
IA	-81%	-80%	-78%	-76%
MN	-86%	-85%	-83%	-80%
WY	-81%	-80%	-75%	-70%



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

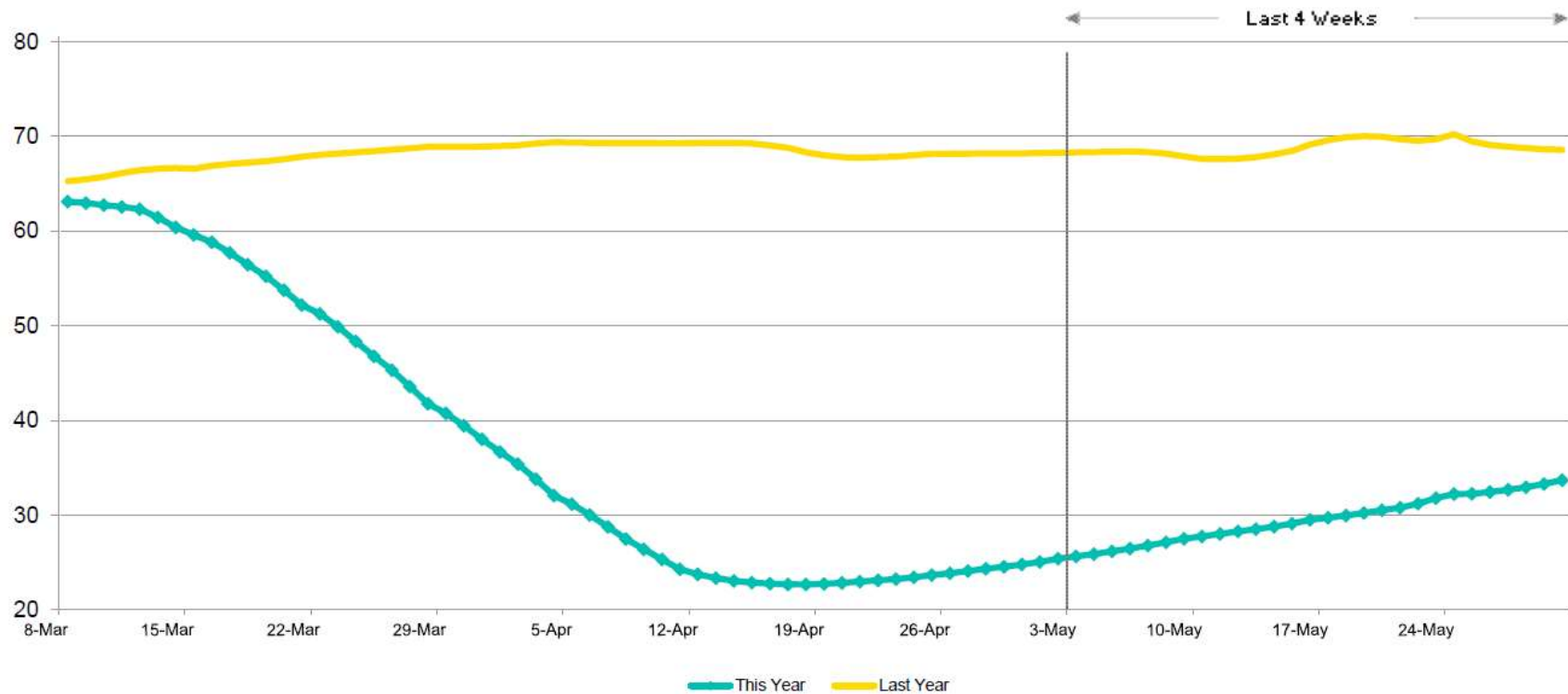
ACTUALS FOR MONTH OF APRIL, 2020

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 08 – MAY 30

AVG US HOTEL OCCUPANCY REACHED 36.6% LAST WEEK



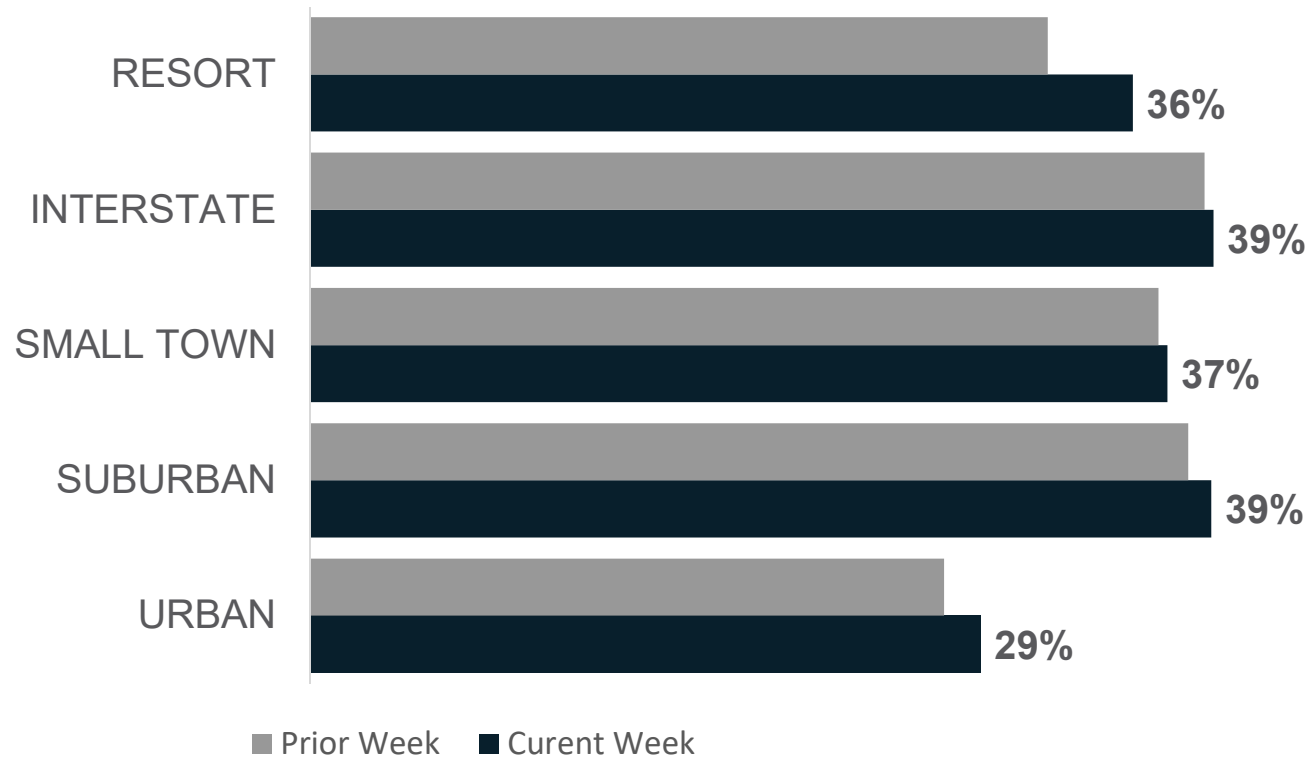
South Dakota

STR HOTEL REVIEW: Fielded on June 2, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF MAY 24-MAY 30



WEEKLY HOTEL REVIEW: MAY 24-MAY 30



ARRIVALIST DAILY TRAVEL INDEX

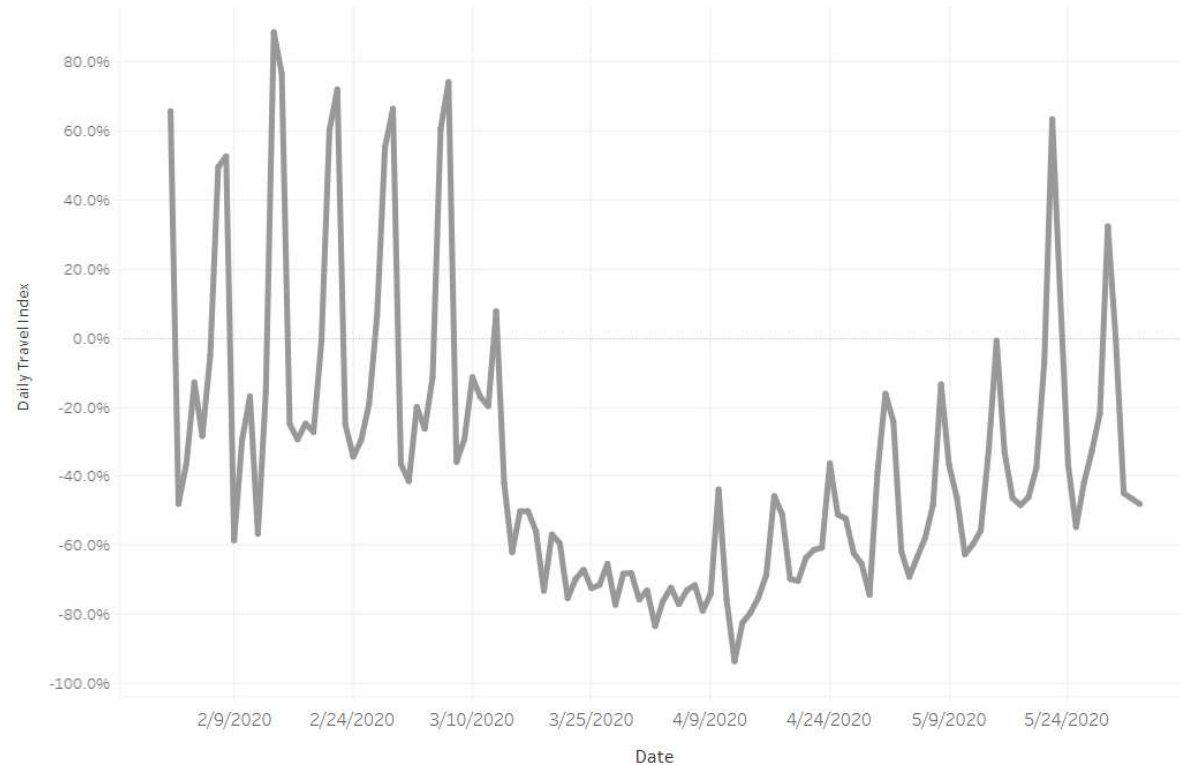
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-48%

Week over Week Change

-8.5%

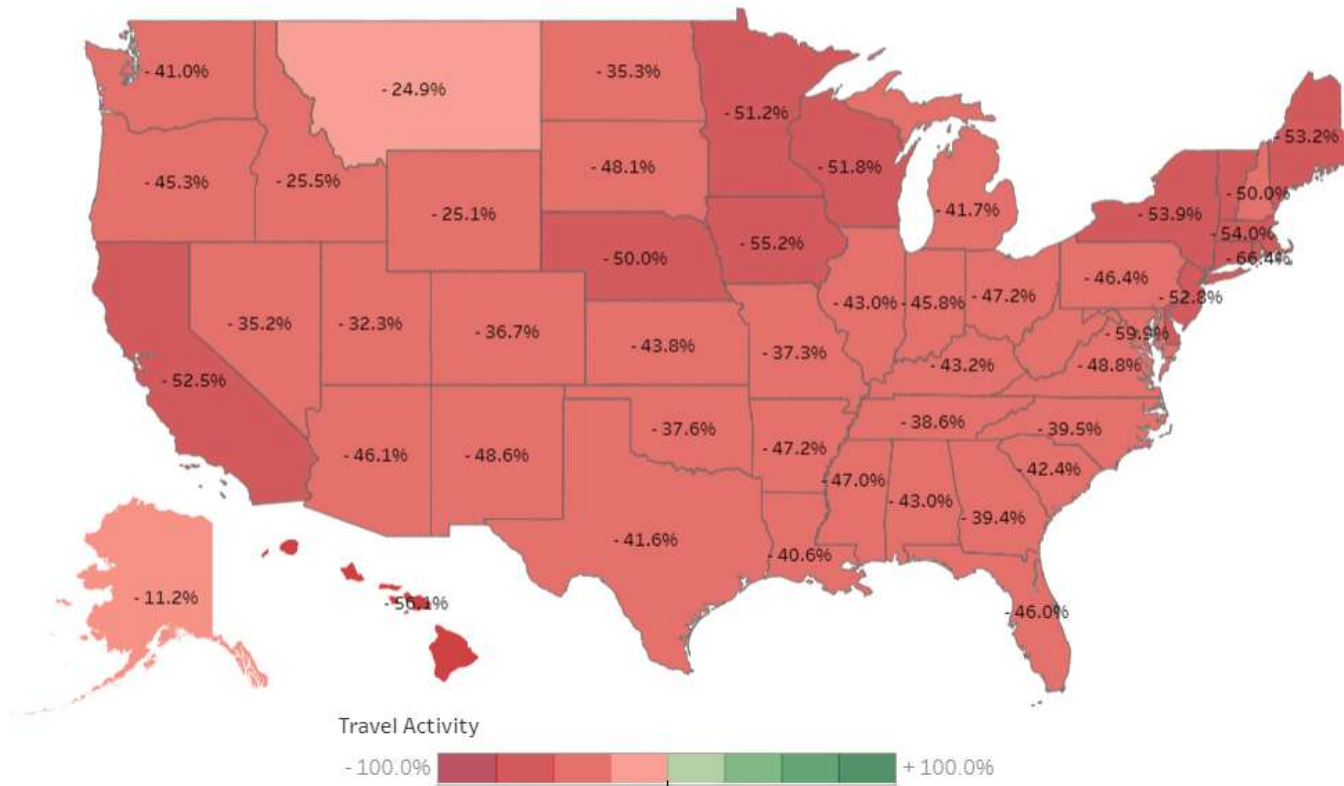


Arrivalist Daily Travel Index: June 2, 2020



ARRIVALIST TRAVEL INDEX

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



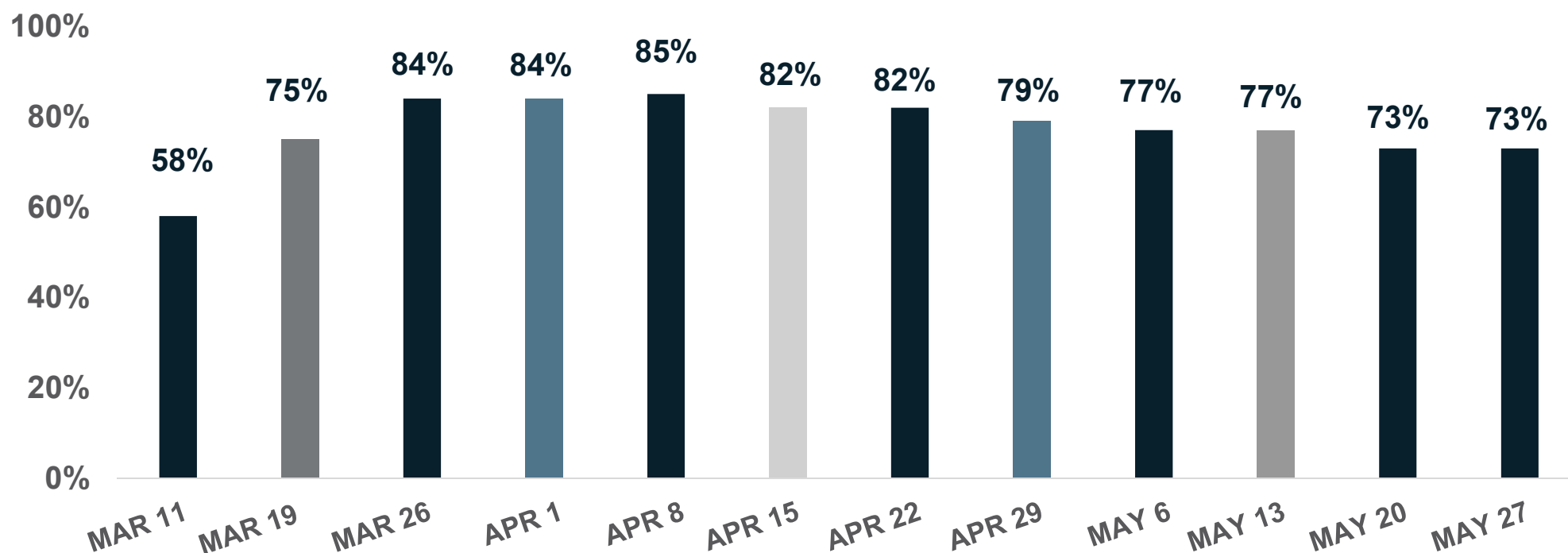
South Dakota

ARRIVALIST DAILY INDEX: June 2, 2020



TRIPS AFFECTED BY CORONAVIRUS

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



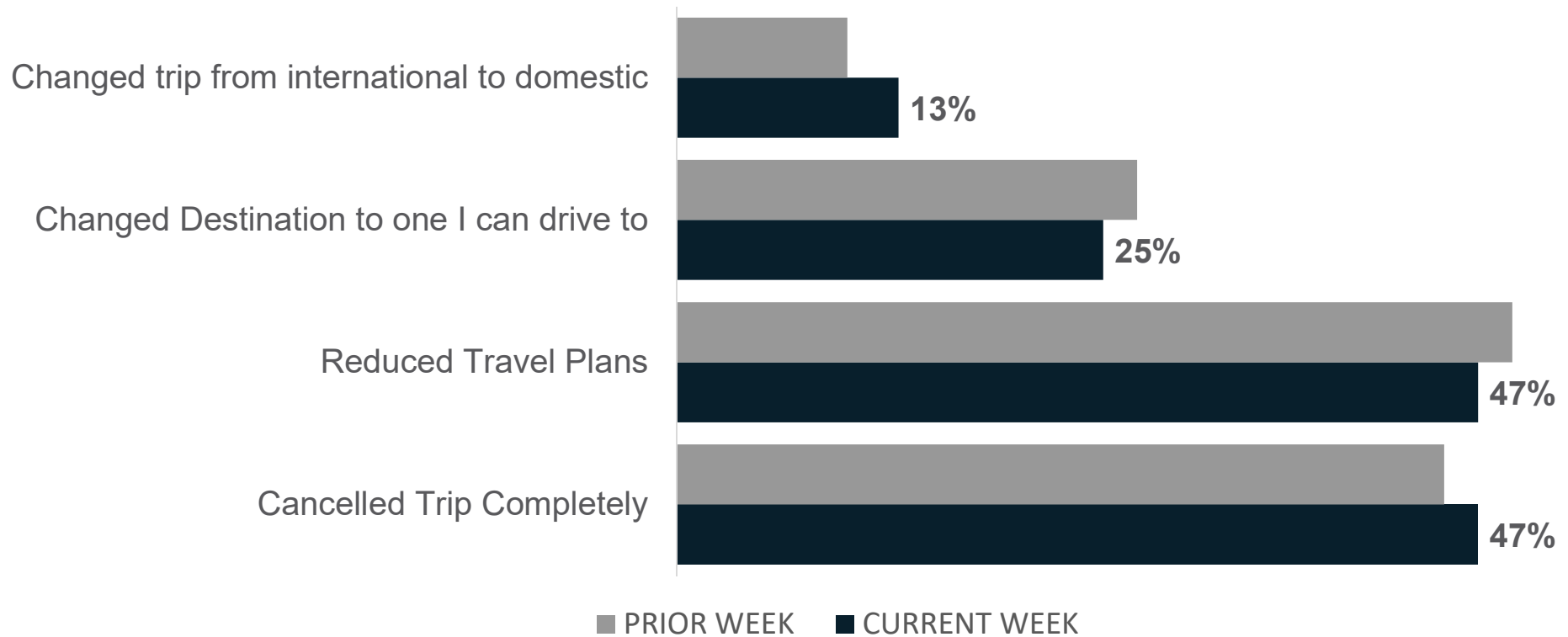
Travel Sentiment Study Wave 12: Fielded on May 27, 2020

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UPCOMING TRAVEL PLANS COMPARISON

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

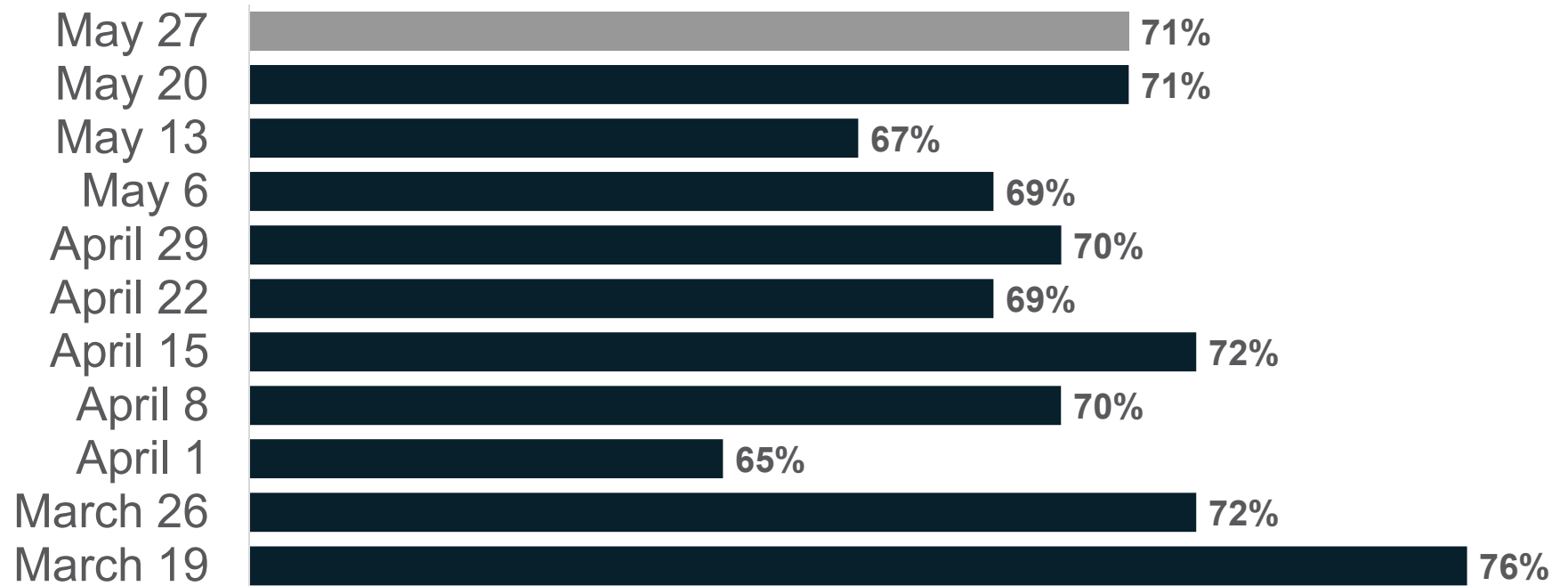


Travel Sentiment Study Wave 12: Fielded on May 27, 2020



PLANNING TRAVEL FOR NEXT 6 MONTHS

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



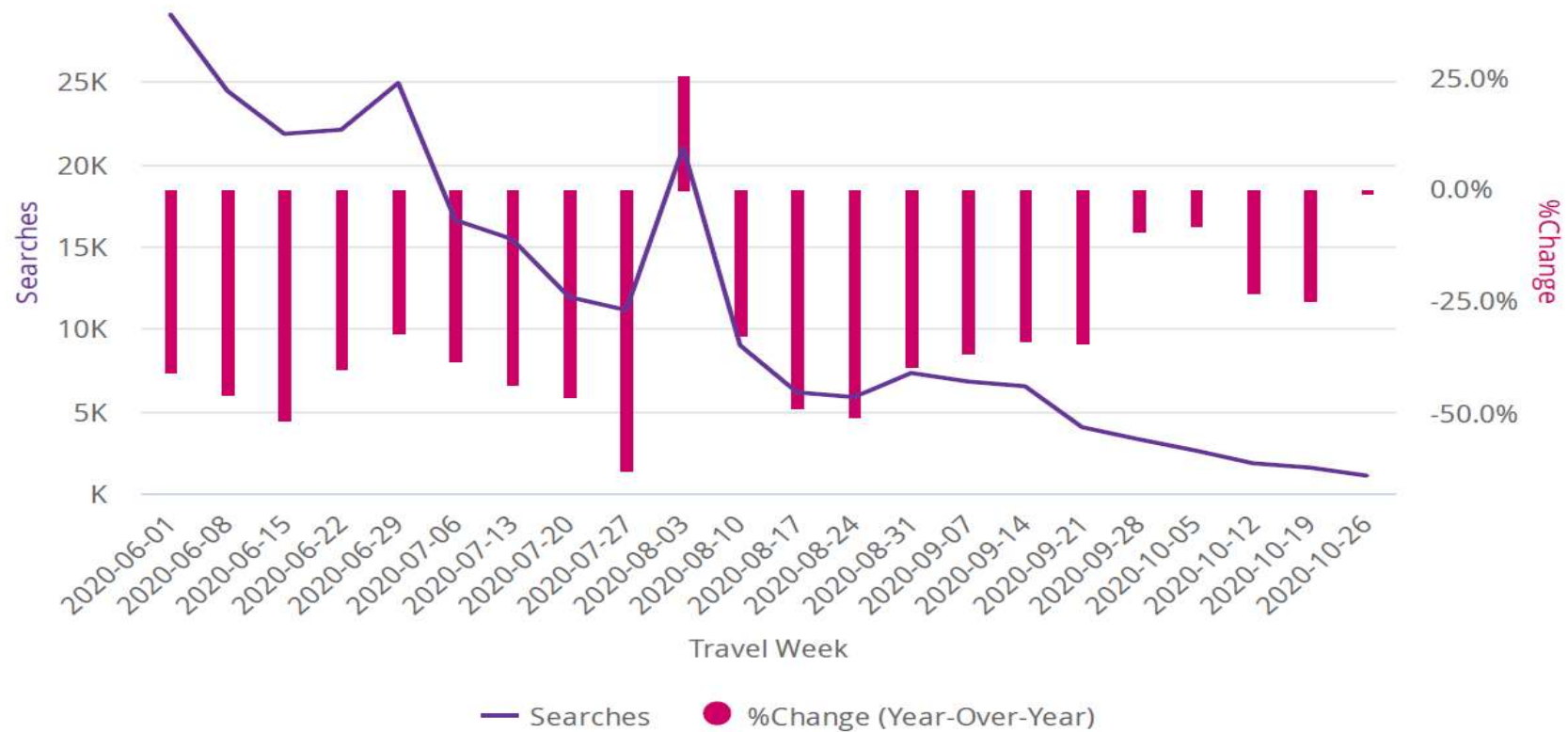
Travel Sentiment Study Wave 12: Fielded on May 27, 2020

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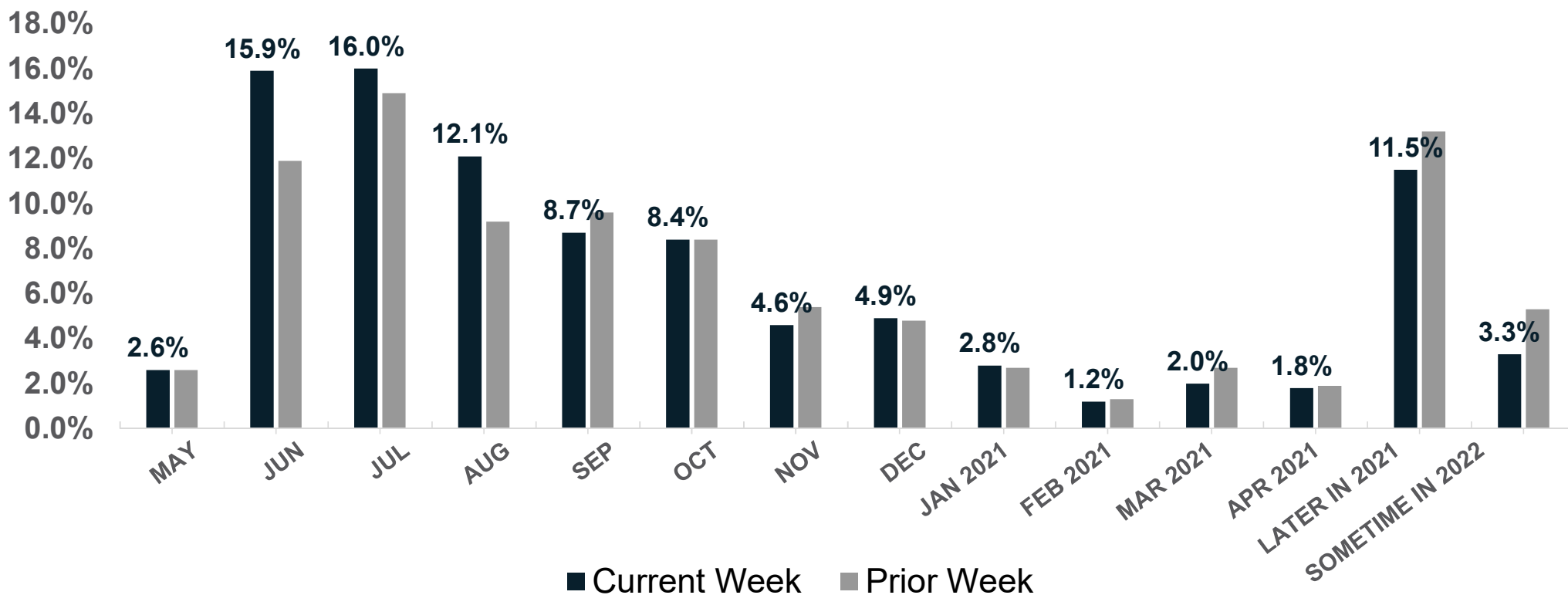
SOUTH DAKOTA 20 WEEK OUTLOOK

SD HOTEL AND FLIGHT SEARCH VOLUME



WHICH MONTH PLANNING A ROAD TRIP

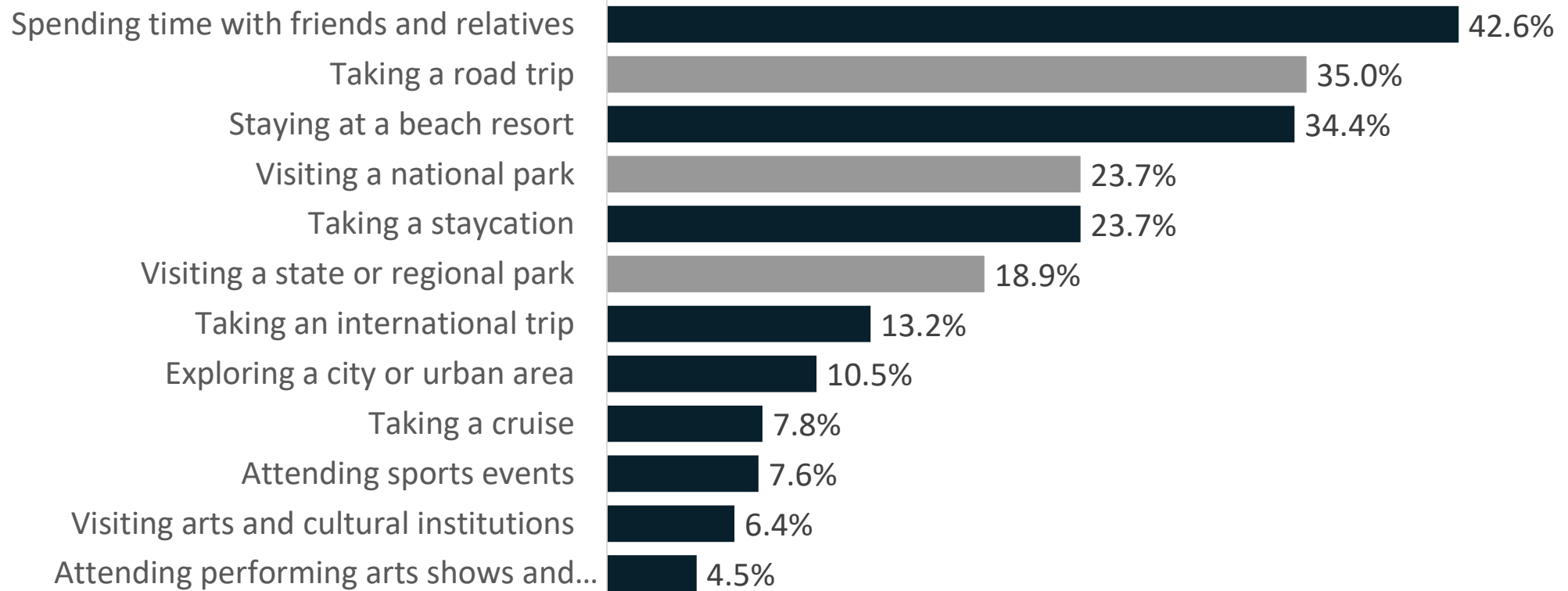
WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A ROAD TRIP



Travel Sentiment Study: Fielded on May 29.31, 2020*

RELAXING TRAVEL ACTIVITIES

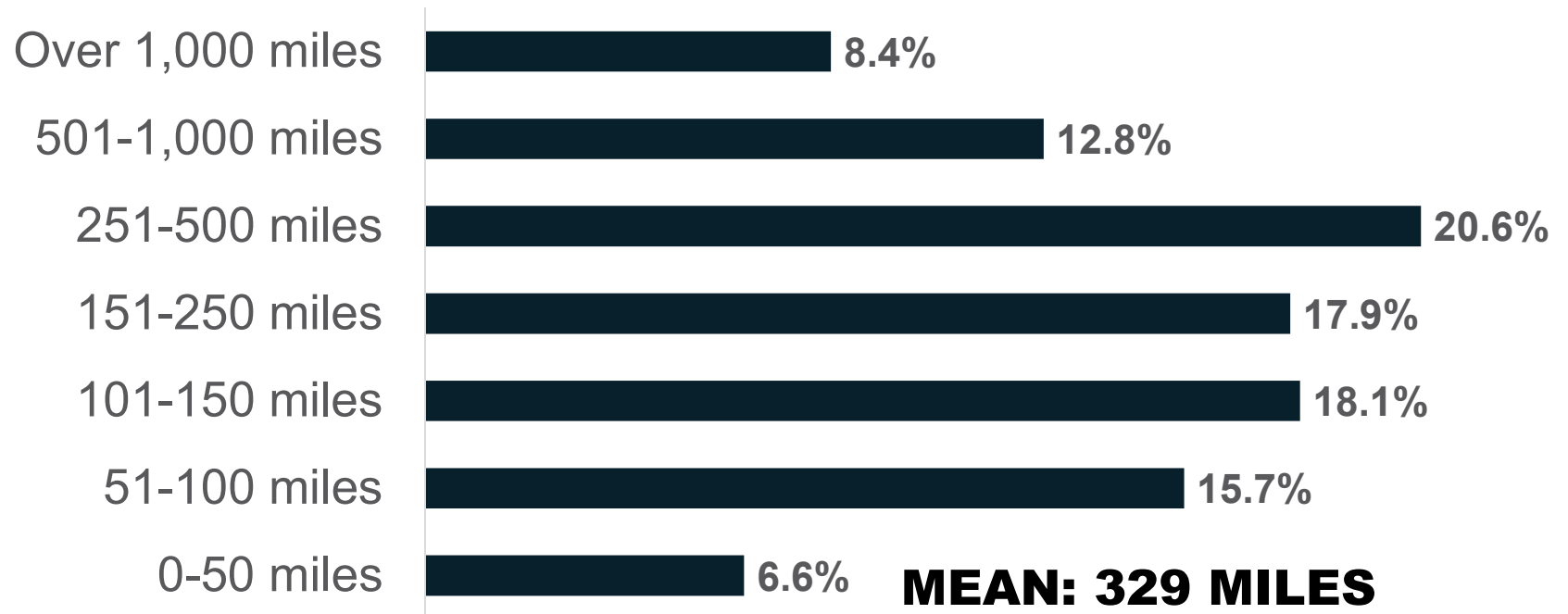
IN THE NEXT TWELVE MONTHS, WHAT ACTIVITIES WOULD YOU FIND MOST RELAXING?



Travel Sentiment Study: Fielded on May 29-31, 2020[®]



MAXIMUM DISTANCE TRAVELING ON NEXT ROAD TRIP



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



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – MAY 28-June 3 2020 VS. PRIOR YEAR

-12%
SESSIONS

-8%
PAGEVIEWS

-4%
BOUNCE RATE

May 28, 2020 - Jun 3, 2020: ● Sessions

May 28, 2019 - Jun 3, 2019: ● Sessions

