



COVID-19 RESEARCH

Updated: 6-11-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

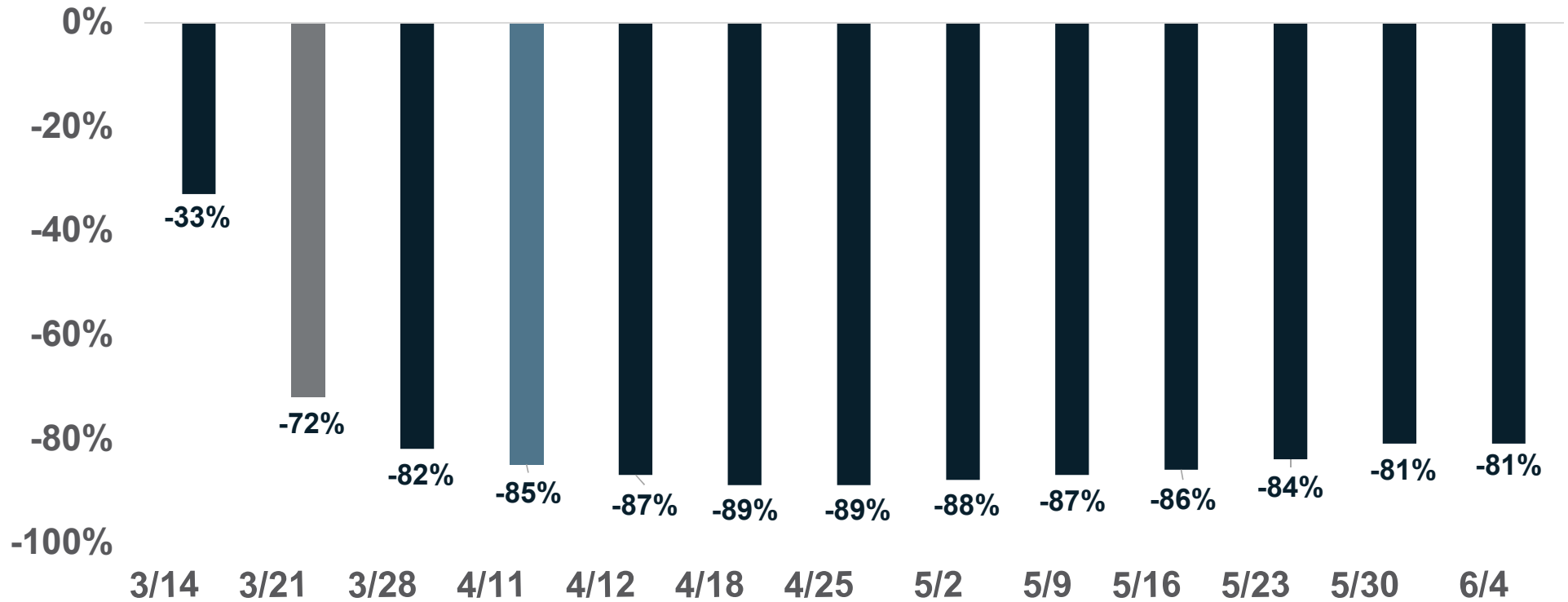
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 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	5/16	5/23	5/30	6/4
SD	-77%	-73%	-71%	-70%
ND	-78%	-74%	-72%	-71%
IA	-80%	-78%	-76%	-75%
MN	-85%	-83%	-80%	-80%
WY	-80%	-75%	-70%	-70%

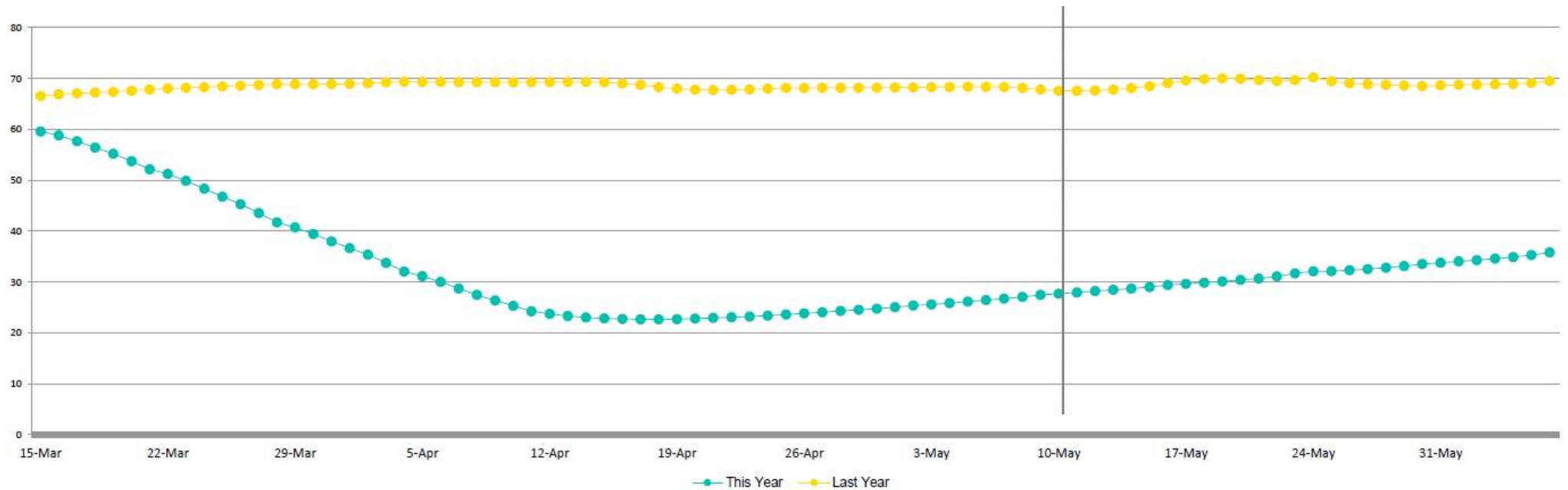


Source: Tourism Economics, "WEEKLY CORONAVIRUS
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



U.S. OCCUPANCY % MAR 15 – JUNE 6

AVG US HOTEL OCCUPANCY REACHED 39.3% LAST WEEK

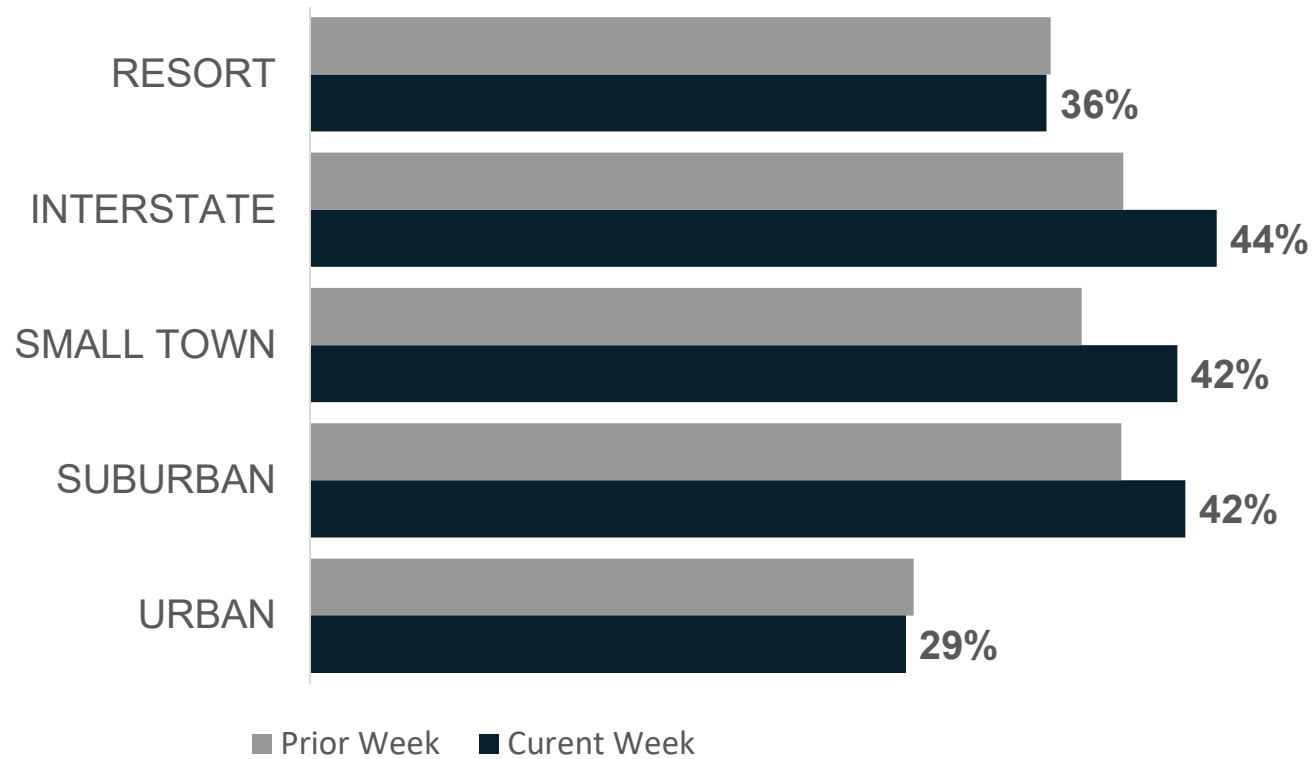


STR HOTEL REVIEW: Fielded on June 9, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF MAY 31-JUNE 6



ARRIVALIST DAILY TRAVEL INDEX

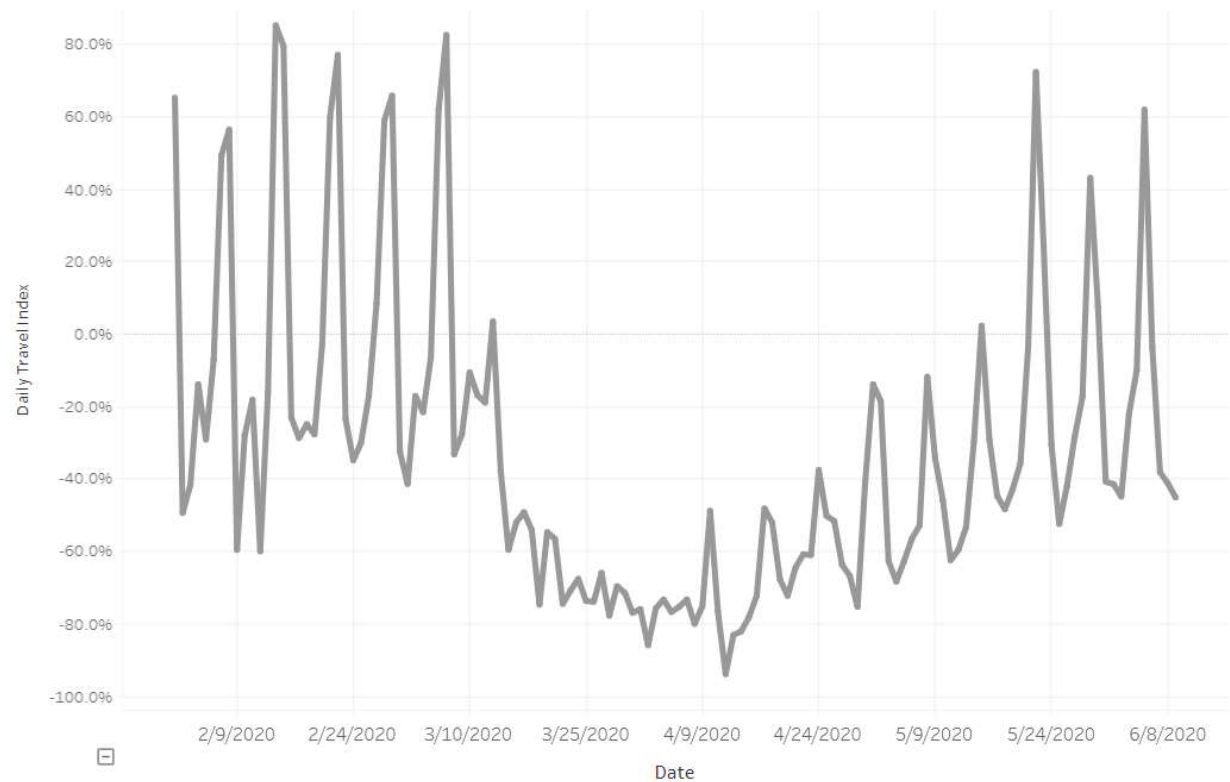
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-45.3%

Week over Week Change

+3.4%

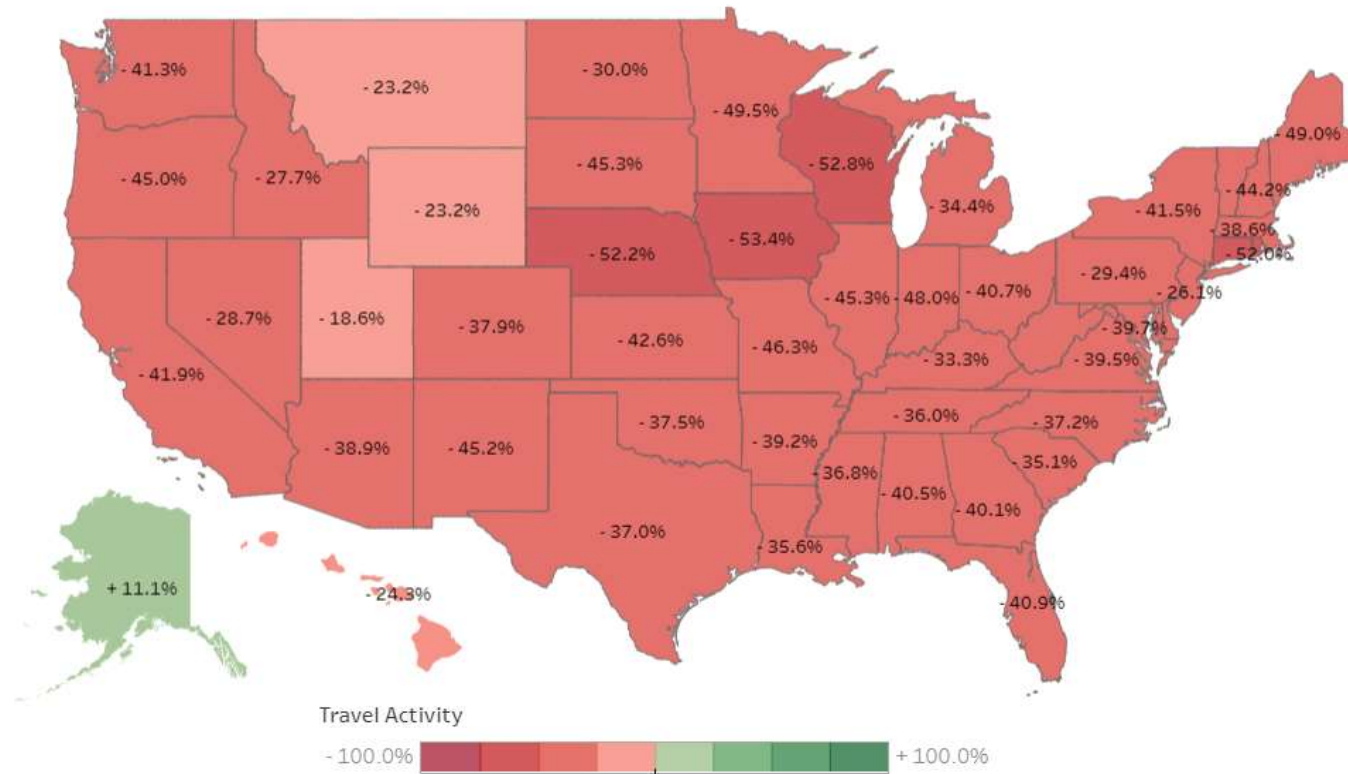


Arrivalist Daily Travel Index: June 9, 2020



ARRIVALIST TRAVEL INDEX

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



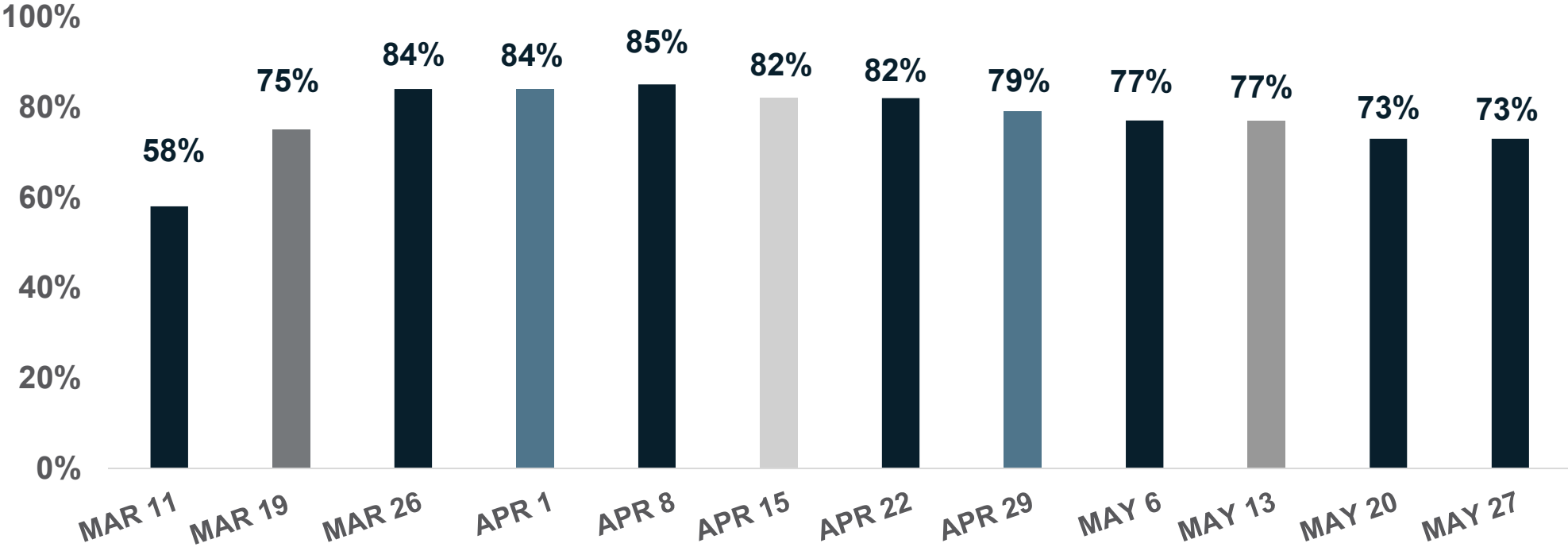
South Dakota

ARRIVALIST DAILY INDEX: June 9, 2020



TRIPS AFFECTED BY CORONAVIRUS

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

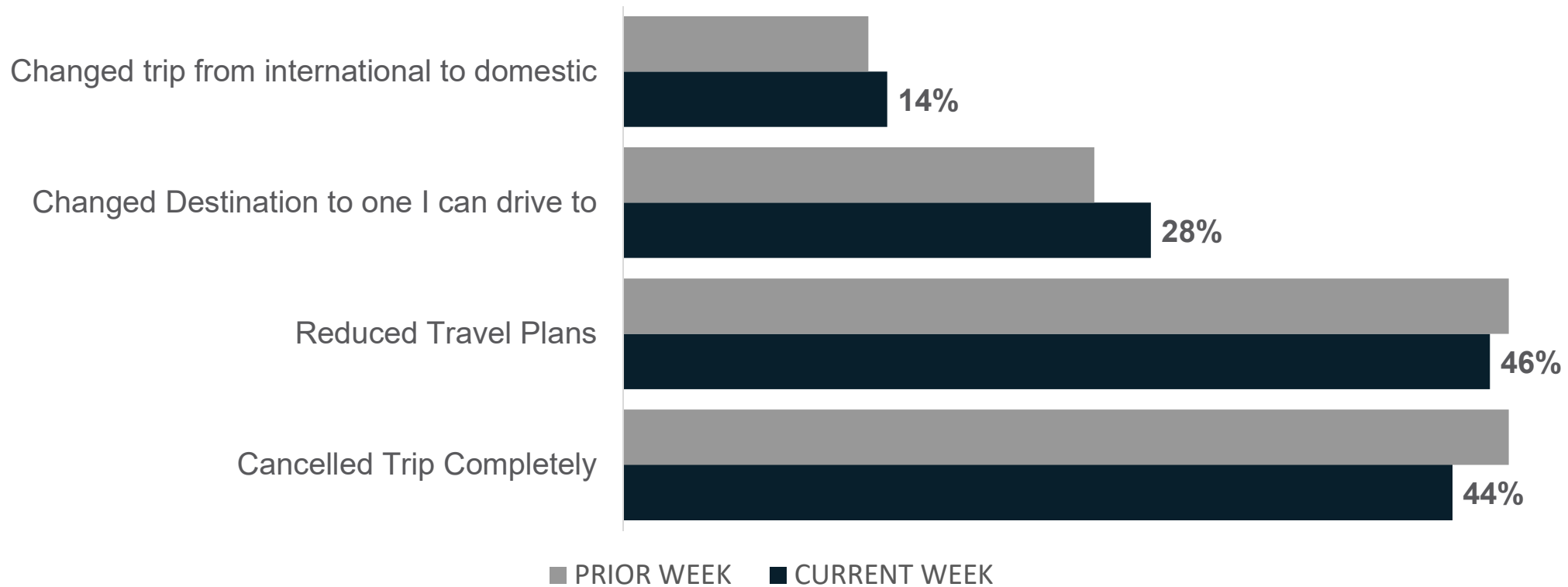


Travel Sentiment Study Wave 12: Fielded on May 27, 2020



UPCOMING TRAVEL PLANS COMPARISON

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

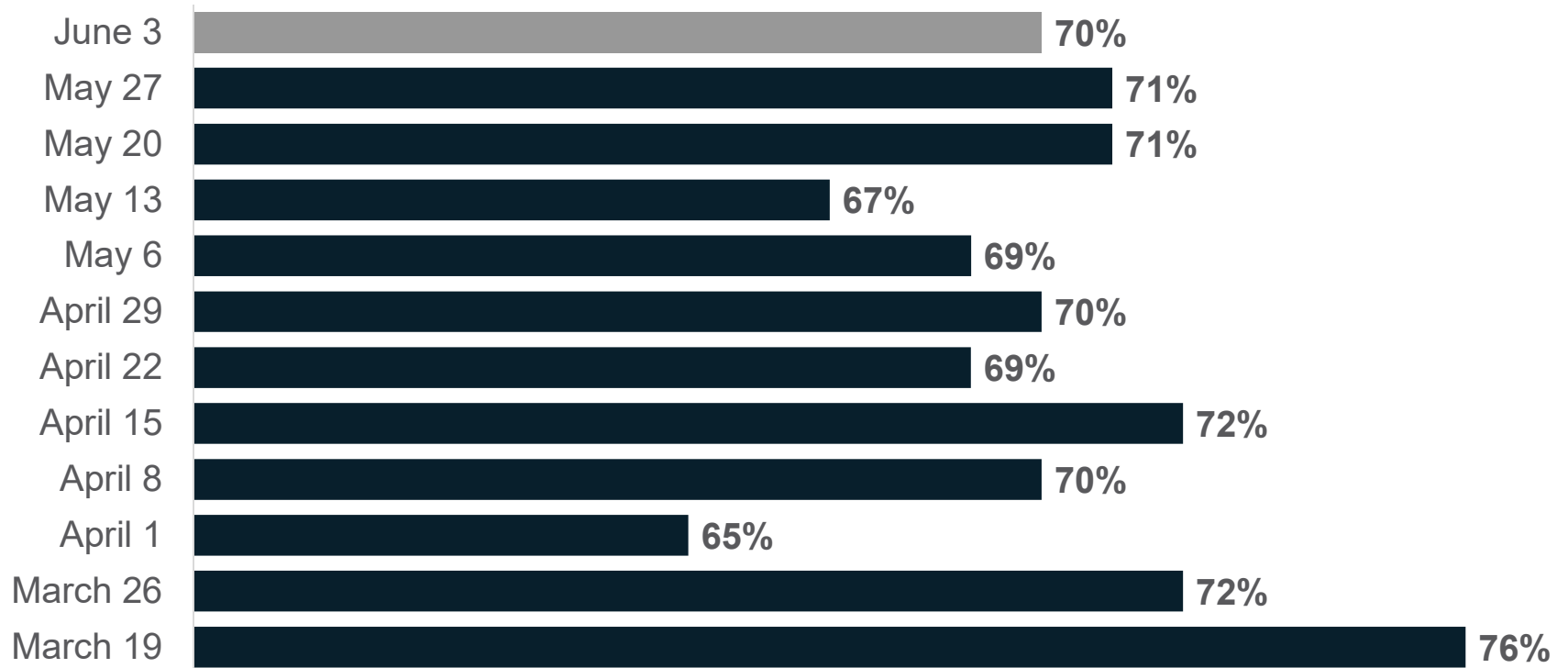


Travel Sentiment Study Wave 13: Fielded on June 3, 2020*



PLANNING TRAVEL FOR NEXT 6 MONTHS

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

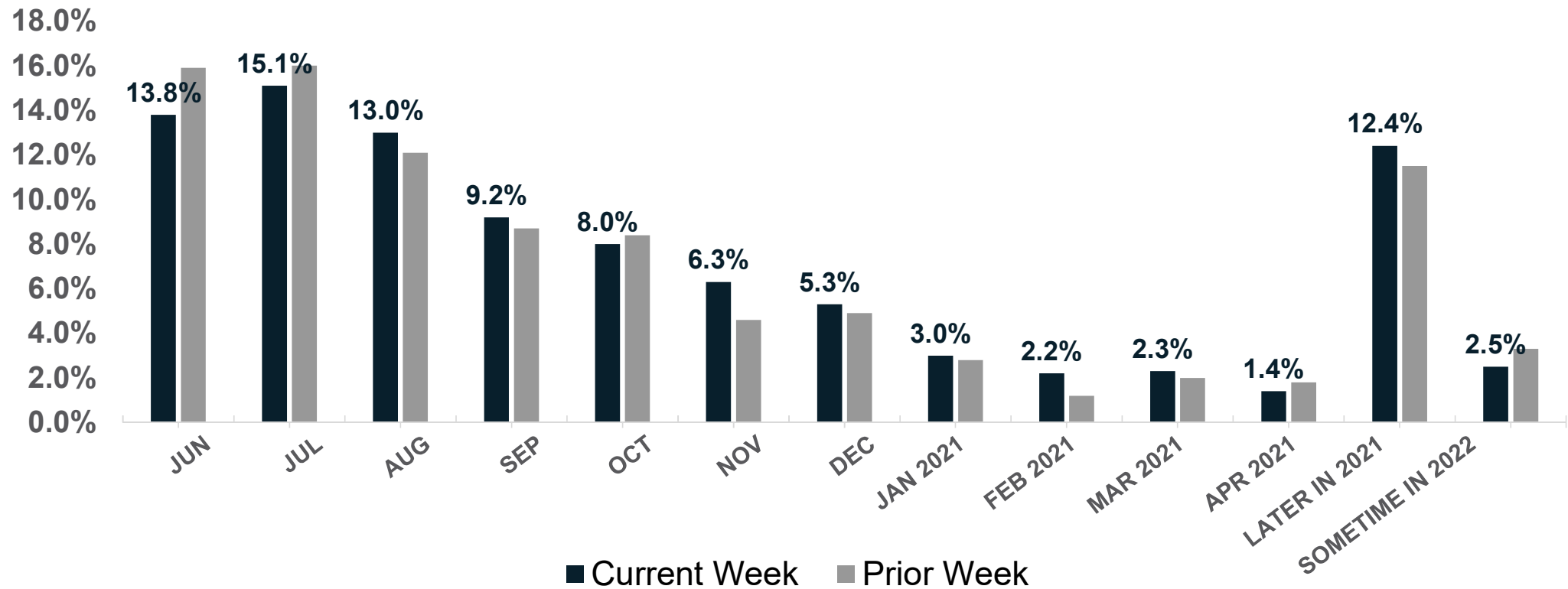


Travel Sentiment Study Wave 13: Fielded on June 3, 2020



WHICH MONTH PLANNING A ROAD TRIP

WHICH MONTHS AMERICANS CURRENTLY HAVE PLANS TO TAKE A ROAD TRIP

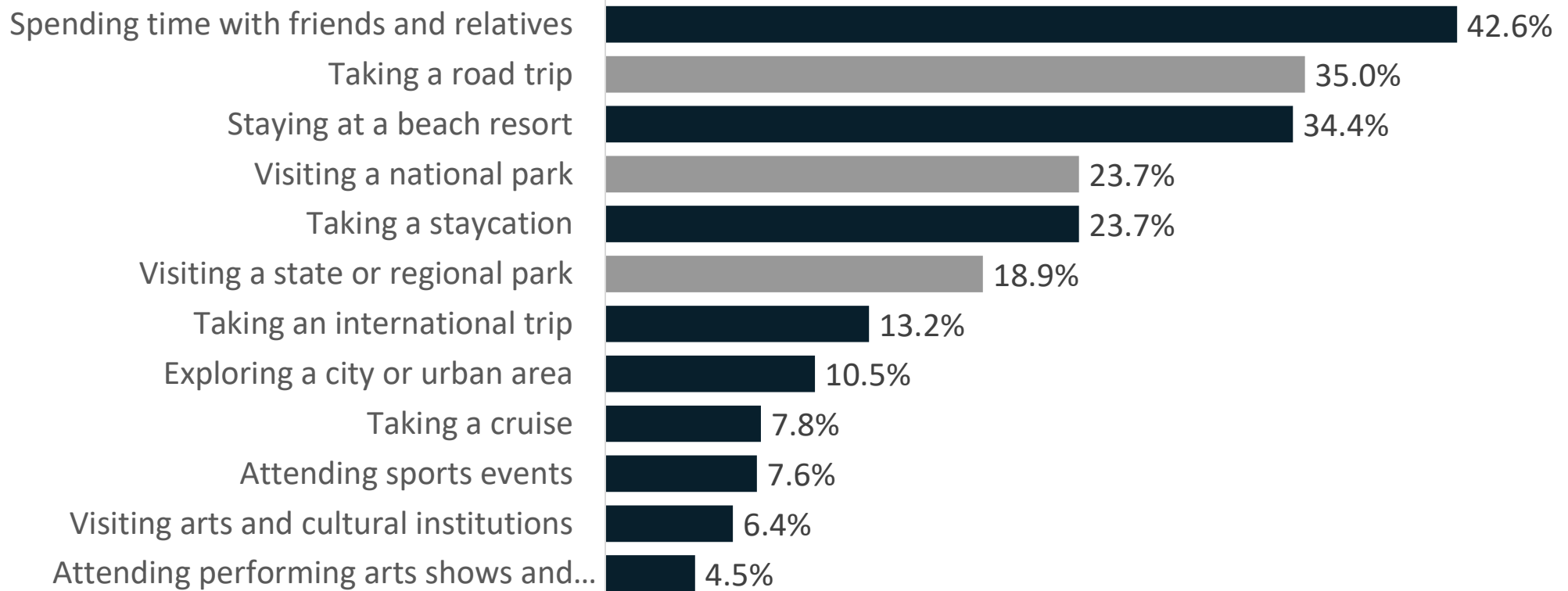


Travel Sentiment Study: Fielded on June 5-7, 2020*



RELAXING TRAVEL ACTIVITIES

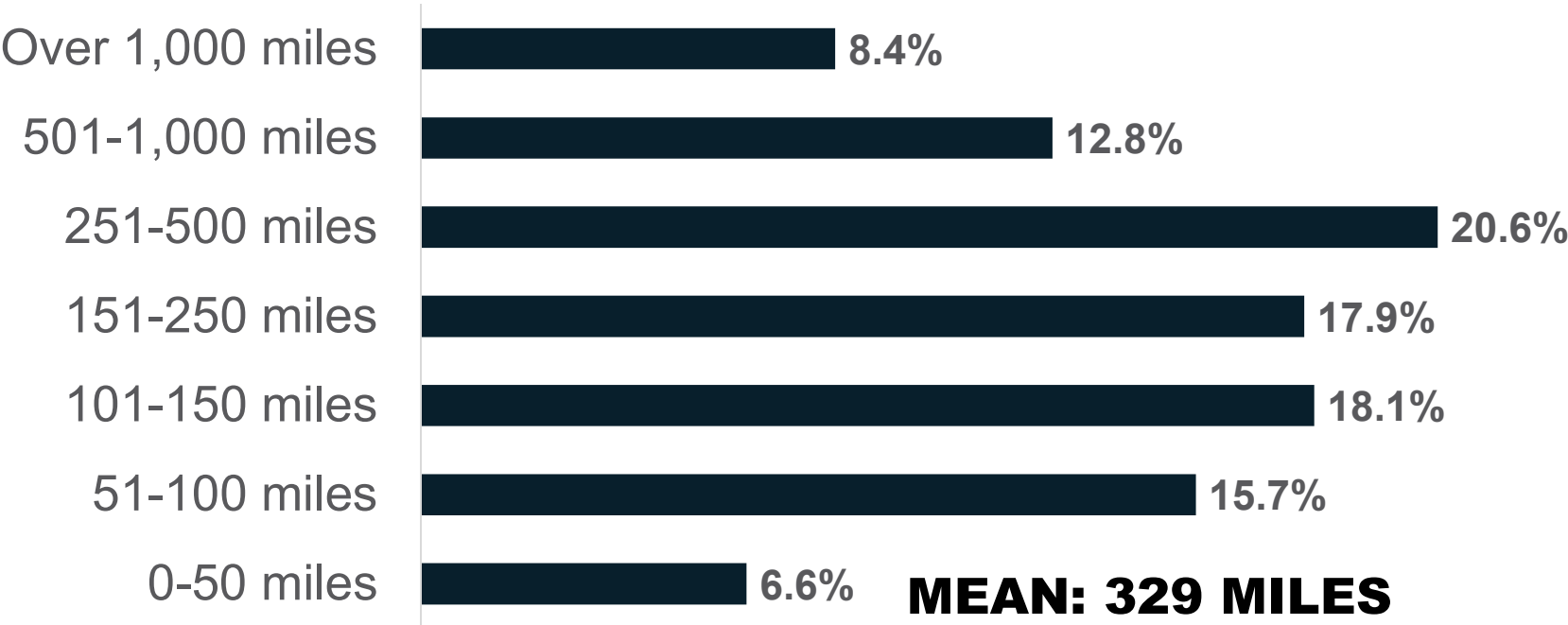
IN THE NEXT TWELVE MONTHS, WHAT ACTIVITIES WOULD YOU FIND MOST RELAXING?



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 – June 4-June 10 2020 VS. PRIOR YEAR

+46%
SESSIONS

+48%
PAGEVIEWS

-10%
BOUNCE RATE

Jun 4, 2020 - Jun 10, 2020: ● Sessions

Jun 4, 2019 - Jun 10, 2019: ● Sessions

