



COVID-19 RESEARCH

Updated: 6-18-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

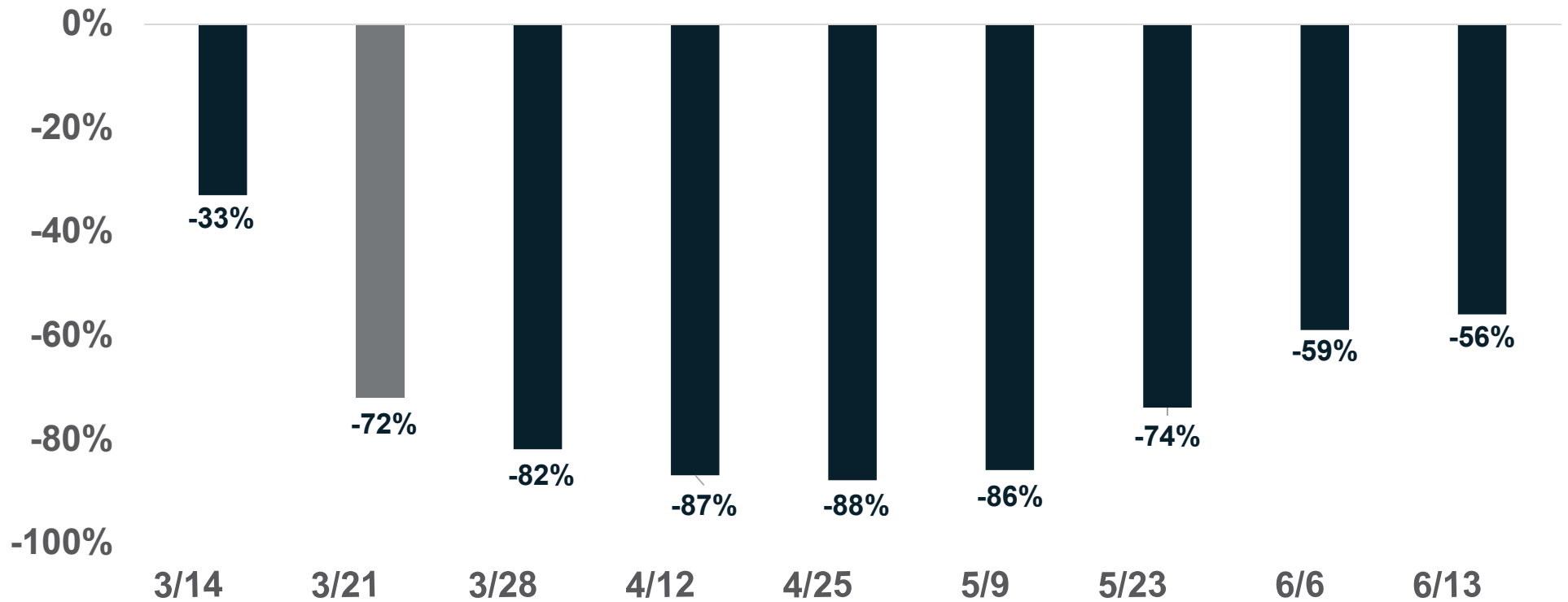
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 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	5/23	5/30	6/6	6/13
SD	-77%	-53%	-53%	-46%
ND	-78%	-55%	-52%	-50%
IA	-60%	-59%	-55%	-52%
MN	-66%	-64%	-61%	-61%
WY	-56%	-57%	-55%	-50%



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



HOTEL OCCUPANCY BY STATE

ACTUALS FOR MONTH OF MAY, 2020

STATE	OCCUPANCY	% CHANGE
SD	31.5%	-45.8%
ND	28.7%	-49.7%
IA	29.3%	-51.1%
MN	25.9%	-58.9%
WY	30.8%	-49.4%



SD HOTEL OCCUPANCY BY REGION

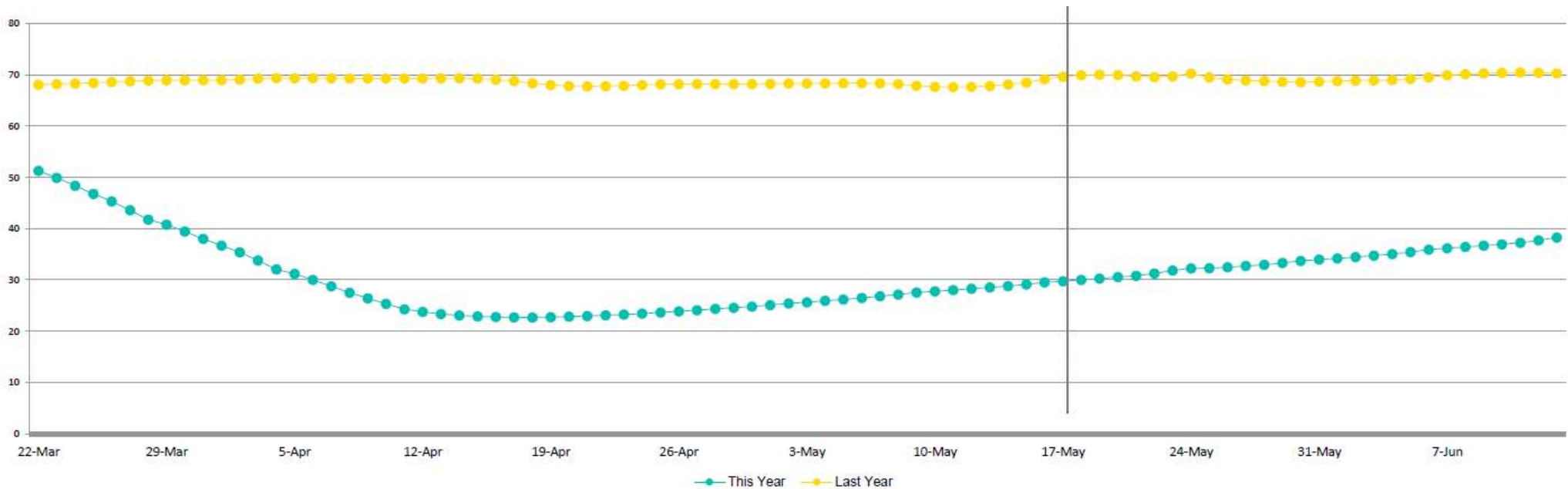
ACTUALS FOR MONTH OF MAY, 2020

STATE	OCCUPANCY	% CHANGE
WEST	32.5%	-39.5%
SOUTHEAST	28.4%	-54.6%
CENTRAL	33.0%	-37.5%
NORTHEAST	34.0%	-41.4%



U.S. OCCUPANCY % MAR 22 – JUNE 13

AVG US HOTEL OCCUPANCY REACHED 41.7% LAST WEEK

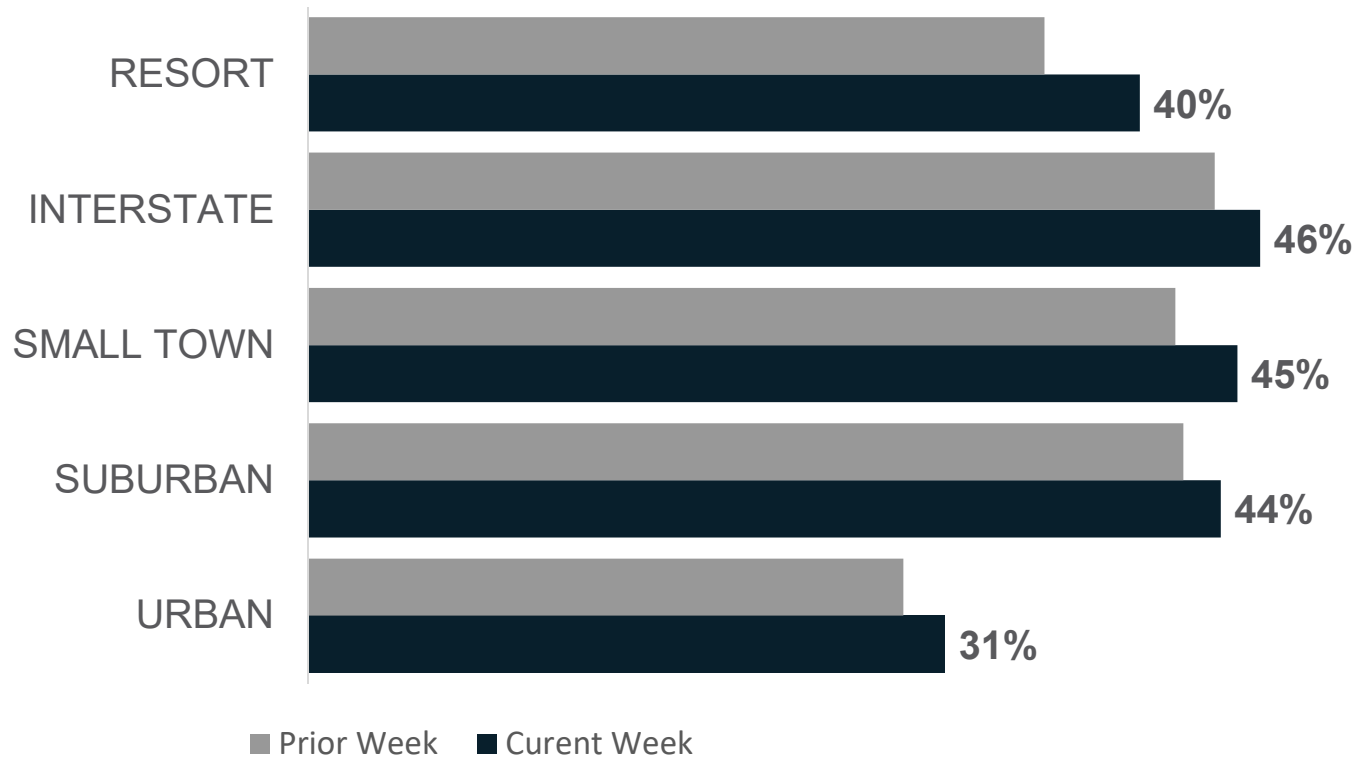


STR HOTEL REVIEW: Fielded on June 17, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF JUNE 7- JUNE 13



ARRIVALIST DAILY TRAVEL INDEX

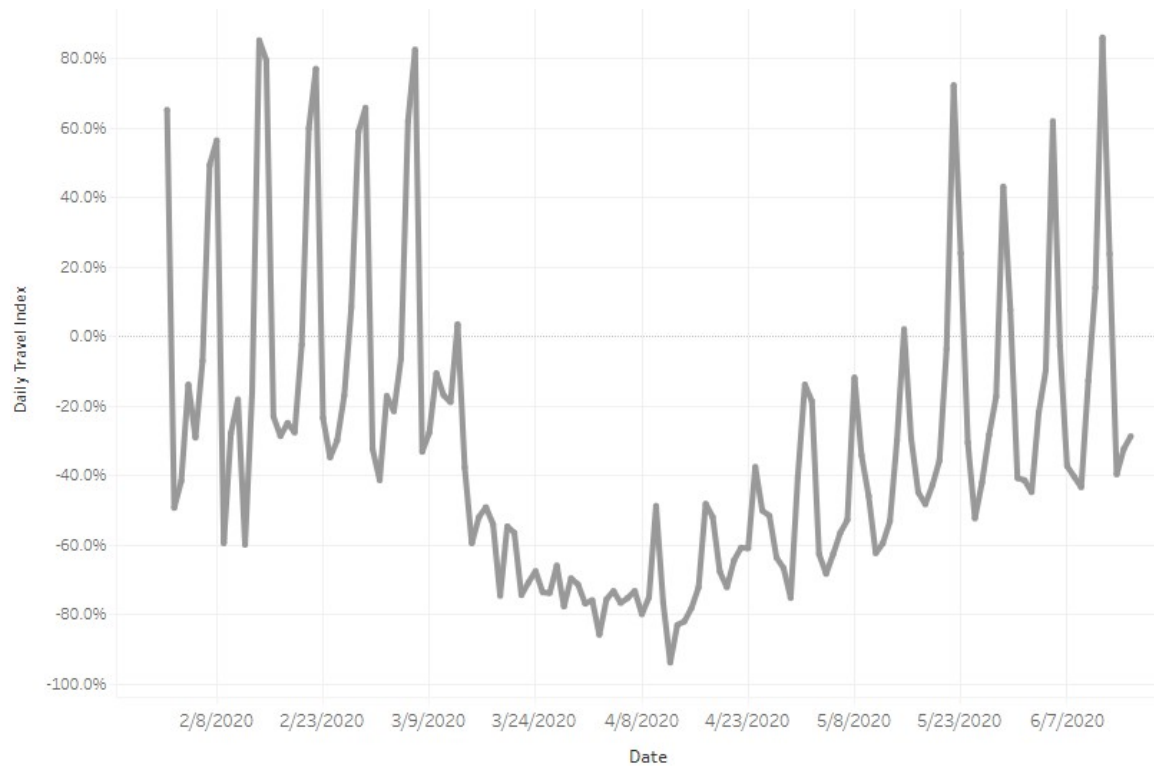
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-28.9%

Week over Week Change

+14.8%

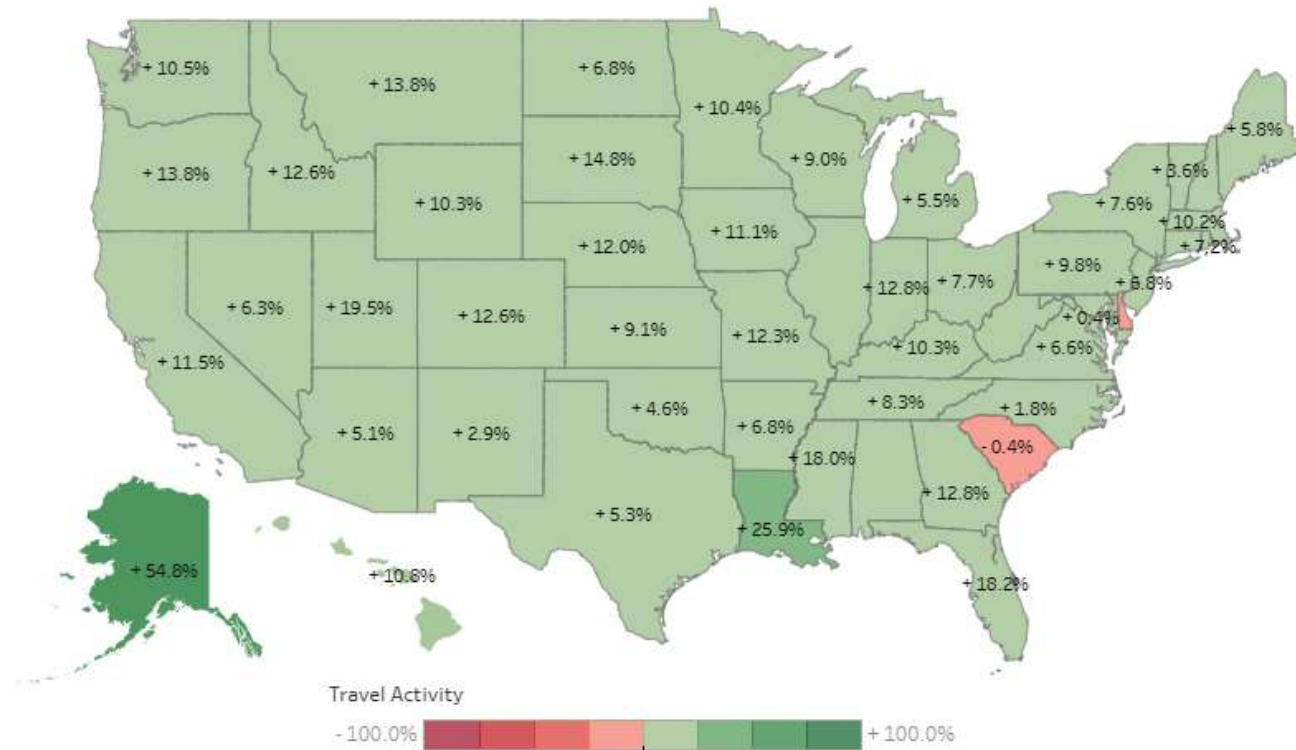


Arrivalist Daily Travel Index: June 16, 2020



ARRIVALIST TRAVEL INDEX

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



South Dakota

ARRIVALIST DAILY INDEX: June 16, 2020



PREPARING FOR THE REBOUND

“4 in 10 American travelers remain lacking in confidence that they can travel safely in the current environment”

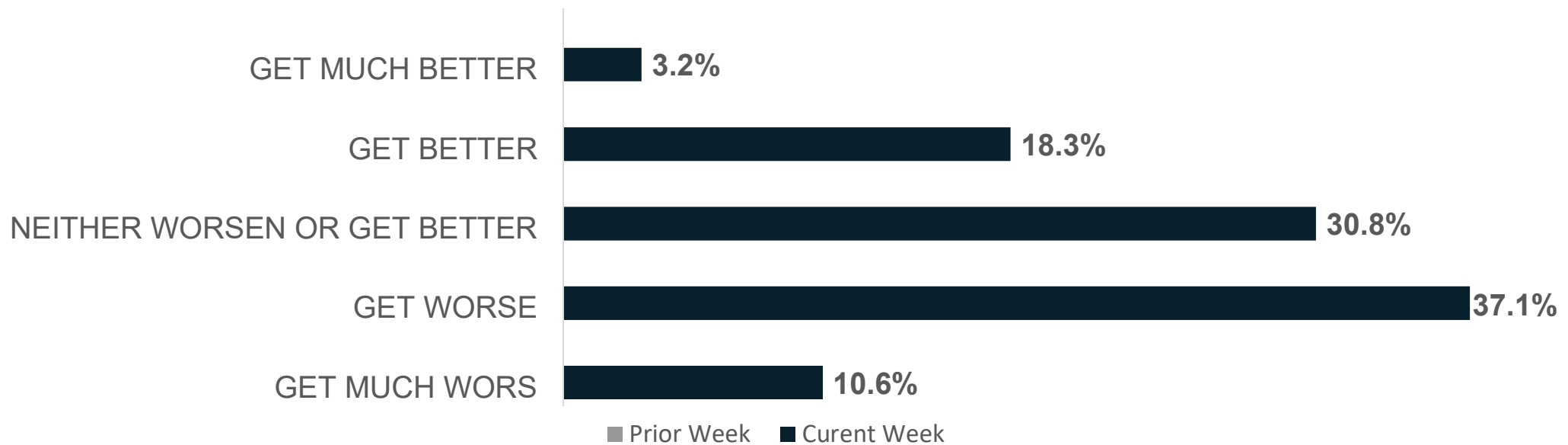


Travel Sentiment Study: Fielded on June 12-14, 2020*



EXPECTATION FOR CORONAVIRUS

IN THE NEXT MONTH THE CORONAVIRUS WILL.....

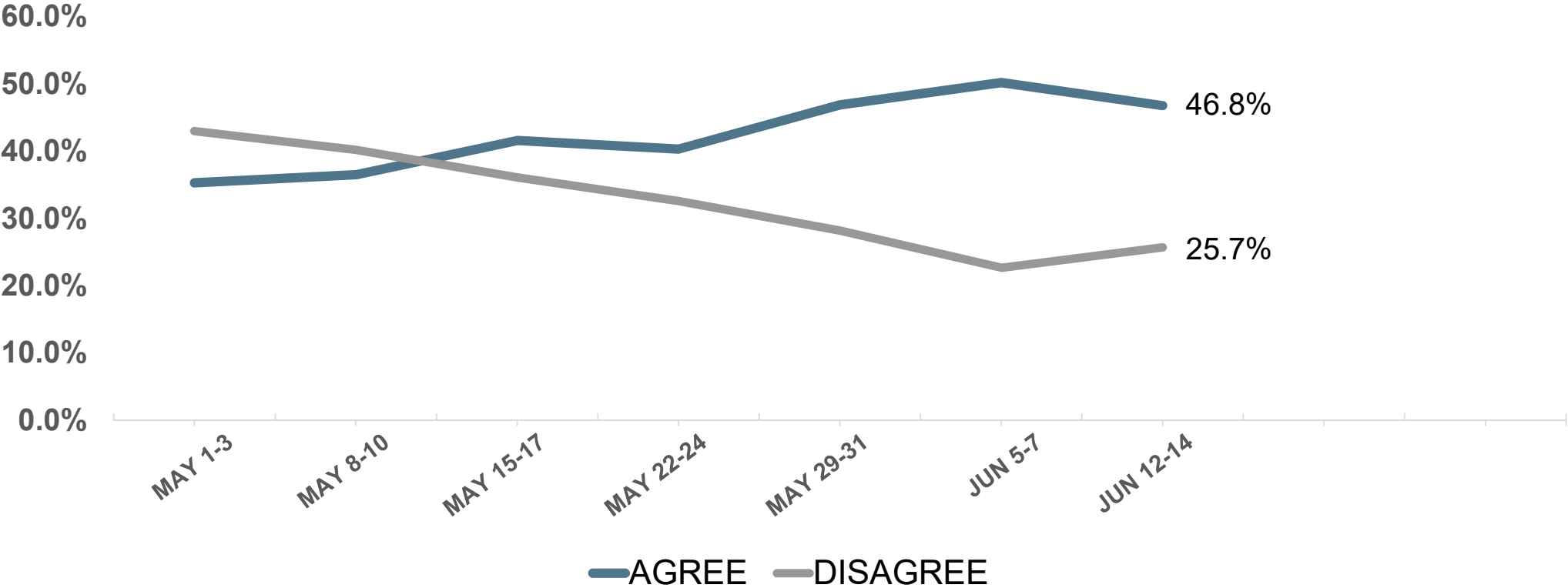


Travel Sentiment Study: Fielded on June 12-14, 2020



COMFORT WITH HOME STATE REOPENING

I AM COMFORTABLE WITH MY HOME STATE REOPENING

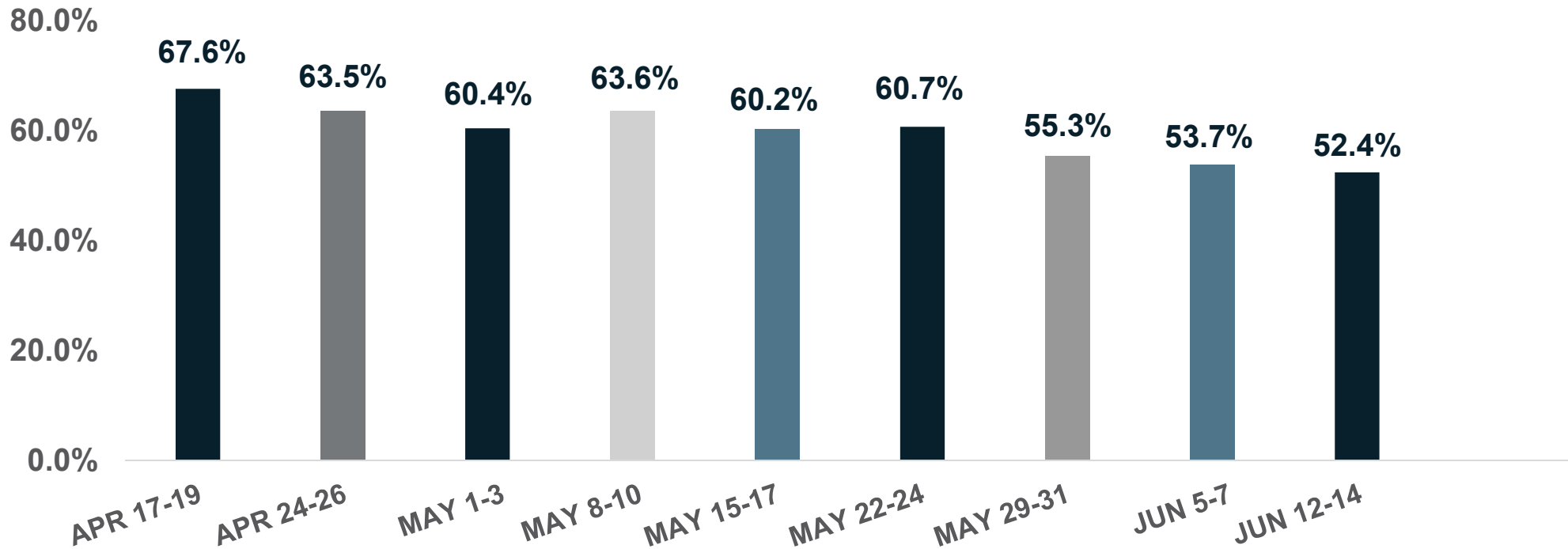


Travel Sentiment Study: Fielded on June 12-14, 2020*



TRAVELERS IN COMMUNITY UNWANTED

HOW MUCH DO YOU AGREE WITH NOT WANTING TRAVELERS IN YOUR COMMUNITY RIGHT NOW?

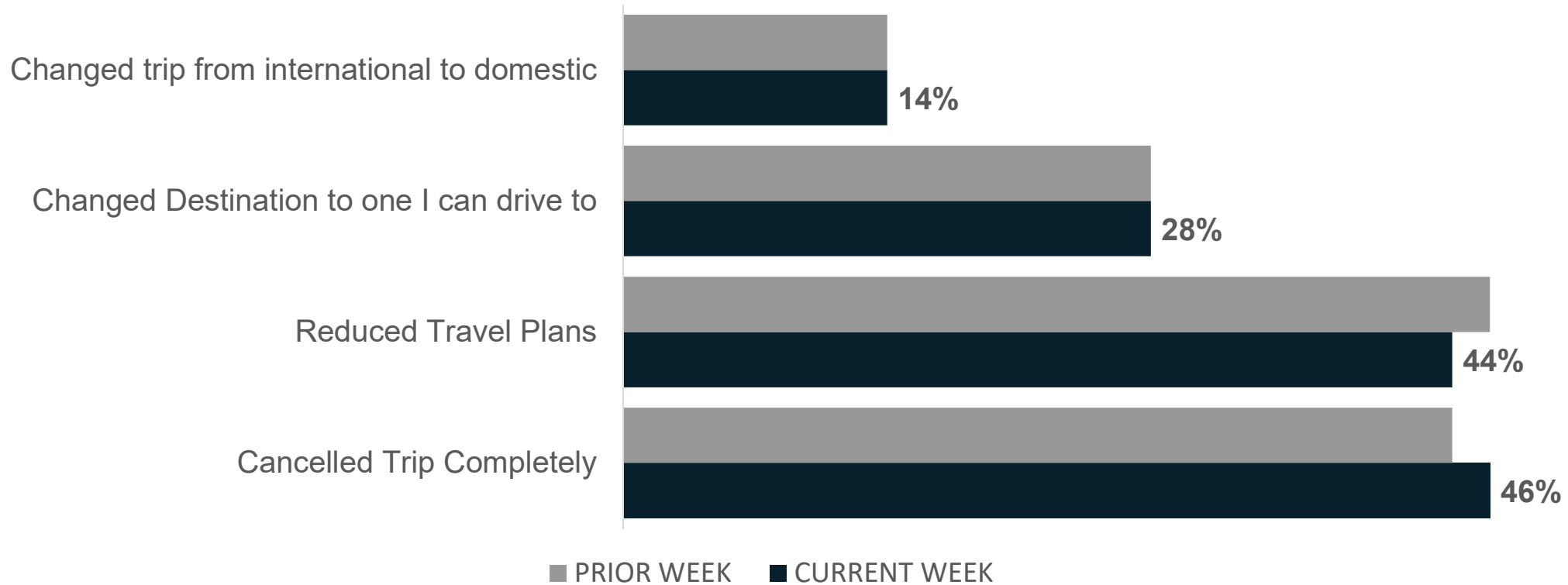


Travel Sentiment Study Wave 12: Fielded on June 12-14, 2020



UPCOMING TRAVEL PLANS COMPARISON

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

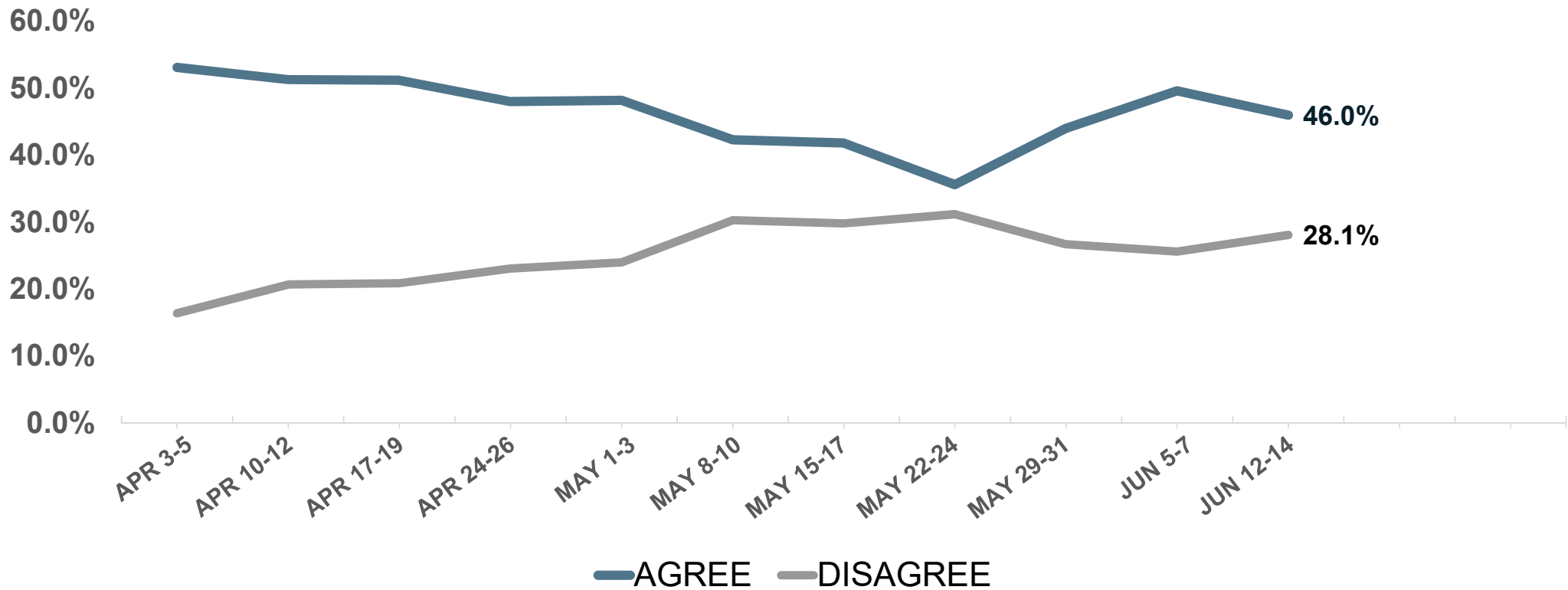


Travel Sentiment Study Wave 13: Fielded on June 9, 2020*



FALL TRAVEL EXPECTATION

I EXPECT THAT I WILL BE TRAVELING IN THE FALL



Travel Sentiment Study: Fielded on June 12-14, 2020*



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – June 7- June 13 2020 VS. PRIOR YEAR

+47%
SESSIONS

+51%
PAGEVIEWS

-8%
BOUNCE RATE

