



COVID-19 RESEARCH

Updated: 6-25-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

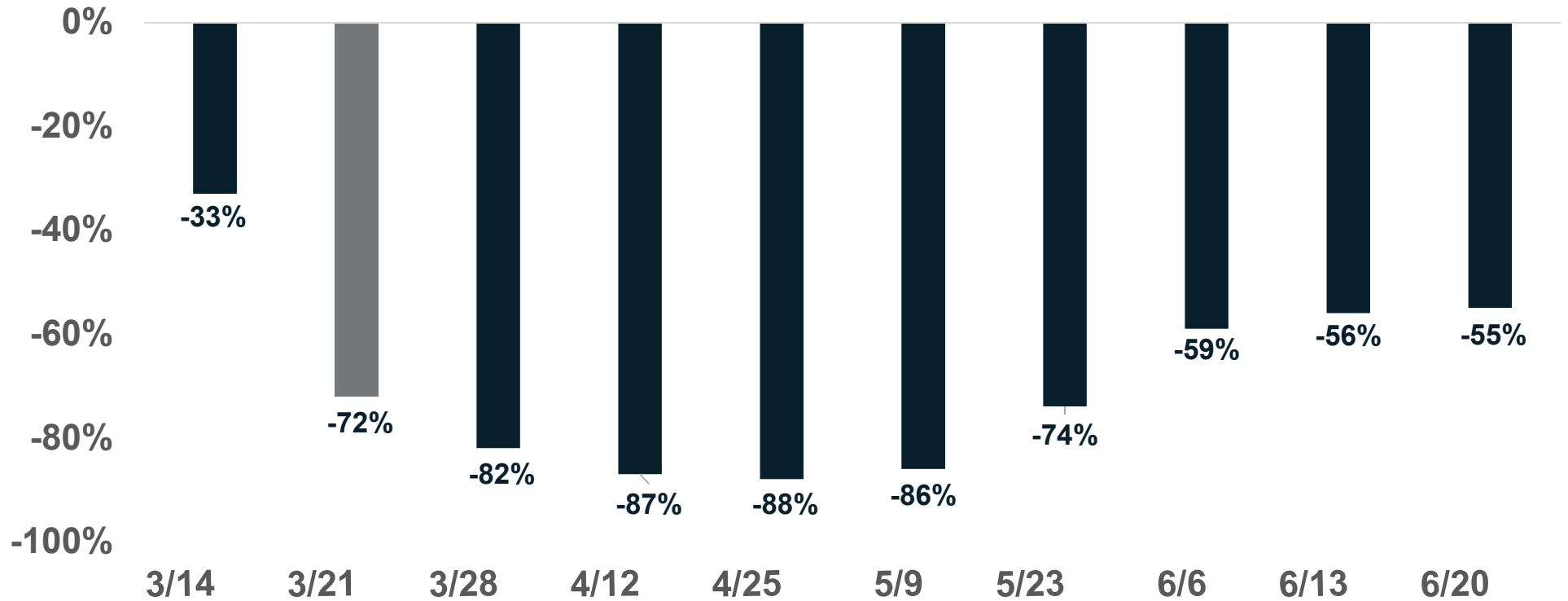
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 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	5/30	6/6	6/13	6/20
SD	-53%	-53%	-46%	-43%
ND	-55%	-52%	-50%	-47%
IA	-59%	-55%	-52%	-50%
MN	-64%	-61%	-61%	-61%
WY	-57%	-55%	-50%	-45%

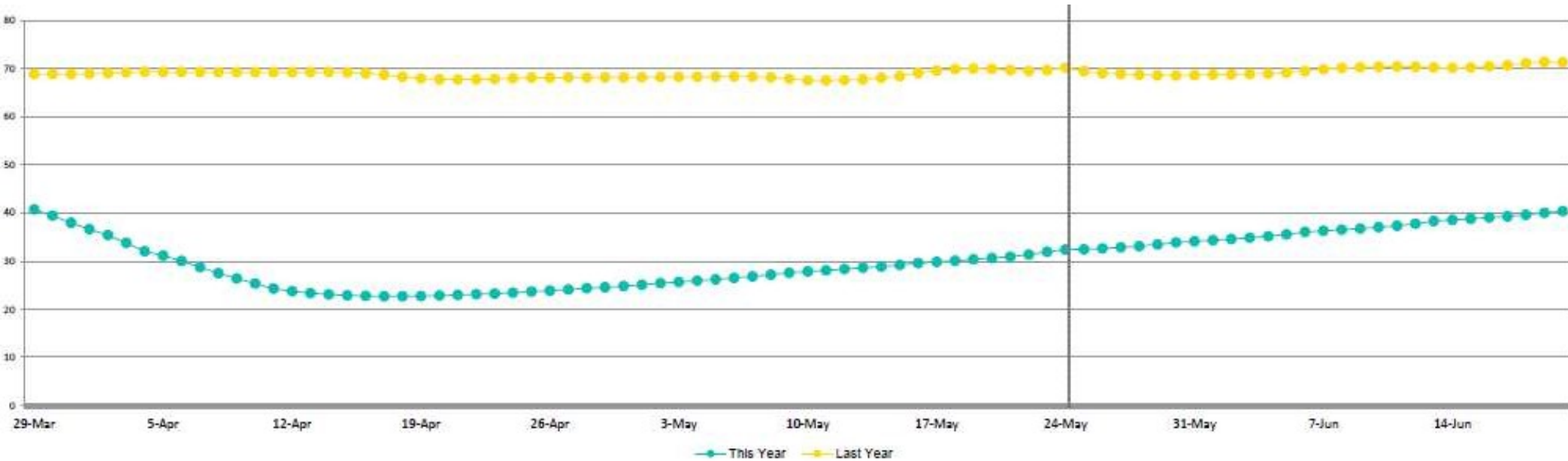


Source: Tourism Economics, "WEEKLY CORONAVIRUS
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



U.S. OCCUPANCY % MAR 29 – JUNE 20

AVG US HOTEL OCCUPANCY REACHED 43.9% LAST WEEK

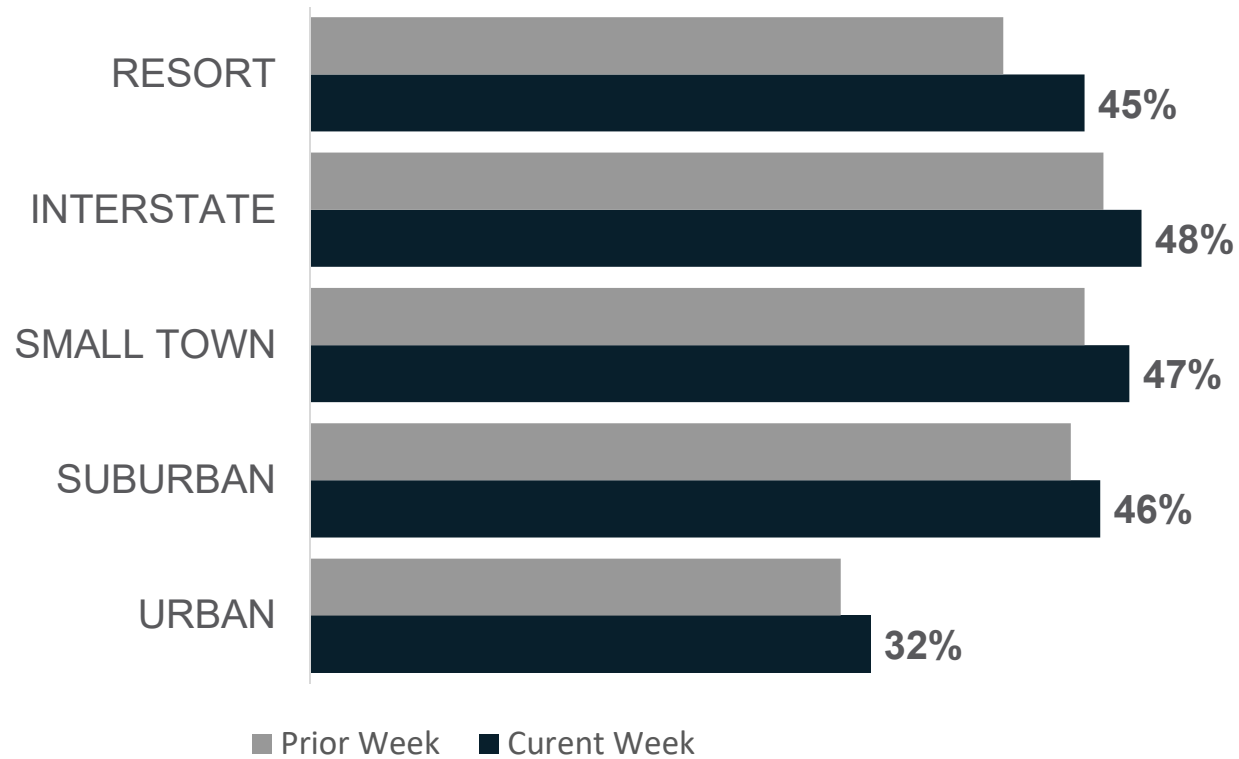


STR HOTEL REVIEW: Fielded on June 20, 2020*



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF JUNE 7- JUNE 13



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%



ARRIVALIST DAILY TRAVEL INDEX

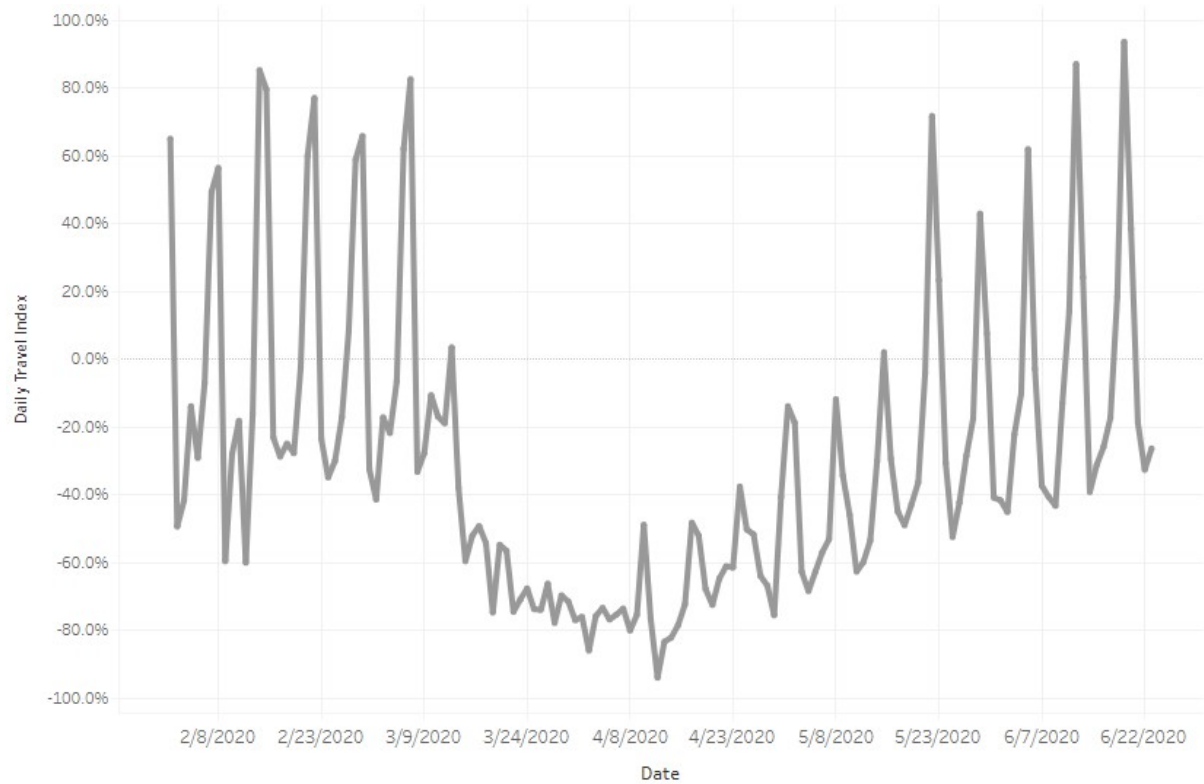
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-26.5%

Week over Week Change

+5.6%

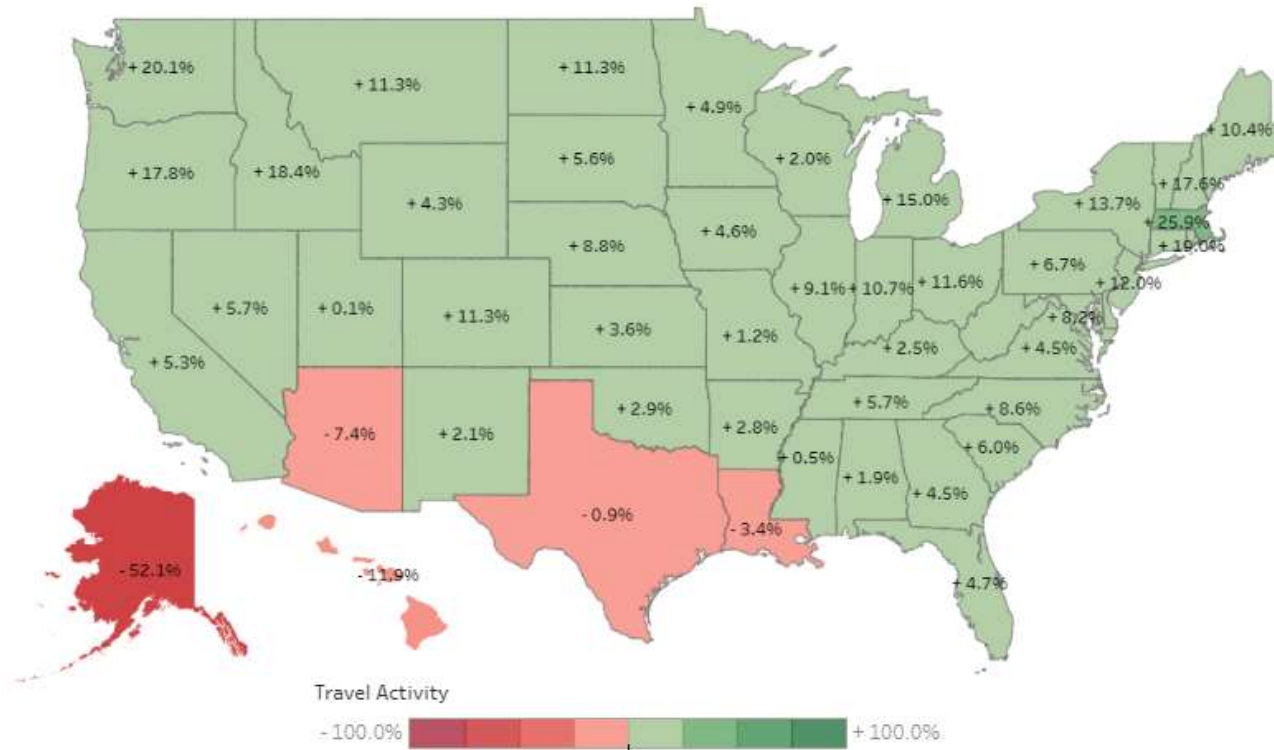


Arrivalist Daily Travel Index: June 23, 2020



ARRIVALIST TRAVEL INDEX

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



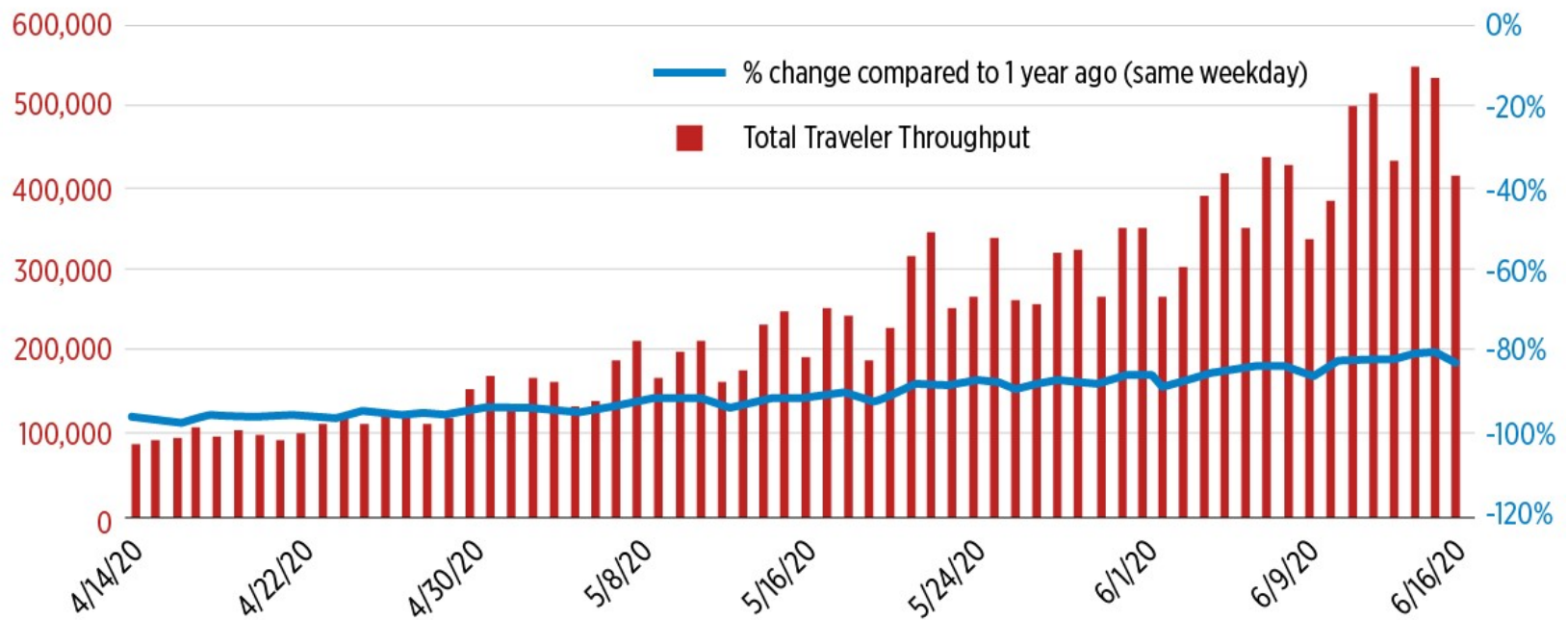
South Dakota

ARRIVALIST DAILY INDEX: June 23, 2020



AIR TRAVEL

Number of People Screened at TSA Checkpoints – April 14 – June 16, 2020



South Dakota

Source: TSA Report June



EMOTIONS FELT DURING RE-OPENING

“A perceived lack of appropriate pandemic etiquette behaviors within their own community is affecting people’s openness to tourists in town.”

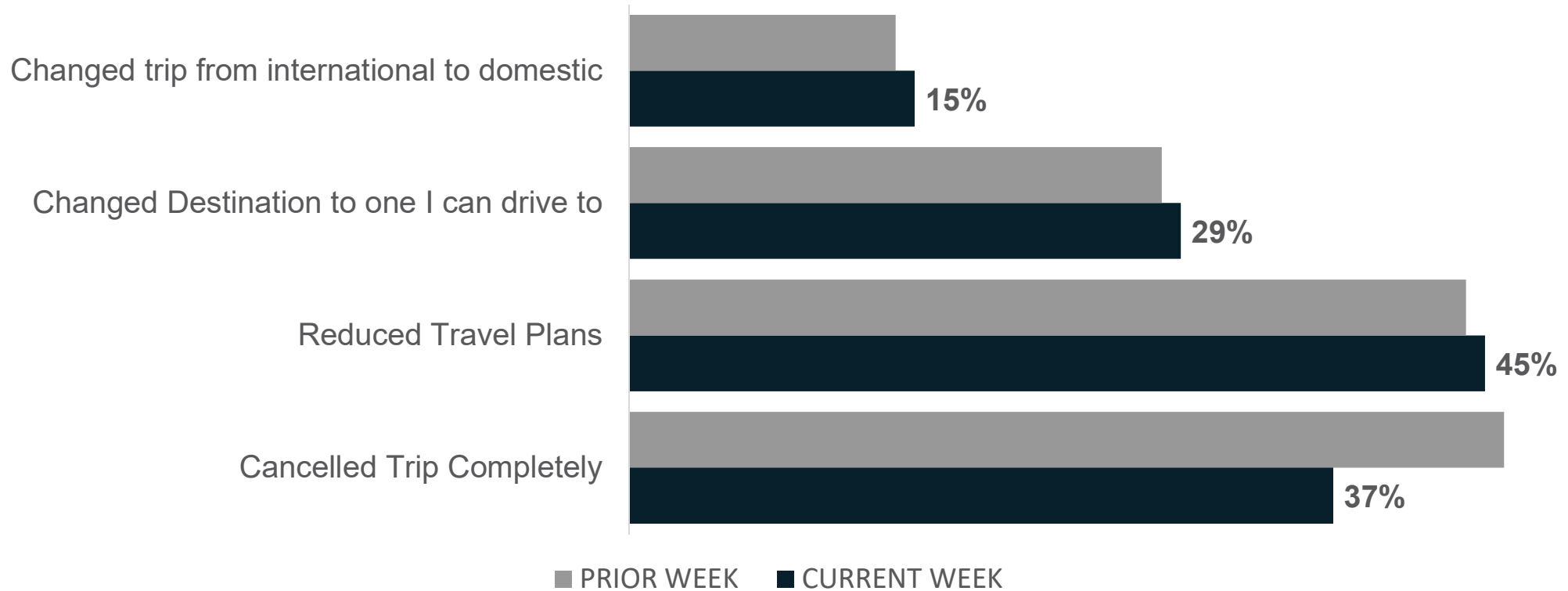


Travel Sentiment Study: Fielded on June 19-21, 2020*



UPCOMING TRAVEL PLANS COMPARISON

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

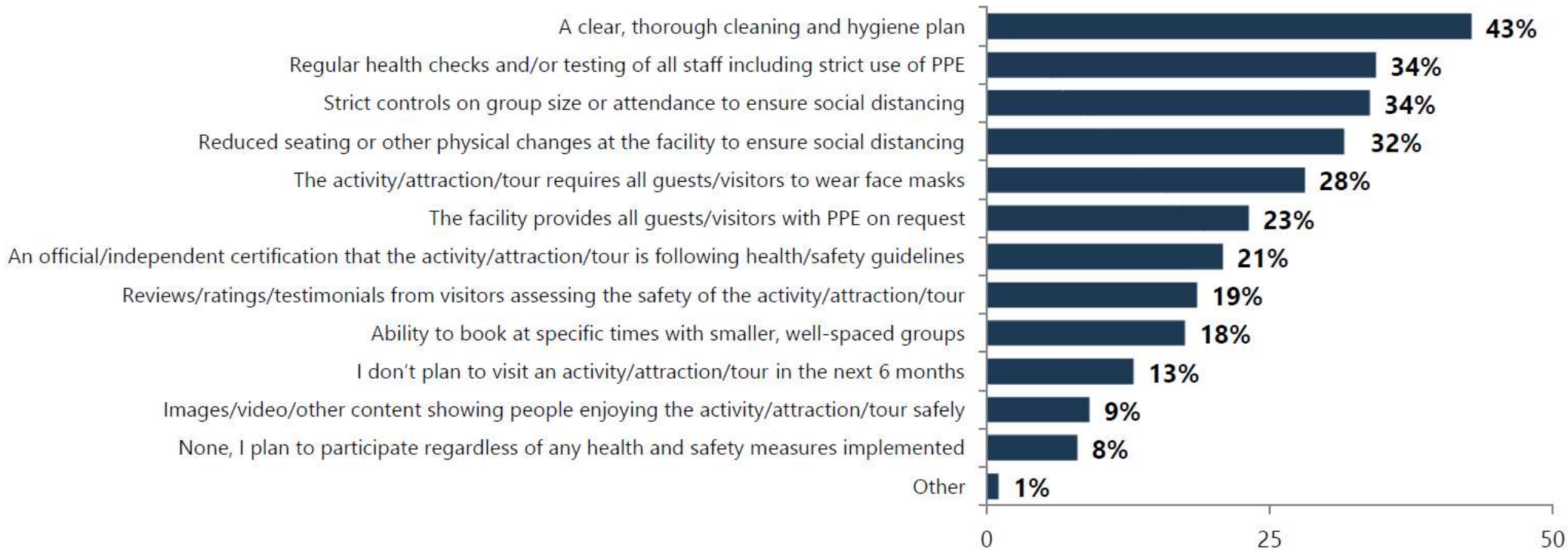


Travel Sentiment Study Wave 14: Fielded on June 17, 2020*



HEALTH AND SAFETY

Health and Safety Factors Important to Travelers When Considering Activities, Attractions or Tours

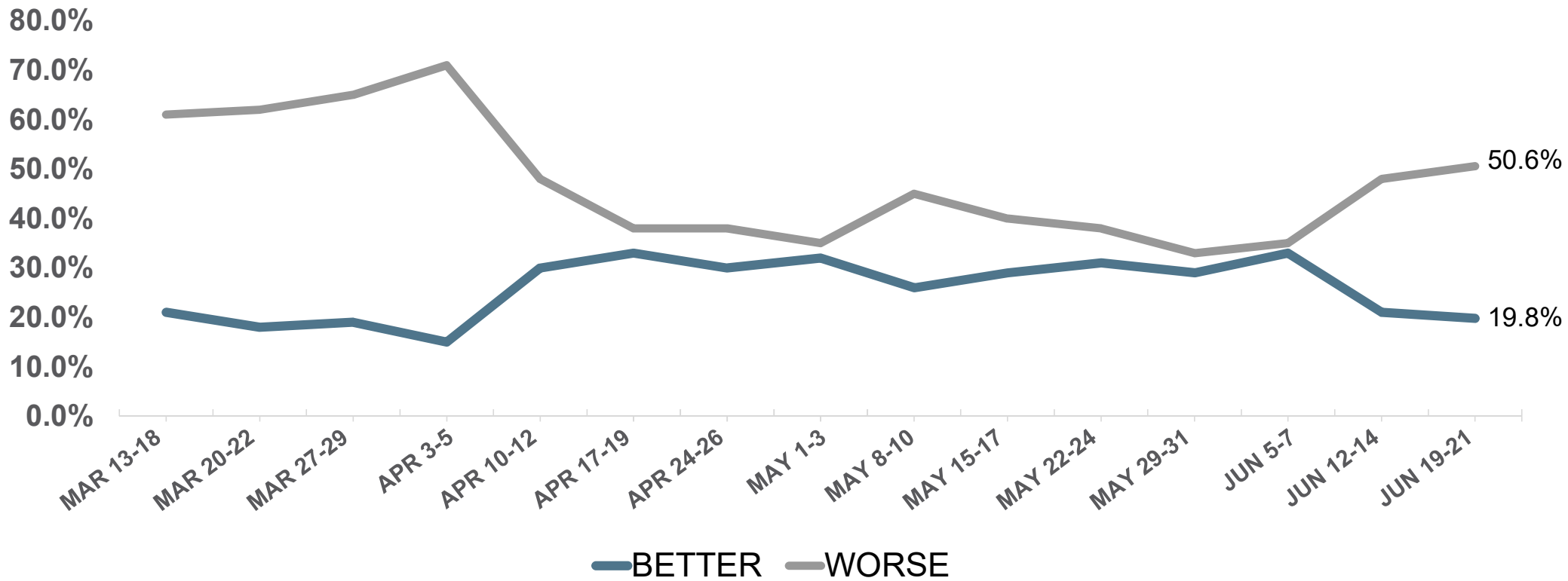


Travel Sentiment Study Wave 14: Fielded on June 17, 2020



EXPECTATIONS FOR CORONAVIRUS

IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US

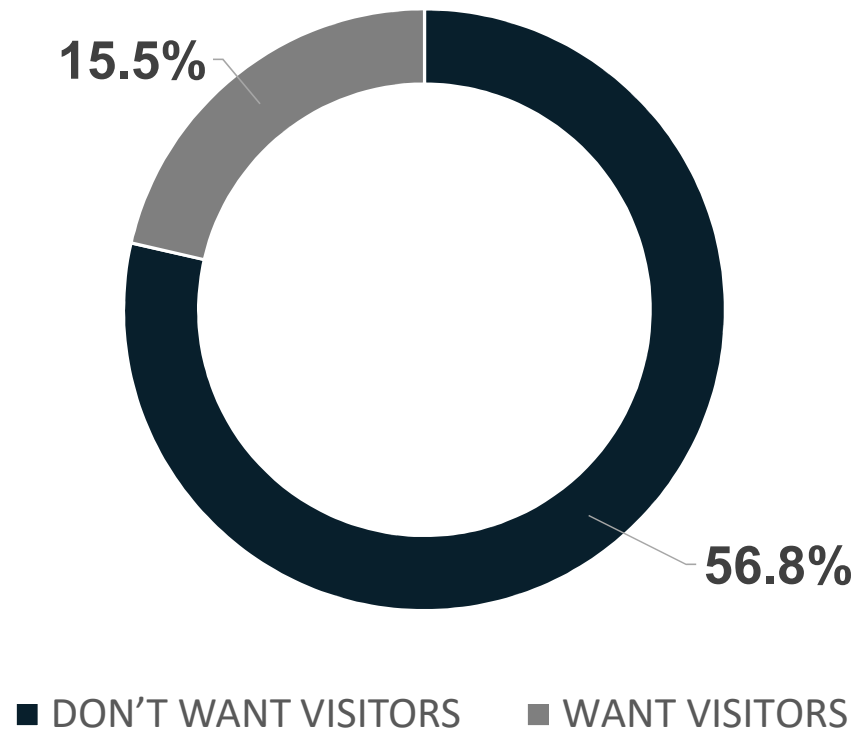


Travel Sentiment Study: Fielded on June 19-21, 2020*



OPENNESS TO TOURISM?

PERCENT OF AMERICANS WHO SAY THEY WANT OR DON'T WANT VISITORS COMING TO THEIR COMMUNITY

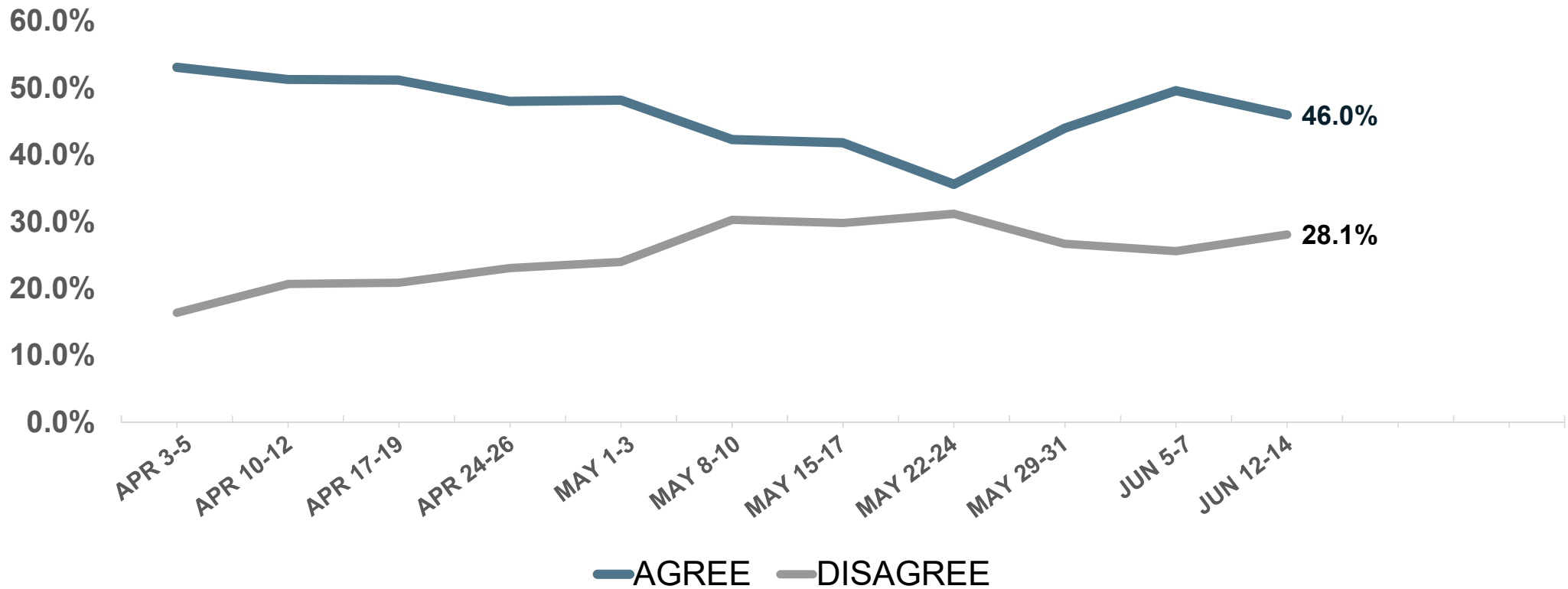


Travel Sentiment Study: Fielded on June 19-21, 2020*



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 14 - June 20 2020 VS. PRIOR YEAR

+45%
SESSIONS

+46%
PAGEVIEWS

-24%
BOUNCE RATE

Jun 14, 2020 - Jun 20, 2020: ● Users
Jun 14, 2019 - Jun 20, 2019: ● Users

