



COVID-19 RESEARCH

Updated: 7-16-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

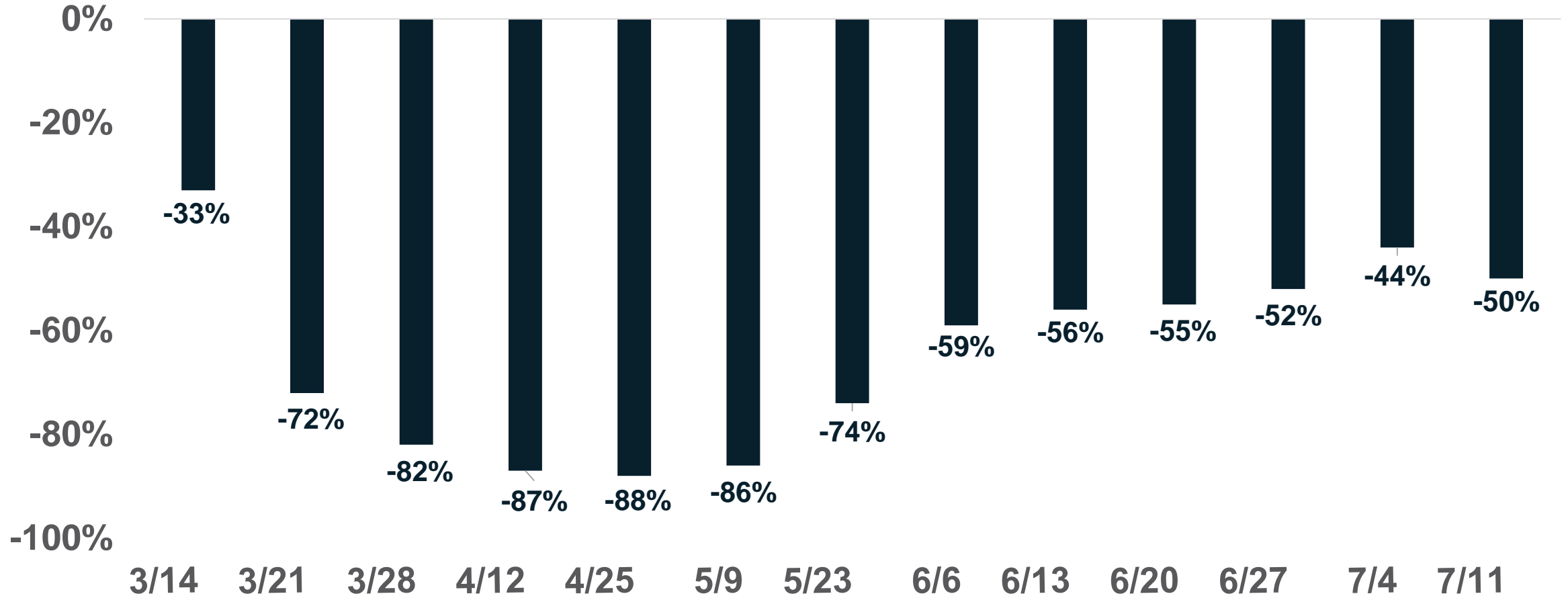
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 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	6/20	6/27	7/4	7/11
SD	-43%	-37%	-26%	-31%
ND	-47%	-44%	-35%	-43%
IA	-50%	-44%	-33%	-39%
MN	-61%	-56%	-41%	-53%
WY	-45%	-39%	-31%	-32%

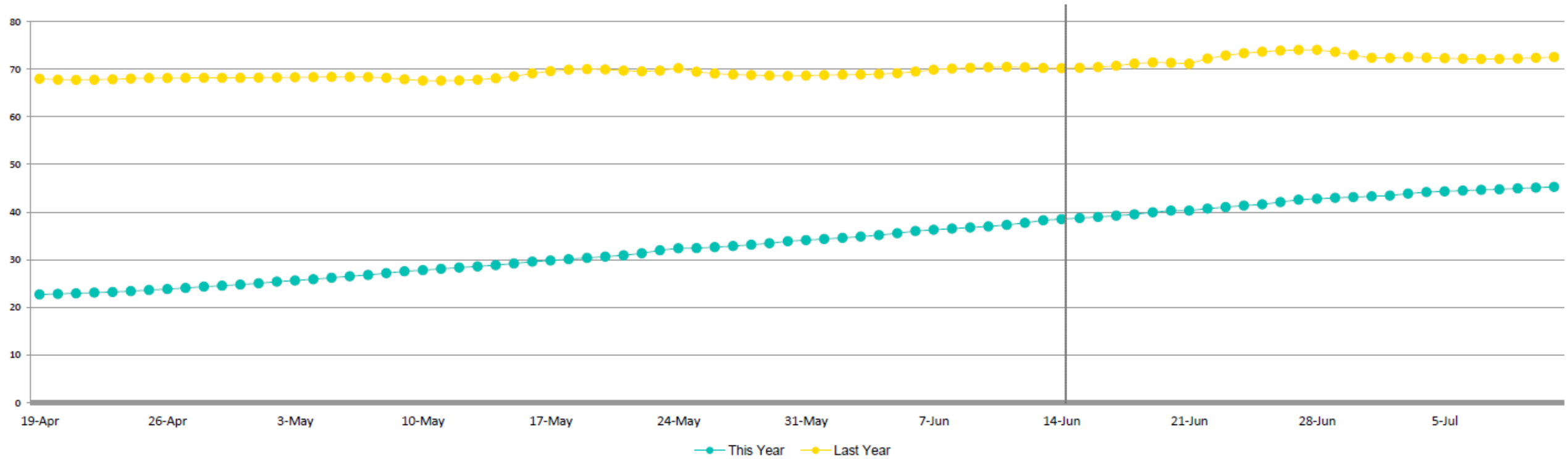


Source: Tourism Economics, "WEEKLY CORONAVIRUS
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



U.S. OCCUPANCY % APR 19 – JULY 11

AVG US HOTEL OCCUPANCY REACHED 45.9% LAST WEEK

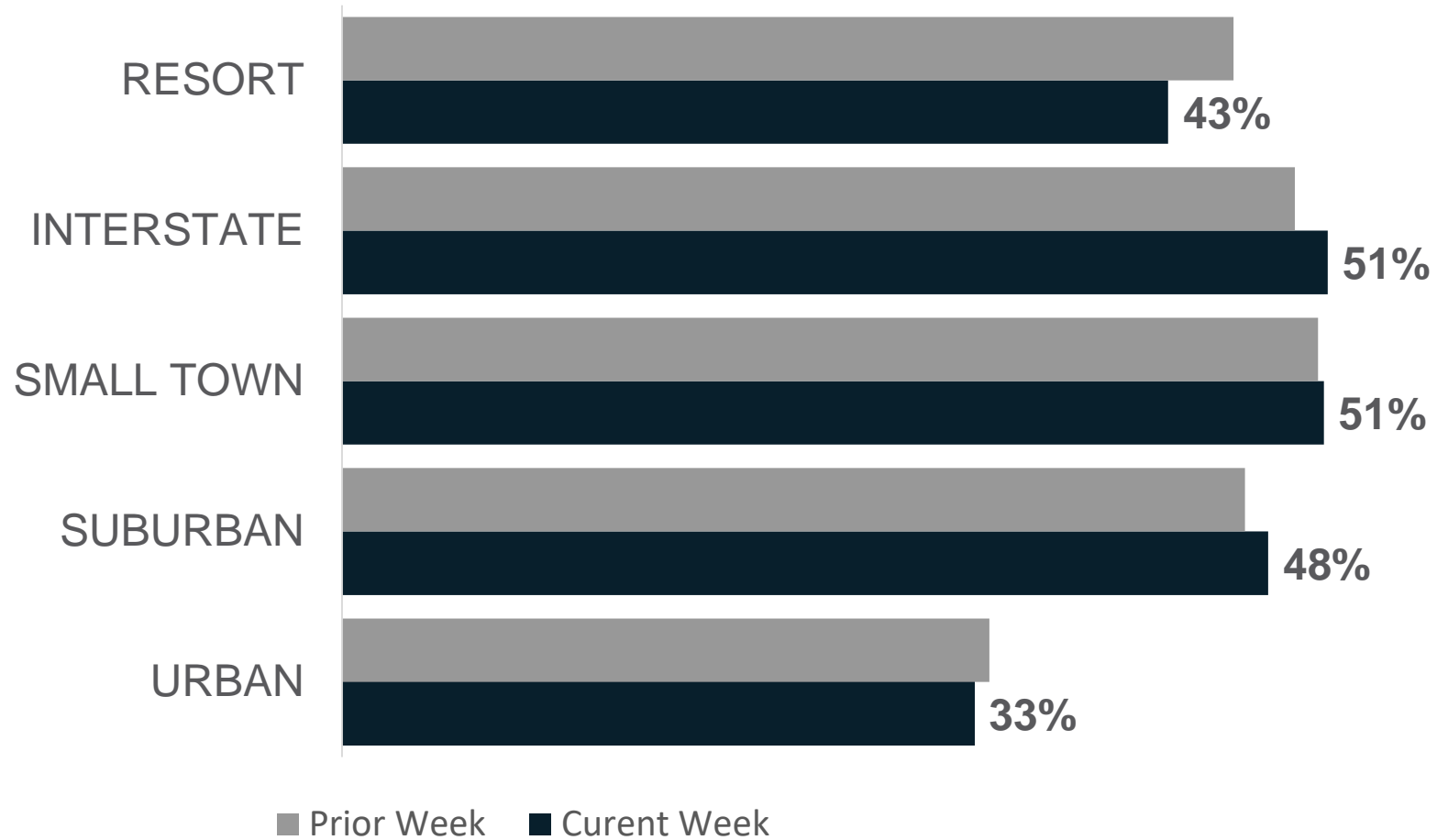


STR HOTEL REVIEW: Fielded on July 11, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF JULY 5 - JULY 11



ARRIVALIST DAILY TRAVEL INDEX

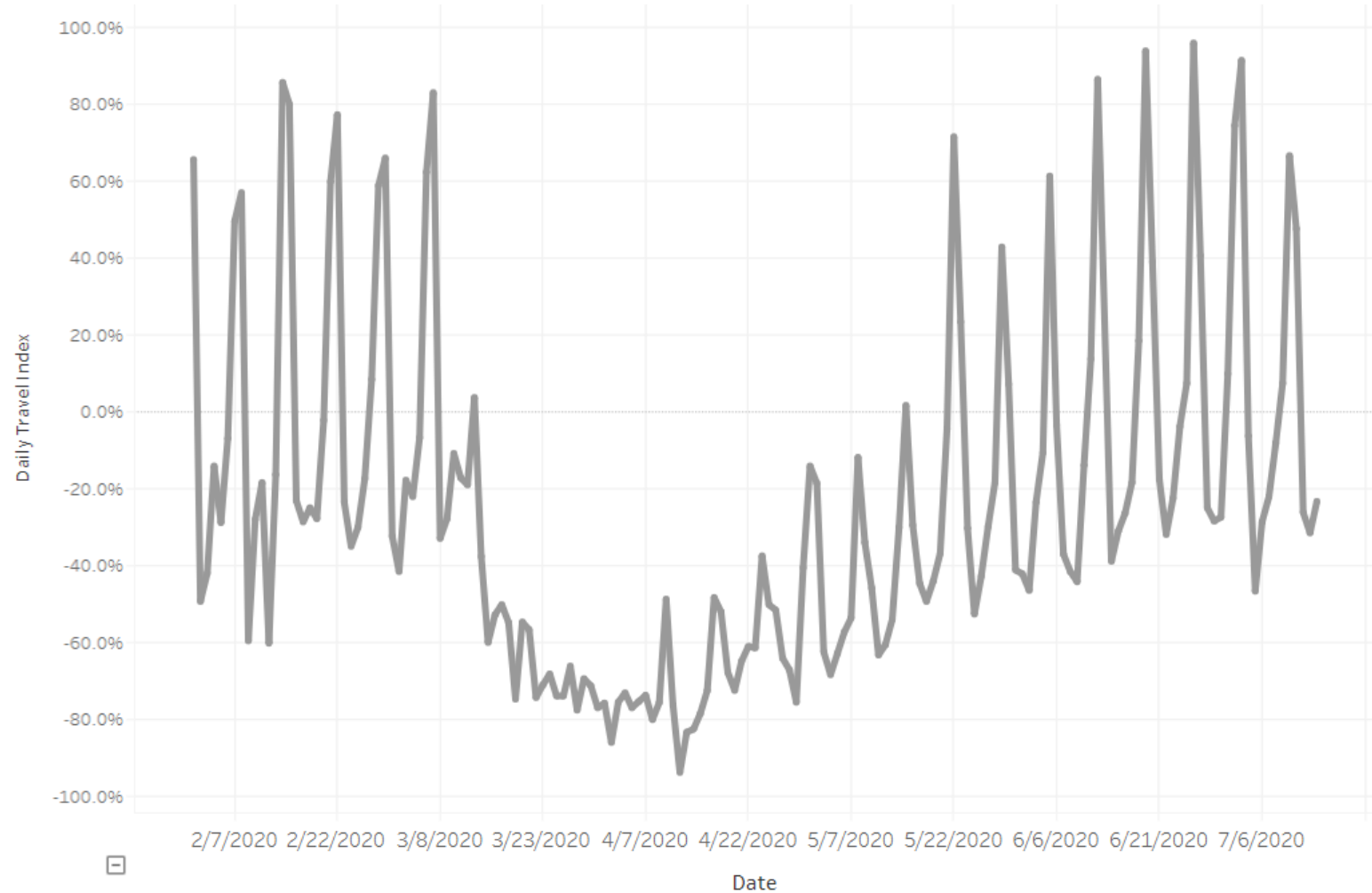
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-23.5%

Week over Week Change

-5.7%

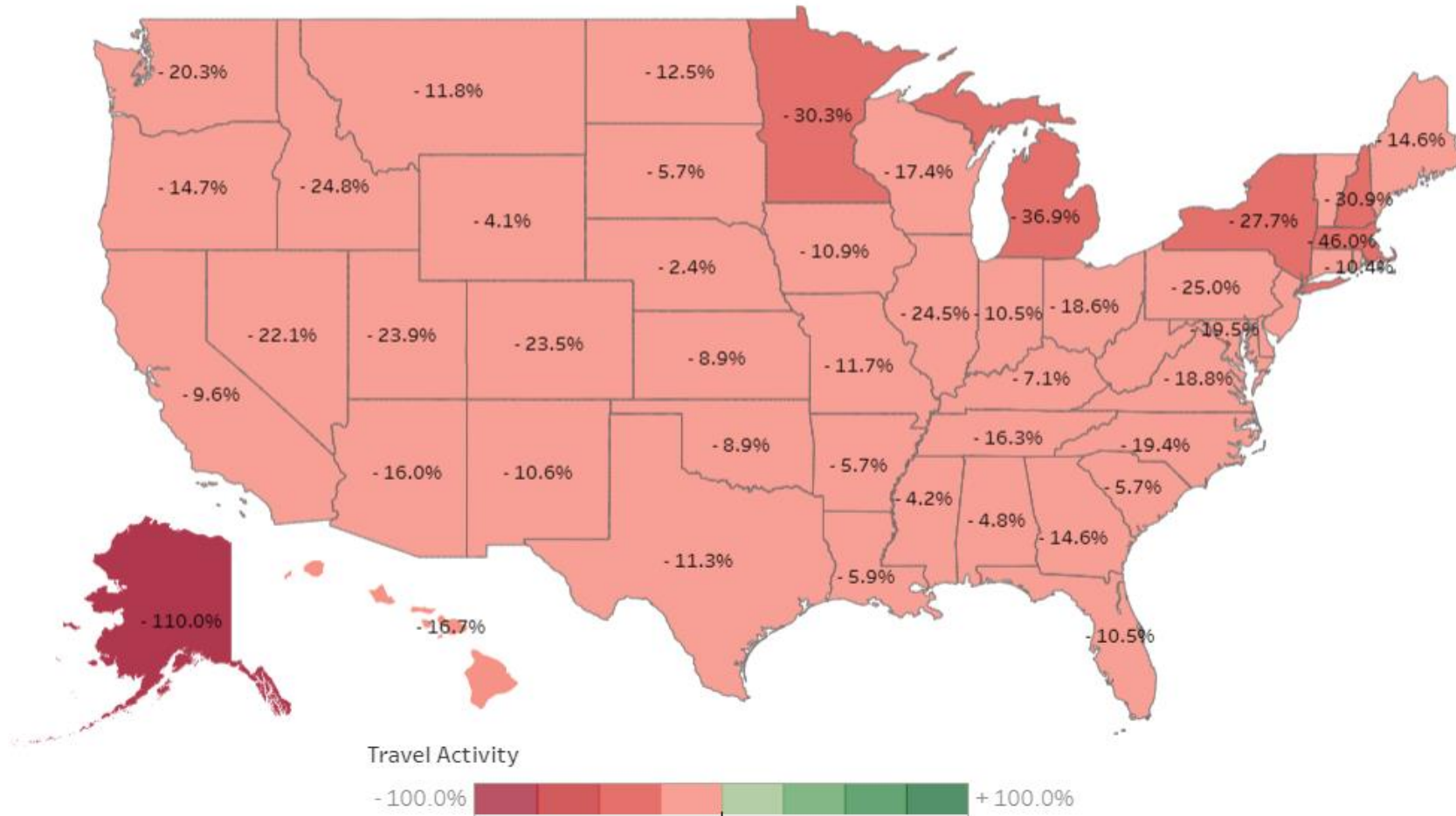


Arrivalist Daily Travel Index: July 14, 2020



ARRIVALIST TRAVEL INDEX

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



SOUTH DAKOTA TRAFFIC TRENDS

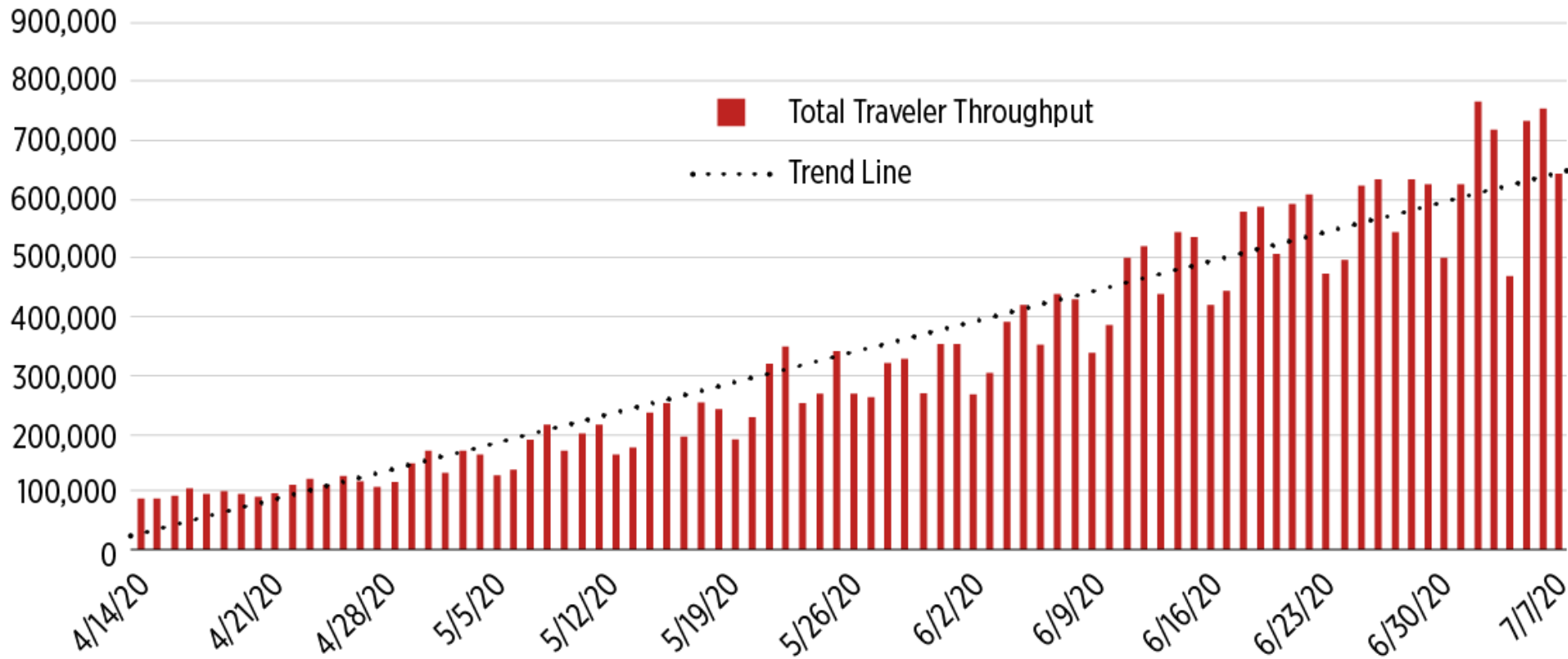
Monitored Traffic by DOT Traffic Counters

	March	April	May	June	July
All State Highways	-14%	-36%	-20%	-9%	-4%
Rural Interstate	-13%	-40%	-25%	-11%	-6%
Rural Noninterstate	-11%	-33%	-12%	-6%	-3%
Urban	-15%	-34%	-19%	-8%	-3%



DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – April 14 – July 7, 2020



SOURCE: TSA

South Dakota

Source: TSA Report July 7



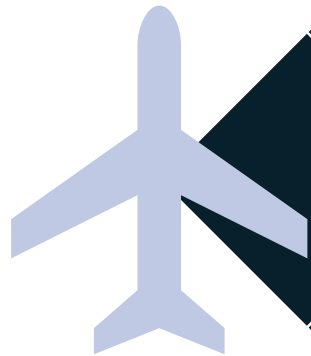
SD AIRPORT DEPLANEMENTS

AIRPORT ARRIVALS CYTD THROUGH JUNE, 2020



SIOUX FALLS DEPLANEMENTS

155,550 -46%



RAPID CITY DEPLANEMENTS

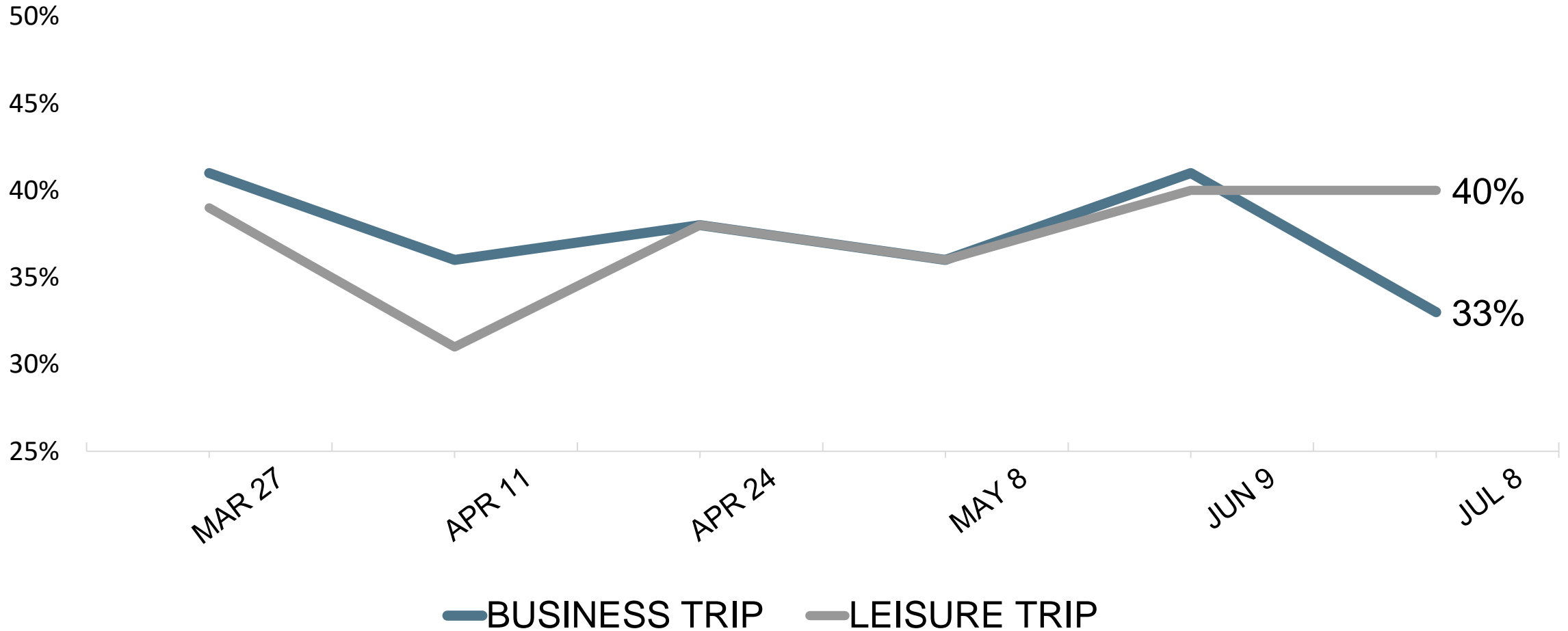
76,166 -50%



Source: Rapid City Regional Airport and
Sioux Falls Regional Airport*

DOMESTIC VS. LEISURE

LIKELIHOOD OF TAKING A DOMESTIC OR LEISURE TRIP IN NEXT SIX MONTHS



TRAVEL INTENTIONS PULSE SURVEY: Fielded on July, 2020



TRAVEL SAFETY BAROMETER

AMERICAN'S SENTIMENT TOWARDS SAFETY OF TRAVEL ACTIVITIES



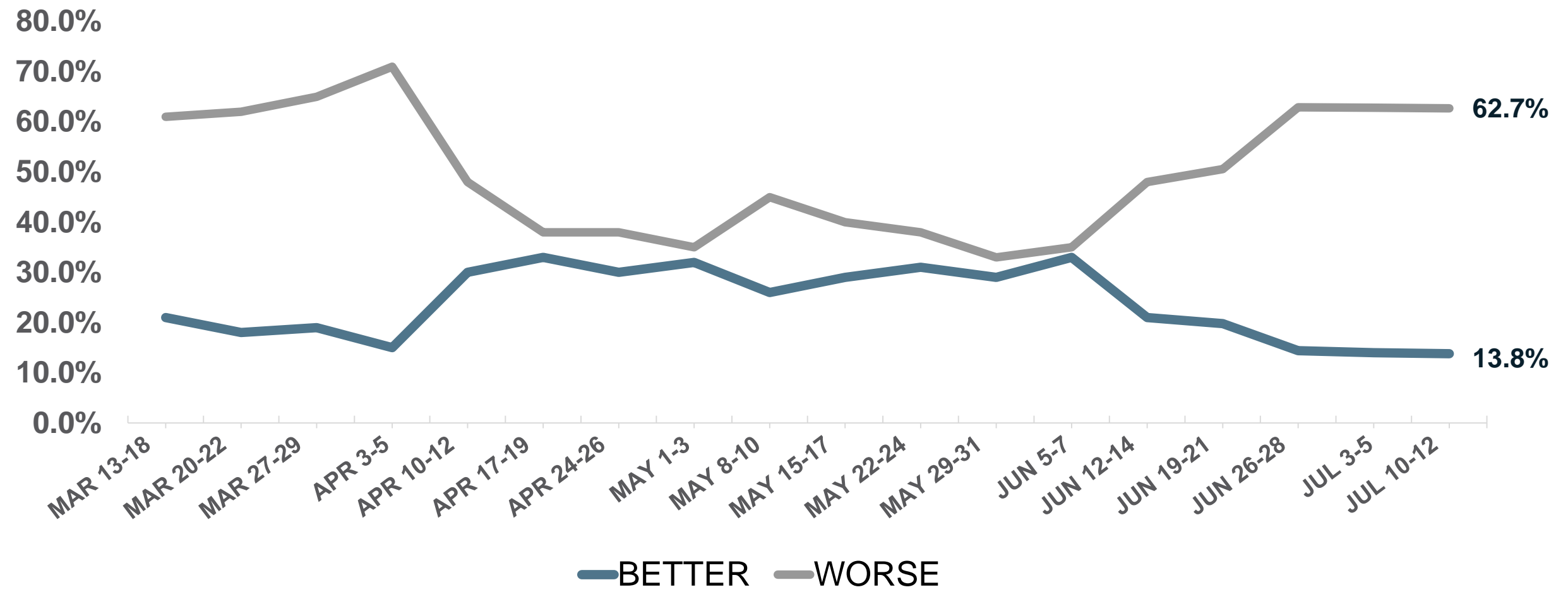
TRAVEL SAFETY BAROMETER

AMERICAN'S SENTIMENT TOWARDS SAFETY OF TRANSPORTATION OPTIONS



EXPECTATIONS FOR CORONAVIRUS

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

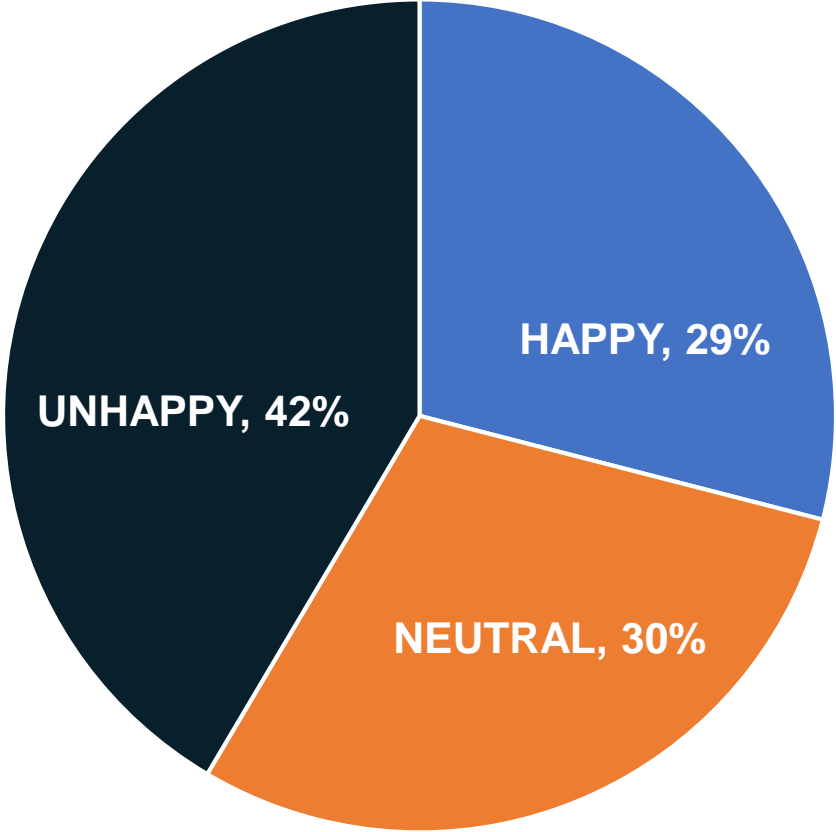


Travel Sentiment Study: Fielded on July 10-12, 2020



TOURISM IN YOUR COMMUNITY?

HOW WOULD YOU FEEL TODAY IF YOU SAW AN ADVERTISEMENT PROMOTING YOUR COMMUNITY



Travel Sentiment Study: Fielded on July 10-12, 2020



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – July 5 – July 11 2020 VS. PRIOR YEAR

+95%
SESSIONS

+78%
PAGEVIEWS

-8.4%
BOUNCE RATE

Jul 5, 2020 - Jul 11, 2020: ● Users
Jul 5, 2019 - Jul 11, 2019: ● Users

