



COVID-19 RESEARCH

Updated: 7-24-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

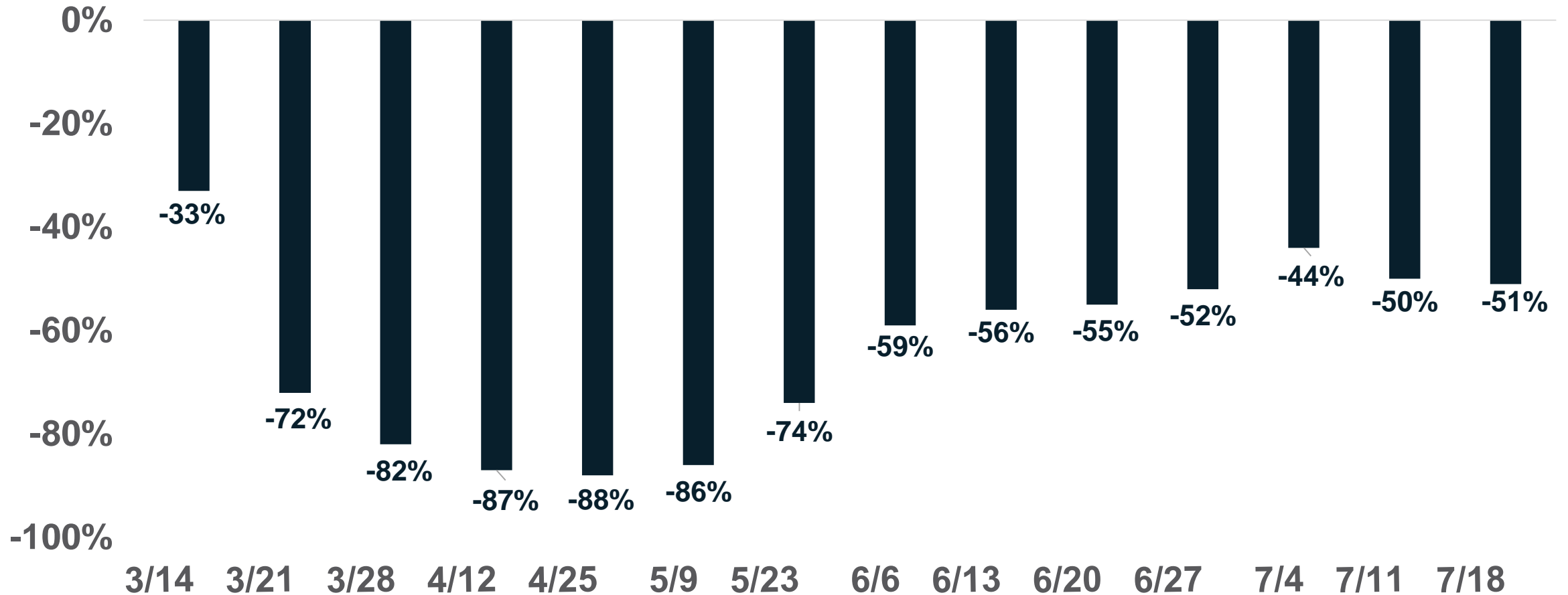
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods
INTERNATIONAL

YEAR-OVER-YEAR % CHANGE

NATIONAL WEEKLY TRAVEL SPENDING



YEAR-OVER-YEAR % CHANGE

REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	6/27	7/4	7/11	7/18
SD	-37%	-26%	-31%	-30%
ND	-44%	-35%	-43%	-44%
IA	-44%	-33%	-39%	-39%
MN	-56%	-41%	-53%	-54%
WY	-39%	-31%	-32%	-33%



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



HOTEL OCCUPANCY BY STATE

ACTUALS FOR MONTH OF JUNE, 2020

STATE	OCCUPANCY	% CHANGE
SD	51.0%	-31.2%
ND	40.3%	-38.3%
IA	41.6%	-38.9%
MN	35.6%	-51.5%
WY	49.5%	-32.7%

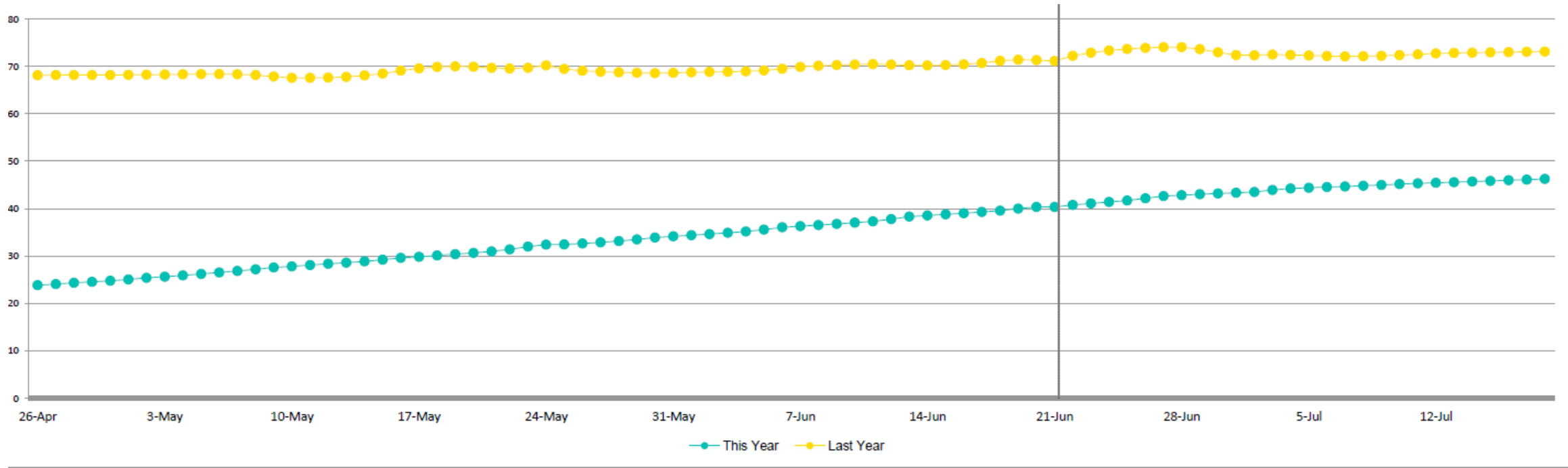
SD HOTEL OCCUPANCY BY REGION

ACTUALS FOR MONTH OF JUNE, 2020

STATE	OCCUPANCY	% CHANGE
WEST	54.0%	-29.9%
SOUTHEAST	46.3%	-36.0%
CENTRAL	53.4%	-23.3%
NORTHEAST	50.5%	-29.5%

U.S. OCCUPANCY % APRIL 26 – JULY 18

AVG US HOTEL OCCUPANCY REACHED 47.5% LAST WEEK

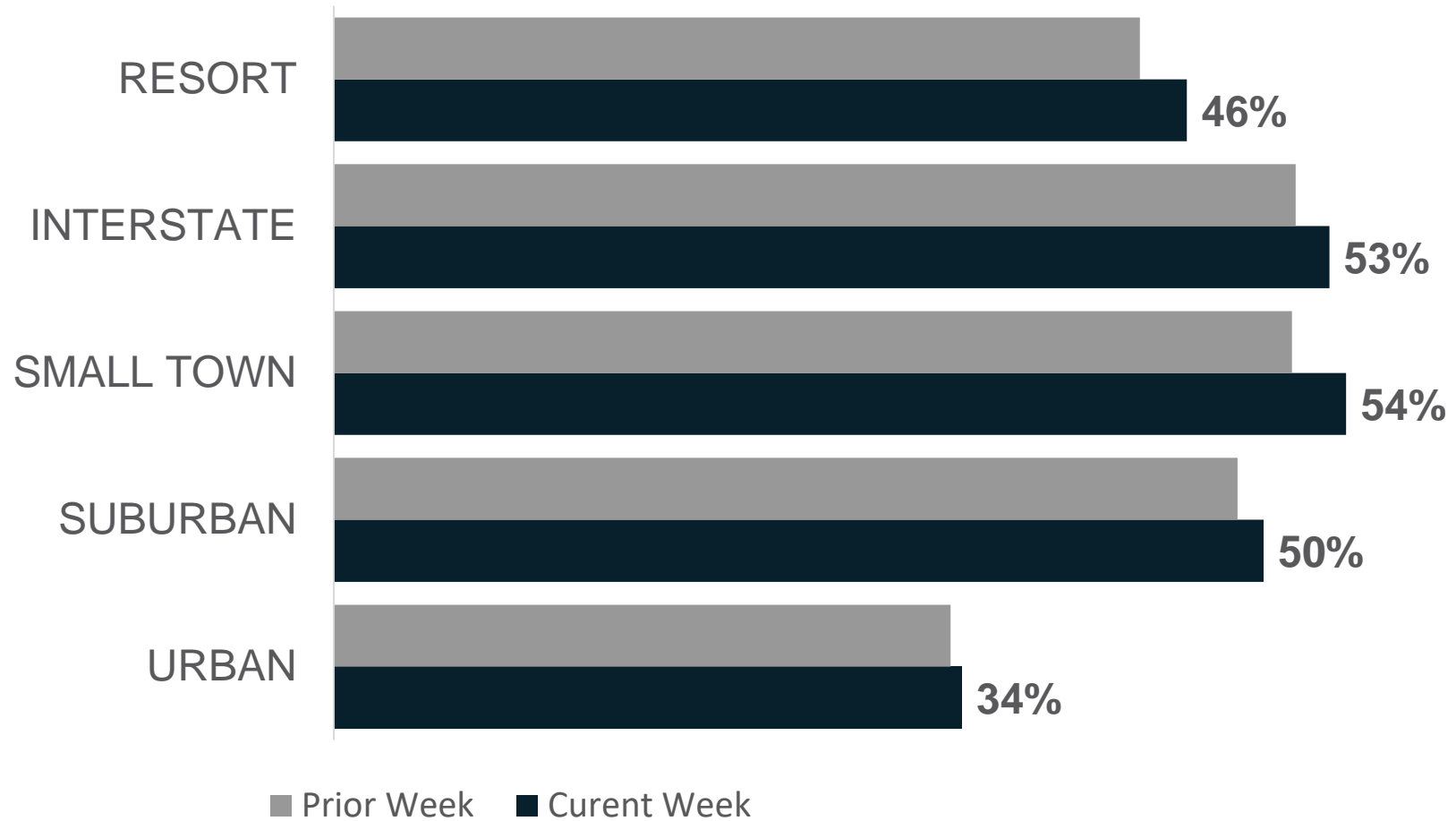


STR HOTEL REVIEW: Fielded on July 18, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF JULY 12 - JULY 18



ARRIVALIST DAILY TRAVEL INDEX

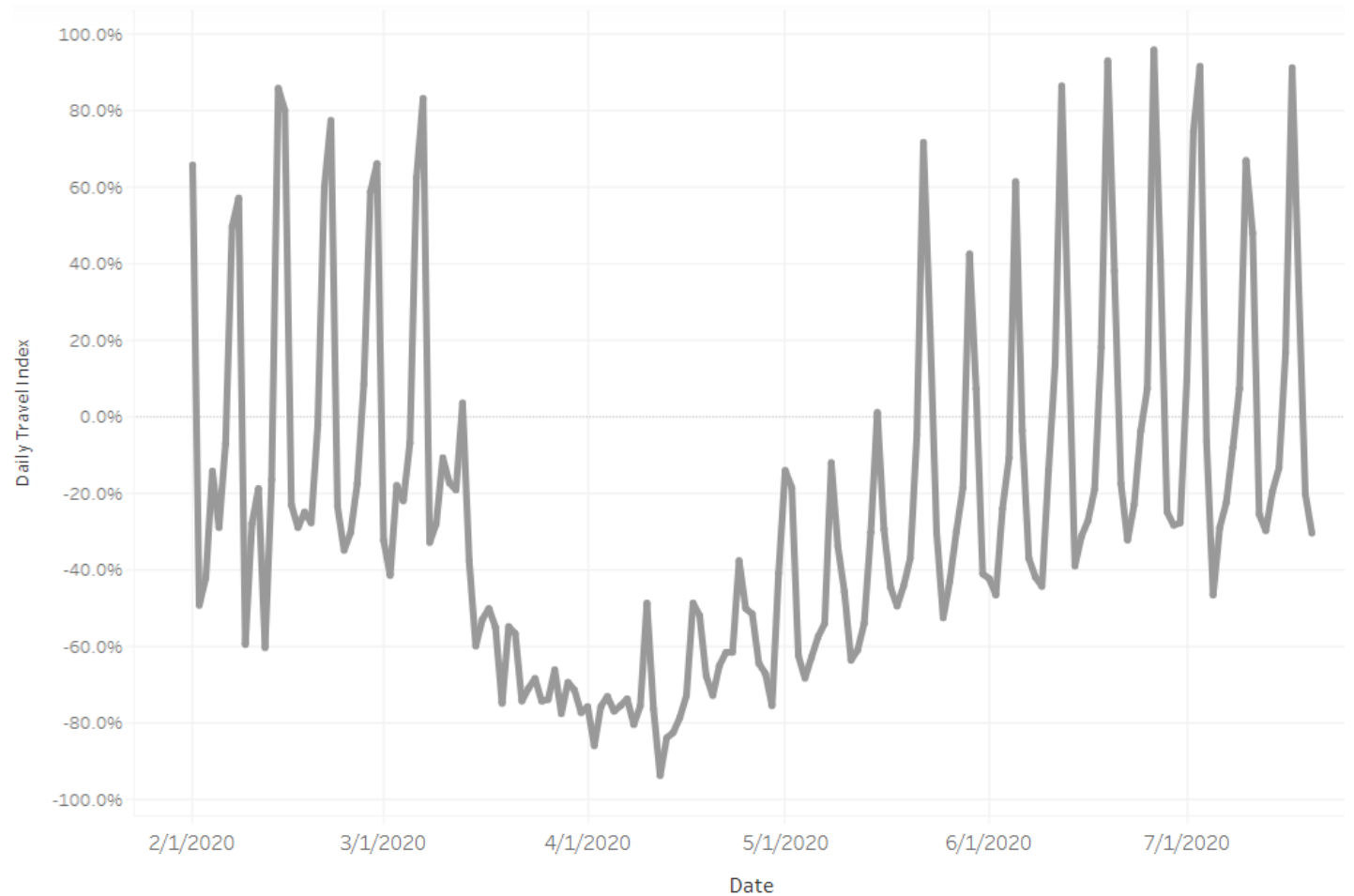
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-30.6%

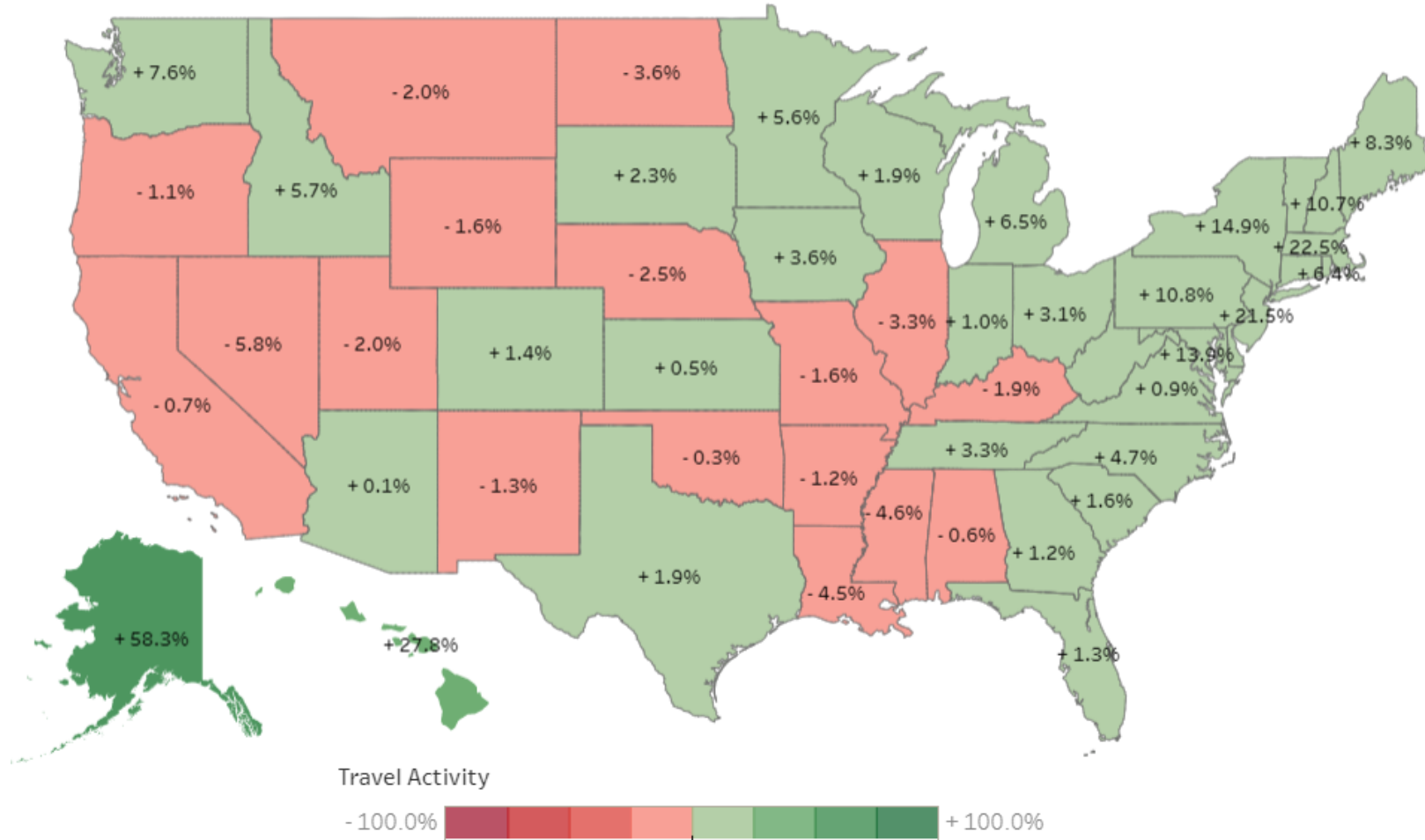
Week over Week Change

+3.1%



ARRIVALIST TRAVEL INDEX

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



CYTD STATE PARK VISITATION

JANUARY 1, 2020 THRU JUNE 30, 2020 VS. PRIOR YEAR

STATE PARK	2020 VISITS	% CHANGE
LEWIS AND CLARK STATE PARK	515,479	81%
CUSTER STATE PARK	689,172	-4%
OAHE DOWNSTREAM REC AREA	175,014	30%
NEWTON HILLS STATE PARK	93,870	96%
TOTAL PARK VISITATION	3,514,965	33%



JUNE 2020 COMISSION REPORT: This report does not represent all state parks and rec areas."



SOUTH DAKOTA TRAFFIC TRENDS

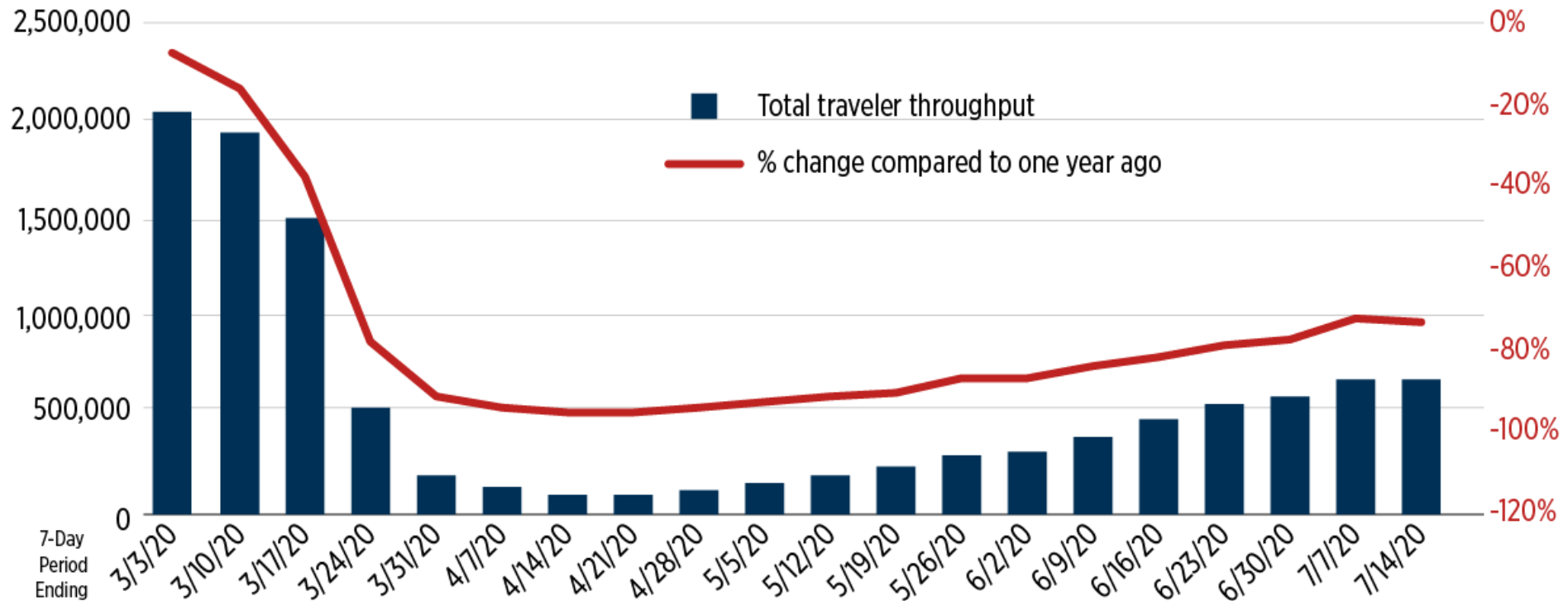
Monitored Traffic by DOT Traffic Counters

	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 – March 3 – July 14, 2020



SOURCE: TSA

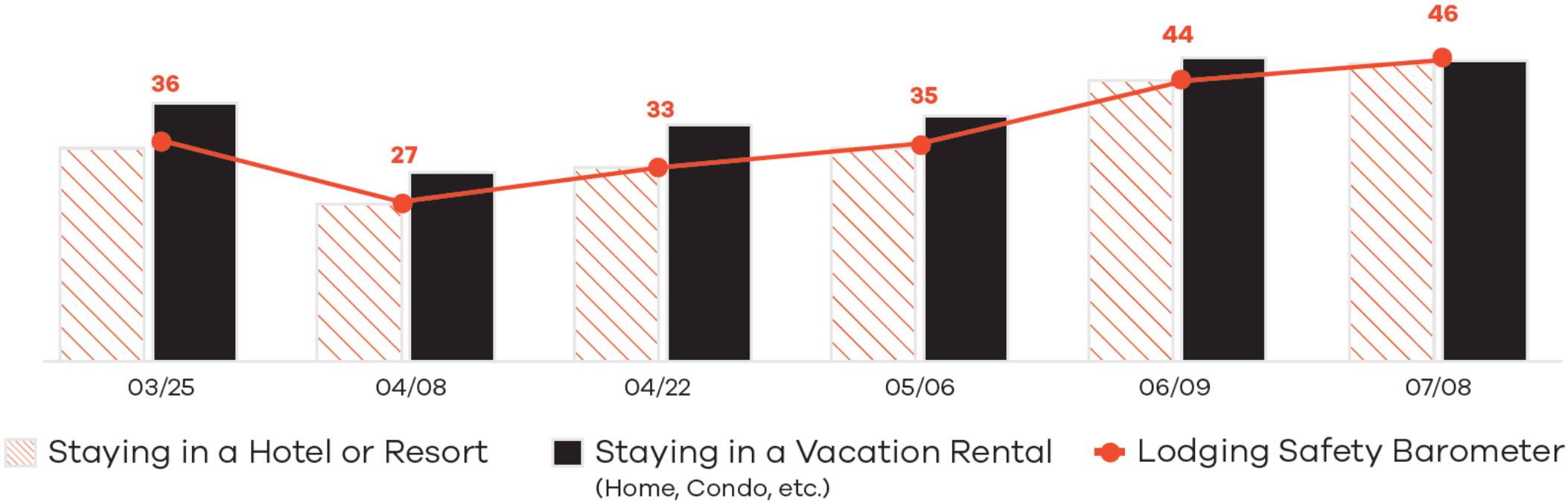


Source: TSA Report July 14



TRAVEL SAFETY BAROMETER

AMERICAN'S SENTIMENT TOWARDS SAFETY OF ACCOMODATIONS



Source: MMGY Global Travel Safety Barometer; July 17, 2020



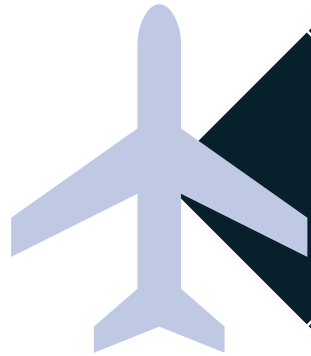
SD AIRPORT DEPLANEMENTS

AIRPORT ARRIVALS CYTD THROUGH JUNE, 2020



SIOUX FALLS DEPLANEMENTS

155,550 -46%

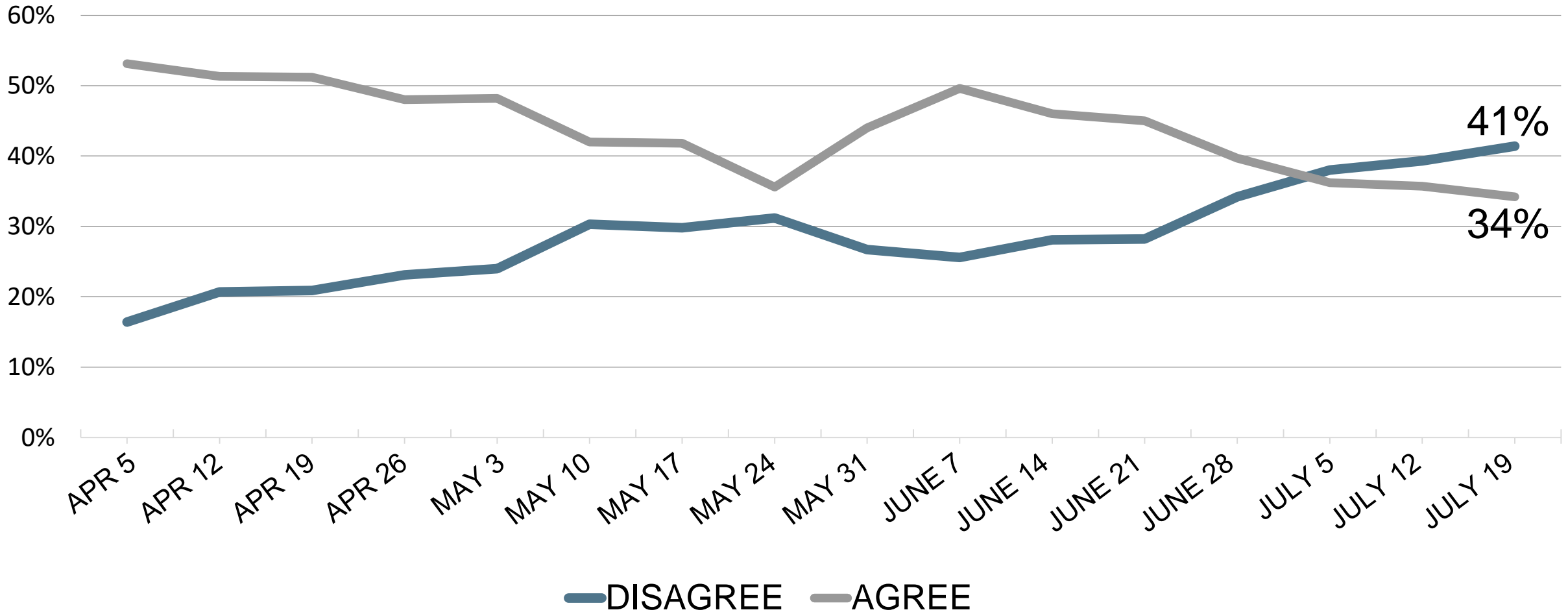


RAPID CITY DEPLANEMENTS

76,166 -50%

TRAVELING IN THE FALL

I EXPECT THAT I WILL BE TRAVELING IN THE FALL....



Travel Sentiment Study: Fielded on July 17-19, 2020*



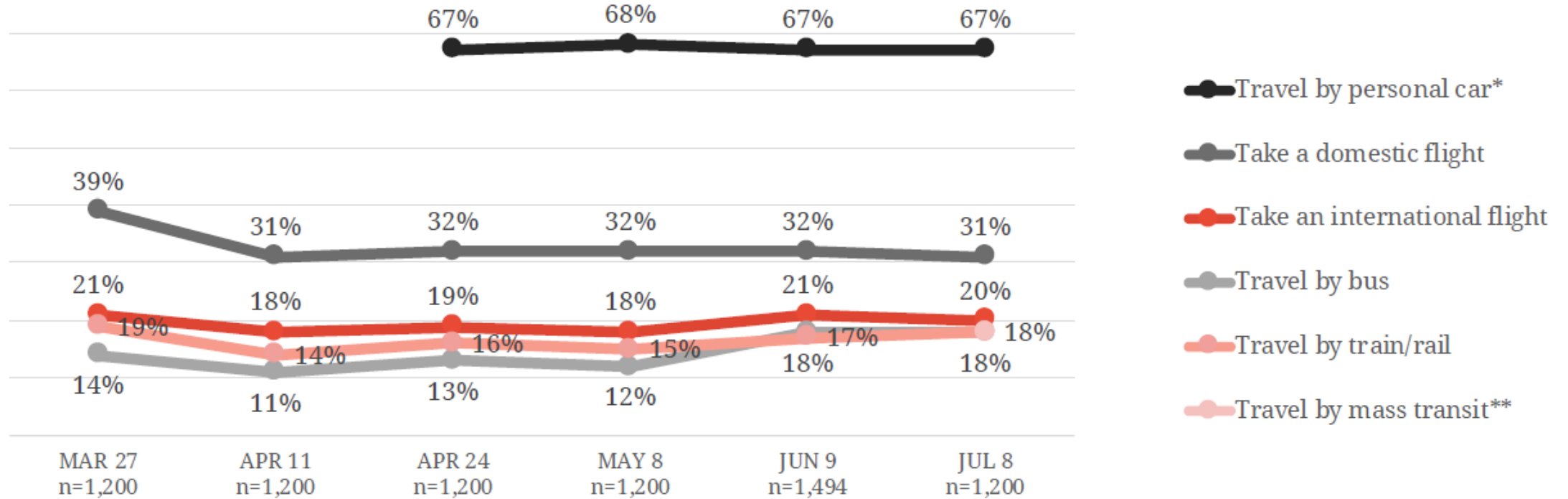
TRAVEL SAFETY BAROMETER

AMERICAN'S SENTIMENT TOWARDS SAFETY OF TRAVEL ACTIVITIES



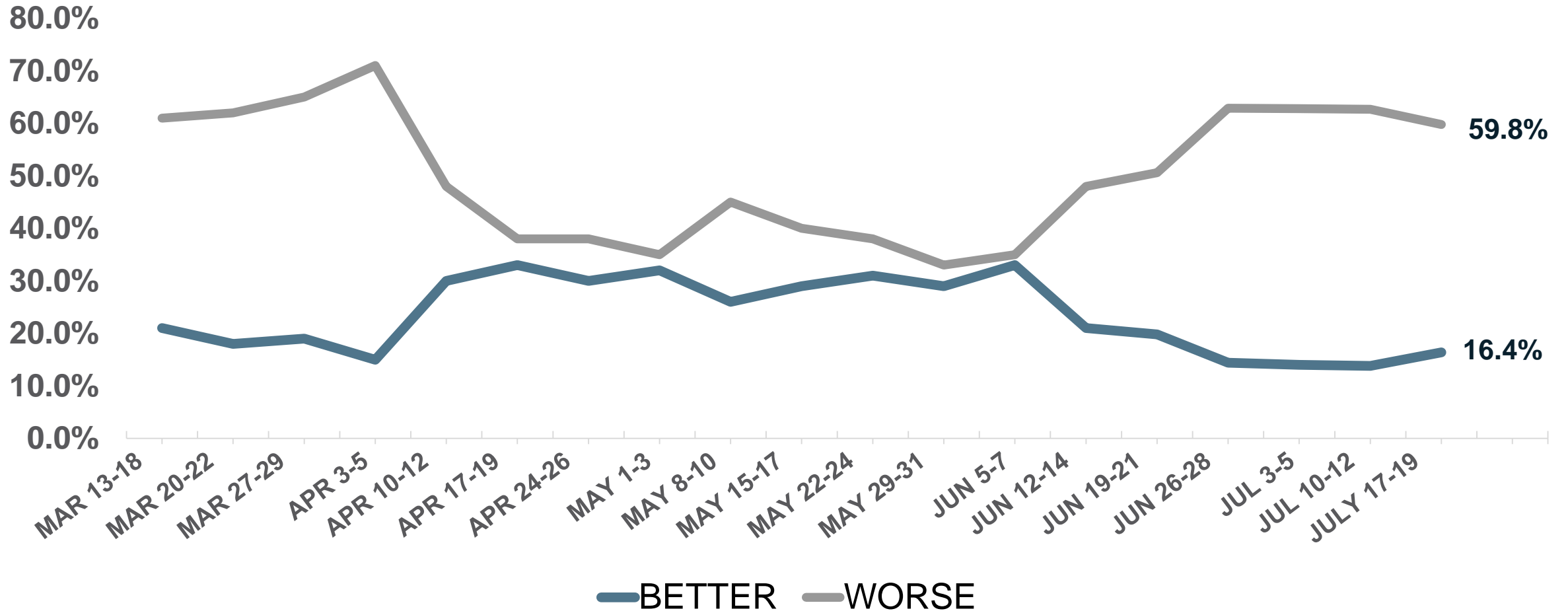
TRAVEL SAFETY BAROMETER

AMERICAN'S SENTIMENT TOWARDS SAFETY OF TRANSPORTATION



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



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – July 12 – July 18 2020 VS. PRIOR YEAR

+70%
SESSIONS

+62%
PAGEVIEWS

-0.1%
BOUNCE RATE

