



# COVID-19 RESEARCH

Updated: 7-31-20

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST

 str

 Travel  
Intelligence

 miles  
PARTNERSHIP

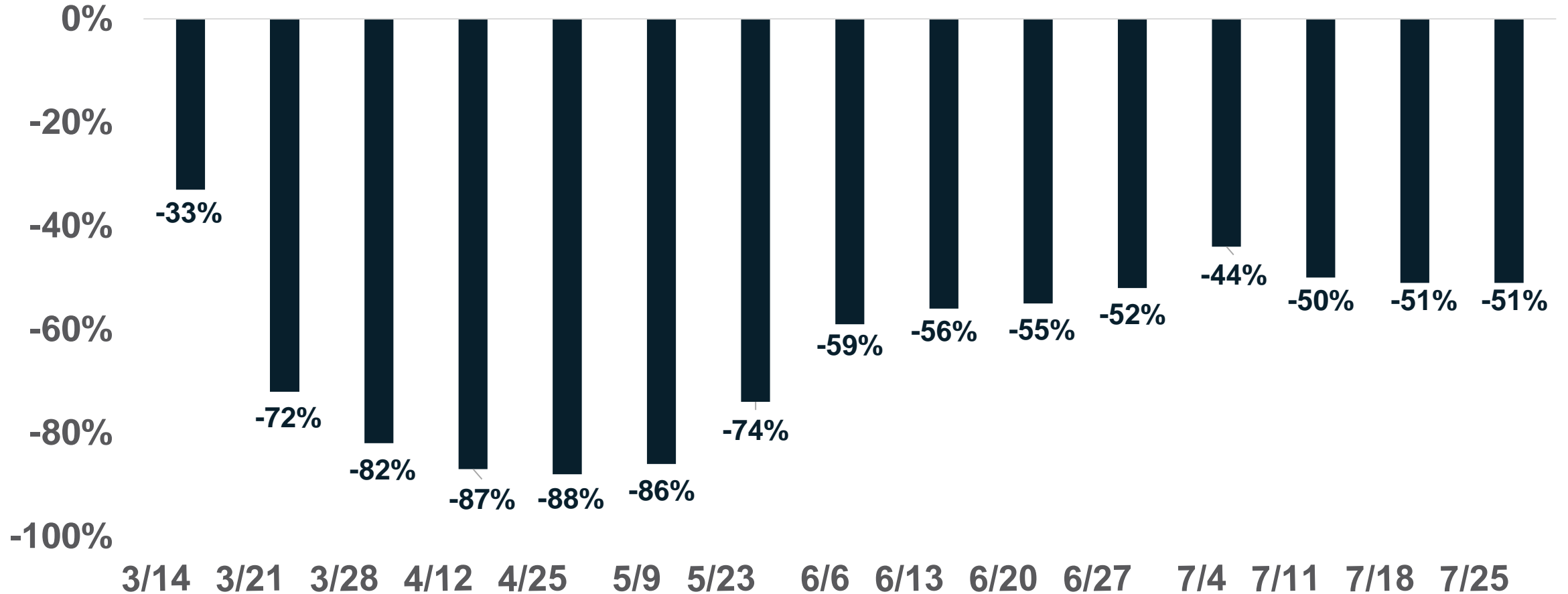
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 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	7/4	7/11	7/18	7/25
SD	-26%	-31%	-30%	-28%
ND	-35%	-43%	-44%	-41%
IA	-33%	-39%	-39%	-43%
MN	-41%	-53%	-54%	-51%
WY	-31%	-32%	-33%	-31%



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%

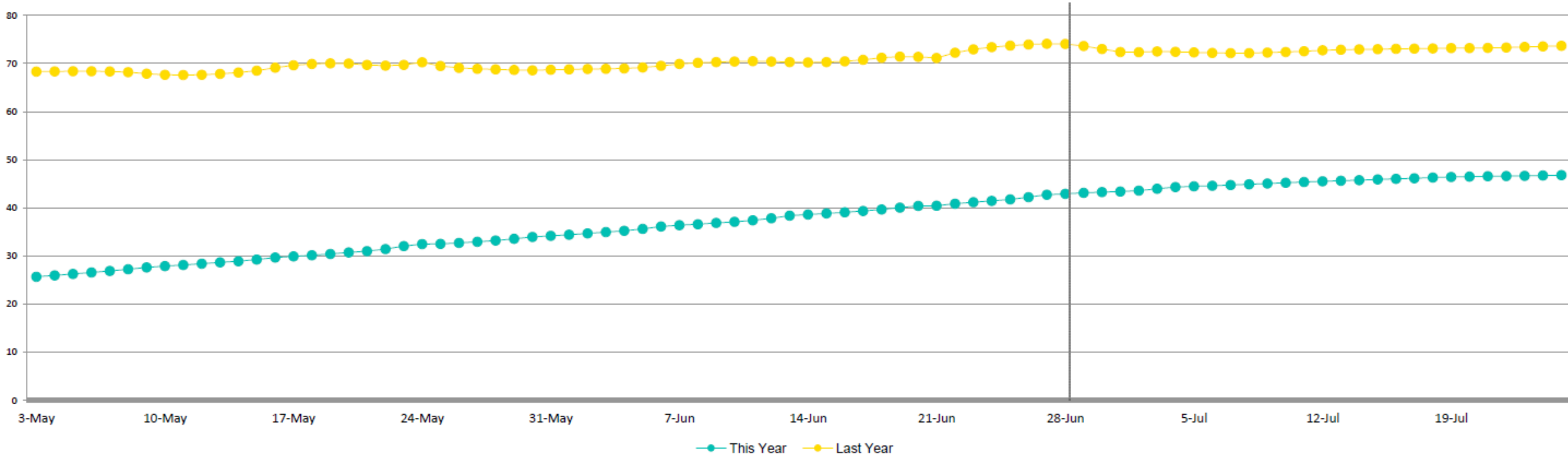
# SD HOTEL OCCUPANCY BY REGION

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. HOTEL OCCUPANCY %

AVG US HOTEL OCCUPANCY REACHED 48.1% LAST WEEK

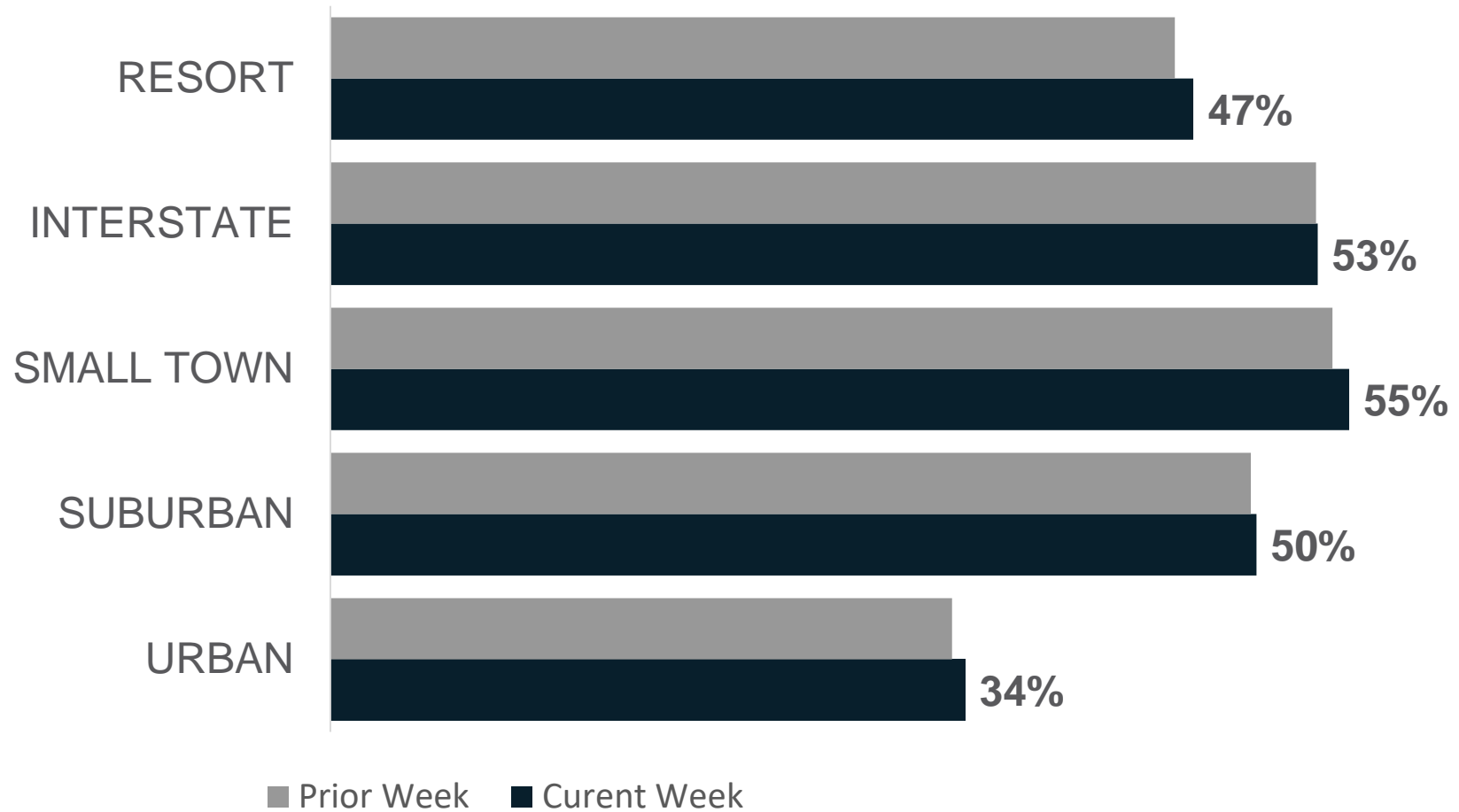


STR HOTEL REVIEW: Fielded on July 25, 2020<sup>1</sup>



# AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF JULY 19 - JULY 25





# ARRIVALIST DAILY TRAVEL INDEX

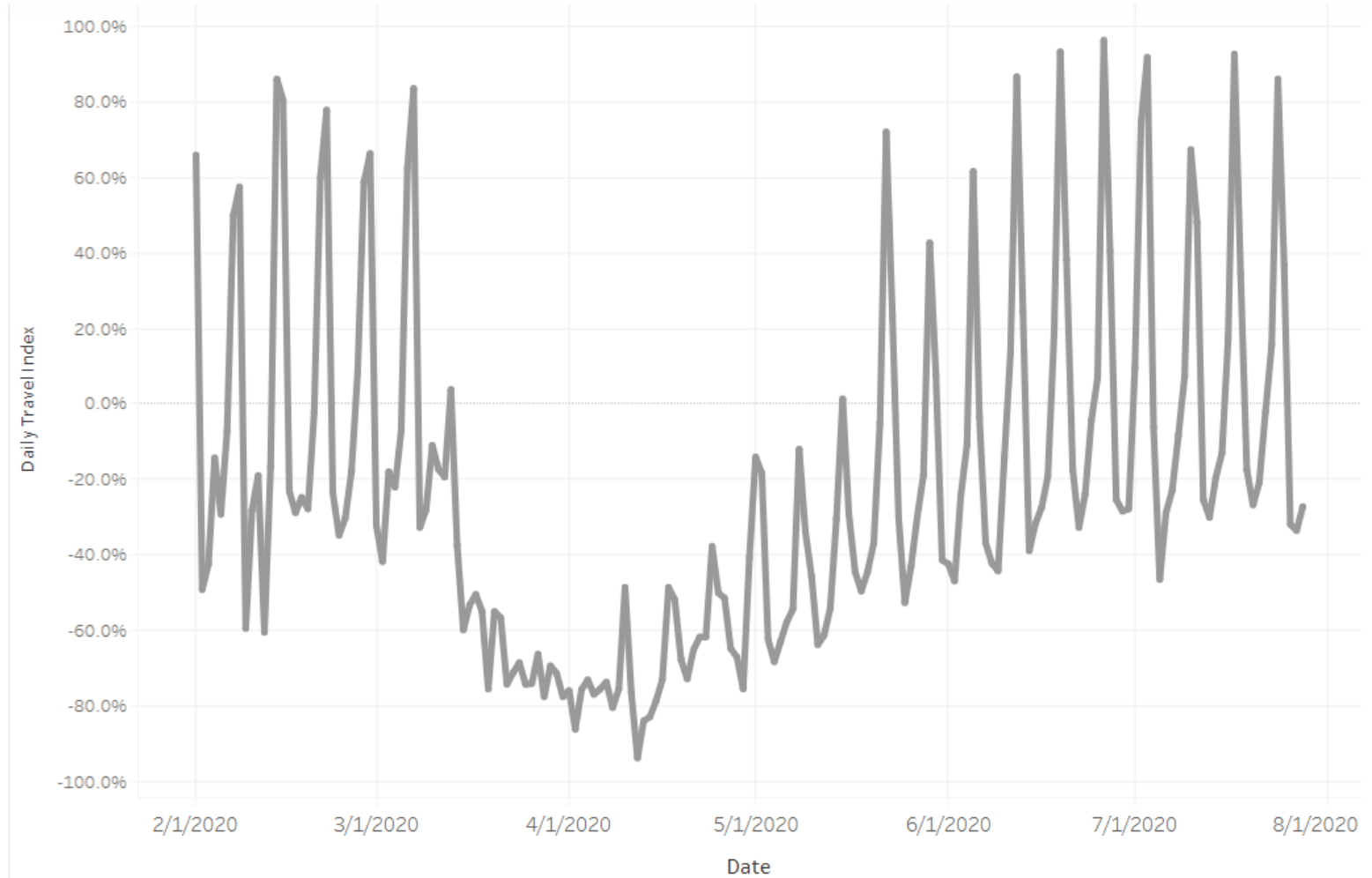
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

**-27%**

Week over Week Change

**-3%**

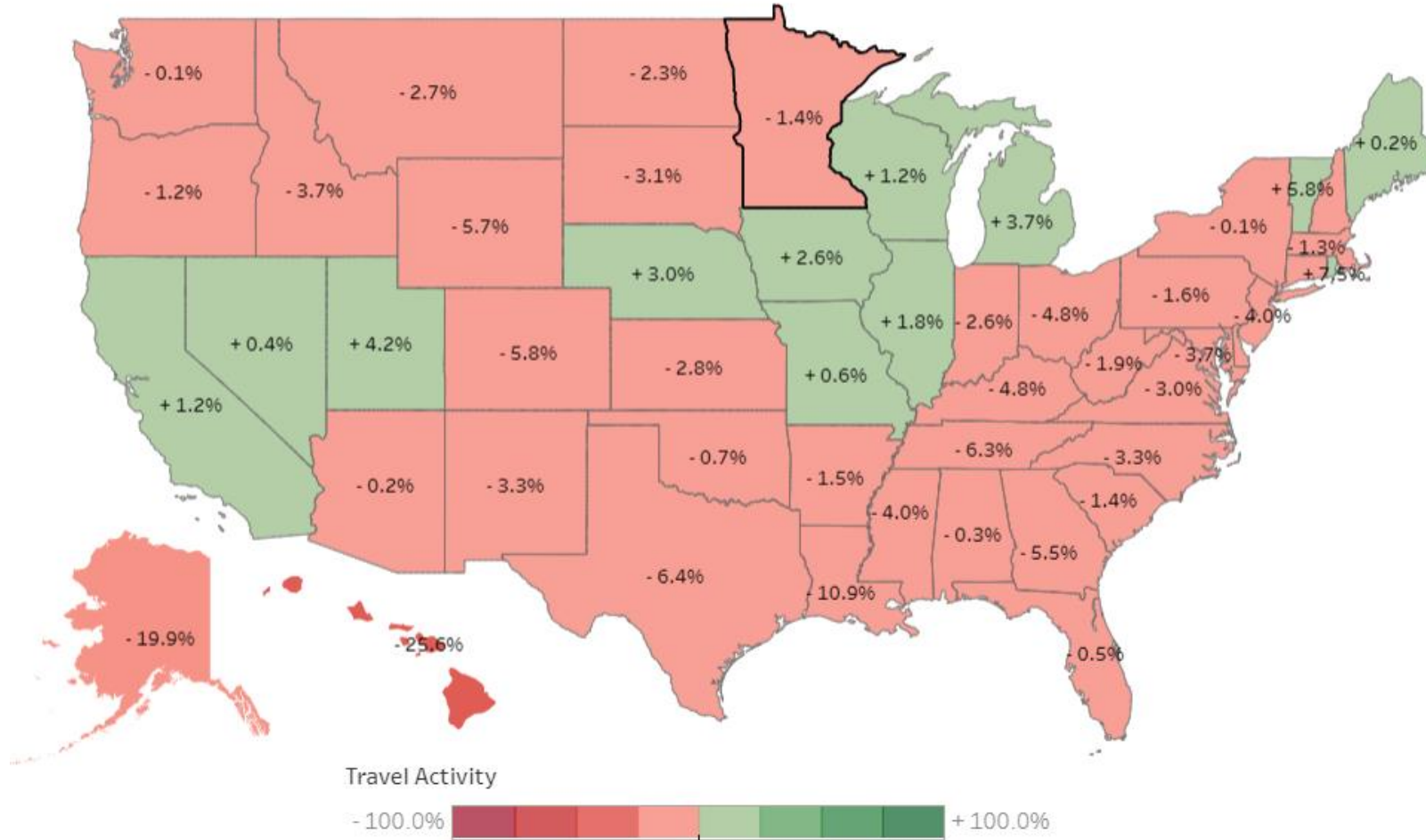


Arrivalist Daily Travel Index: July 28, 2020



# 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

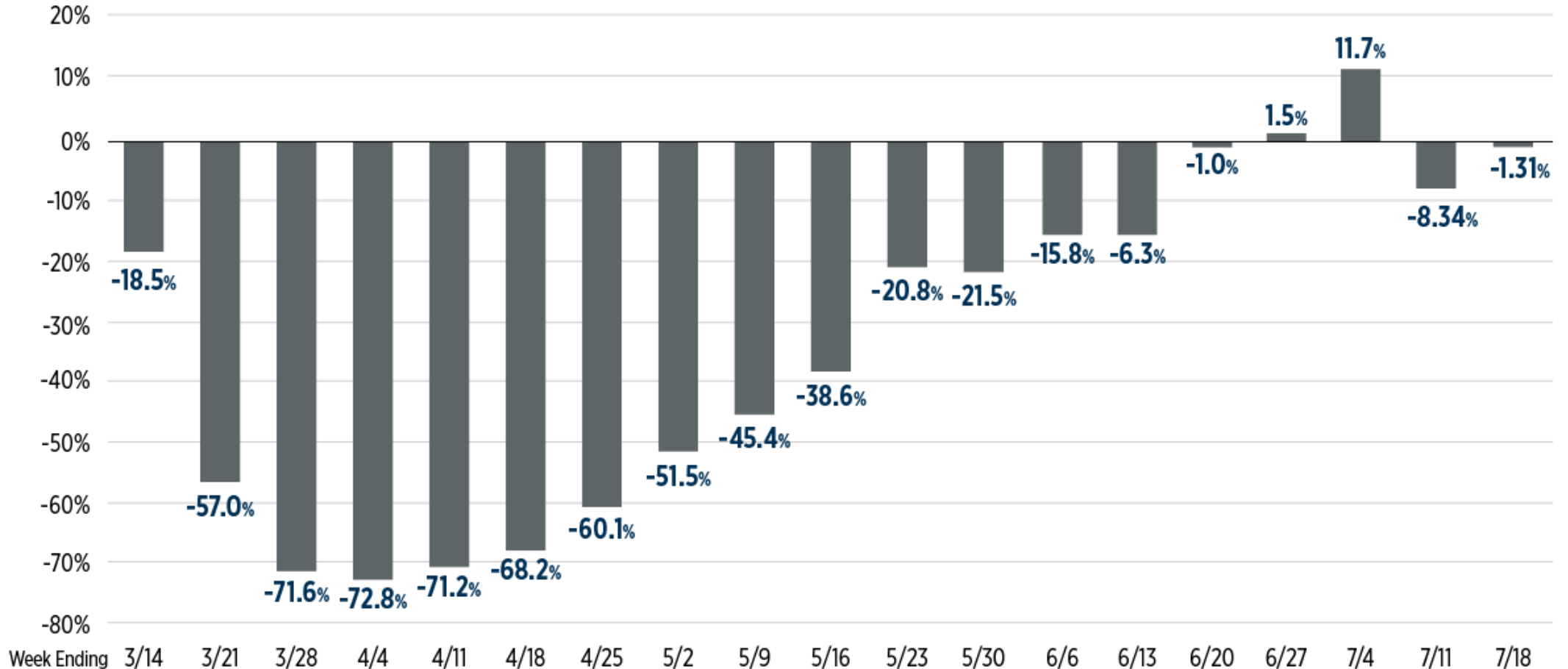
Monitored Traffic by DOT Traffic Counters

	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%



# US ROAD TRIP INDEX

Arrivalist Weekly Index of Road Trips (Base: Feb 2- Feb 29 Avg. Trips)

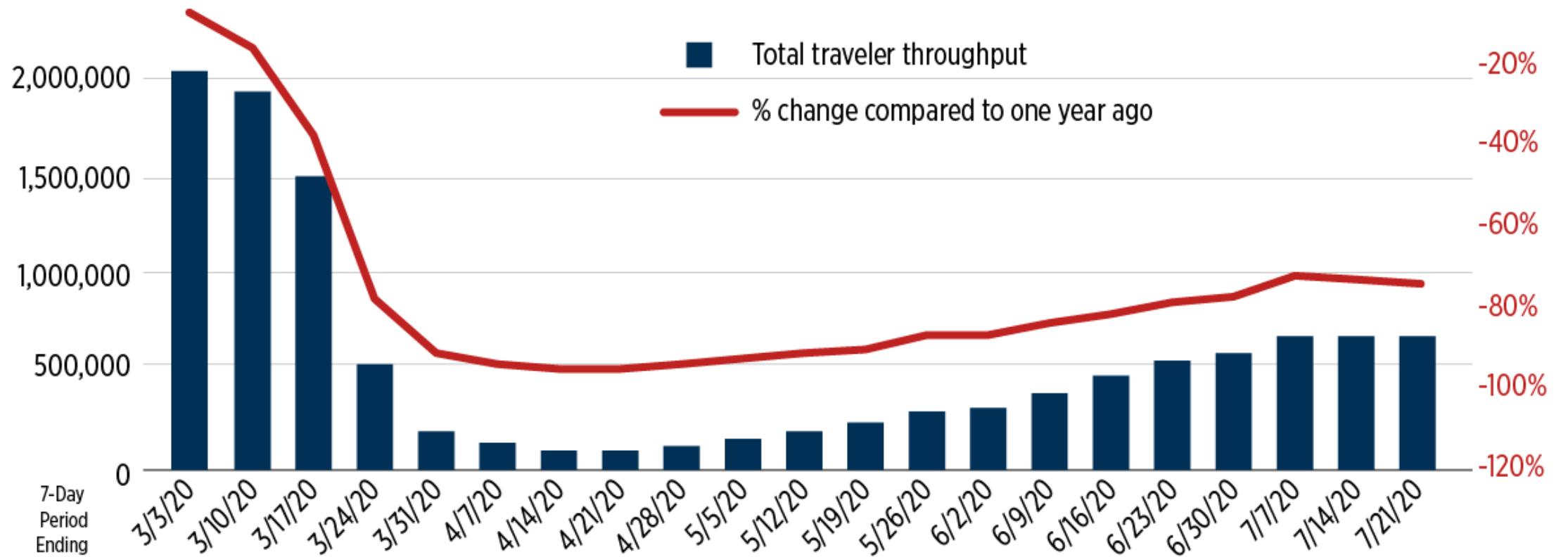


SOURCE: Arrivalist



# DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – July 21, 2020



SOURCE: TSA



Source: TSA Report July 21



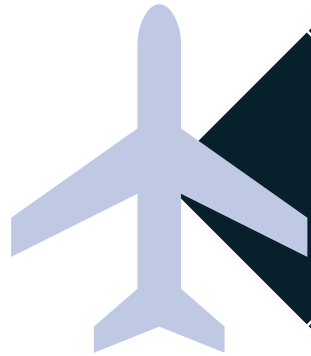
# SD AIRPORT DEPLANEMENTS

AIRPORT ARRIVALS CYTD THROUGH JUNE, 2020



SIOUX FALLS DEPLANEMENTS

155,550     -46%

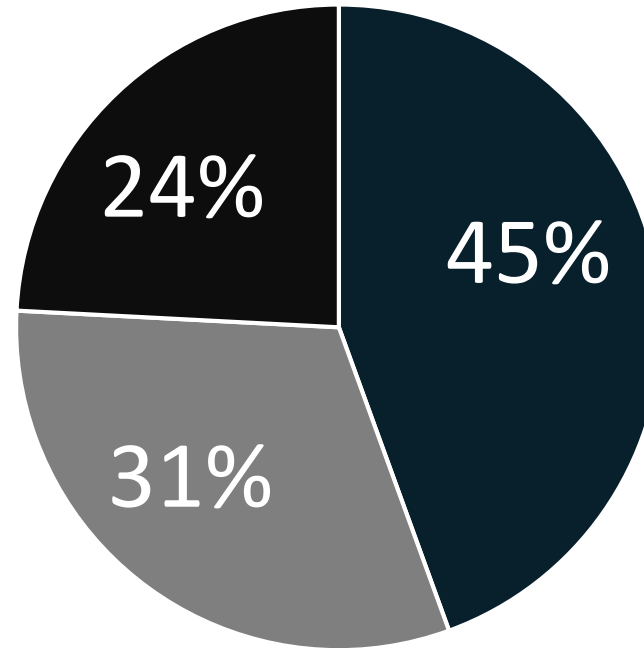


RAPID CITY DEPLANEMENTS

76,166     -50%

# WON'T TRAVEL WITHOUT A VACCINE

I'M NOT TRAVELING UNTIL THERE IS A VACCINE....



■ AGREE ■ DISAGREE ■ NEUTRAL



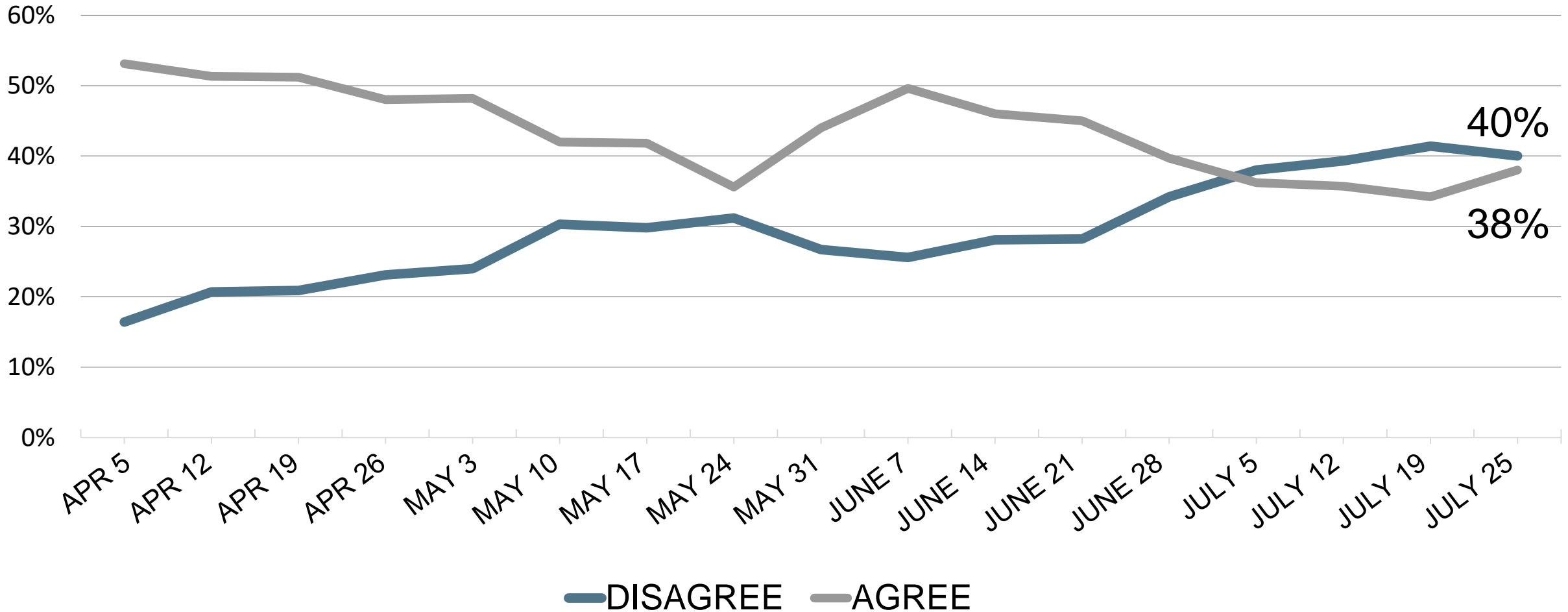
Travel Sentiment Study: Fielded on July 24-26, 2020





# TRAVELING IN THE FALL

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



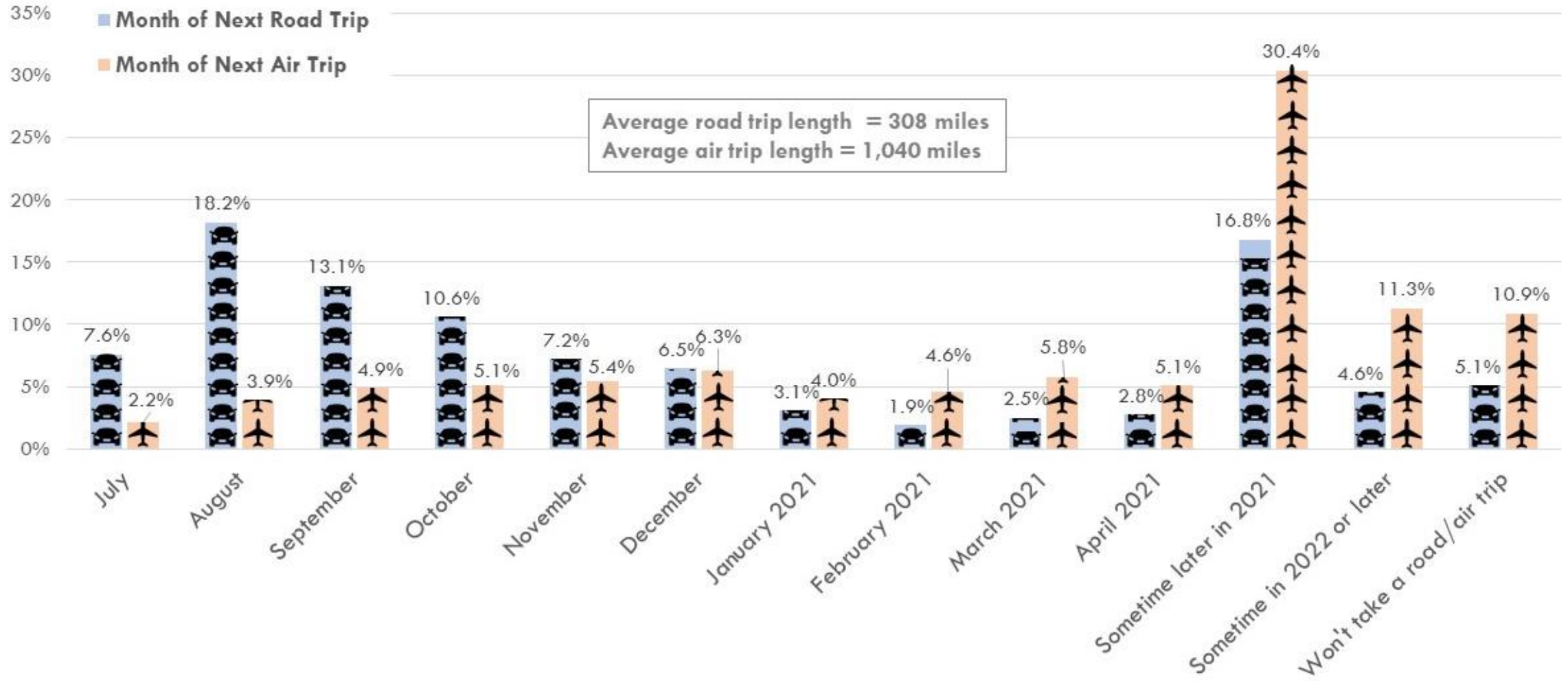
Travel Sentiment Study: Fielded on July 24-26, 2020



# EXCITEMENT FOR TRAVEL

*Despite **61.5%** of American travelers feeling that the pandemic will worsen in the US over the next month, there was positive improvement in some travel sentiment metrics this week. Higher excitement levels for near-term travel increased to **47.9%** from **41.1%**.*

# NEXT ROAD TRIP & AIR TRIP

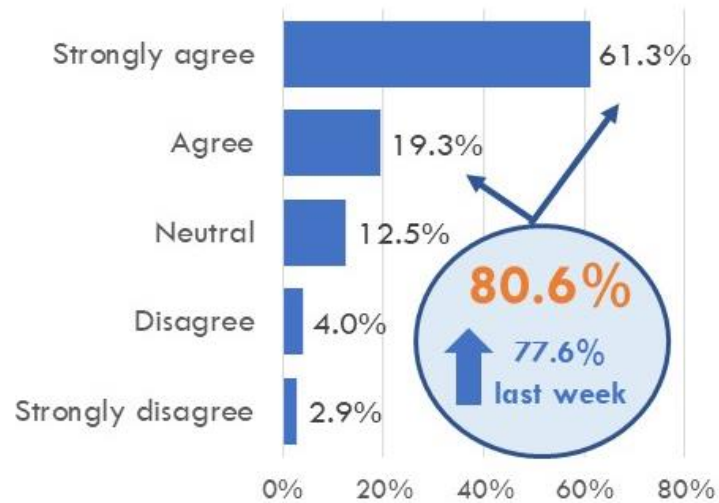


Travel Sentiment Study: Fielded on July 17-19, 2020

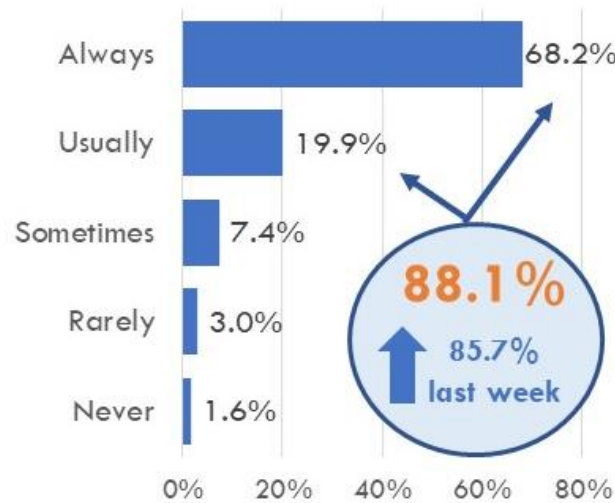


# INCREASING PANDEMIC ETIQUETTE

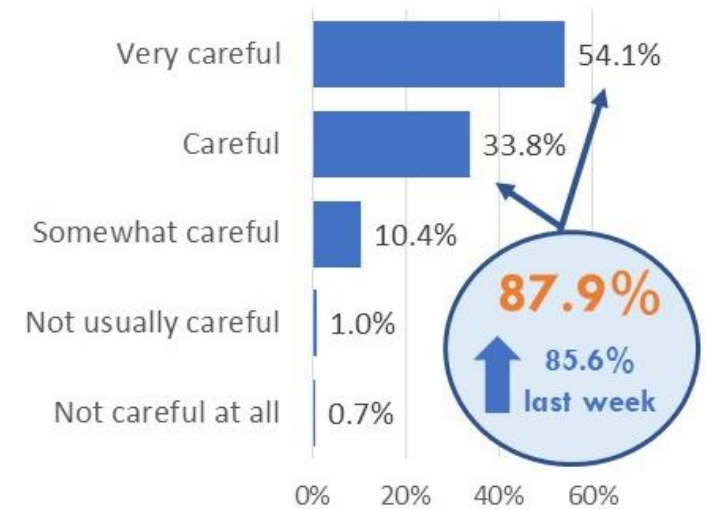
## Agreement People Should Wear Face Masks in Public



## Frequency of Mask Usage

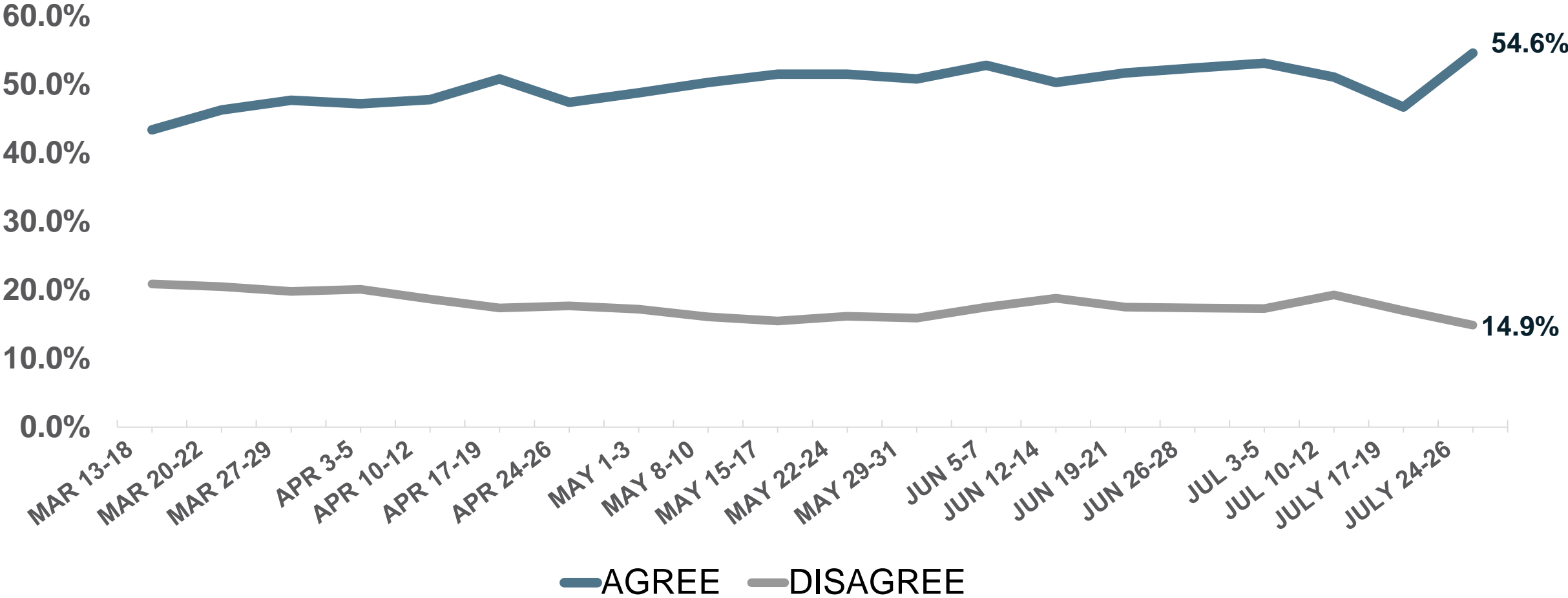


## Care Put into Social Distancing



# LONG HAUL VS. REGIONAL TRIPS

BECAUSE OF THE CORONAVIRUS, I'LL BE TAKING MORE REGIONAL TRIPS



Travel Sentiment Study: Fielded on July 24-26, 2020



# TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – July 19 – July 25, 2020 VS. PRIOR YEAR

**+87%**  
SESSIONS

**+75%**  
PAGEVIEWS

**-18%**  
BOUNCE RATE

Jul 19, 2020 - Jul 25, 2020: ● Users

Jul 19, 2019 - Jul 25, 2019: ● Users

