



COVID-19 RESEARCH

Updated: 8-14-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

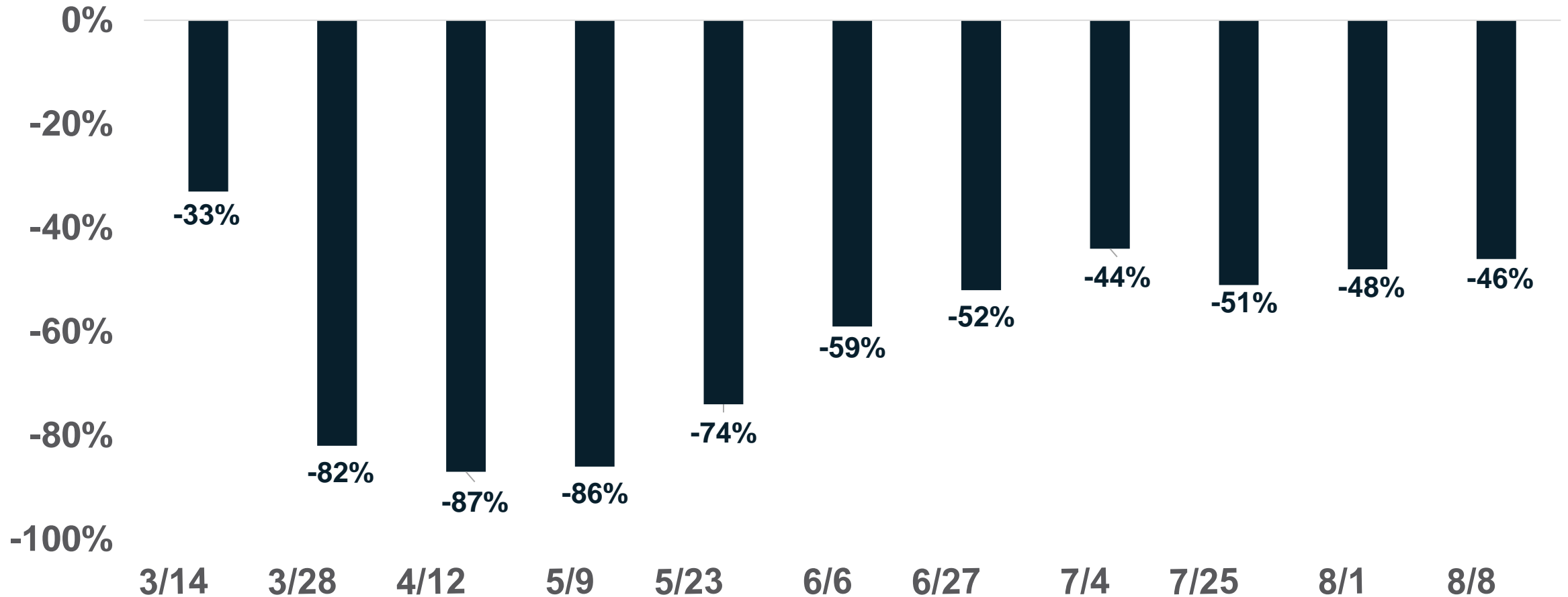
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods
INTERNATIONAL

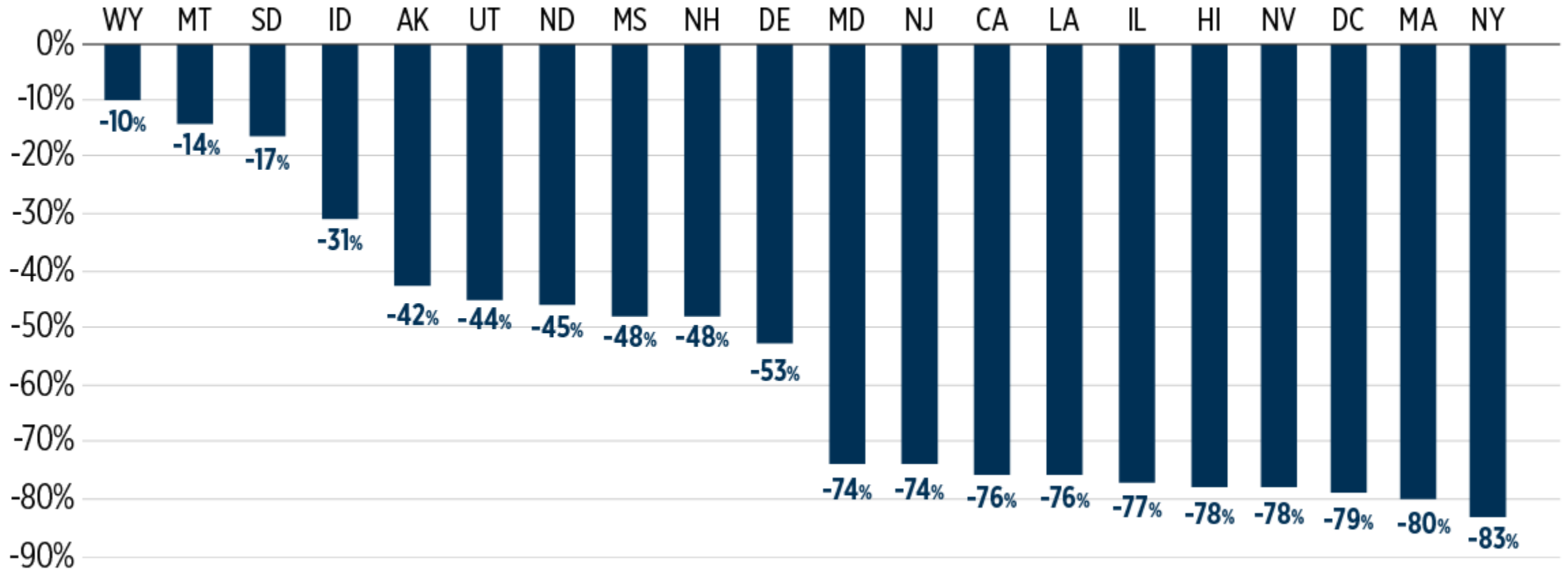
YEAR-OVER-YEAR % CHANGE

NATIONAL WEEKLY TRAVEL SPENDING



DOMESTIC BOOKINGS

STRONGEST AND WEAKEST PERFORMING STATES – WEEK OF JULY 27



YEAR-OVER-YEAR % CHANGE

REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	7/18	7/25	8/1	8/8
SD	-30%	-28%	-27%	-22%
ND	-44%	-41%	-37%	-36%
IA	-39%	-43%	-36%	-40%
MN	-54%	-51%	-50%	-50%
WY	-33%	-31%	-28%	-26%

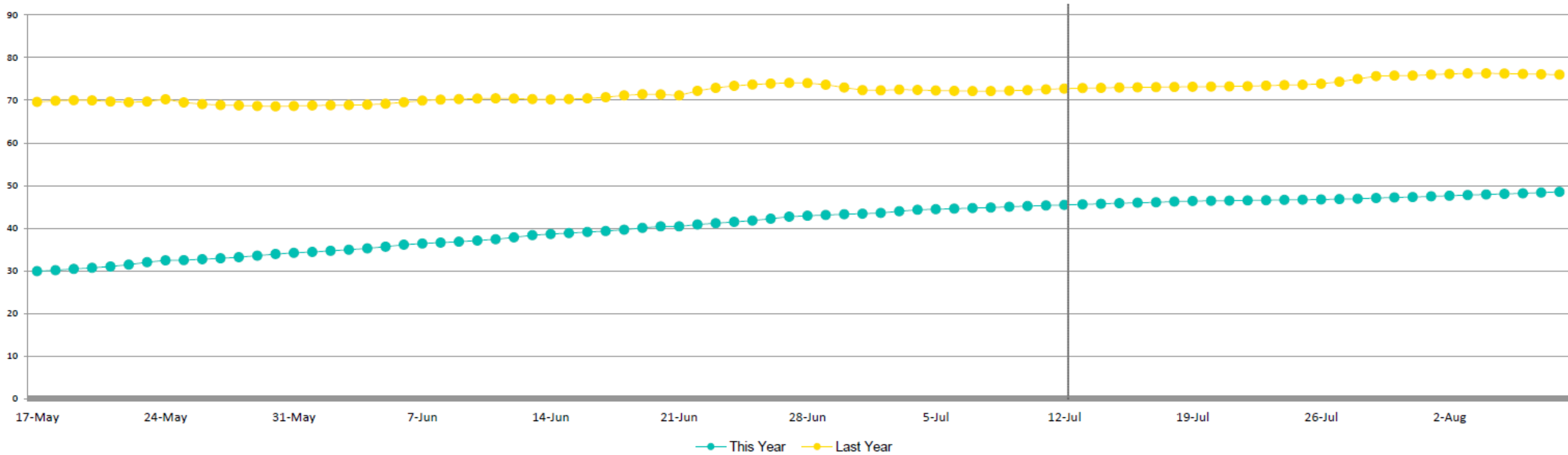


Source: Tourism Economics, "WEEKLY CORONAVIRUS
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



U.S. HOTEL OCCUPANCY %

AVG US HOTEL OCCUPANCY REACHED 49.9% LAST WEEK



STR HOTEL REVIEW: August 8, 2020¹



ARRIVALIST DAILY TRAVEL INDEX

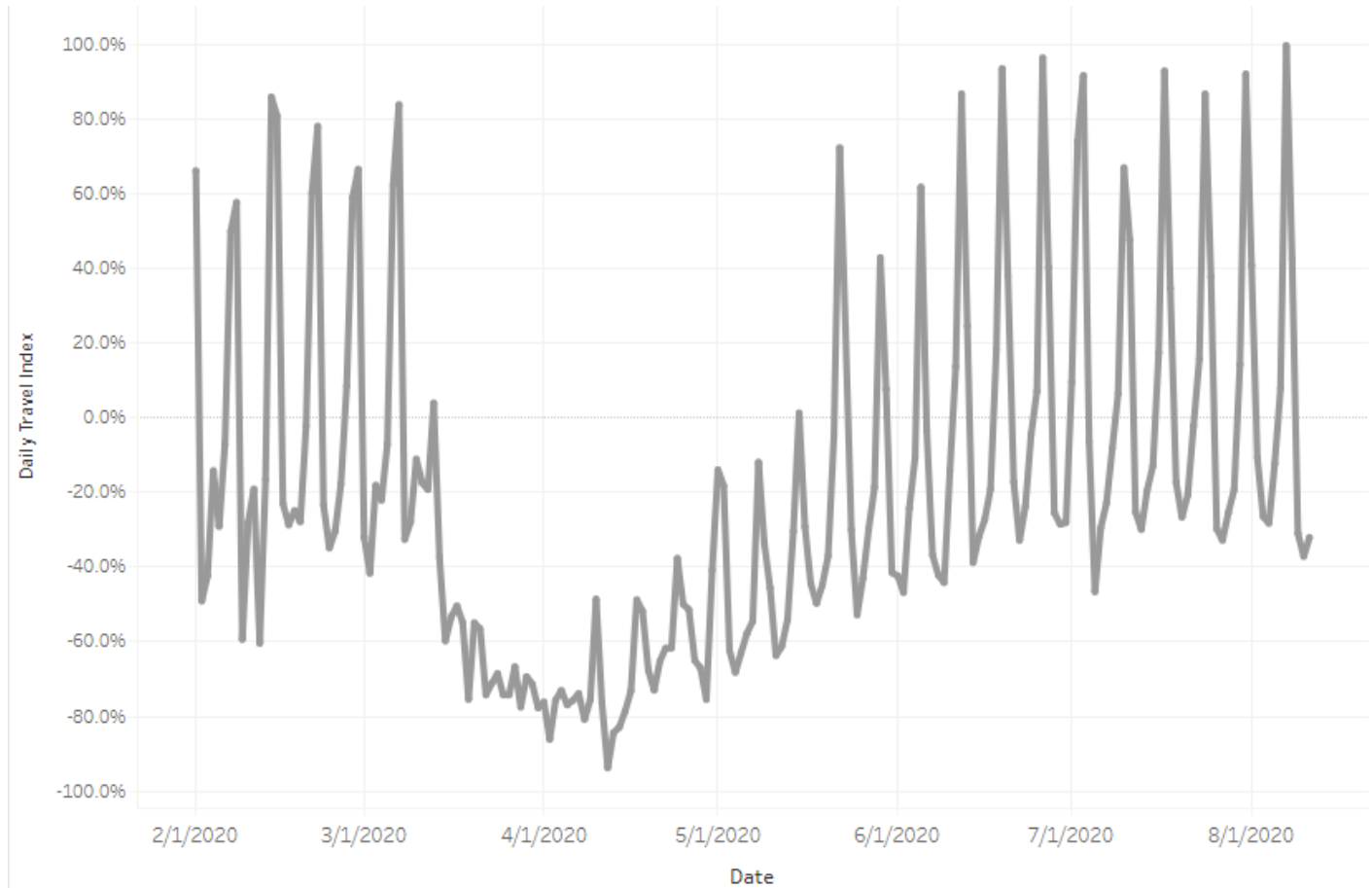
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-32%

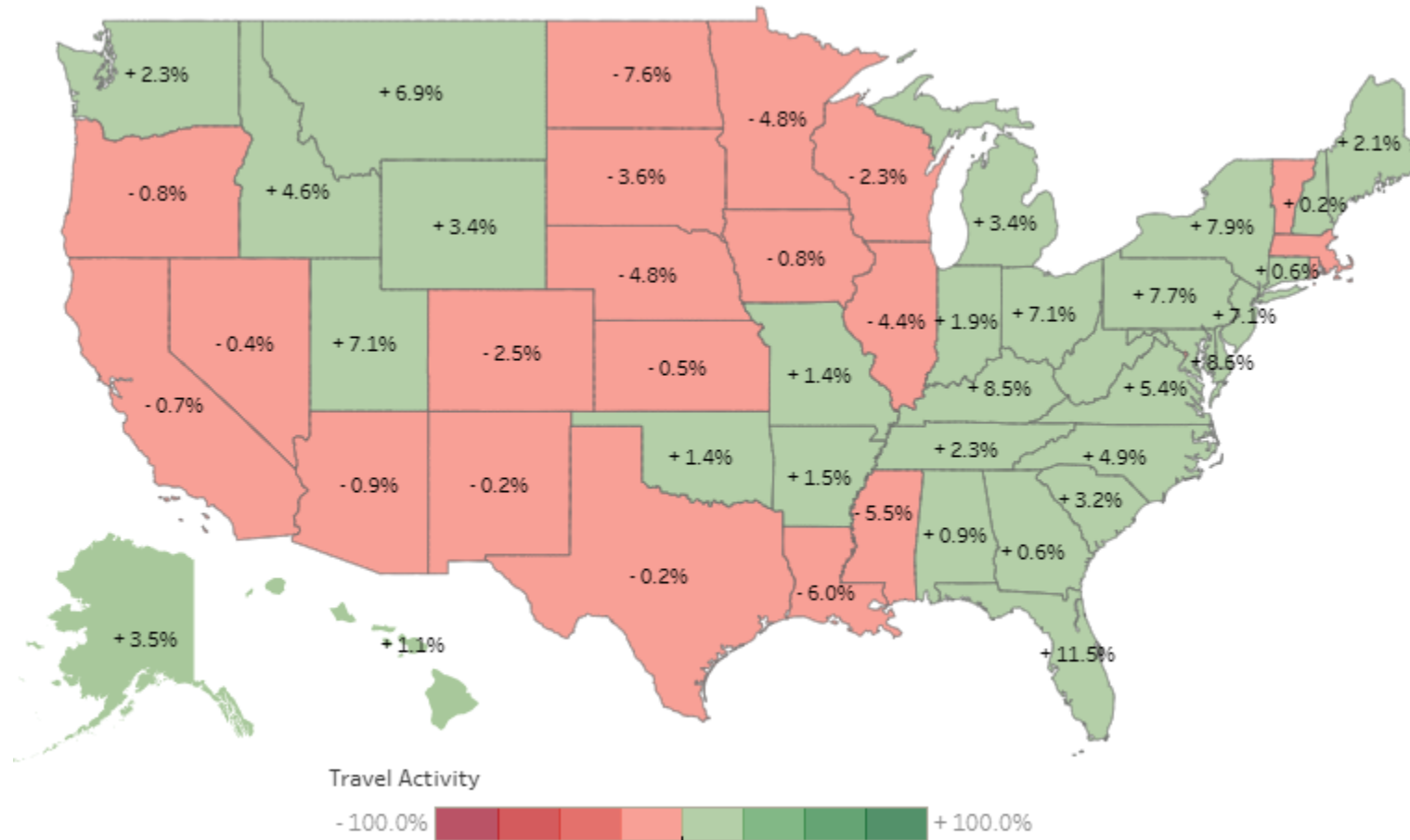
Week over Week Change

-4%



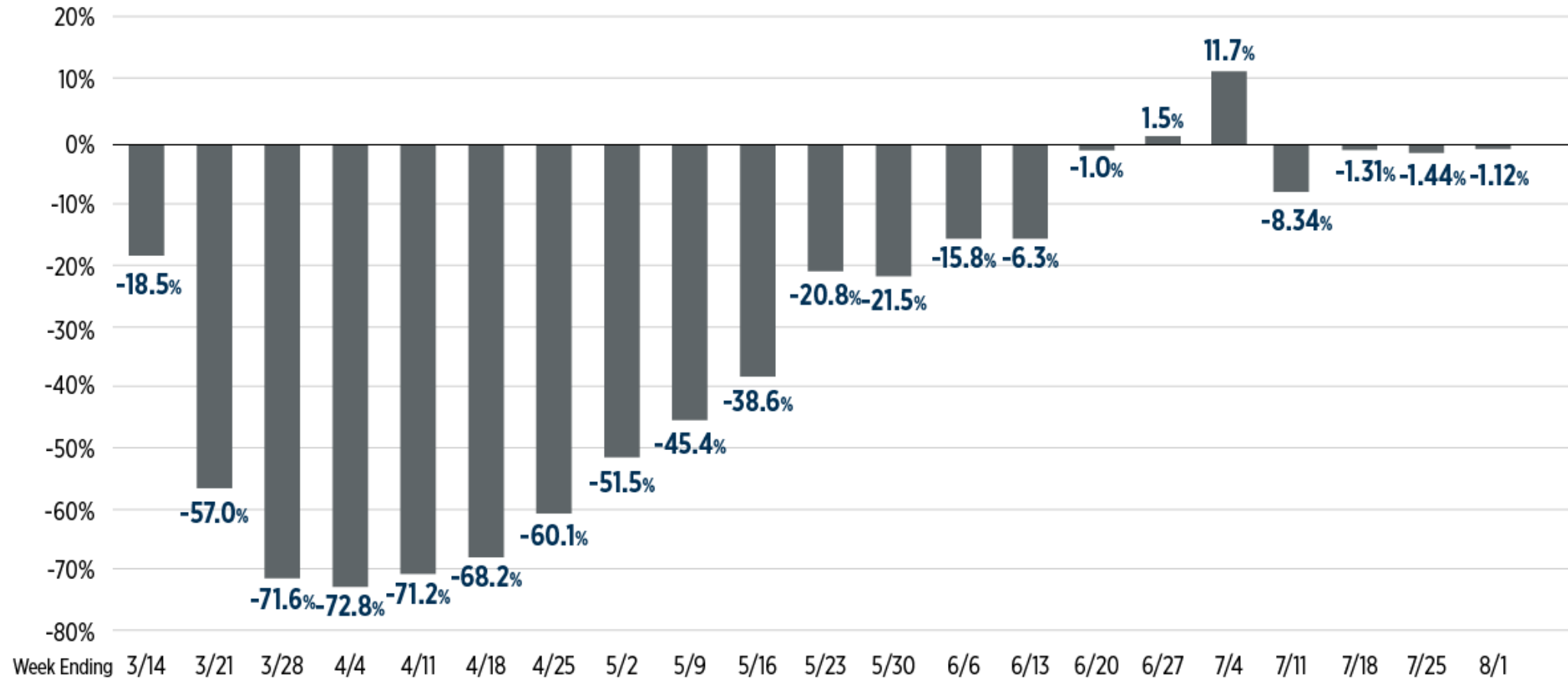
ARRIVALIST TRAVEL INDEX

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



US ROAD TRIP INDEX

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



SOUTH DAKOTA TRAFFIC TRENDS

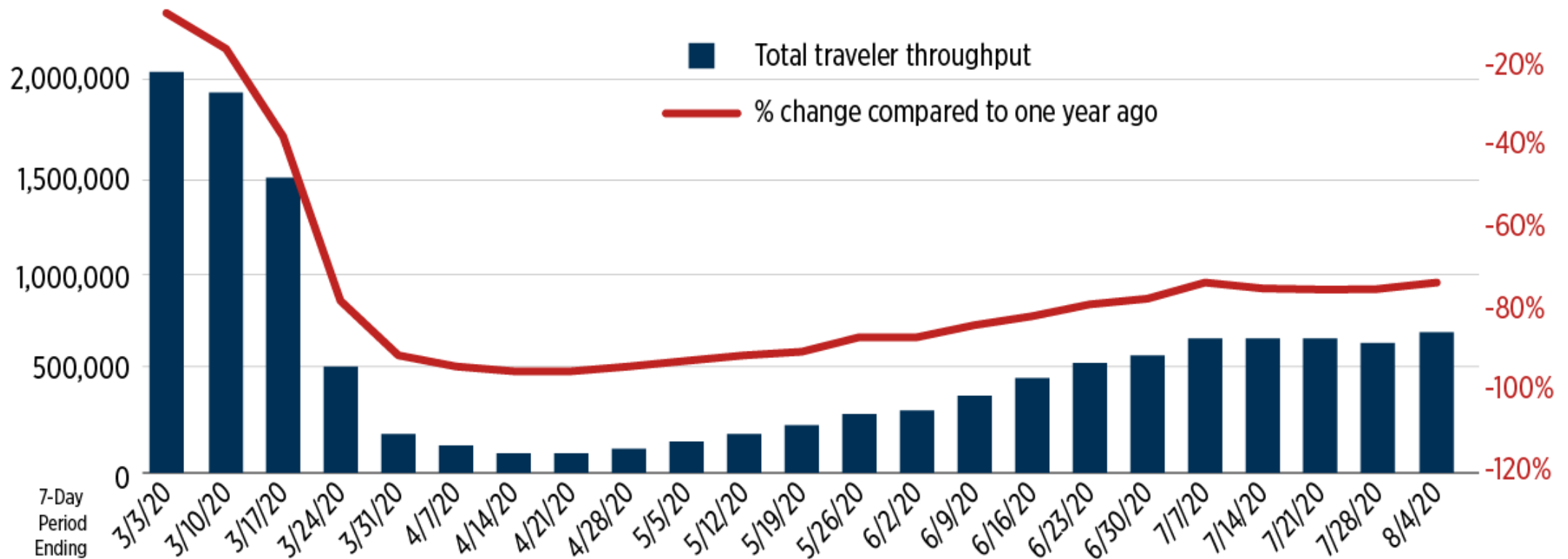
Monitored Traffic by DOT Traffic Counters

	Aug 7	Aug 8	Aug 9
All State Highways	49,835	54,808	56,149
Change from PY	-4.3%	-8%	+1.1%



DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – Aug 4, 2020



SOURCE: TSA

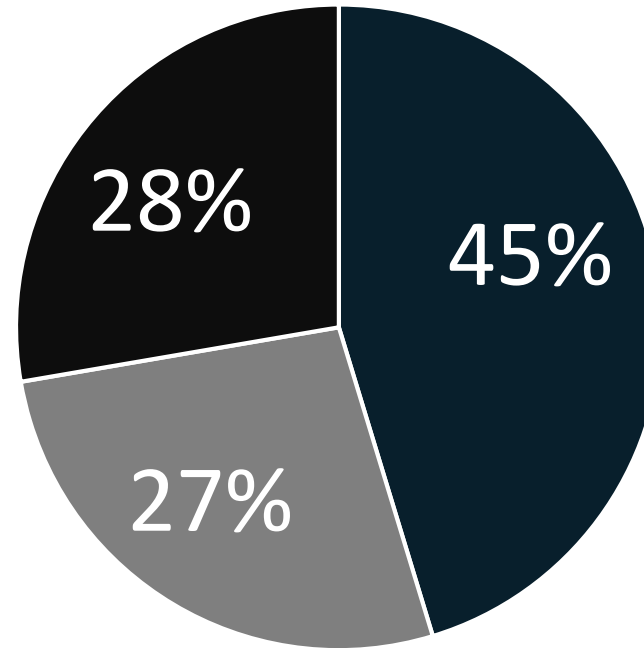


Source: TSA Report



WON'T TRAVEL WITHOUT A VACCINE

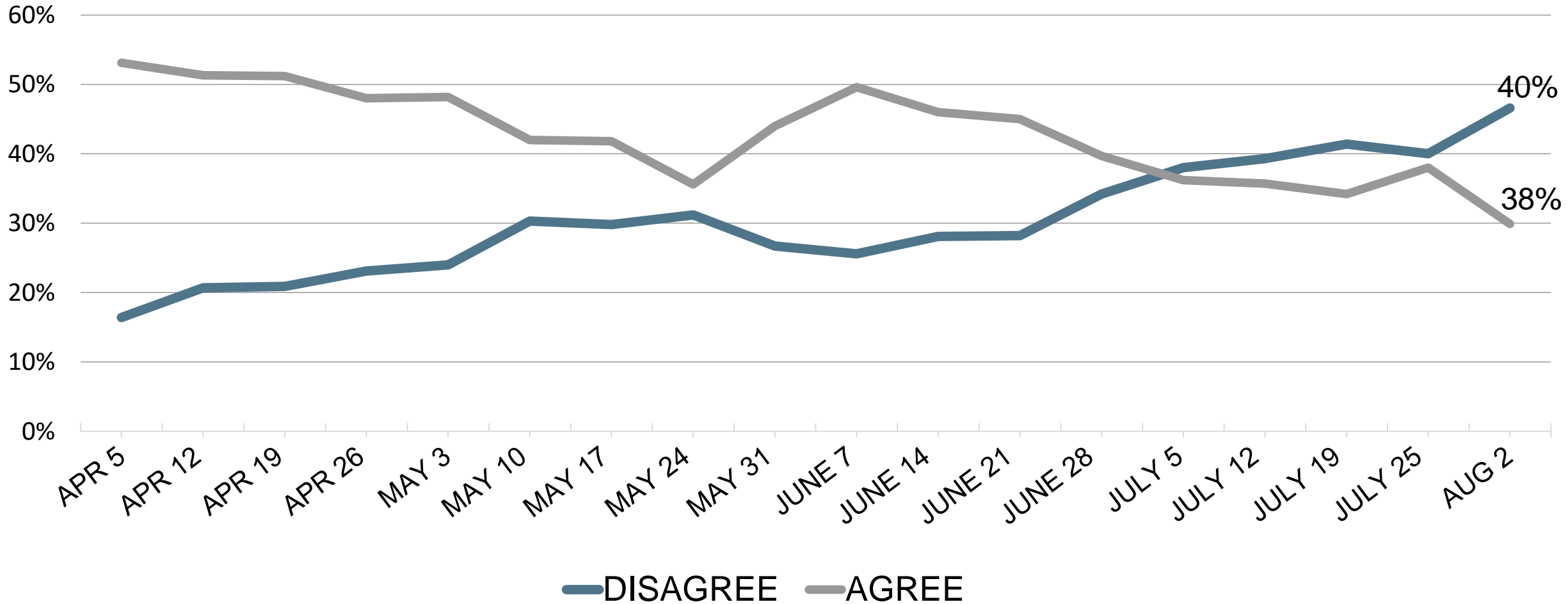
I'M NOT TRAVELING UNTIL THERE IS A VACCINE....



■ AGREE ■ DISAGREE ■ NEUTRAL

TRAVELING IN THE FALL

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

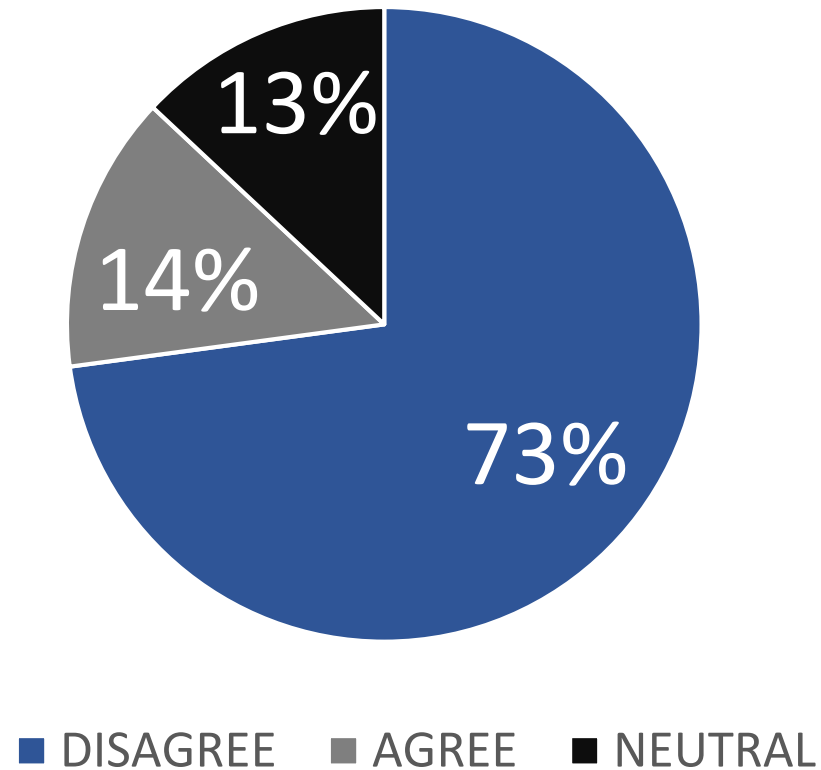


Travel Sentiment Study: Fielded on Aug 7-9, 2020



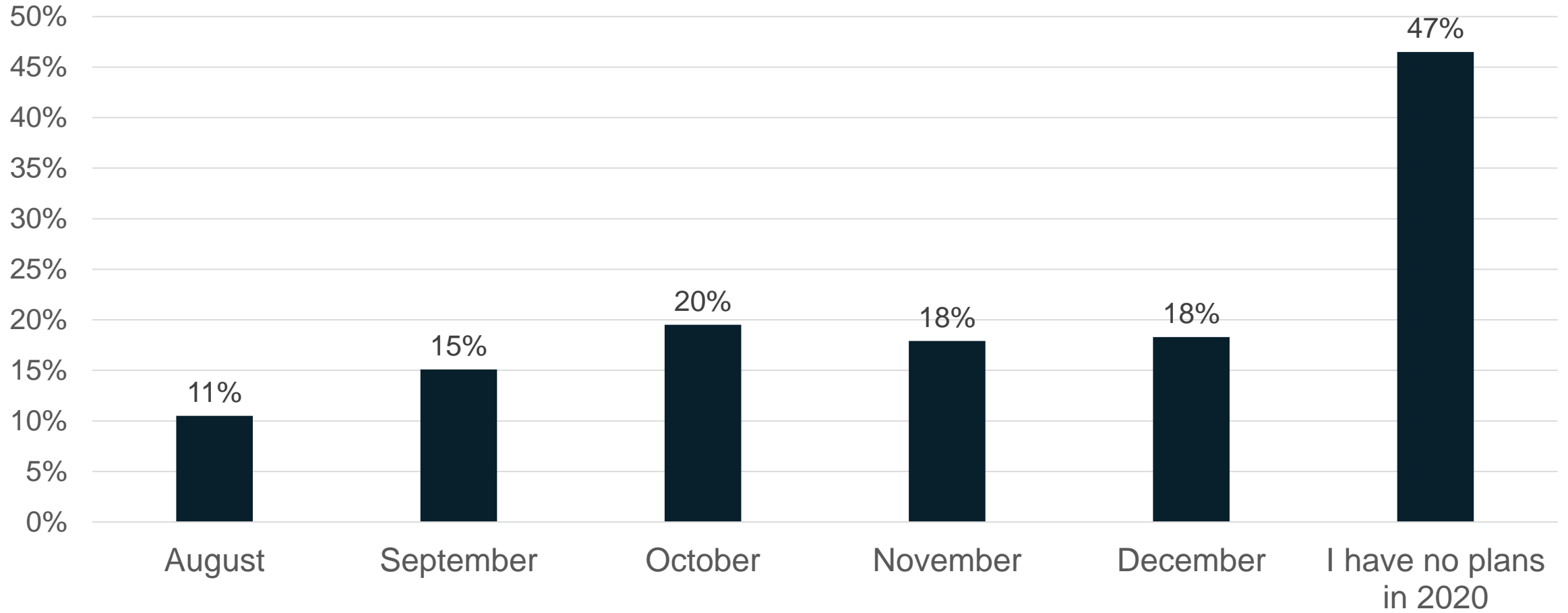
EXPECTATION FOR THE CORONAVIRUS

I EXPECT THE CORONAVIRUS SITUATION TO BE RESOLVED BEFORE FALL BEGINS?



UPCOMING TRAVEL PLANS

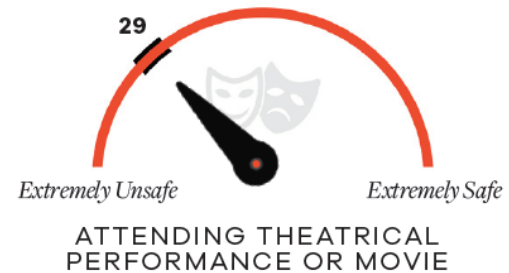
In which months of this year do you currently plan to take any leisure trips?



Travel Sentiment Study: Fielded on Aug 7-9, 2020*

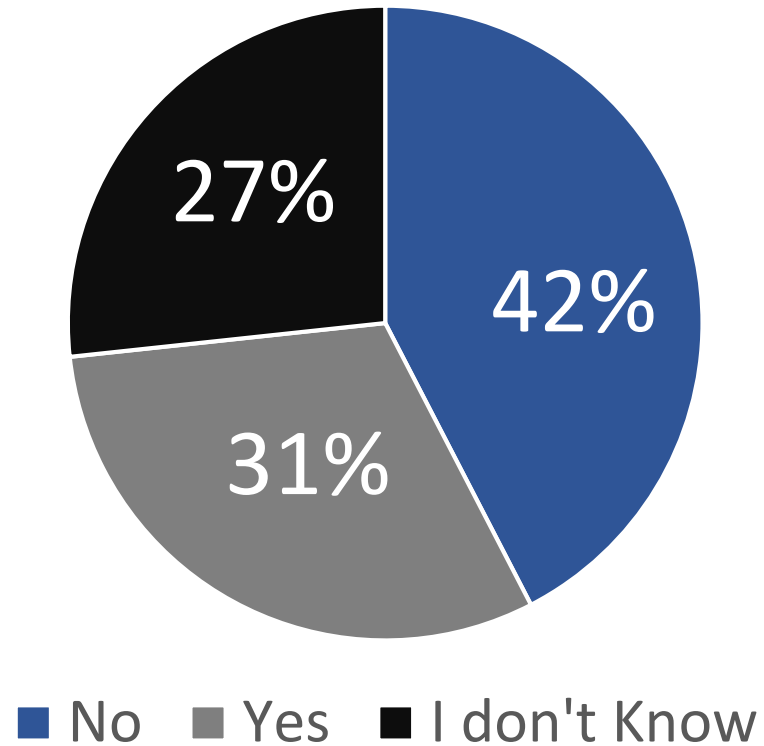


PERCEIVED SAFETY OF ACTIVITIES



FUTURE INTENT TO VISIT

When the coronavirus situation is over, will you be less likely to visit any of these destinations because of their current coronavirus related issues?



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – Aug 2 – Aug 8, 2020 VS. PRIOR YEAR

+106%
SESSIONS

+100%
PAGEVIEWS

-2%
BOUNCE RATE

Aug 2, 2020 - Aug 8, 2020: ● Users
Aug 2, 2019 - Aug 8, 2019: ● Users

