



# COVID-19 RESEARCH

Updated: 8-21-20

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST



 Travel  
Intelligence

  
**miles**  
PARTNERSHIP

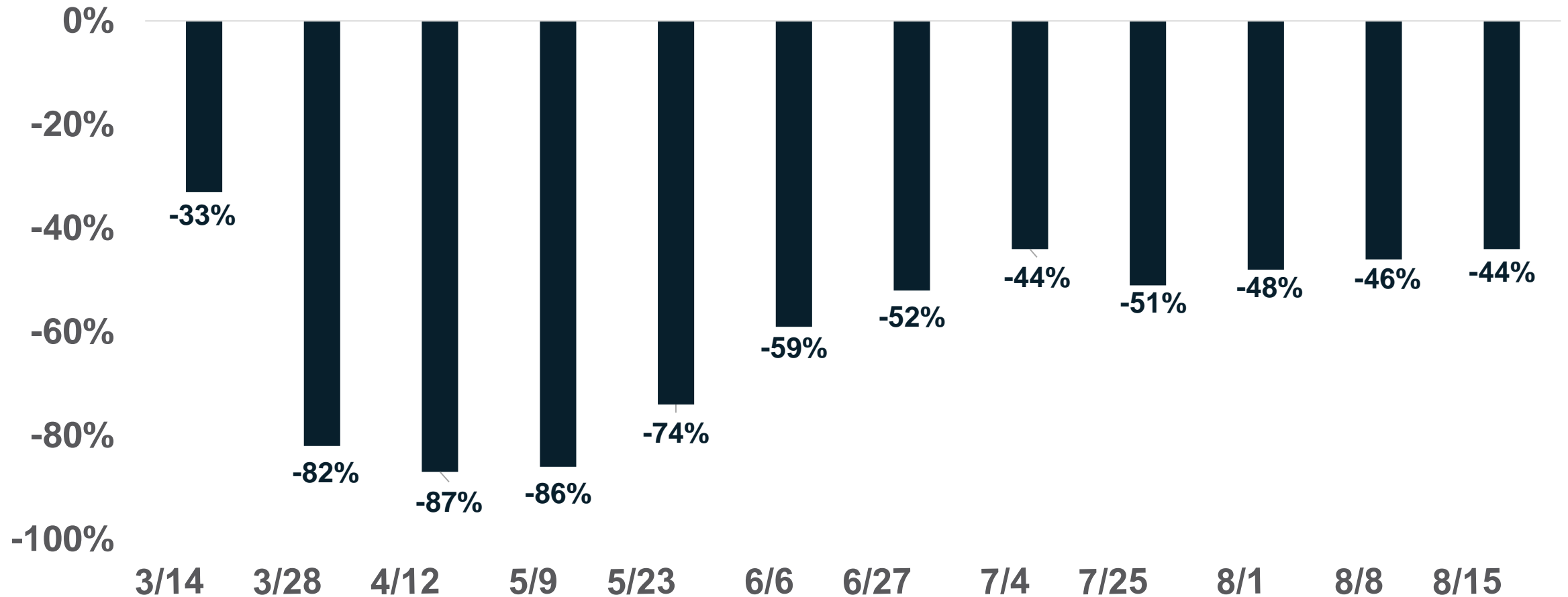
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 ADARA

  
Longwoods  
INTERNATIONAL

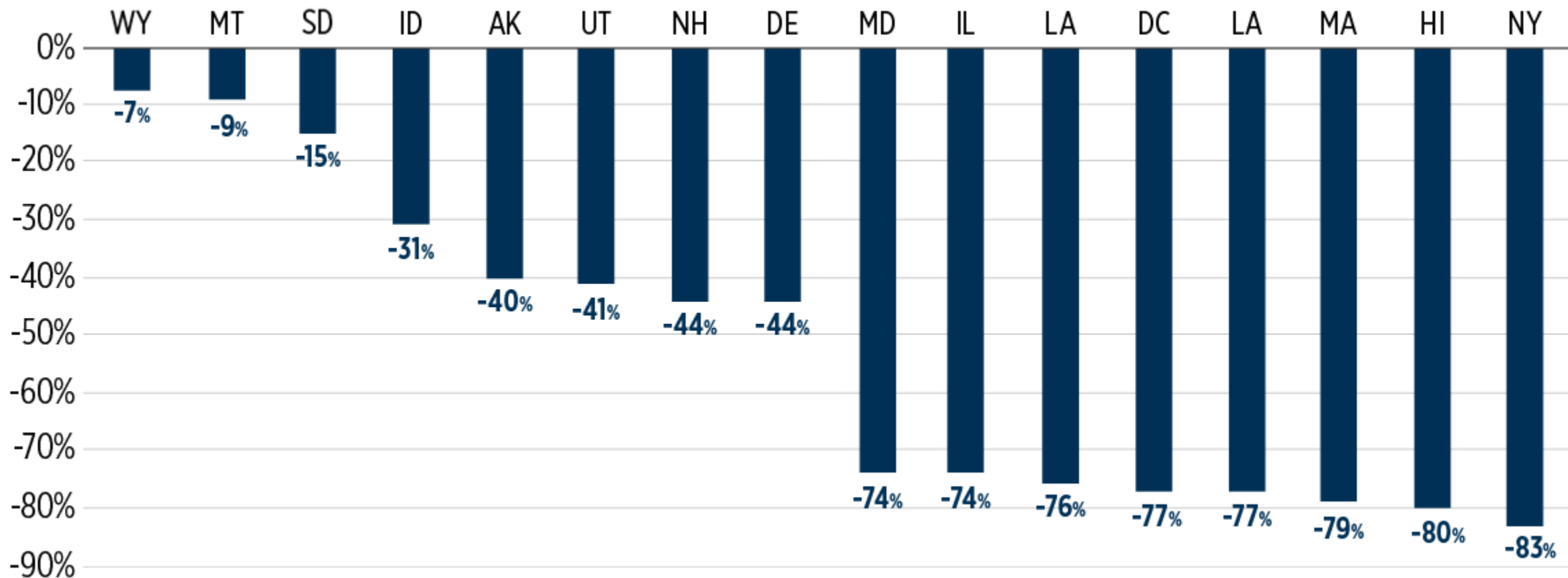
# YEAR-OVER-YEAR % CHANGE

## NATIONAL WEEKLY TRAVEL SPENDING



# DOMESTIC BOOKINGS

STRONGEST AND WEAKEST PERFORMING STATES – WEEK OF AUG 3



# YEAR-OVER-YEAR % CHANGE

## REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	7/25	8/1	8/8	8/15
SD	-28%	-27%	-22%	-11%
ND	-41%	-37%	-36%	-35%
IA	-43%	-36%	-40%	-24%
MN	-51%	-50%	-50%	-47%
WY	-31%	-28%	-26%	-25%



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



# HOTEL OCCUPANCY BY STATE

ACTUALS FOR MONTH OF JULY, 2020

STATE	OCCUPANCY	% CHANGE
SD	64.5%	-16.7%
ND	46.6%	-30.7%
IA	48.8%	-28.2%
MN	41.6%	-44.6%
WY	61.9%	-19.9%

# SD HOTEL OCCUPANCY BY REGION

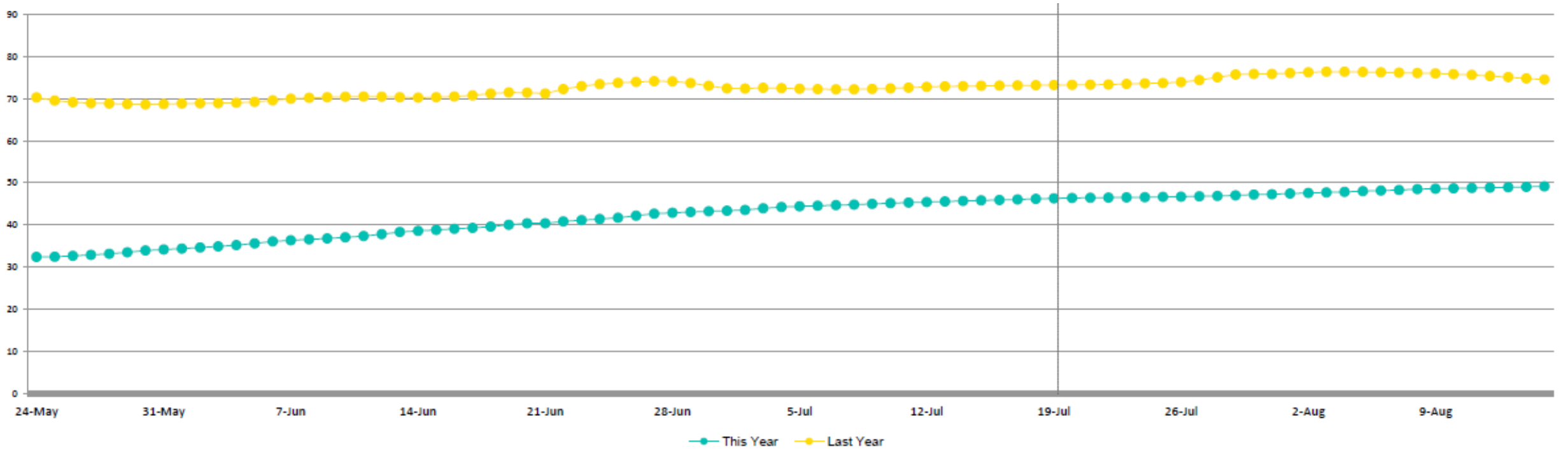
ACTUALS FOR MONTH OF JULY, 2020

STATE	OCCUPANCY	% CHANGE
WEST	70.8%	-13.9%
SOUTHEAST	59.6%	-22.3%
CENTRAL	62.1%	-12.1%
NORTHEAST	59.4%	-11.4%



# U.S. HOTEL OCCUPANCY %

AVG US HOTEL OCCUPANCY REACHED 50.2% LAST WEEK





# ARRIVALIST DAILY TRAVEL INDEX

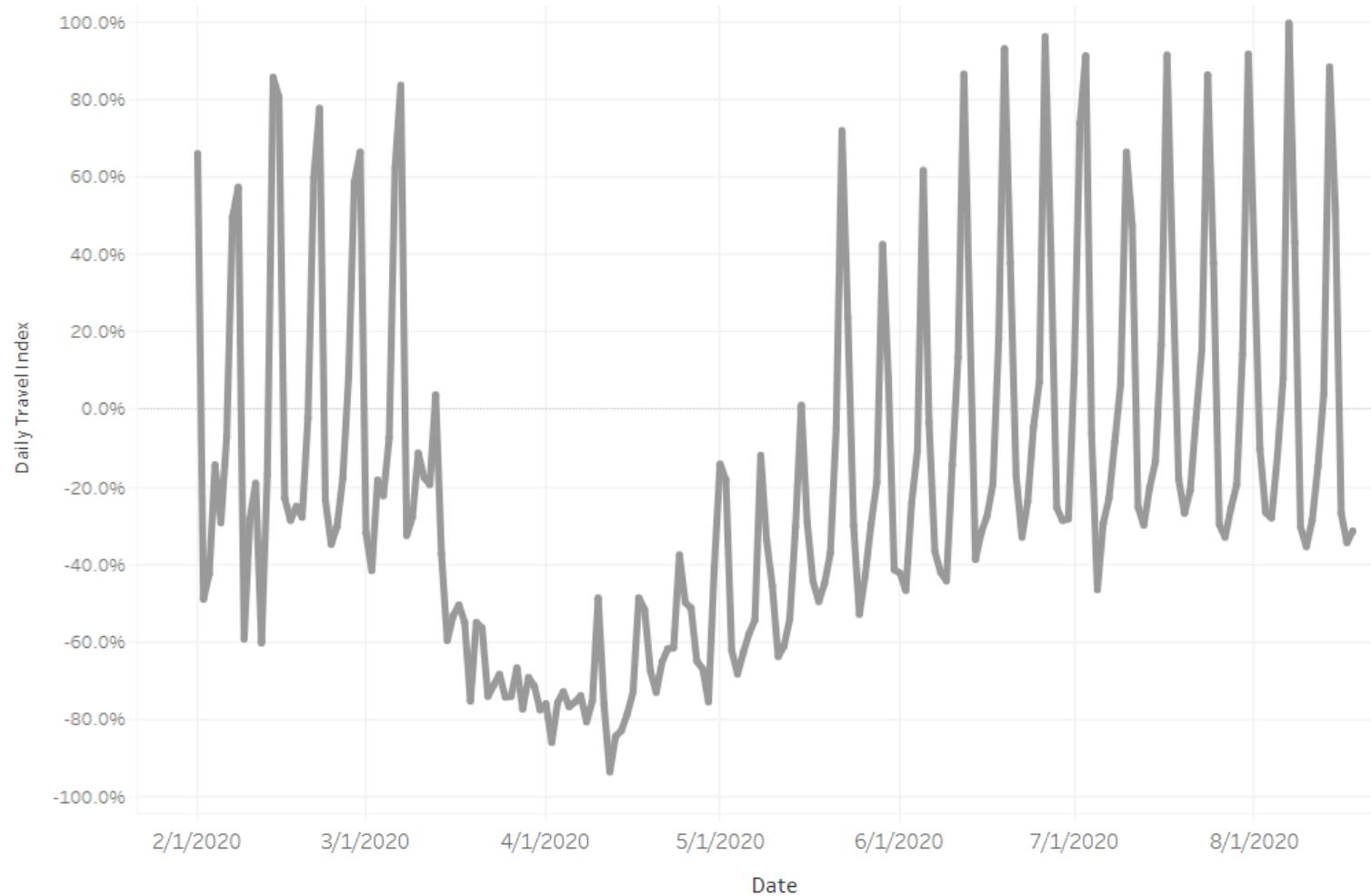
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

**-32%**

Week over Week Change

**-1%**

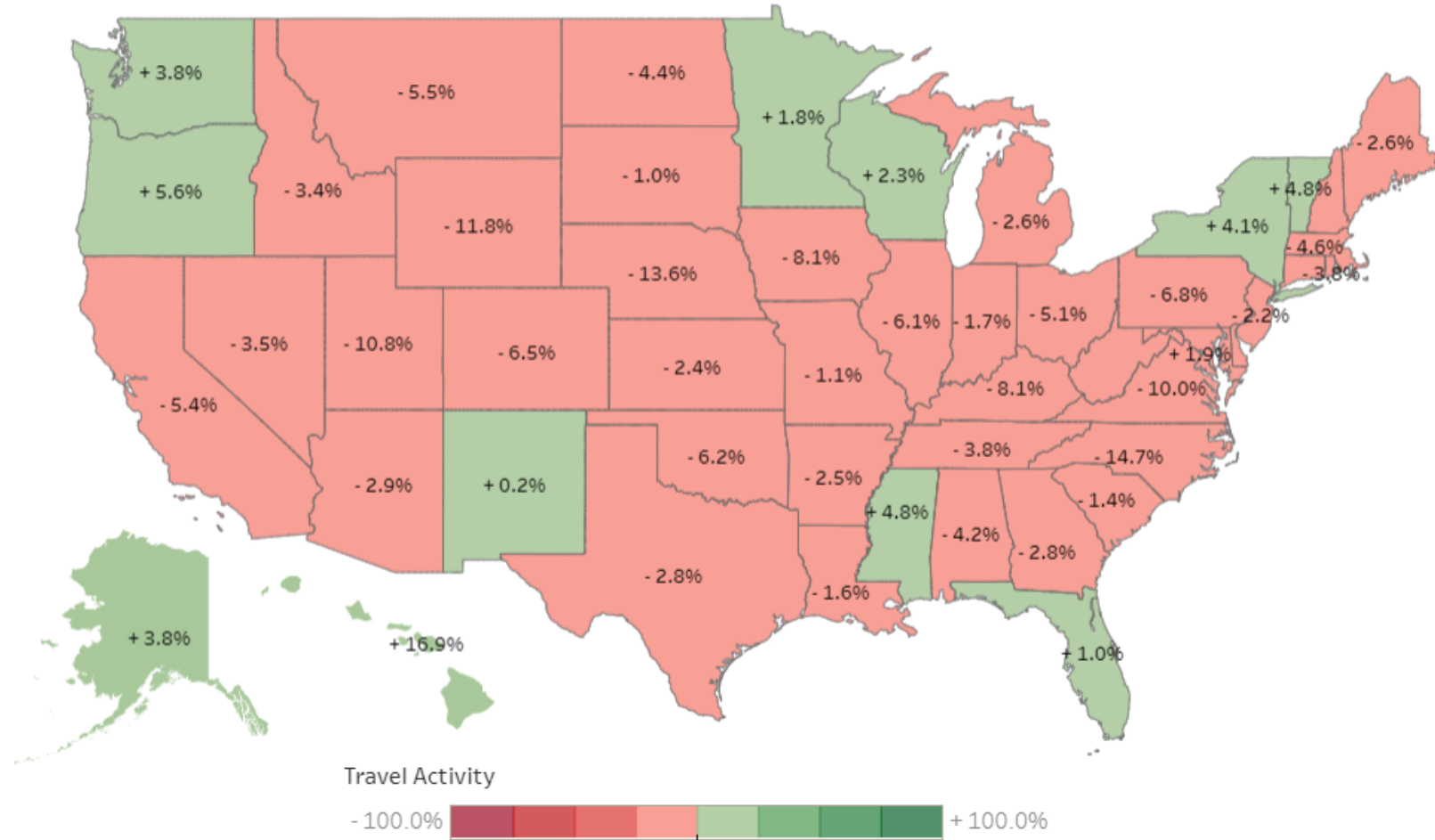


Arrivalist Daily Travel Index: August 18, 2020



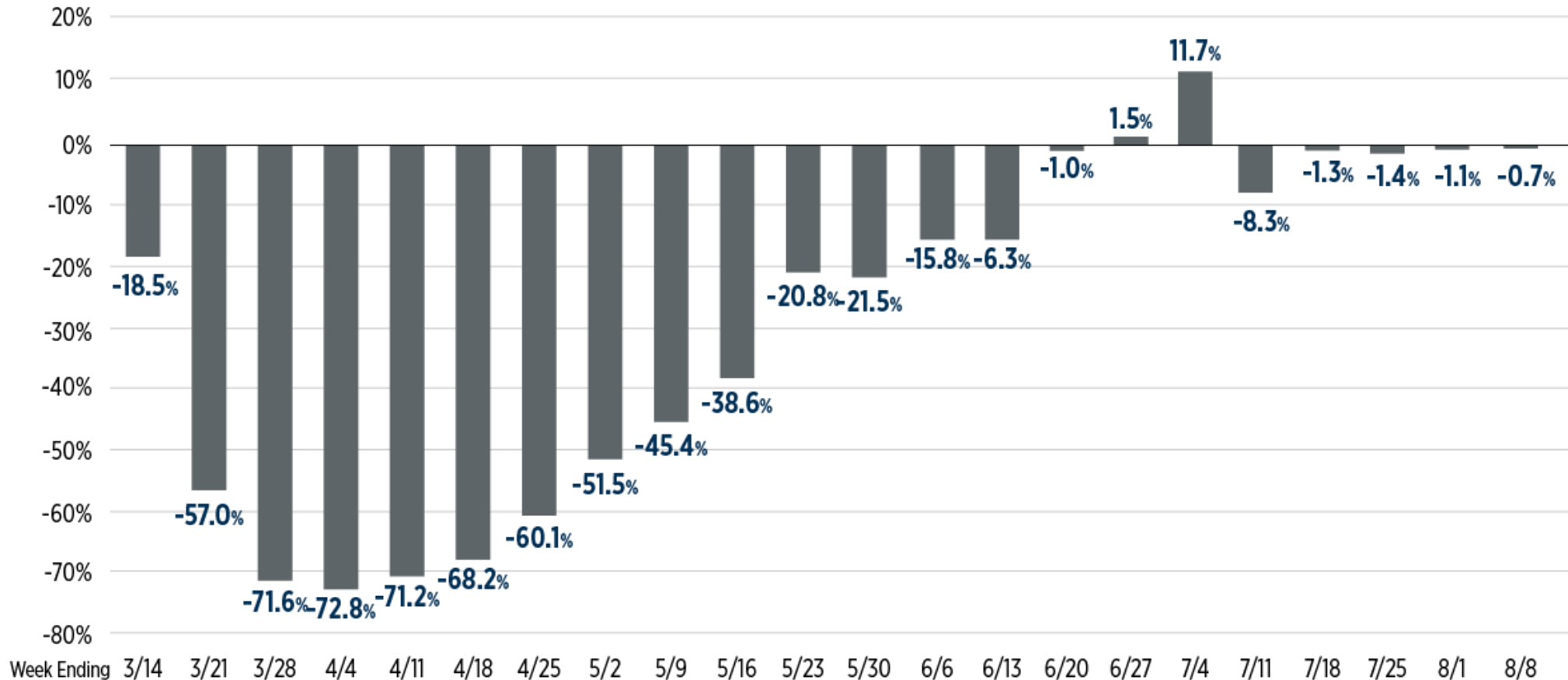
# ARRIVALIST TRAVEL INDEX

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)



# CYTD STATE PARK VISITATION

CALENDAR YTD VS. PRIOR YEAR

STATE PARK	2020 VISITS	% CHANGE
LEWIS AND CLARK STATE PARK	693,655	+56%
CUSTER STATE PARK	1,135,899	+1%
OAHE DOWNSTREAM REC AREA	245,014	+31%
NEWTON HILLS STATE PARK	127,094	+83%
TOTAL PARK VISITATION	5,063,698	+28%

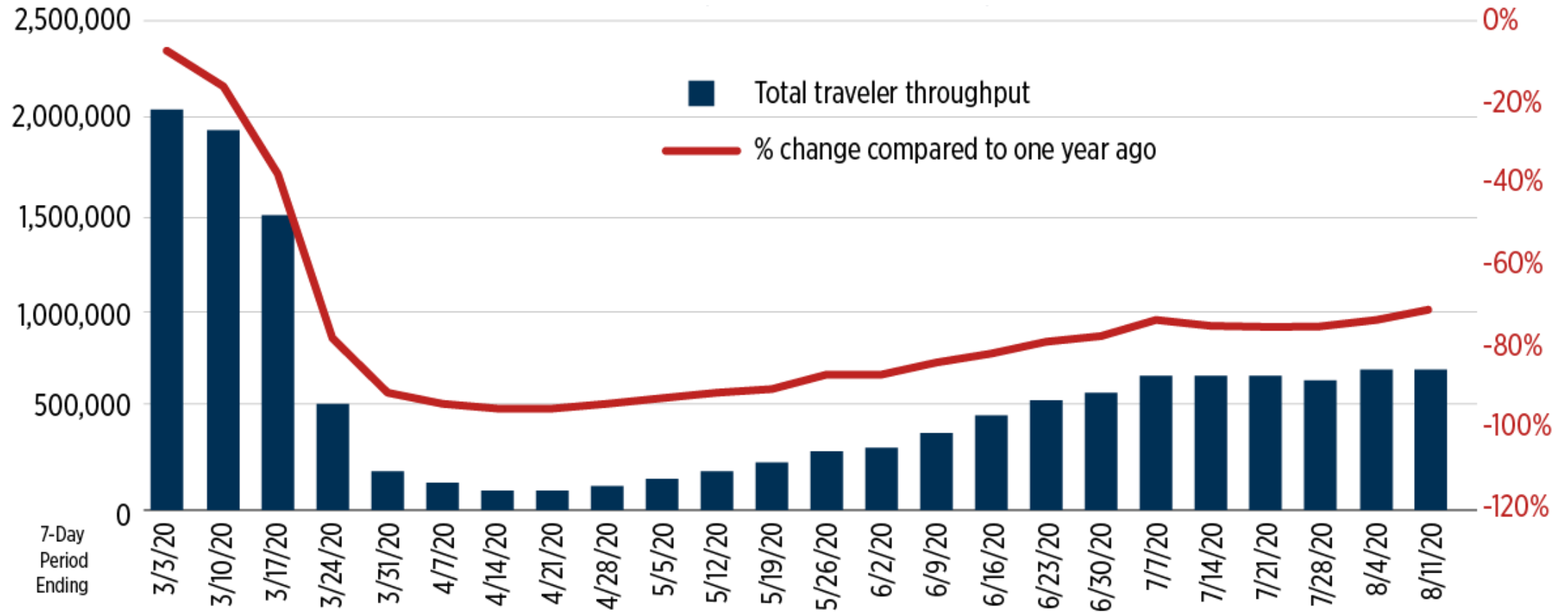


JULY 2020 COMISSION REPORT: This report does not represent all state parks and rec areas."



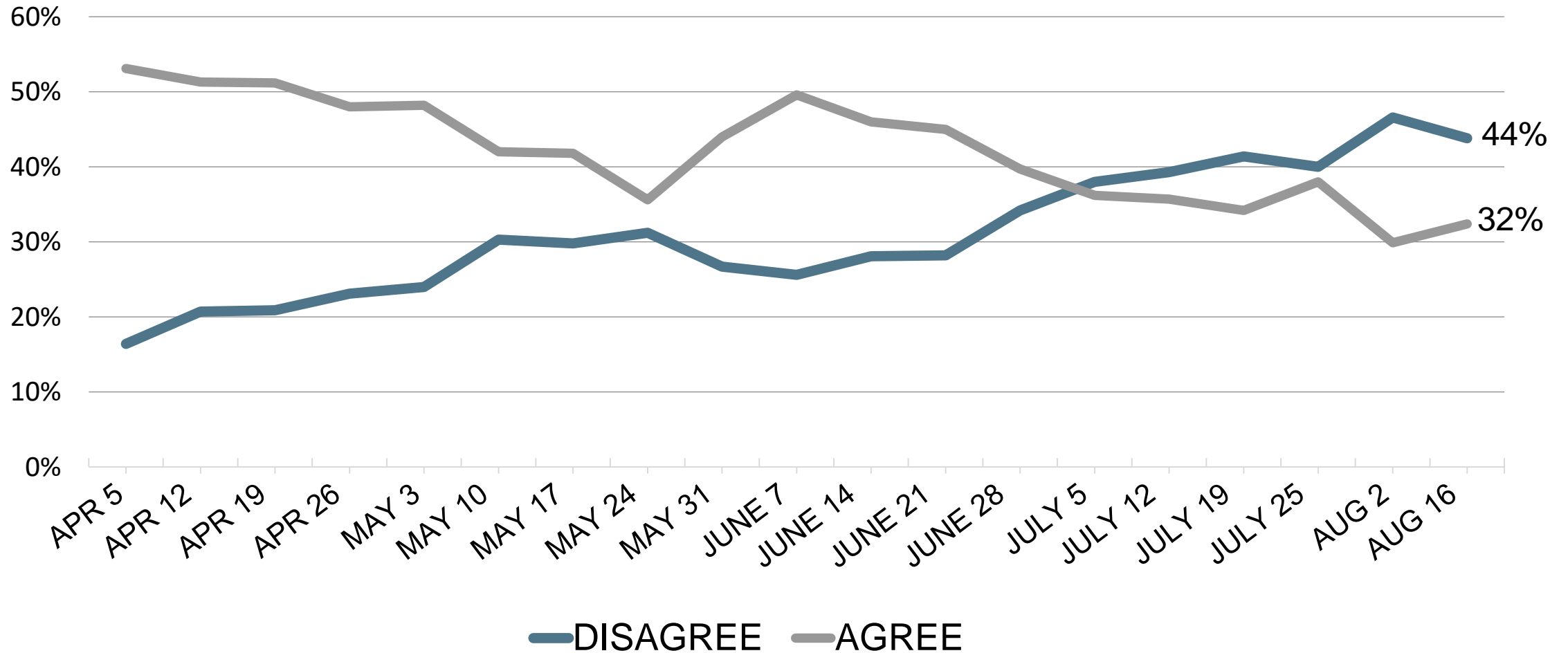
# DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – Aug 11, 2020



# TRAVELING IN THE FALL

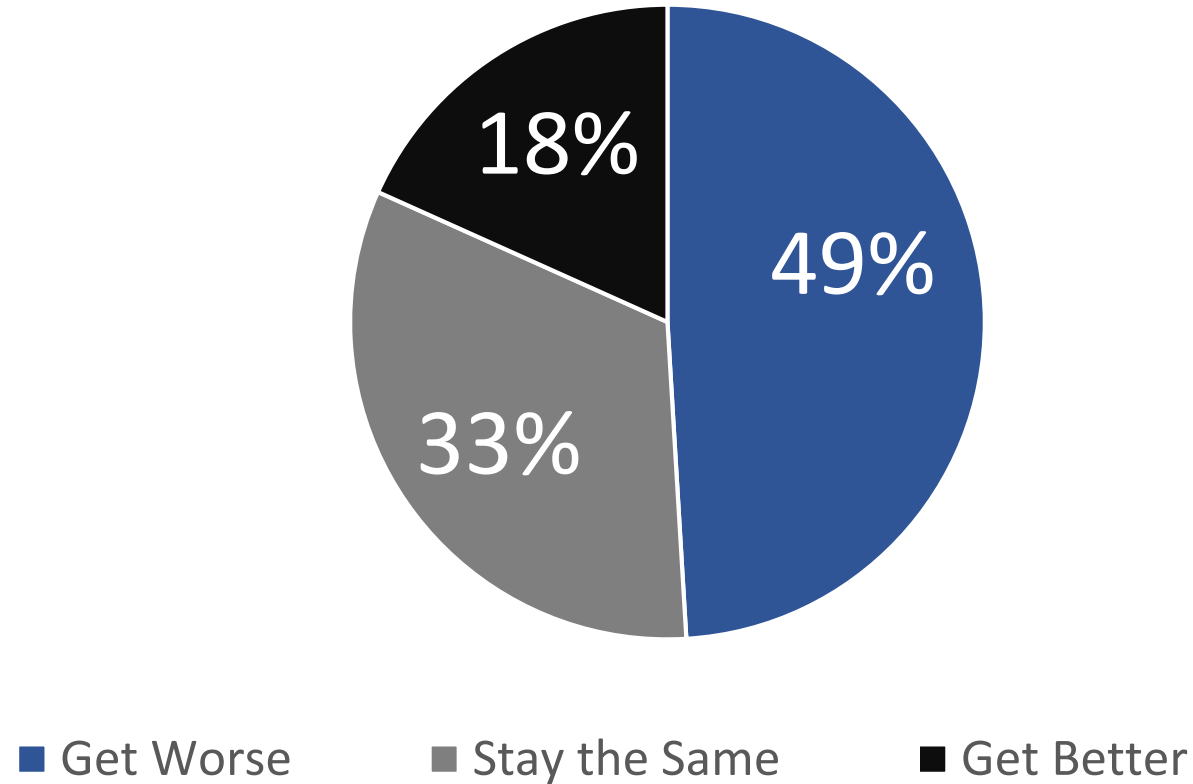
I EXPECT THAT I WILL BE TRAVELING IN THE FALL....



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

# EXPECTATION FOR THE CORONAVIRUS

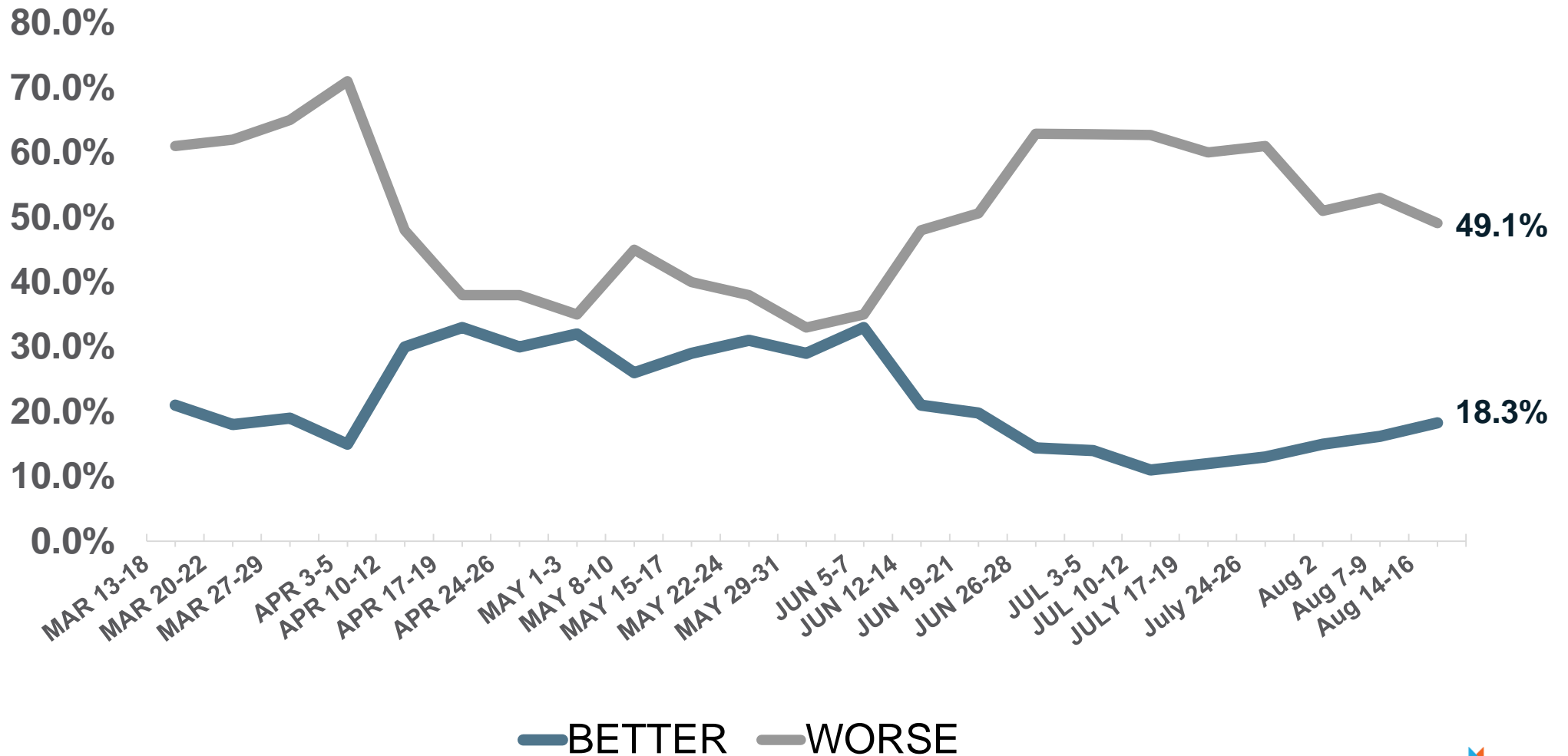
IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE CORONAVIRUS TO CHANGE IN THE US?





# EXPECTATIONS FOR CORONAVIRUS

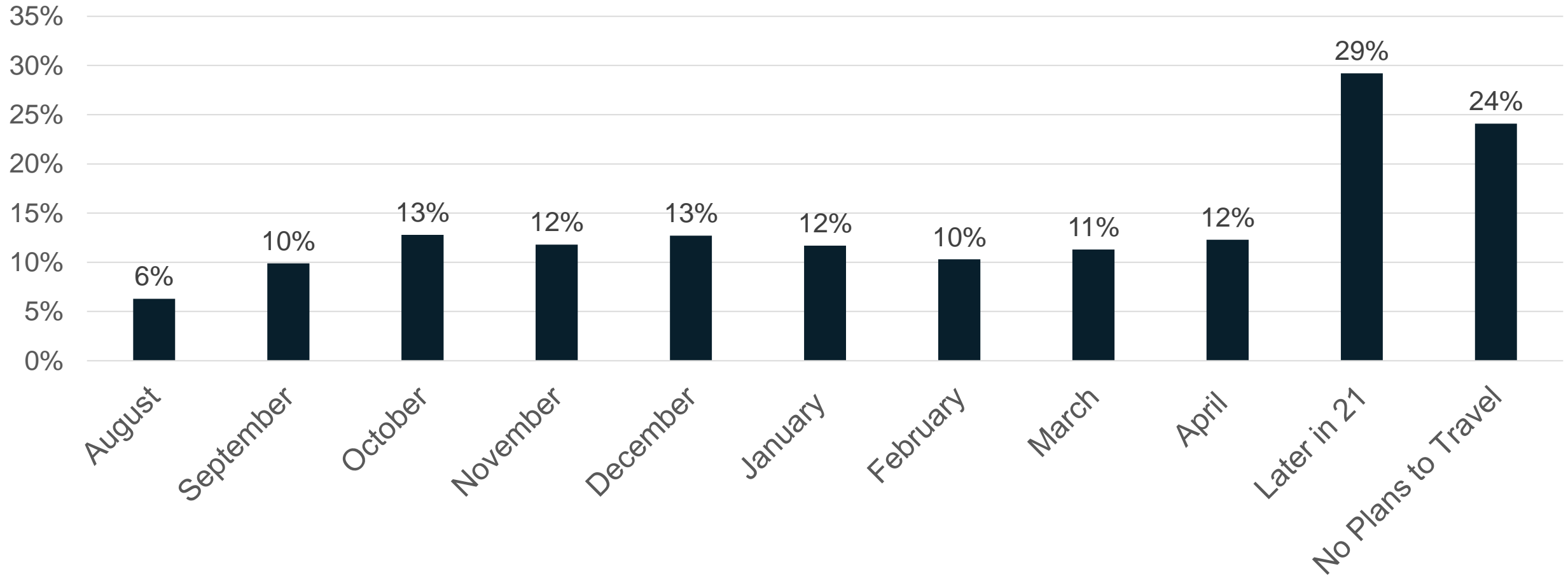
IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US



Travel Sentiment Study: Fielded on August 16, 2020

# UPCOMING TRAVEL PLANS

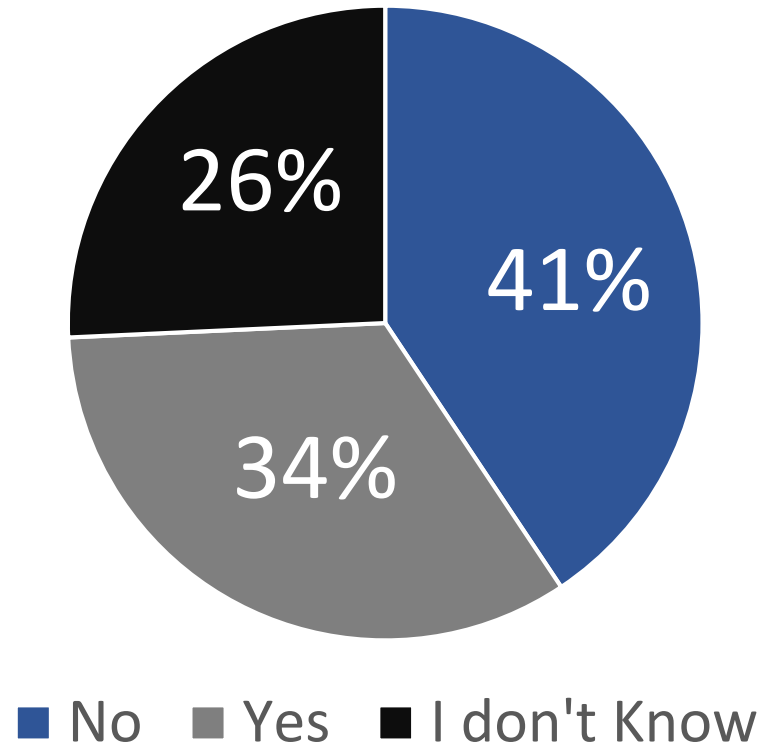
In which months of this year do you currently plan to take any leisure trips?



Travel Sentiment Study: Fielded on Aug 16, 2020\*

# 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 9 – Aug 15, 2020 VS. PRIOR YEAR

**+113%**  
SESSIONS

**+98%**  
PAGEVIEWS

**-6%**  
BOUNCE RATE

Aug 9, 2020 - Aug 15, 2020: ● Sessions

Aug 9, 2019 - Aug 15, 2019: ● Sessions

