



# COVID-19 RESEARCH

Updated: 8-28-20

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

 UberMedia

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST

 str

 miles  
PARTNERSHIP

 H2R  
MARKET RESEARCH

 Travel  
Intelligence

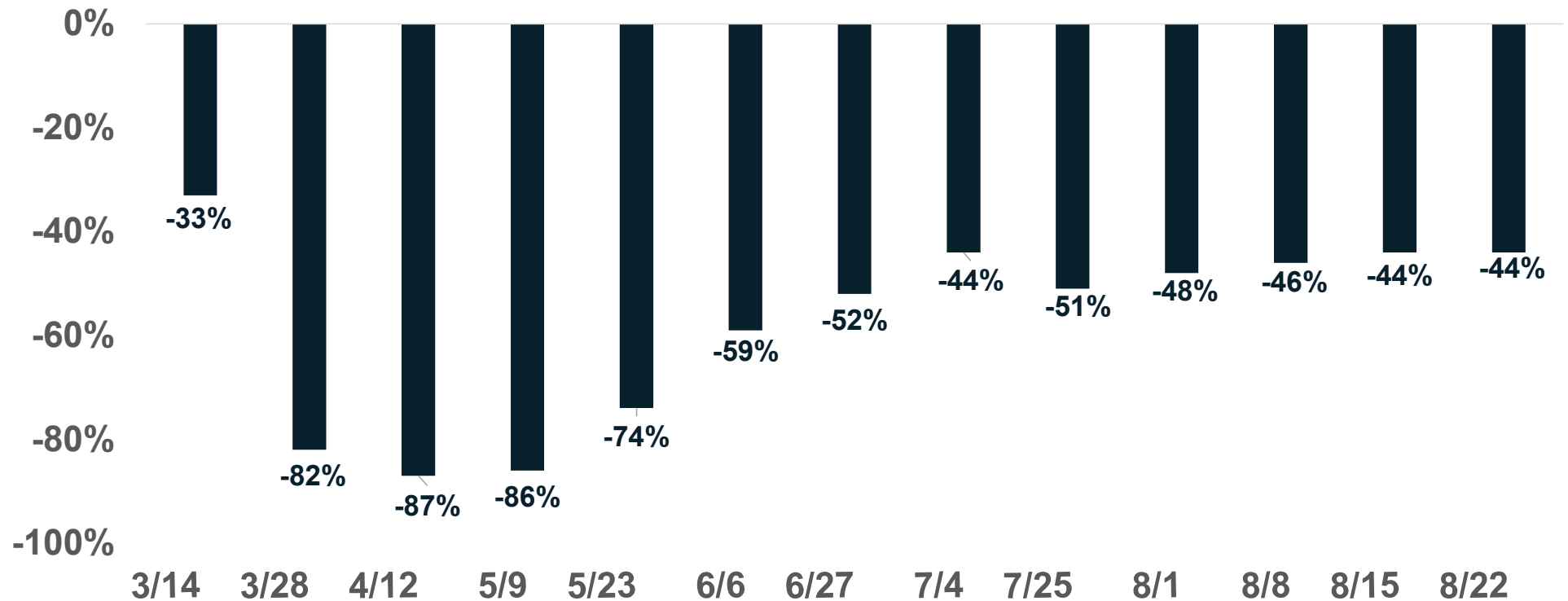
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods  
INTERNATIONAL

# YEAR-OVER-YEAR % CHANGE

## NATIONAL WEEKLY TRAVEL SPENDING

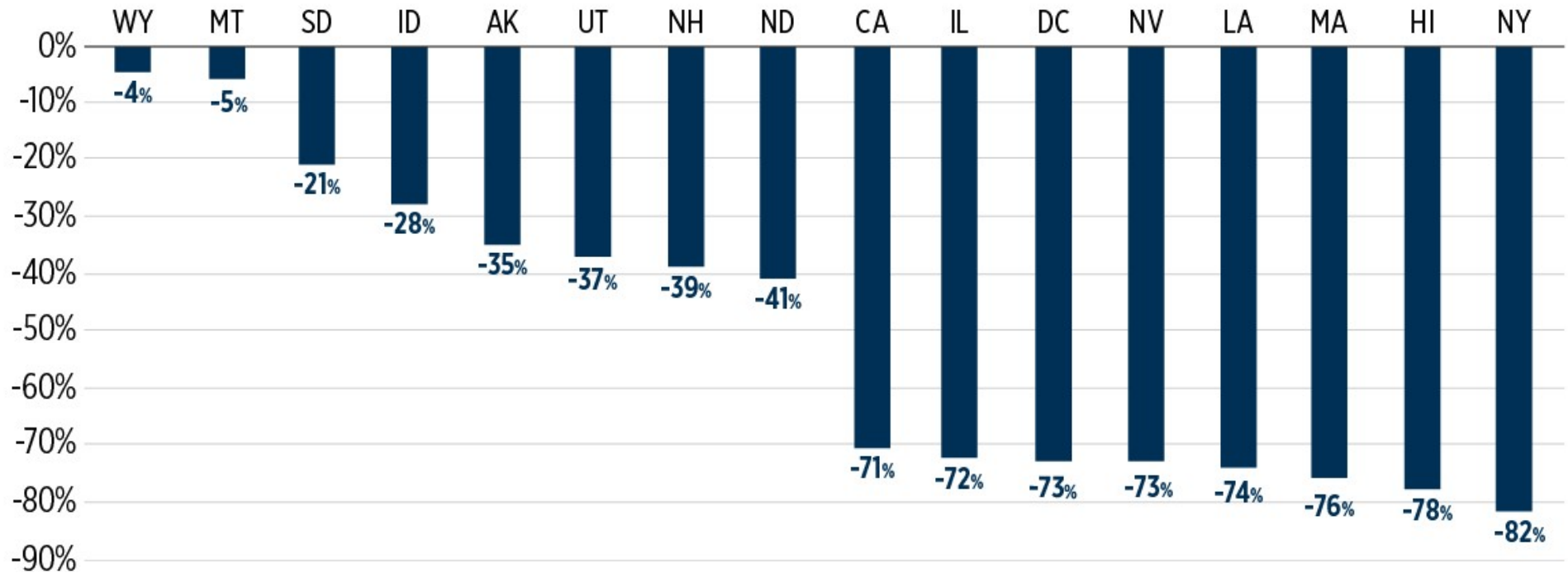


Source: Tourism Economics, "WEEKLY CORONAVIRUS  
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



# DOMESTIC BOOKINGS

STRONGEST AND WEAKEST PERFORMING STATES – WEEK OF AUG 10



*South Dakota*



# 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%



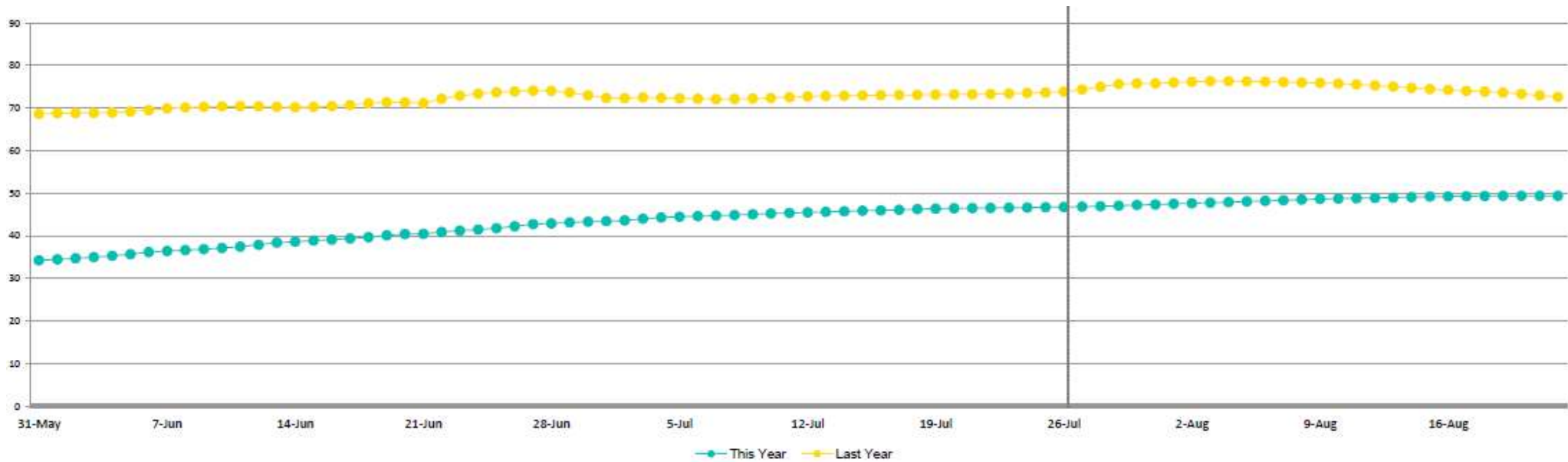
# SD HOTEL OCCUPANCY BY REGION

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 48.8% LAST WEEK



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STR HOTEL REVIEW: August 22, 2020



# ARRIVALIST DAILY TRAVEL INDEX

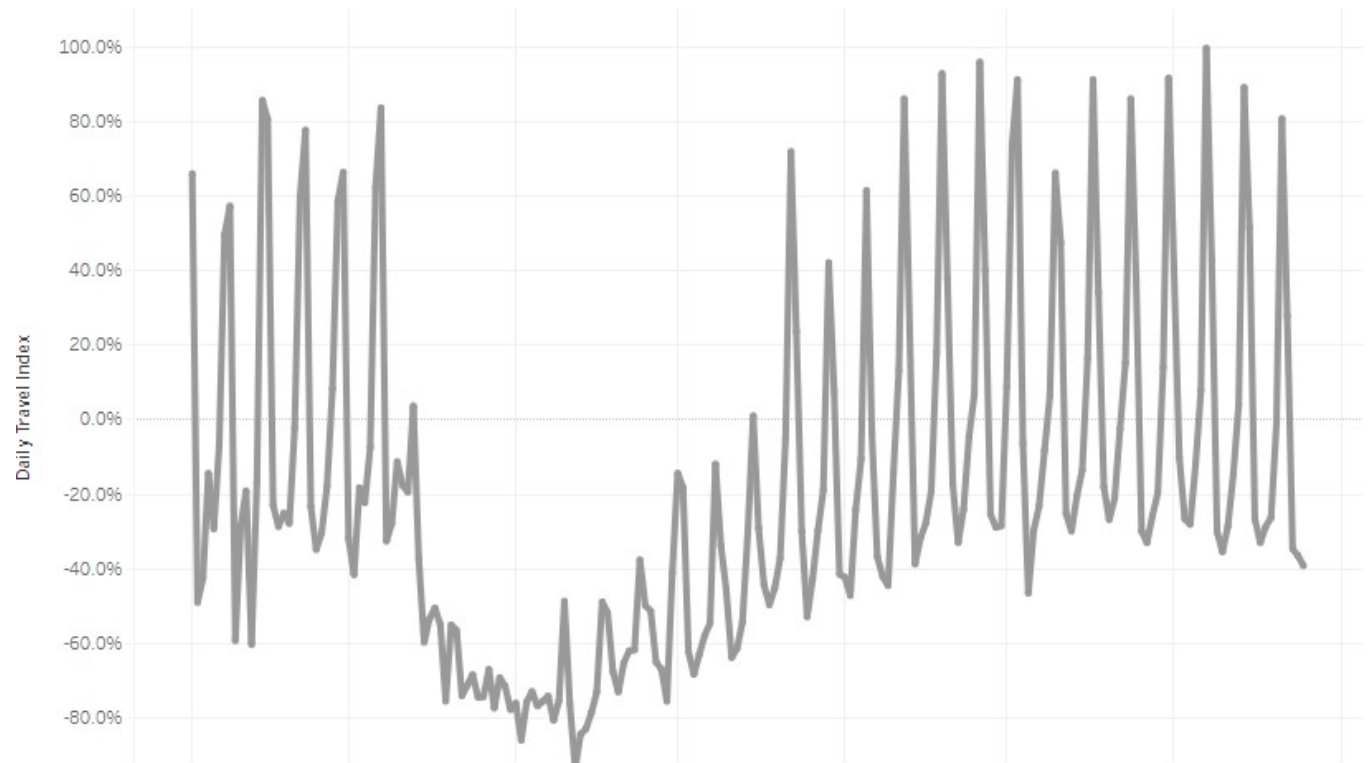
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

**-39%**

Week over Week Change

**-10%**



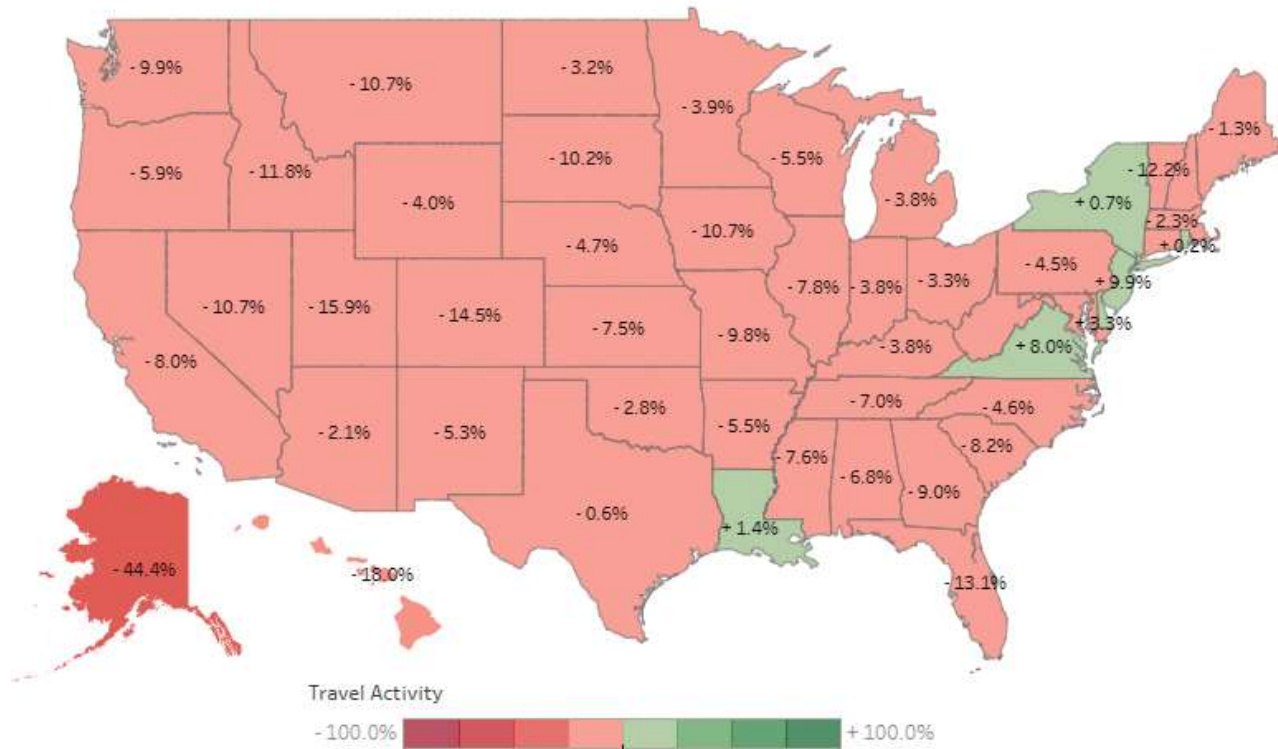
Arrivalist Daily Travel Index: August 25, 2020





# ARRIVALIST TRAVEL INDEX

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



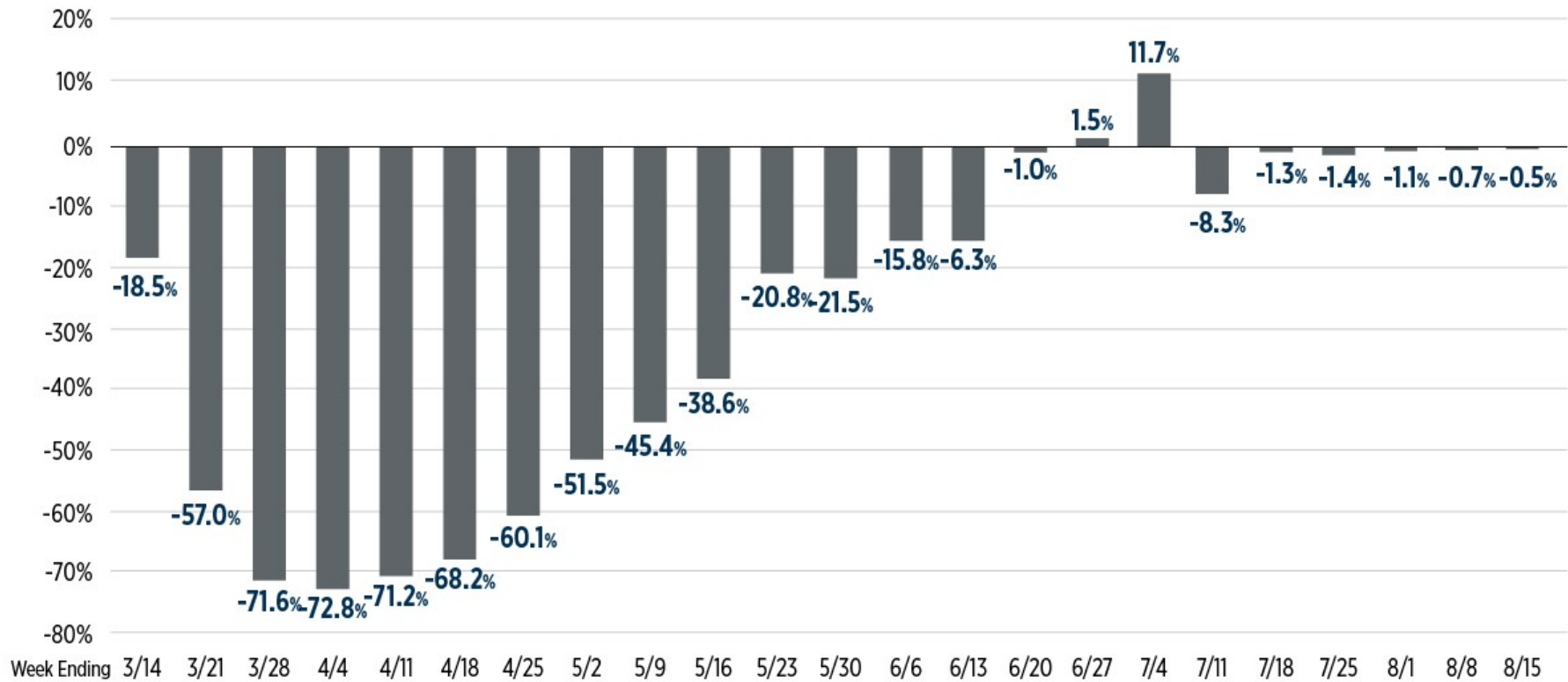
South Dakota

ARRIVALIST DAILY INDEX: August 25, 2020



# US ROAD TRIP INDEX

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



SOURCE: Arrivalist

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# 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%

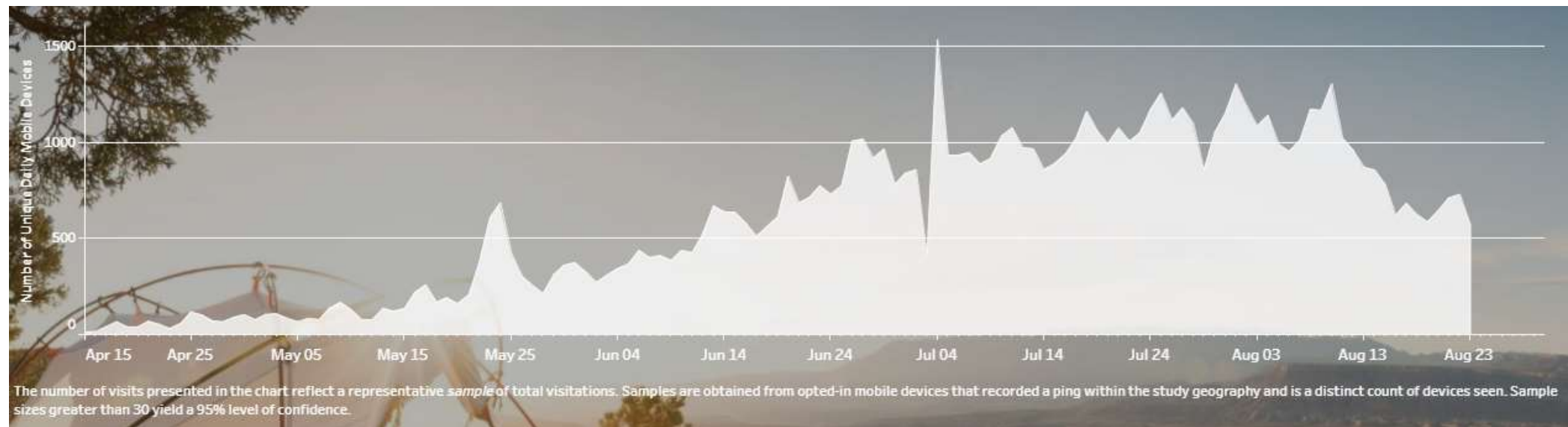


JULY 2020 COMISSION REPORT: This report does not represent all state parks and rec areas."



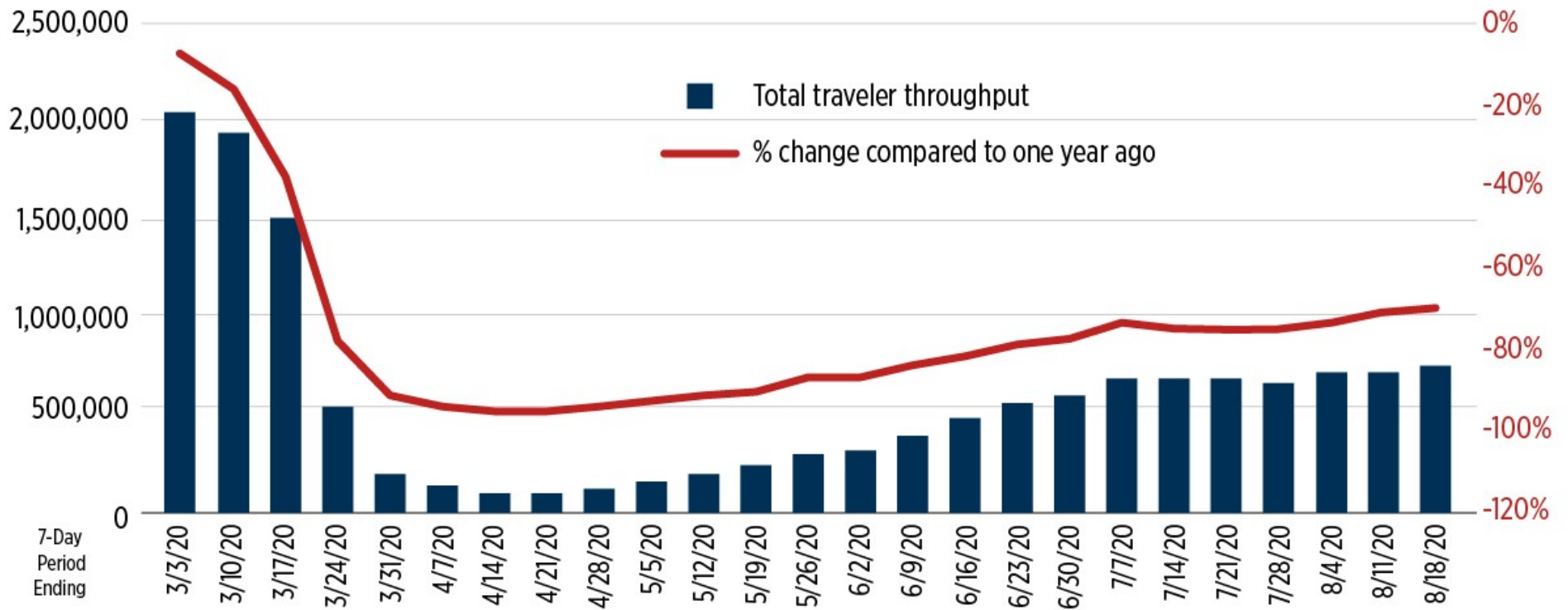
# MOUNT RUSHMORE VISITATION TREND

CALENDAR YTD VS. PRIOR YEAR



# DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – Aug 18, 2020



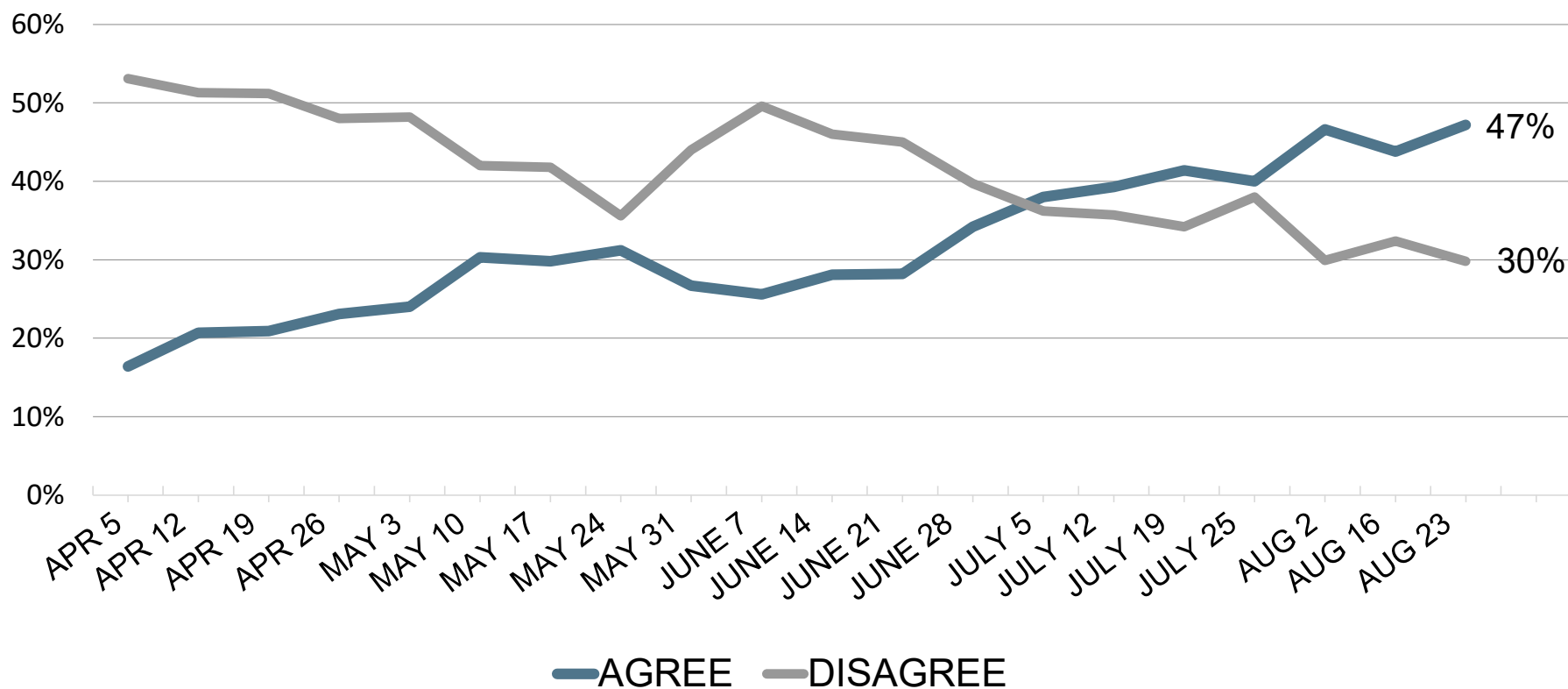
South Dakota

Source: TSA Report



# TRAVELING IN THE FALL

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



Travel Sentiment Study: Fielded on Aug 23, 2020

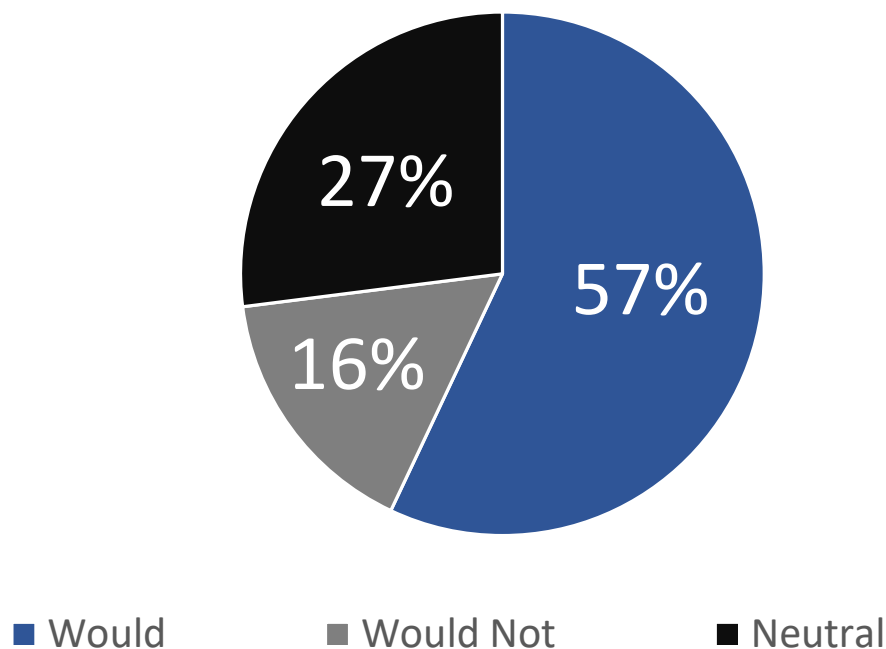
# HOW THE PANDEMIC WILL END

BY WHAT MEANS DO YOU BELIEVE THE PANDEMIC WILL EVENTUALLY COME TO AN END?



# INTENTIONS TO RECEIVE A VACCINE

IF A VACCINE FOR COVID-19 WAS APPROVED AS BEING SAFE AND EFFECTIVE, HOW LIKELY WOULD YOU BE TO GET THIS VACCINATION?



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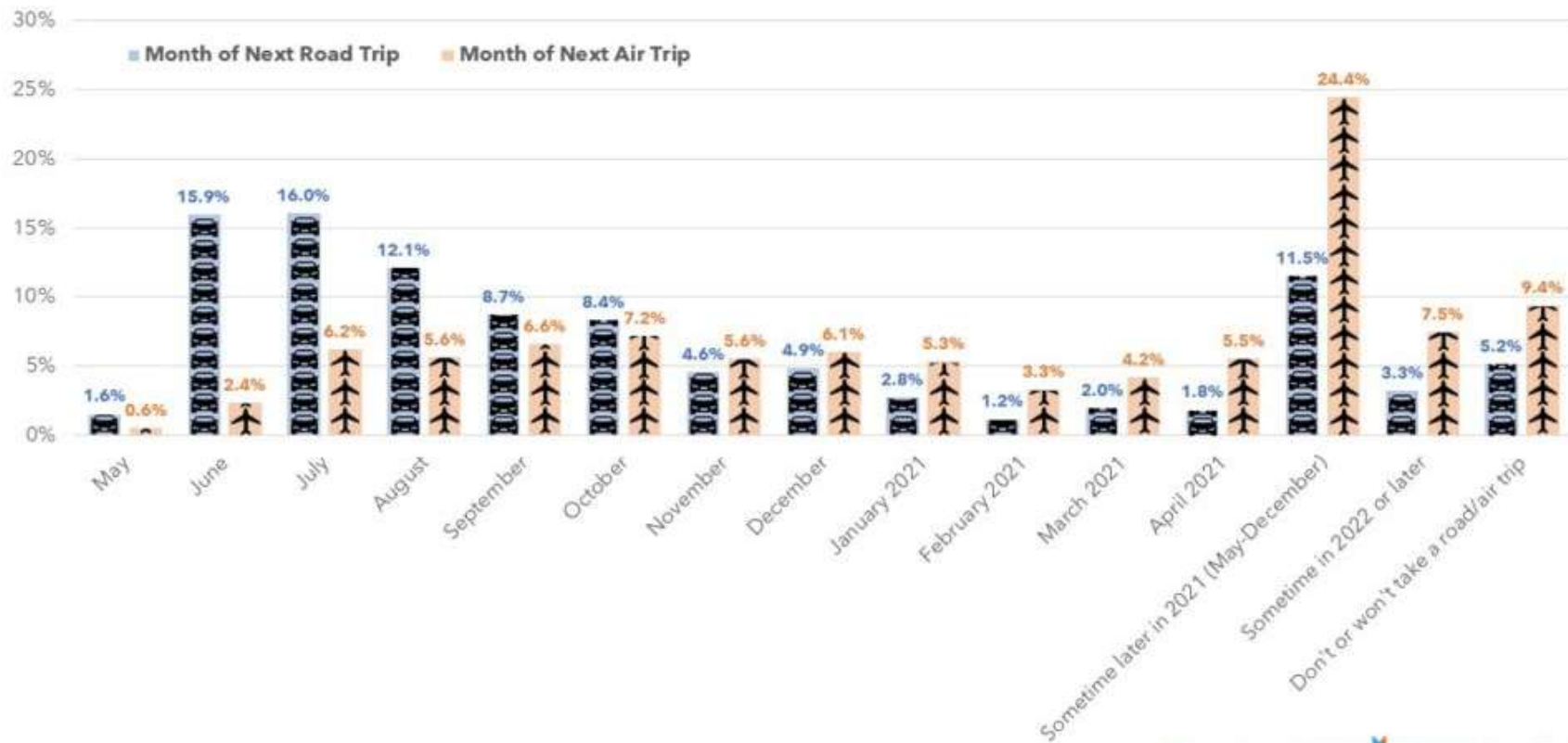
*The Call of the Consumer: Fielded on August 20, 2020*



**H2R**  
MARKET RESEARCH



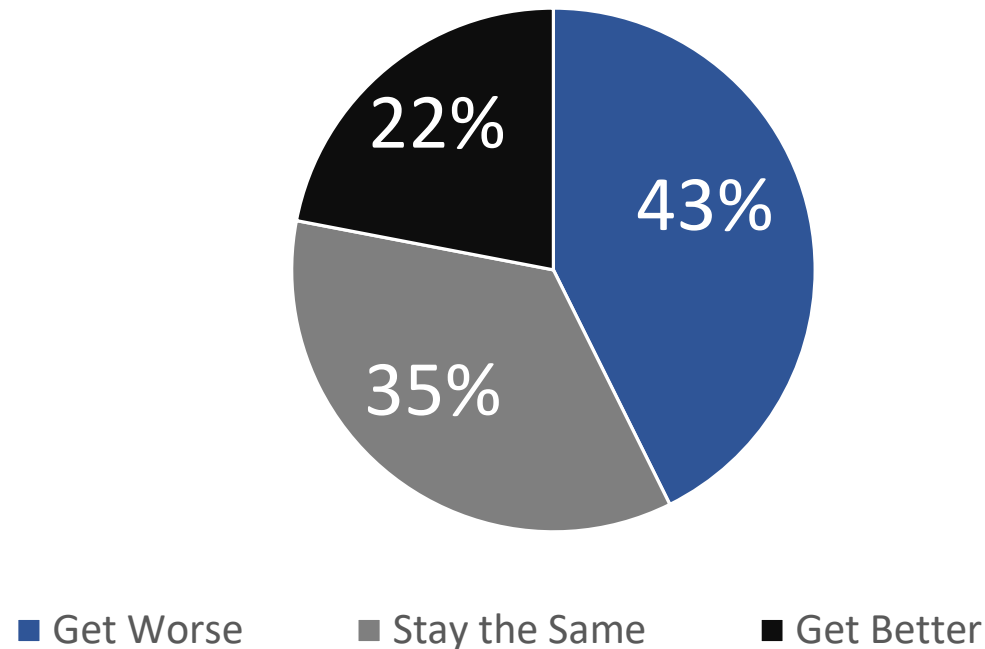
# MONTH OF NEXT TRIP



Travel Sentiment Study: Fielded on Aug 23, 2020

# EXPECTATION FOR THE CORONAVIRUS

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

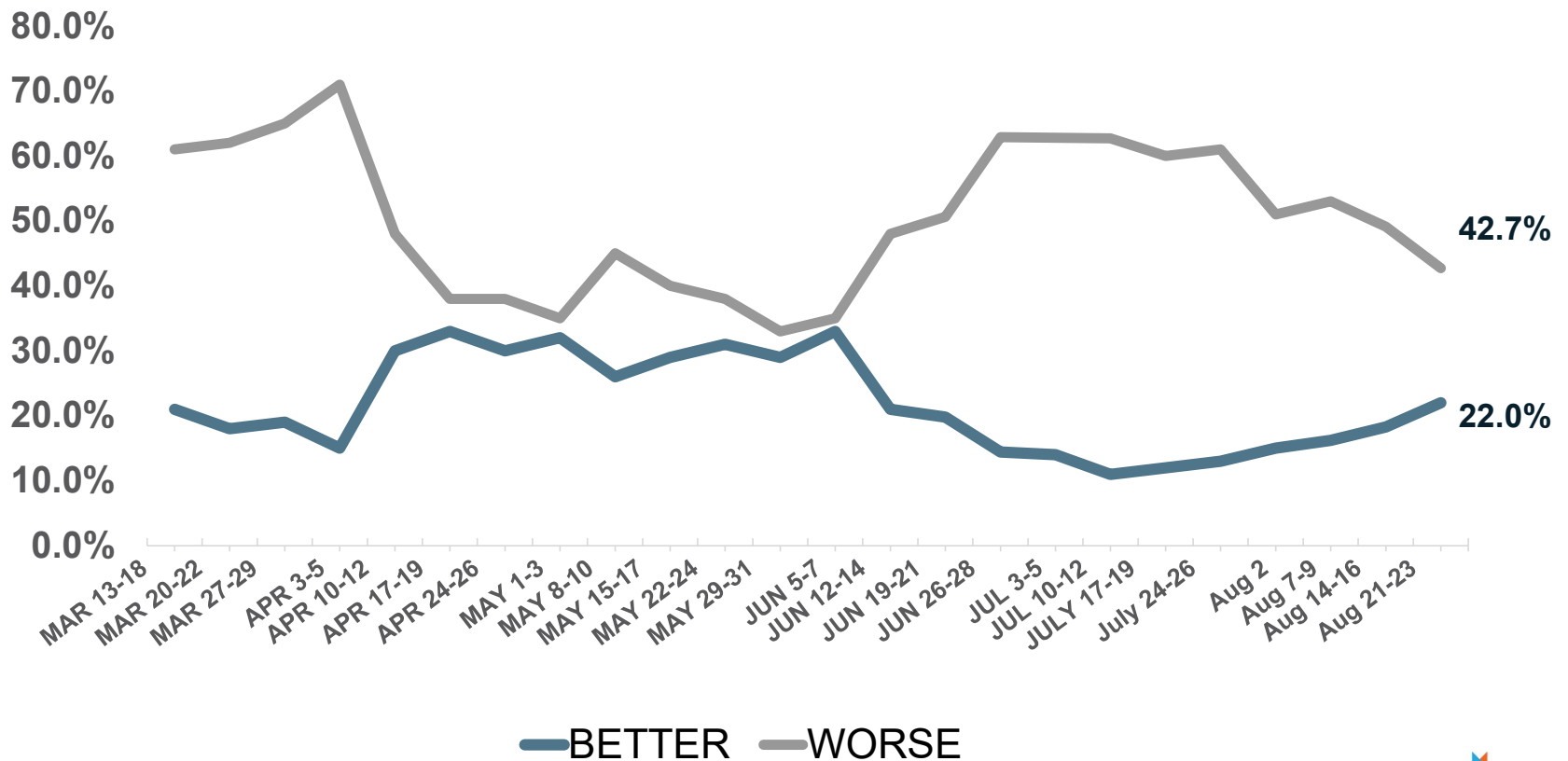


Travel Sentiment Study: Fielded on August 23, 2020<sup>®</sup>



# EXPECTATIONS FOR CORONAVIRUS

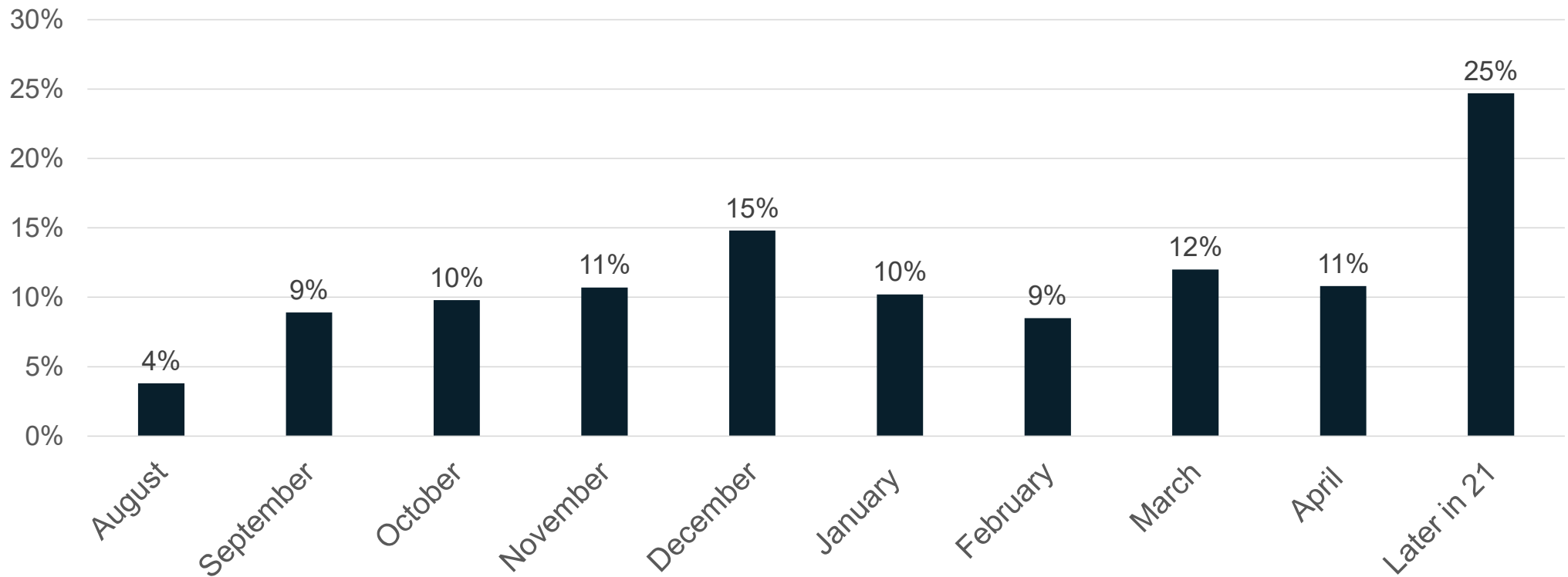
IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US



Travel Sentiment Study: Fielded on August 23, 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 23, 2020

# TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – Aug 16 – Aug 22, 2020 VS. PRIOR YEAR

**+97%**  
SESSIONS

**+95%**  
PAGEVIEWS

**-4%**  
BOUNCE RATE

