



# COVID-19 RESEARCH

Updated: 9-25-20

*South Dakota*

# DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

 UberMedia

U.S. TRAVEL  
ASSOCIATION

 ARRIVALIST

 str

 miles  
PARTNERSHIP

 H2R  
MARKET RESEARCH

 MM  
GY Travel  
Intelligence

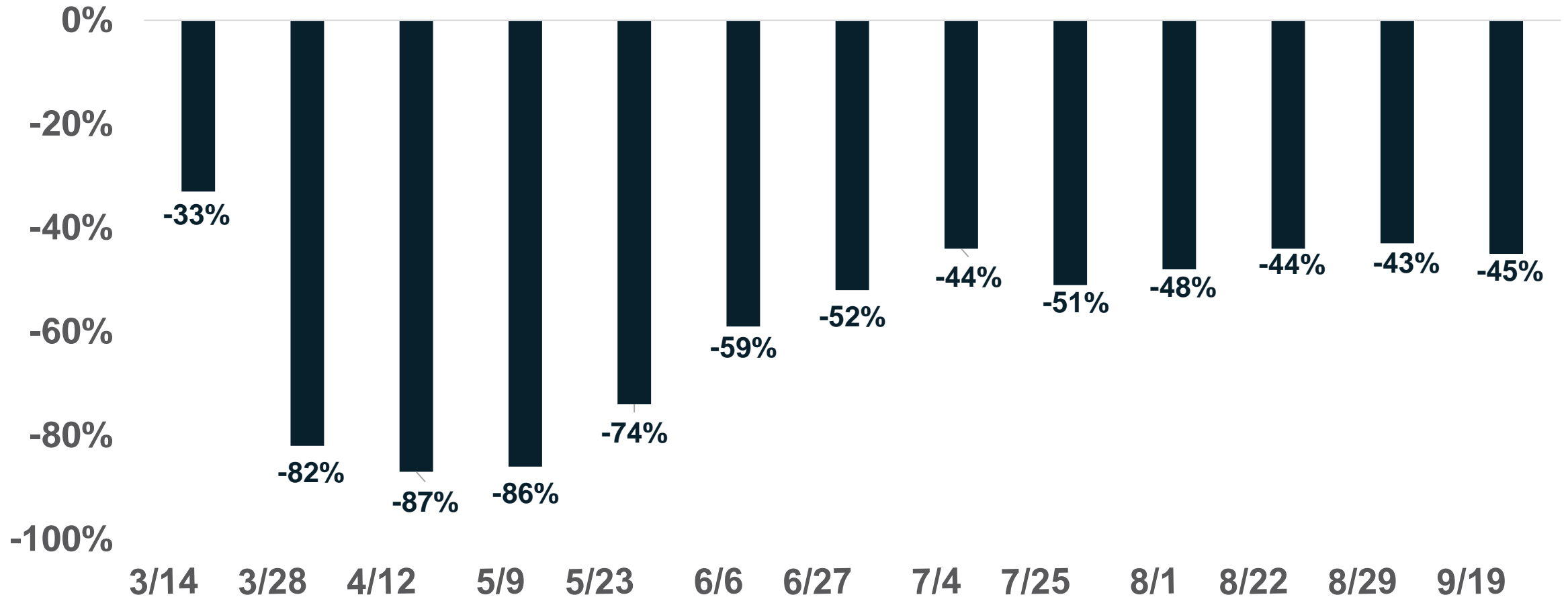
 TOURISM  
ECONOMICS  
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods  
INTERNATIONAL

# YEAR-OVER-YEAR % CHANGE

## NATIONAL WEEKLY TRAVEL SPENDING



# YEAR-OVER-YEAR % CHANGE

## REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	8/29	9/5	9/12	9/19
SD	-26%	-15%	-23%	-28%
ND	-35%	-27%	-38%	-31%
IA	-27%	-19%	-37%	-31%
MN	-47%	-34%	-48%	-47%
WY	-29%	-22%	-28%	-27%

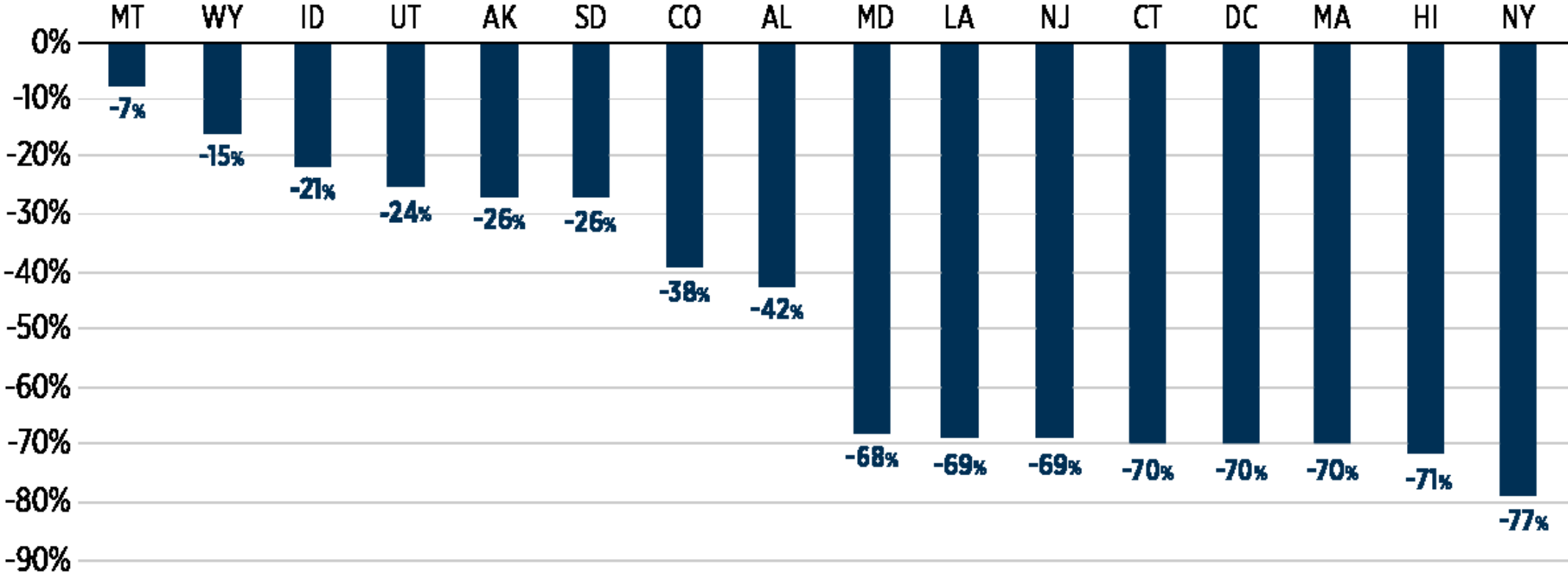


Source: Tourism Economics, "WEEKLY CORONAVIRUS  
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



# DOMESTIC BOOKINGS

STRONGEST AND WEAKEST PERFORMING STATES – WEEK OF SEP 7

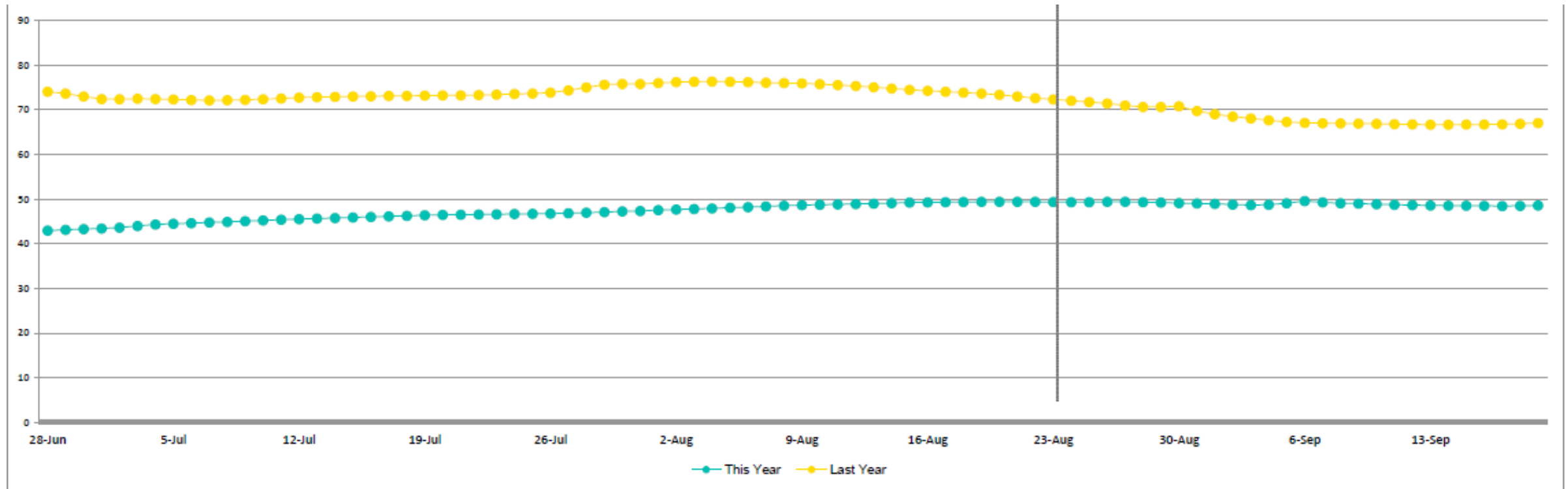


SOURCE: Adara



# U.S. HOTEL OCCUPANCY %

AVG US HOTEL OCCUPANCY REACHED 48.6% LAST WEEK



STR HOTEL REVIEW: September 22, 2020

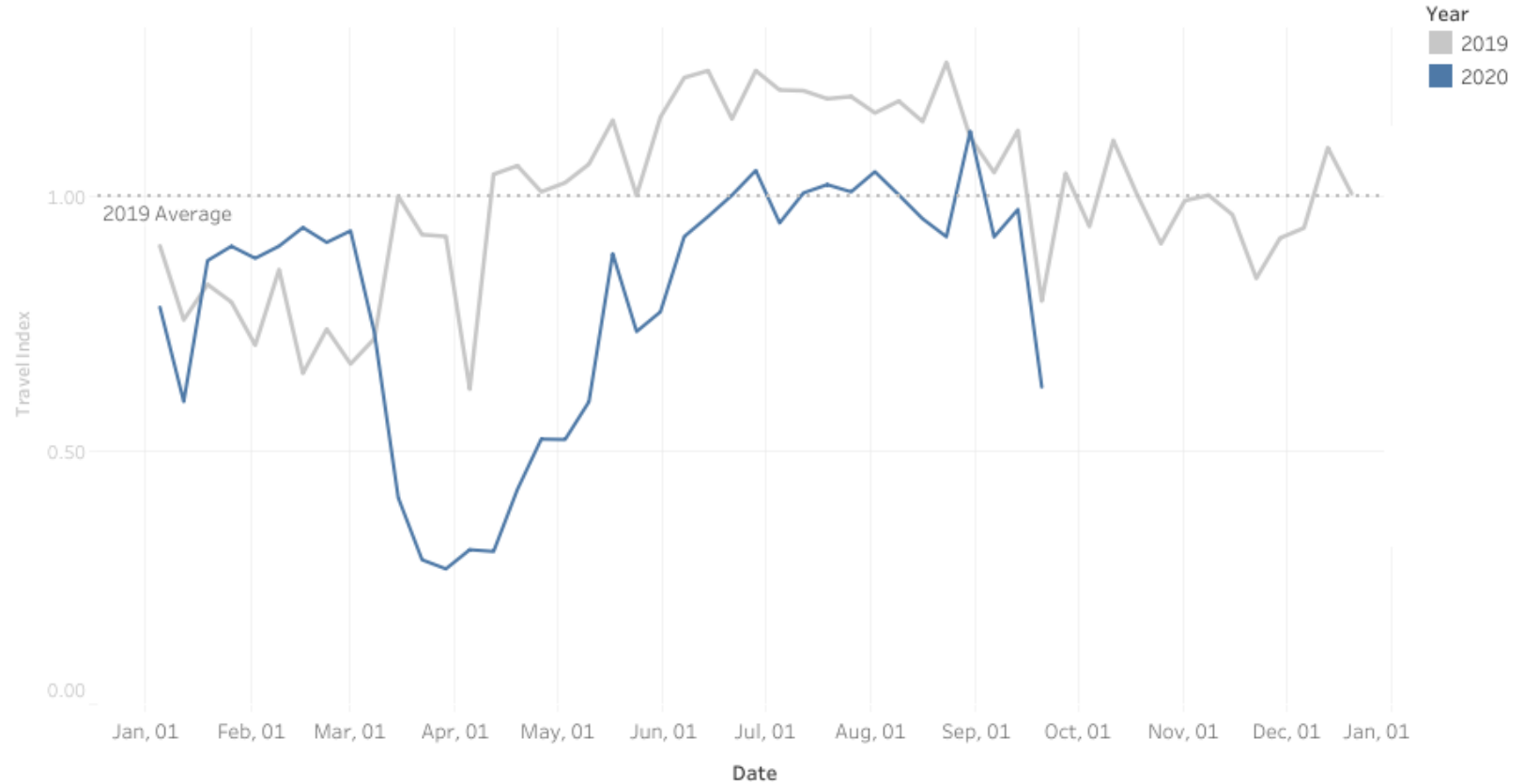


# ARRIVALIST DAILY TRAVEL INDEX

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

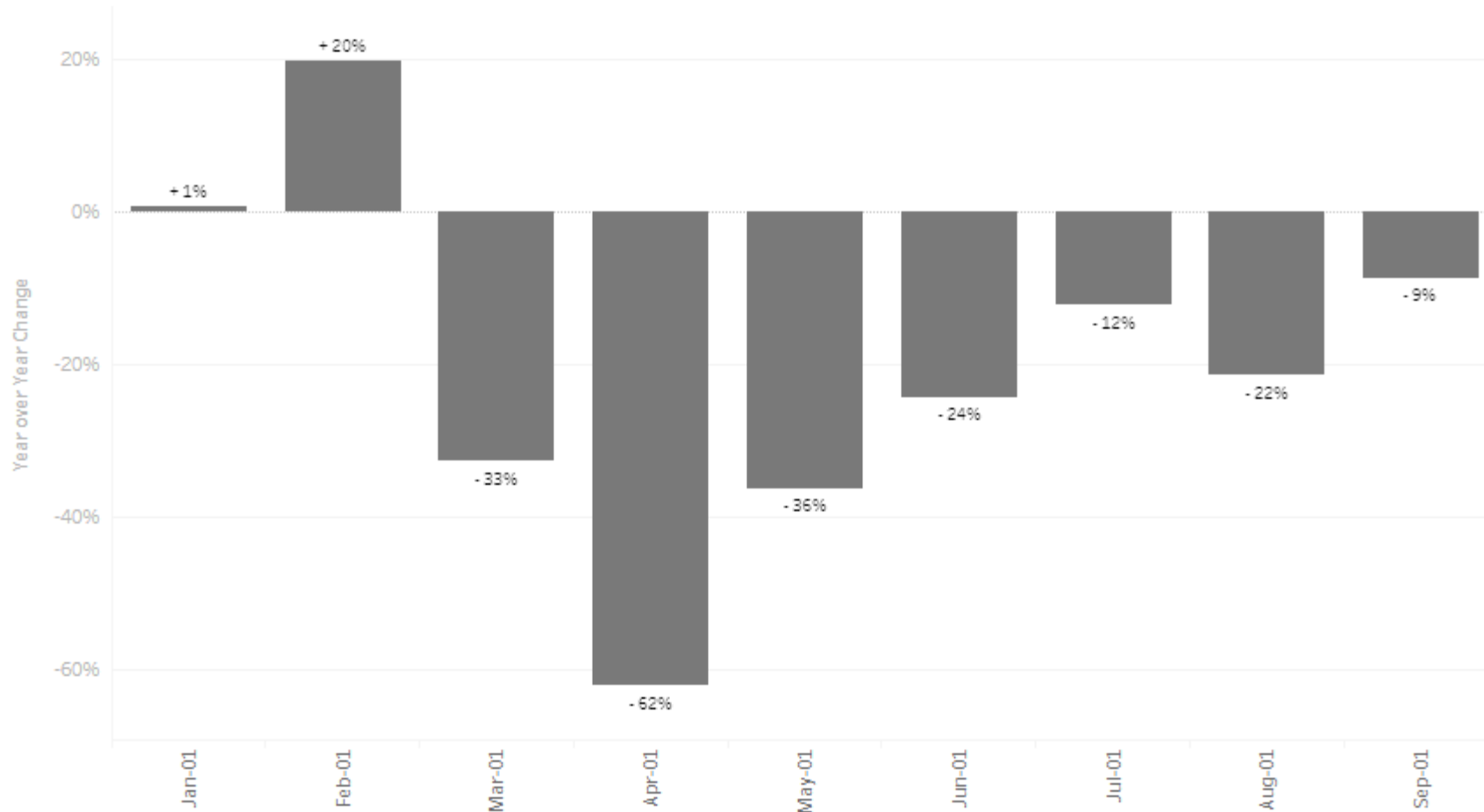
DAILY INDEX YOY

**-18.7%**



# ARRIVALIST DAILY TRAVEL INDEX

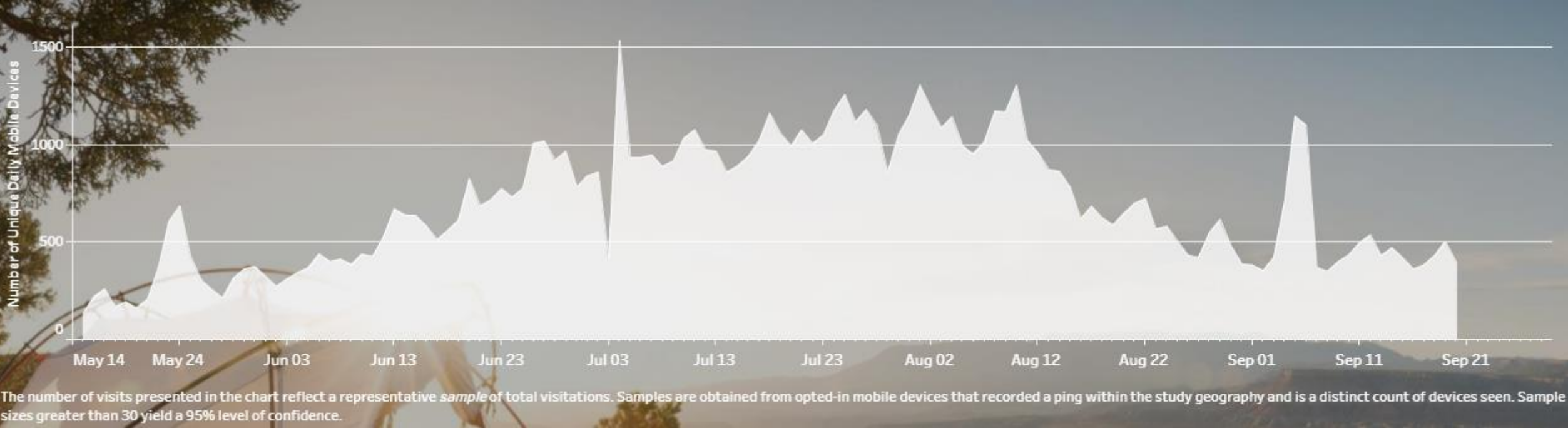
ROAD TRIPS OF 50 MILES OR MORE AND SPENT MINIMUM OF 2 HOURS WITHIN SOUTH DAKOTA





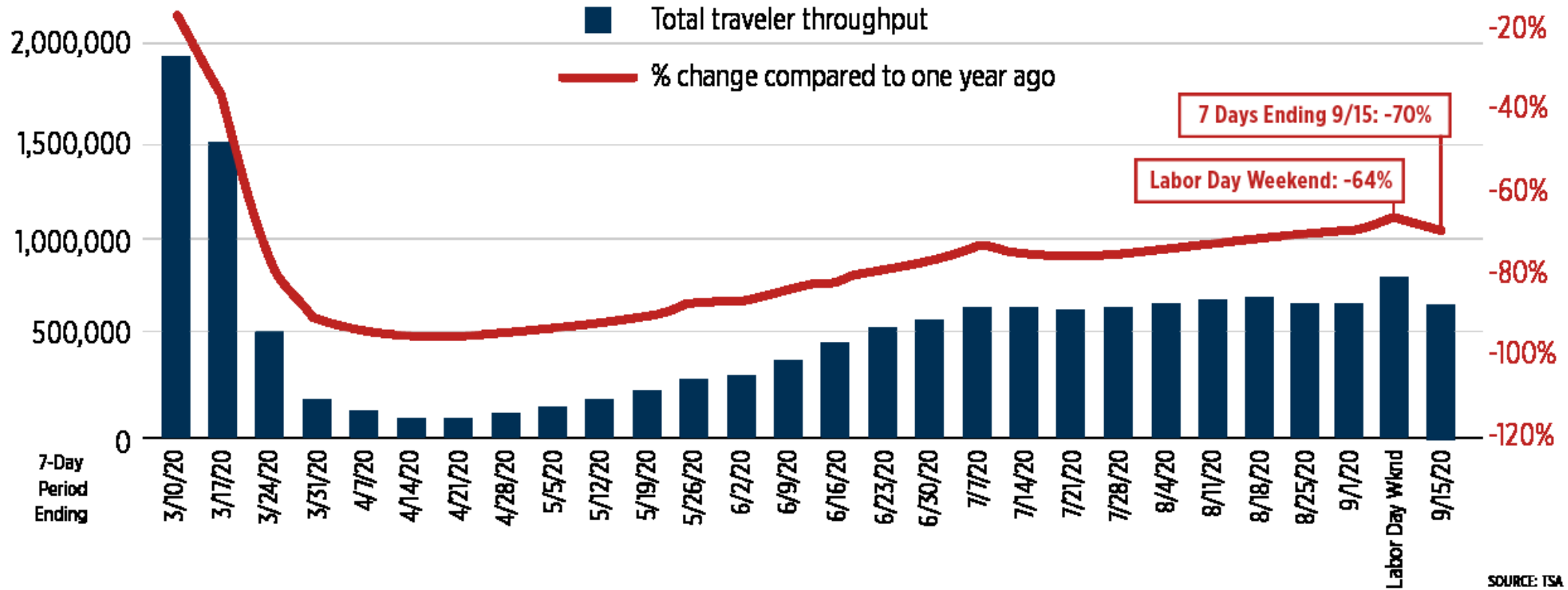
# MOUNT RUSHMORE VISITATION TREND

## CALENDAR YTD VS. PRIOR YEAR



# DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – September 15, 2020



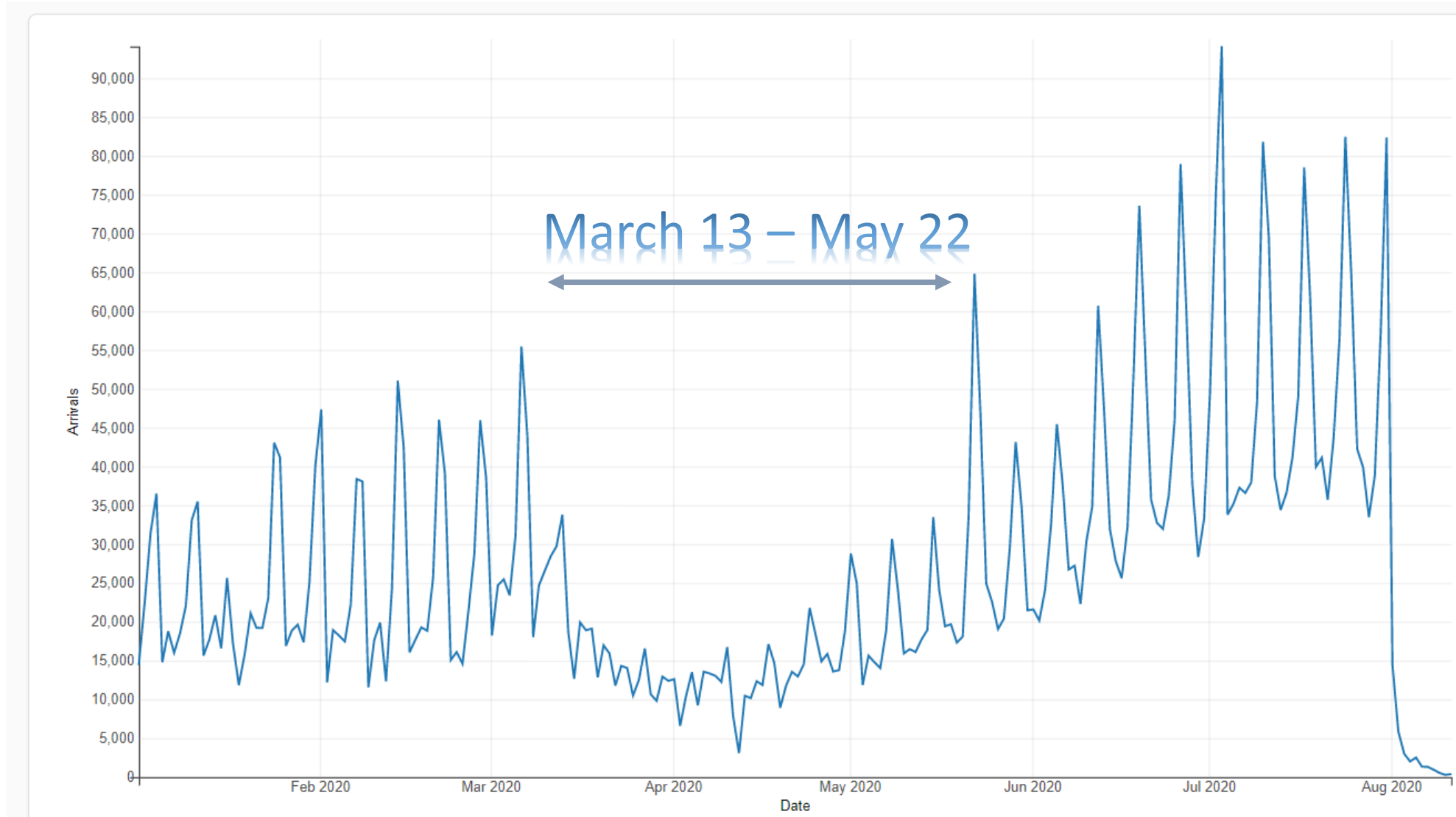
SOURCE: TSA



Source: TSA Report

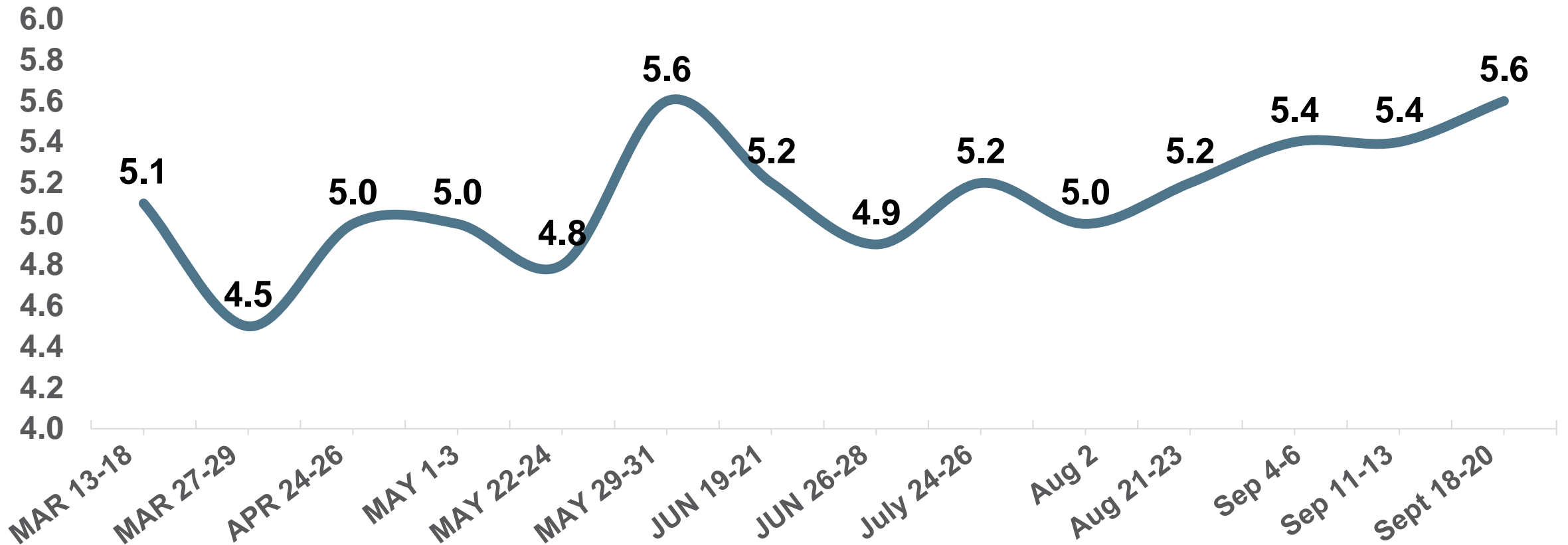


# DAILY ARRIVALS TO SOUTH DAKOTA



# OPENNESS TO TRAVEL INFORMATION

HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW AND EXCITING TRAVEL EXPERIENCES?



Travel Sentiment Study: Fielded on September 20, 2020



# WILLING TO TRAVEL

***“The level of excitement for learning about new travel experiences or destinations to visit is at a pandemic-period high”***

# TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – AUG 30 – SEP 5, 2020 VS. PRIOR YEAR

**+53%**  
SESSIONS

**+38%**  
PAGEVIEWS

**-10%**  
BOUNCE RATE

Sep 13, 2020 - Sep 19, 2020: ● Users  
Sep 13, 2019 - Sep 19, 2019: ● Users

