



# COVID-19 RESEARCH

Updated: 9-11-20

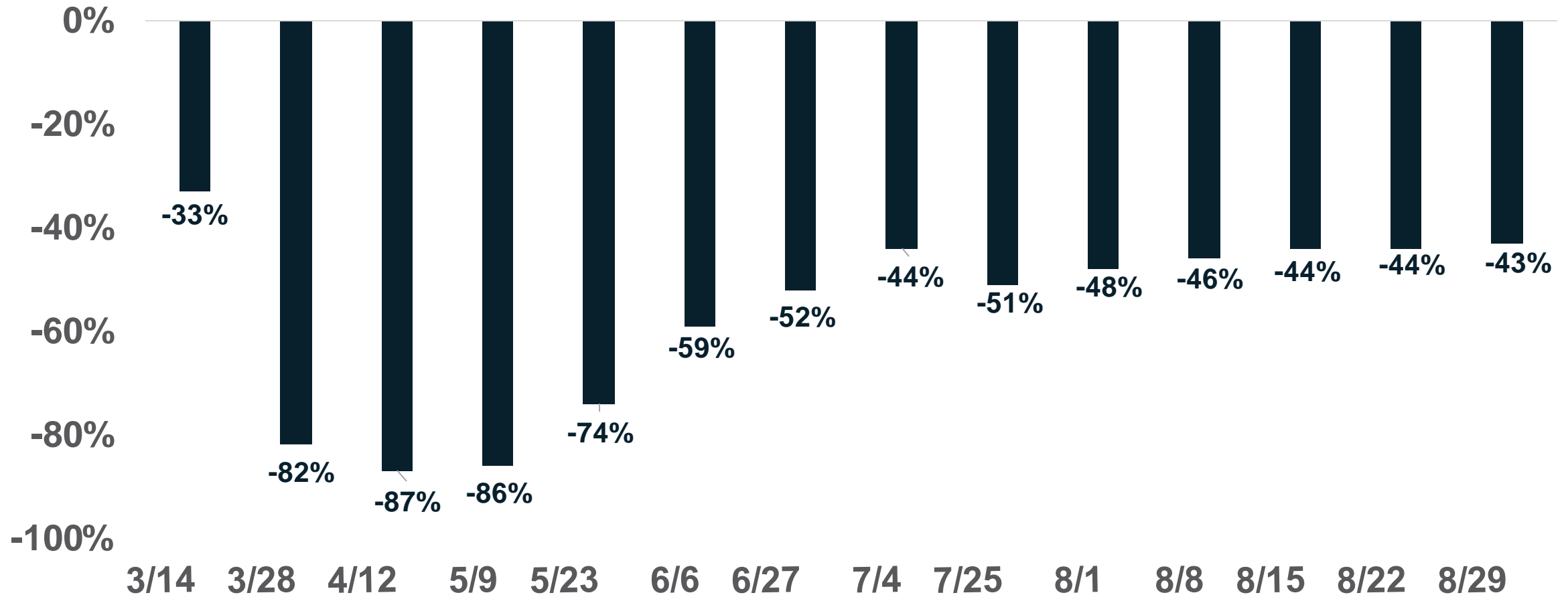
*South Dakota*

# DATA AND INSIGHTS PROVIDED BY



# YEAR-OVER-YEAR % CHANGE

## NATIONAL WEEKLY TRAVEL SPENDING



# YEAR-OVER-YEAR % CHANGE

## REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	8/8	8/15	8/22	8/29
SD	-22%	-11%	-30%	-26%
ND	-36%	-35%	-32%	-35%
IA	-40%	-24%	-18%	-27%
MN	-50%	-47%	-49%	-47%
WY	-26%	-25%	-26%	-29%

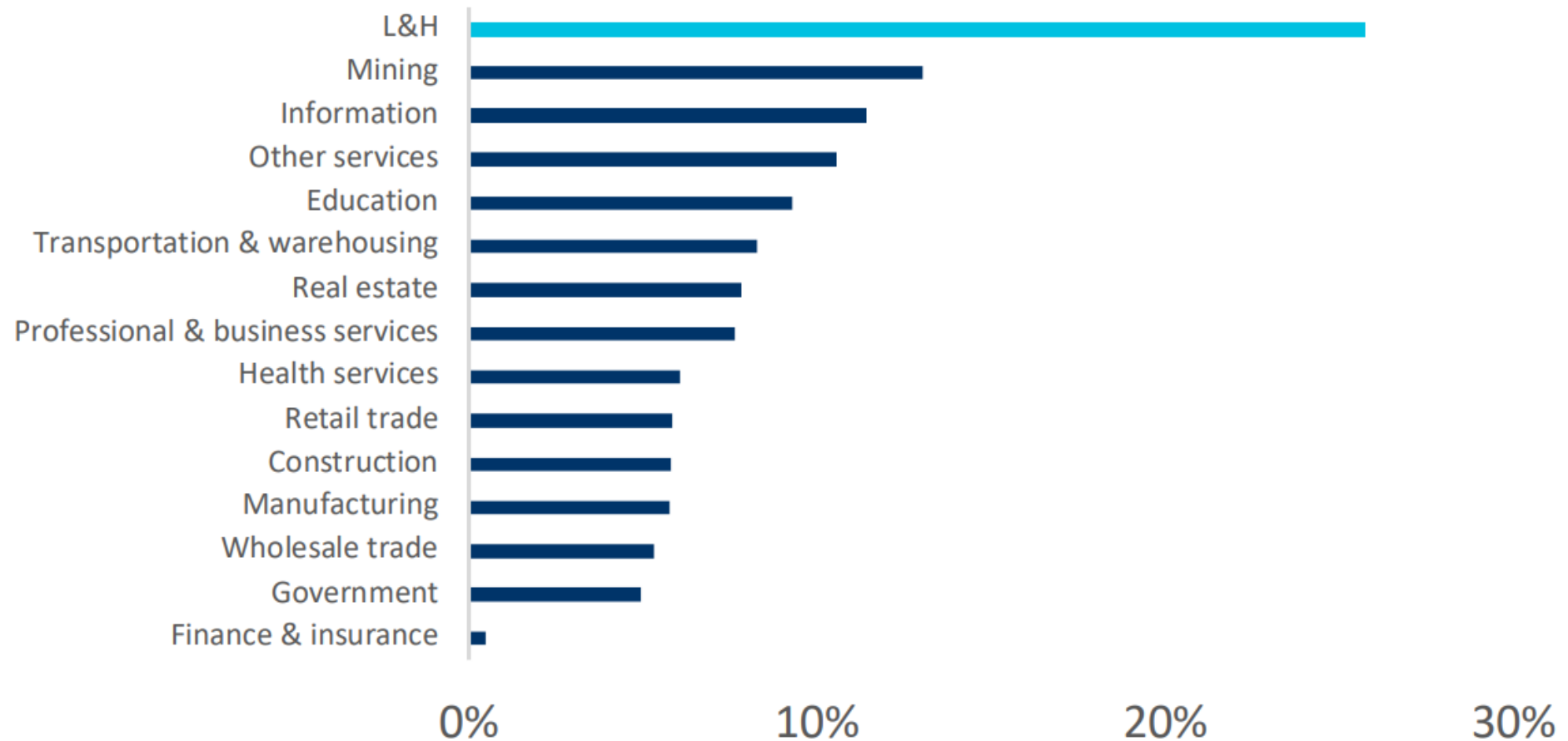


Source: Tourism Economics, "WEEKLY CORONAVIRUS  
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



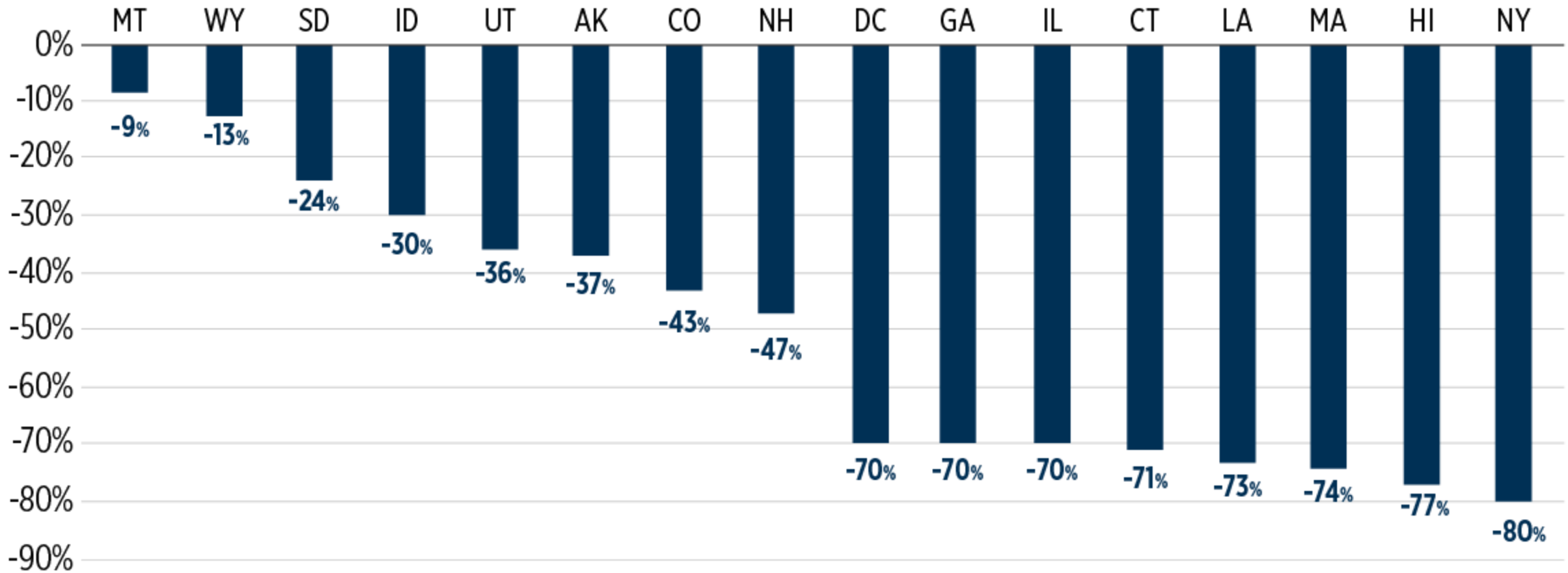
# EMPLOYMENT LEVEL DURING PANDEMIC

34% OF JOBS LOST HAVE BEEN IN THE LEISURE AND HOSPITALITY INDUSTRY



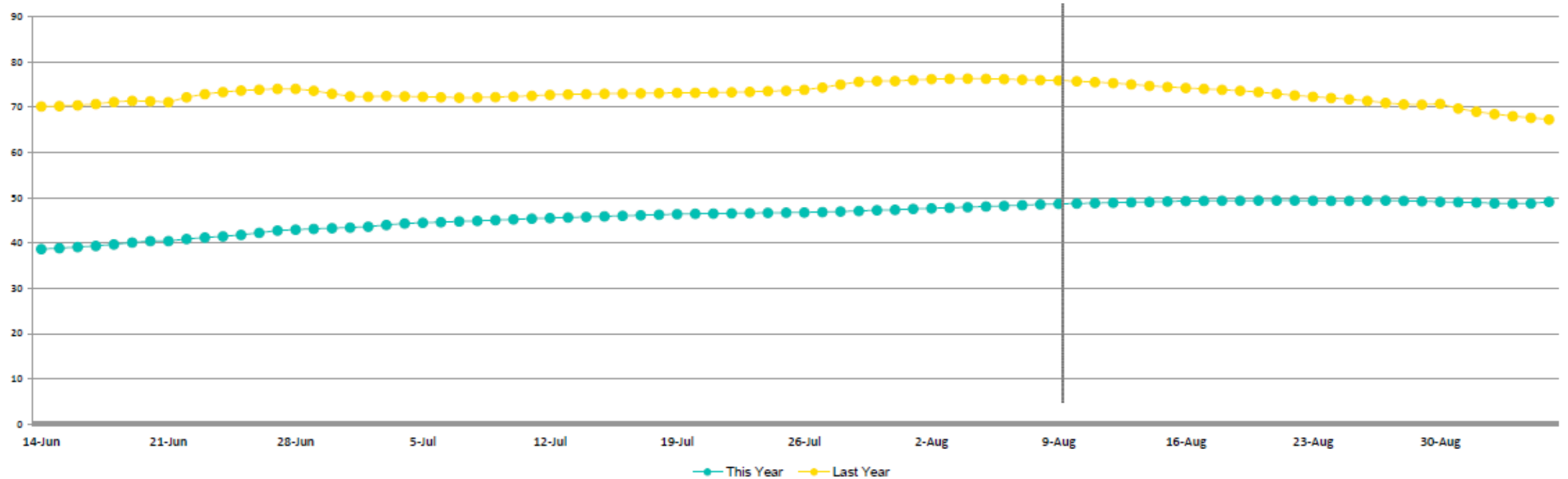
# DOMESTIC BOOKINGS

STRONGEST AND WEAKEST PERFORMING STATES – WEEK OF AUG 24



# U.S. HOTEL OCCUPANCY %

AVG US HOTEL OCCUPANCY REACHED 49.4% LAST WEEK

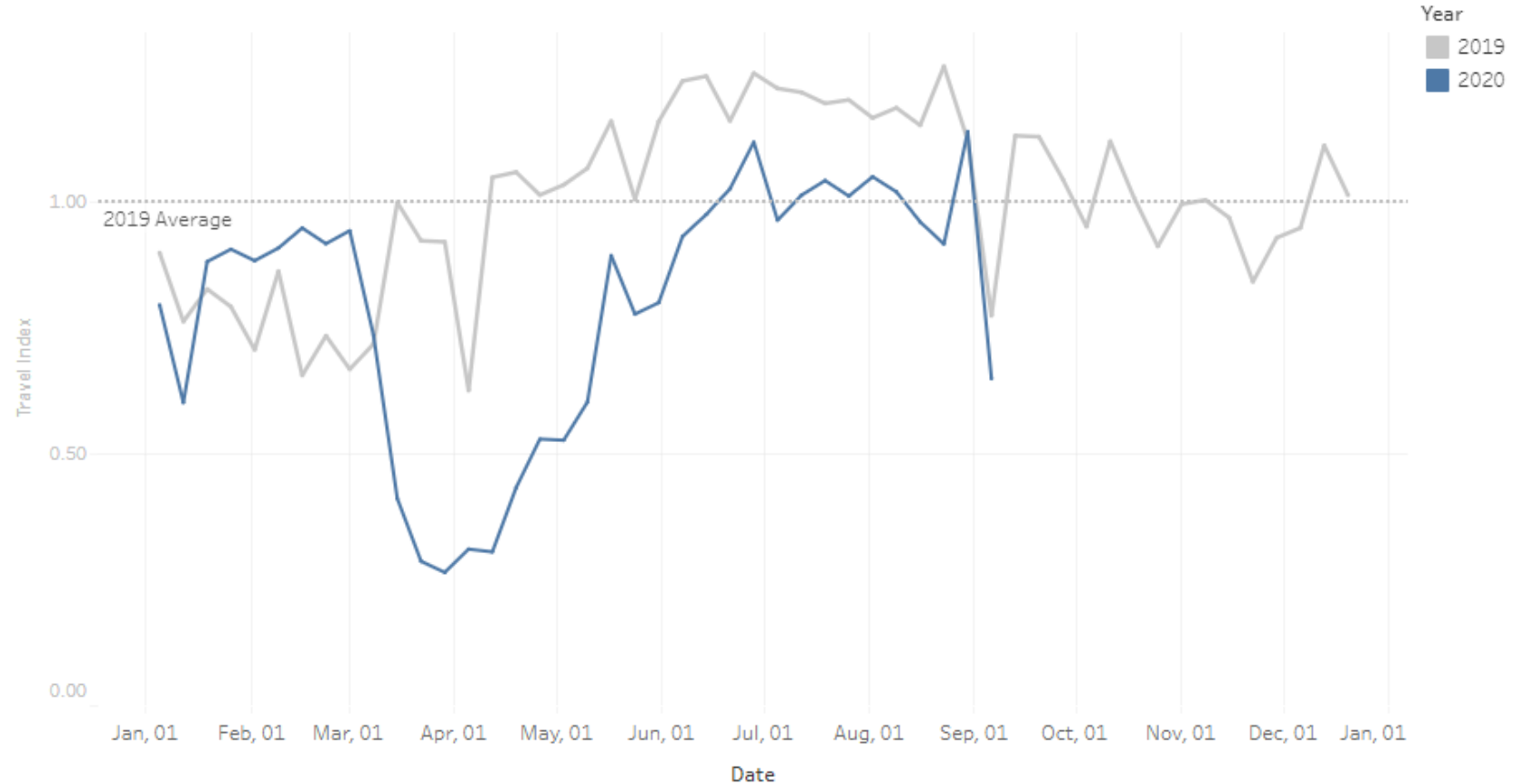


# ARRIVALIST DAILY TRAVEL INDEX

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

DAILY INDEX YOY

-28.6%

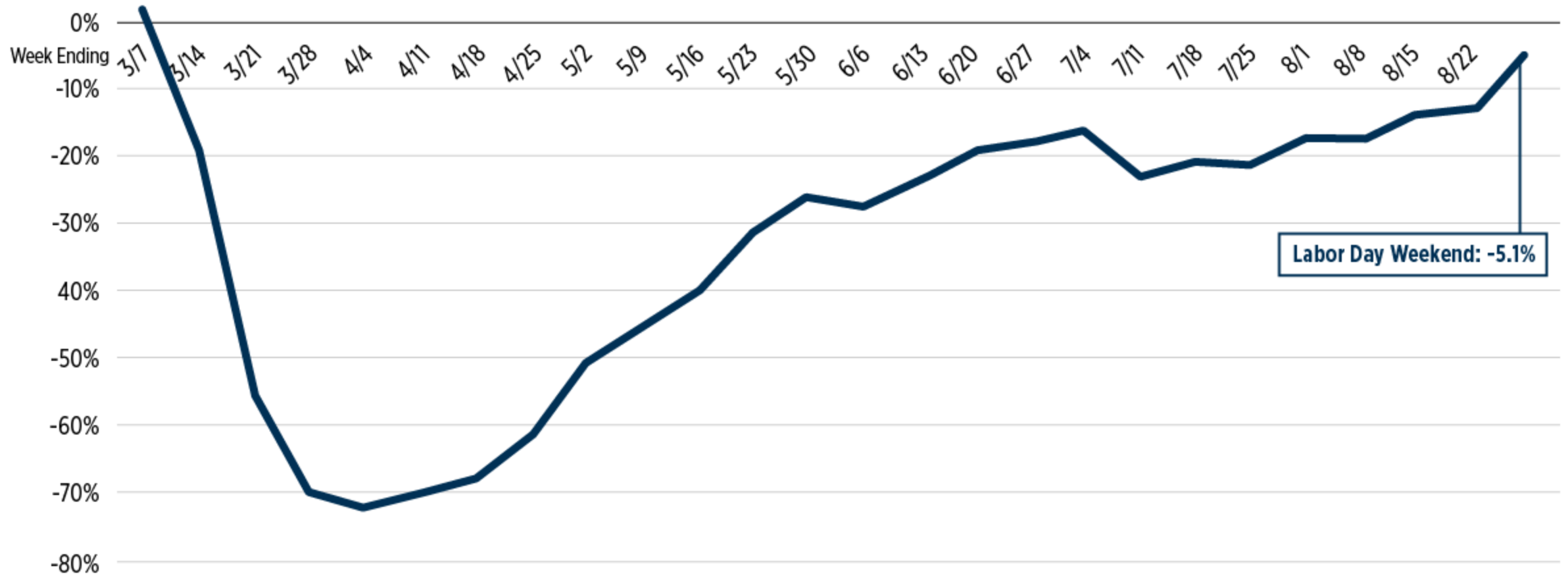


Arrivalist Daily Travel Index: August 25, 2020



# ARRIVALIST WEEKLY INDEX

ROAD TRIPS OF 50 MILES OR MORE IN ALL 50 U.S. STATES

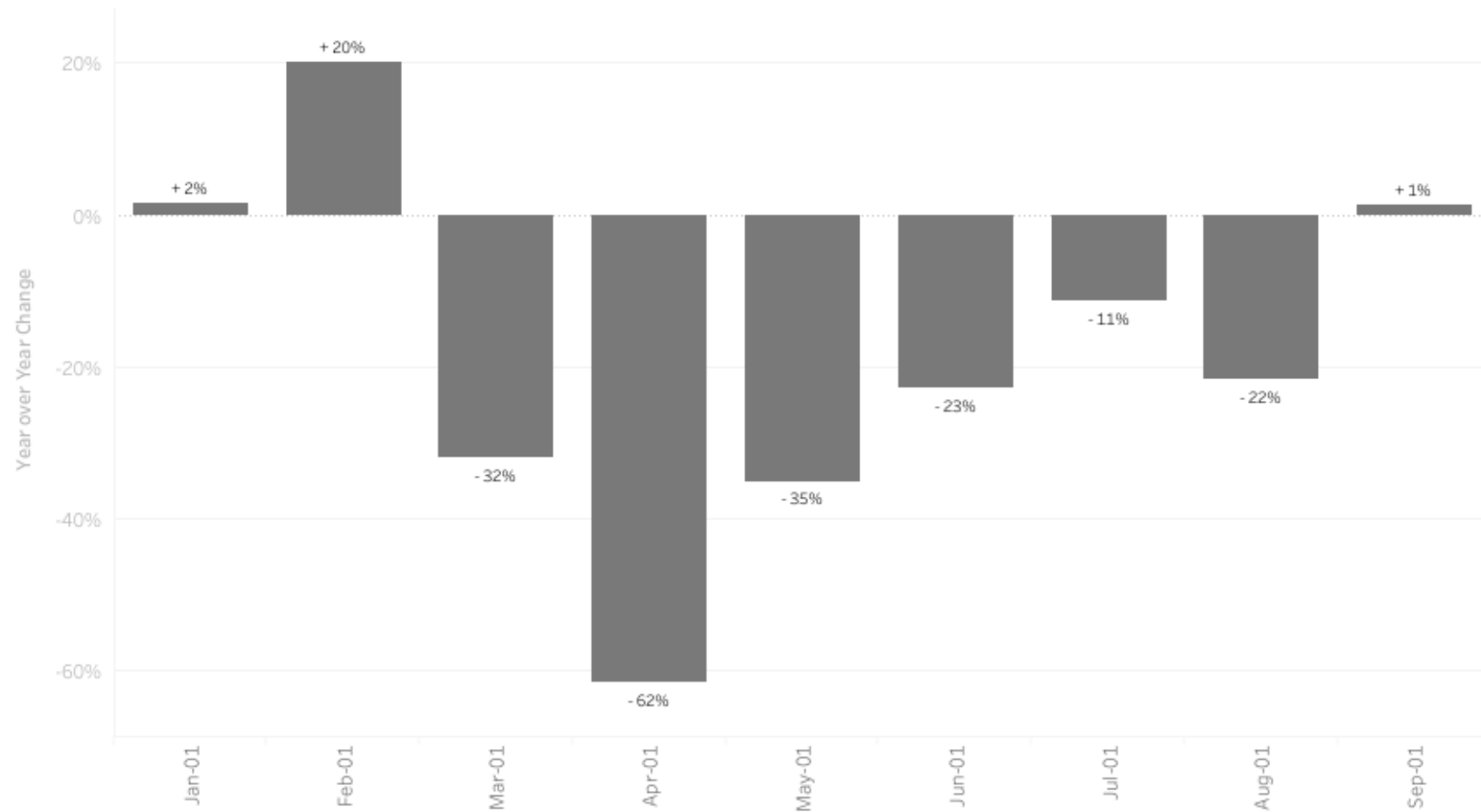


Please note: The Daily Travel Index (linked below) now presents year-over-year % changes in road travel. Data for the past two weeks, however, is influenced by the later timing of Labor Day in 2020 compared to 2019 and is not included in the chart. In its place, the above calculation (5.1% decline in Labor Day travel) is a direct comparison of Labor Day 2020 (Sept. 3-7, 2020) and Labor Day 2019 (Aug. 29-Sept. 2, 2019), provided by Arrivalist.



# ARRIVALIST DAILY TRAVEL INDEX

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

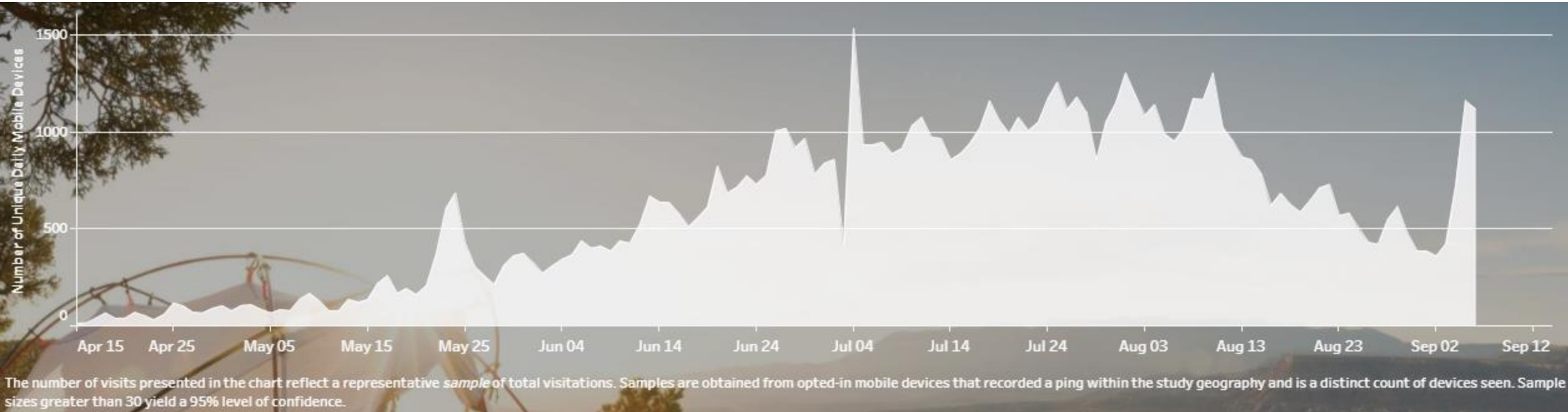


Arrivalist Daily Travel Index: September 8, 2020



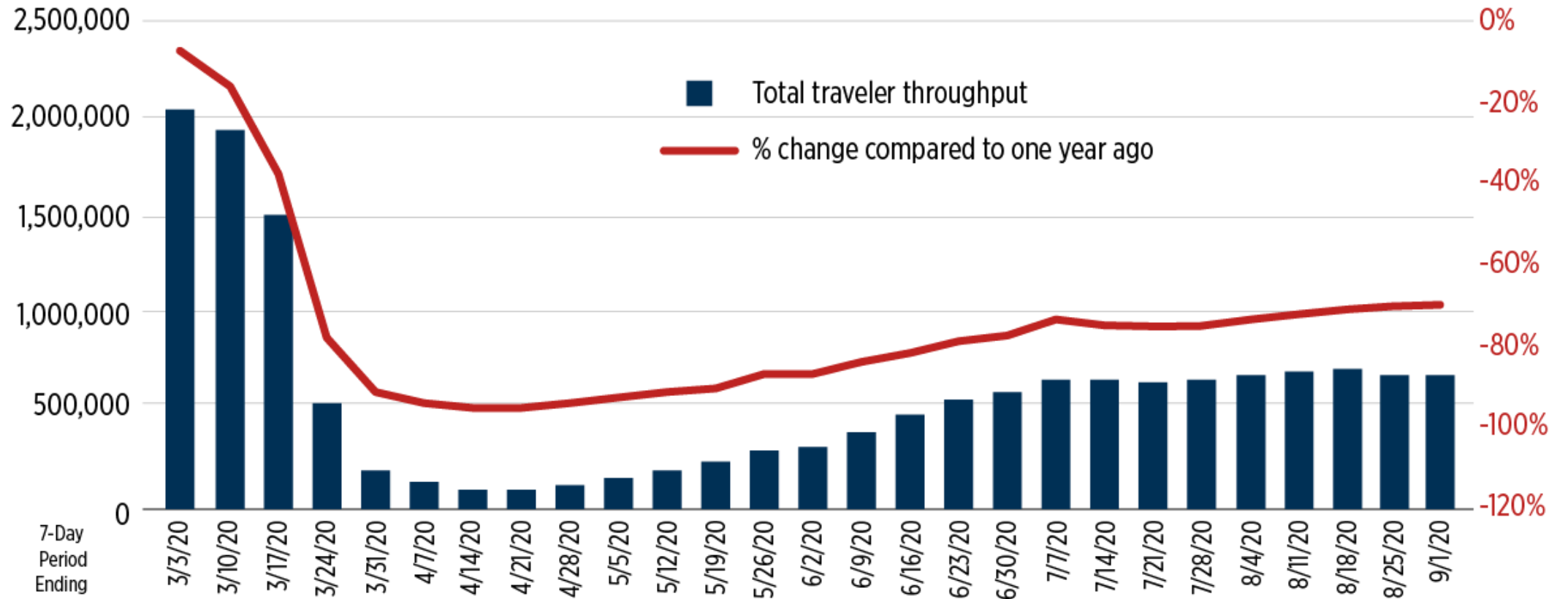
# MOUNT RUSHMORE VISITATION TREND

CALENDAR YTD VS. PRIOR YEAR



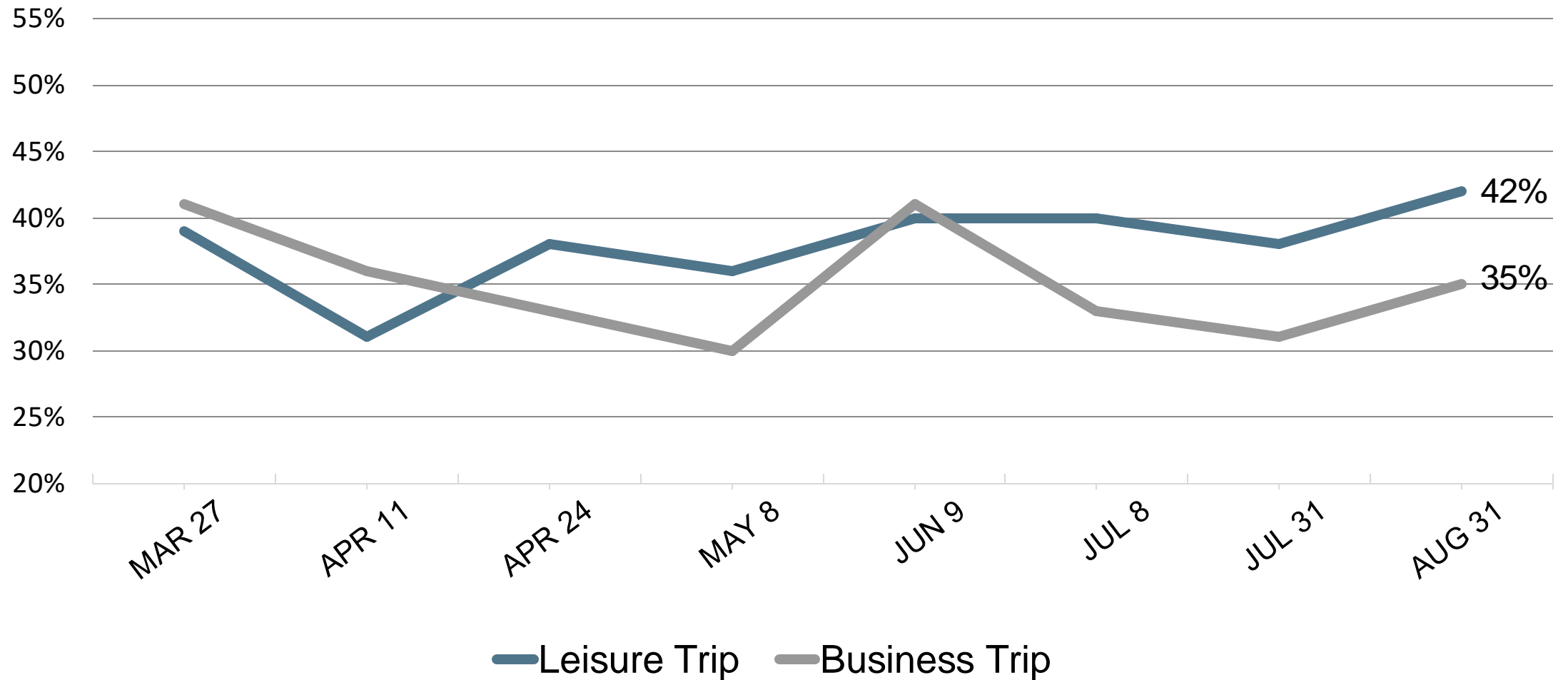
# DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – September 1, 2020

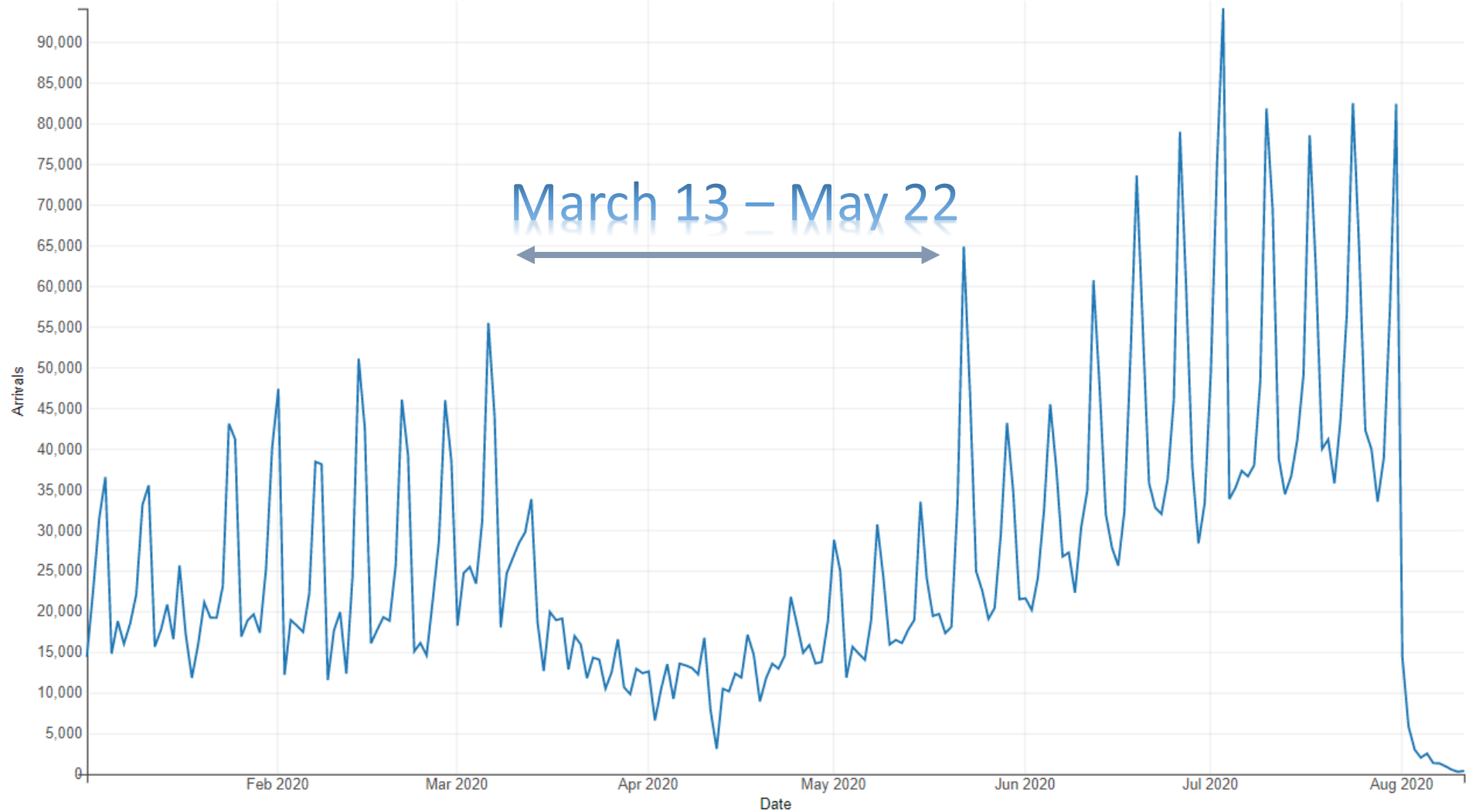


# LIKELIHOOD OF TAKING A TRIP

HOW LIKELY ARE YOU TO ENGAGE IN THE FOLLOWING ACTIVITIES DURING NEXT 6 MONTHS..

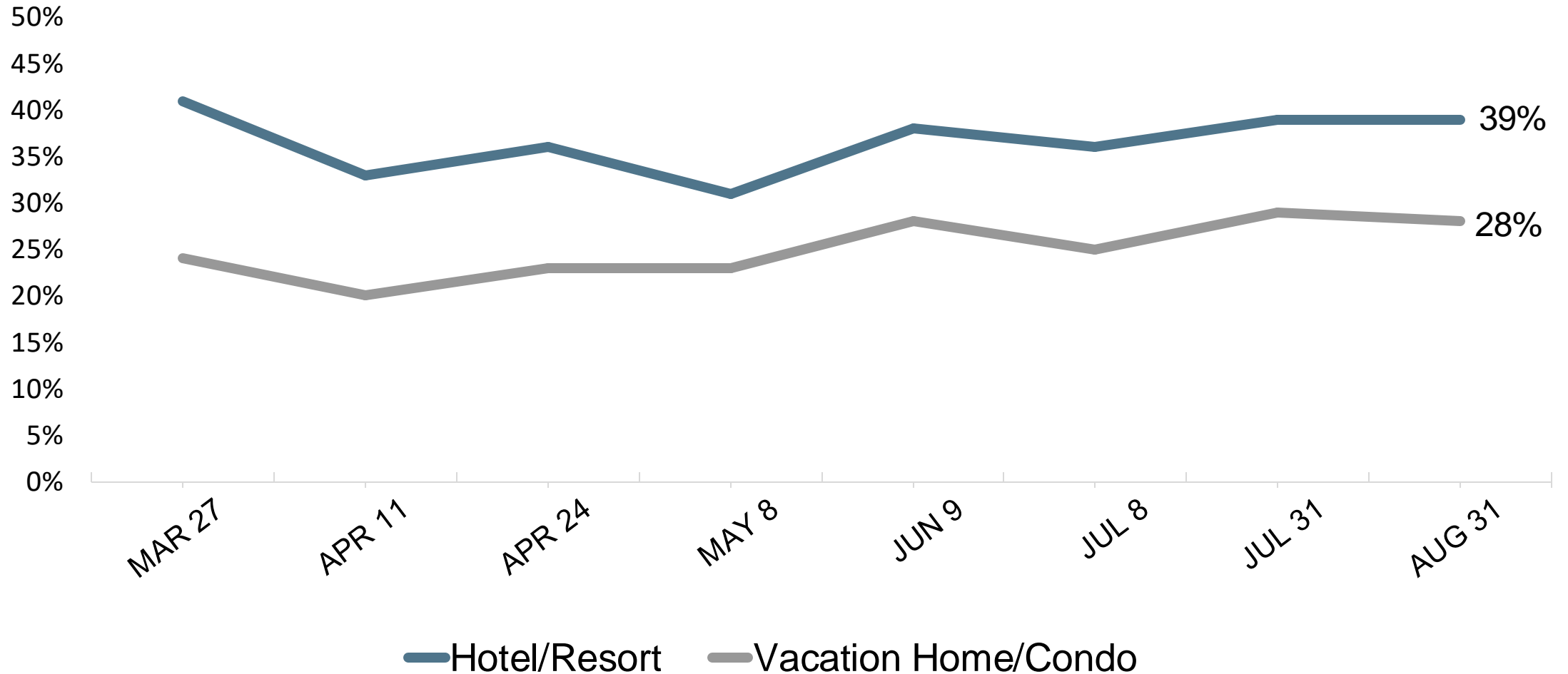


# DAILY ARRIVALS TO SOUTH DAKOTA



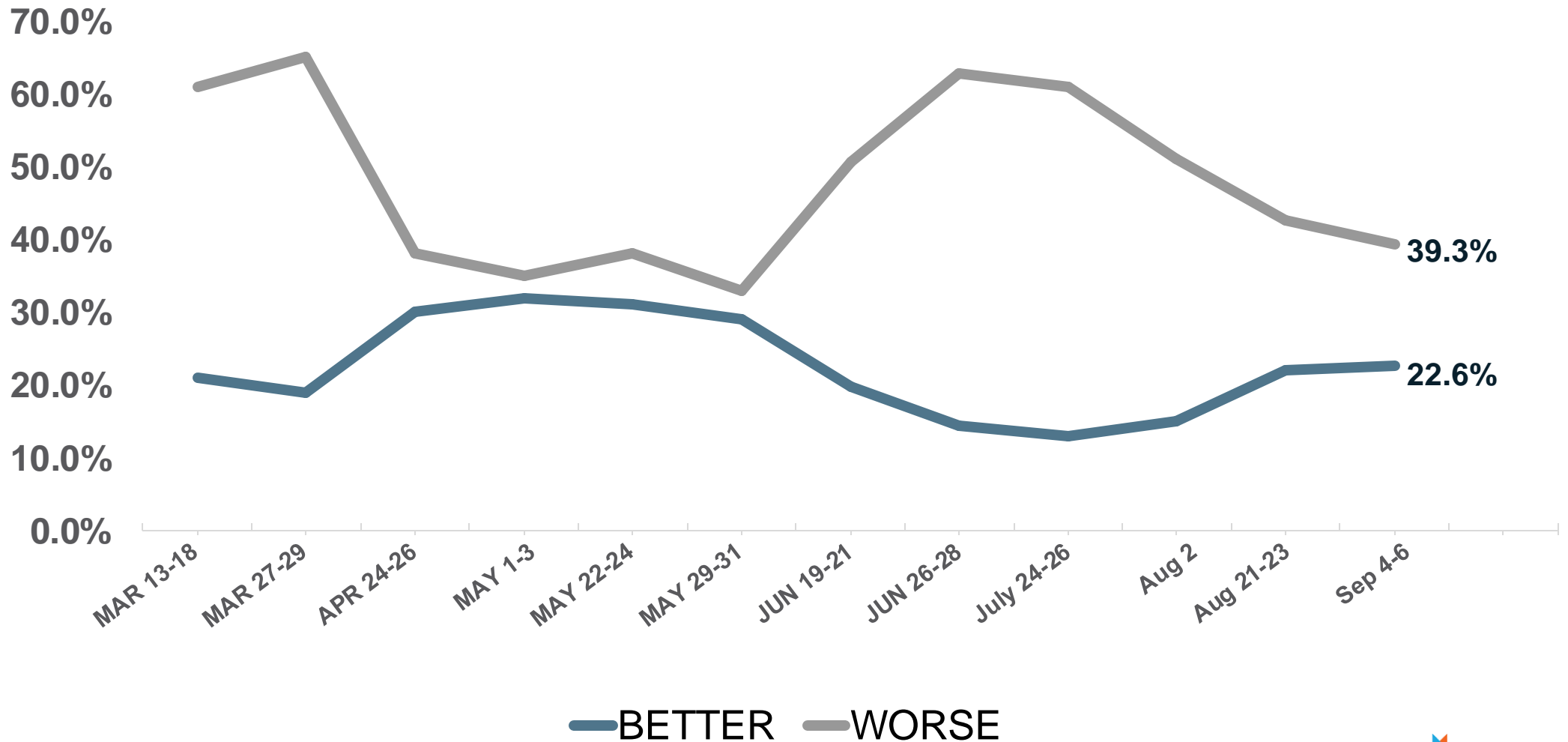
# LODGING PREFERENCE

LIKELIHOOD OF STAYING IN HOTELS, RESORTS OR VACATION HOME DURING NEXT 6 MONTHS..



# EXPECTATIONS FOR CORONAVIRUS

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



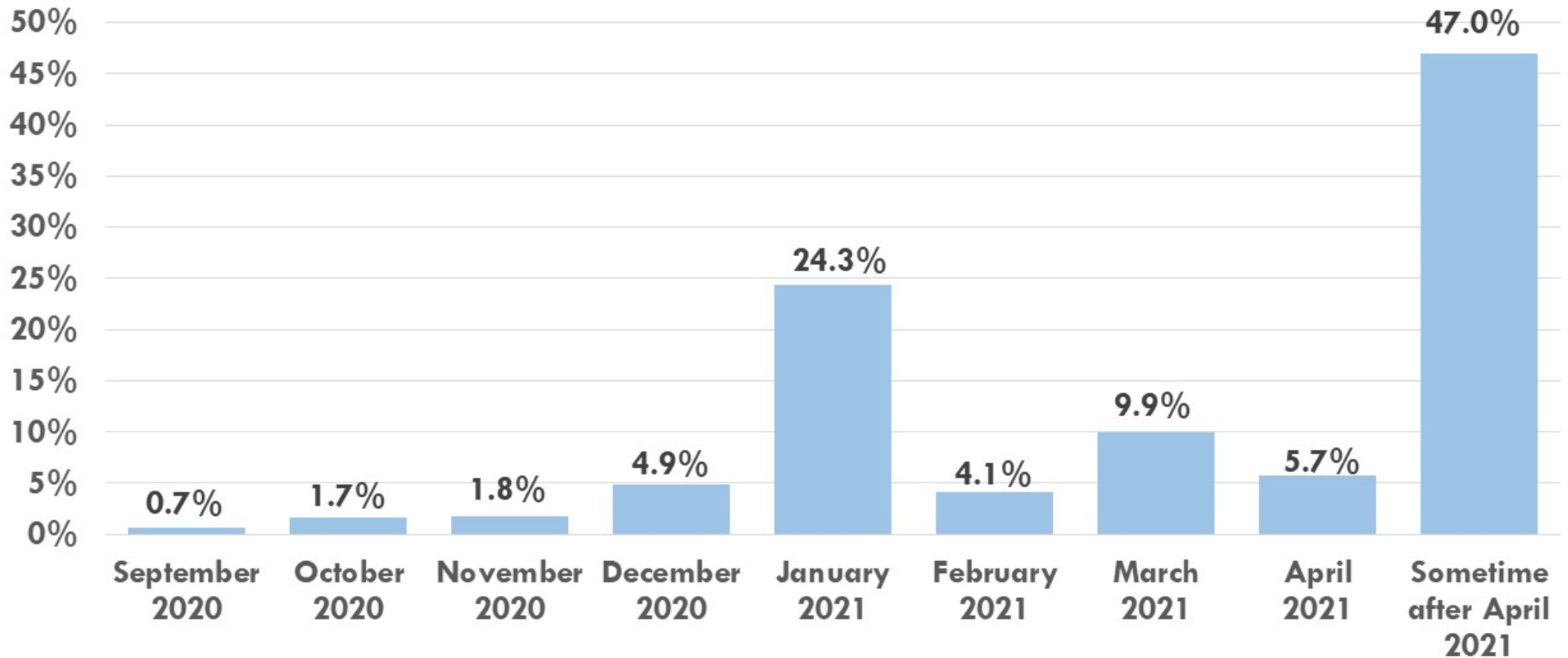
Travel Sentiment Study: Fielded on September 6, 2020

# **DID SUMMER TRIPS INSPIRE CONFIDENCE?**

***“49% of Americans say their summer trip inspired more confidence that they can travel safely right now.”***

# EXPECTED DATE OF BUSINESS TRAVEL

WHICH MONTH DO YOU ANTICIPATE YOUR COMPANY WILL BEGIN TRAVELING FOR BUSINESS AGAIN?



Travel Sentiment Study: Fielded on September 4-6, 2020\*

# TRAVELSOUTHDAKOTA.COM

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

**+96%**  
SESSIONS

**+99%**  
PAGEVIEWS

**-3%**  
BOUNCE RATE

Aug 30, 2020 - Sep 5, 2020: ● Users  
Aug 30, 2019 - Sep 5, 2019: ● Users

