

The background of the image is a photograph of the Mount Rushmore National Memorial statue at dusk. The statue, which depicts a Native American woman holding a bow and arrow, is silhouetted against a dark, cloudy sky. The sun is low on the horizon to the left, creating a warm glow and lens flare. The foreground is a grassy field with some trees and a paved path.

# COVID-19 RESEARCH

Updated: 10-09-20

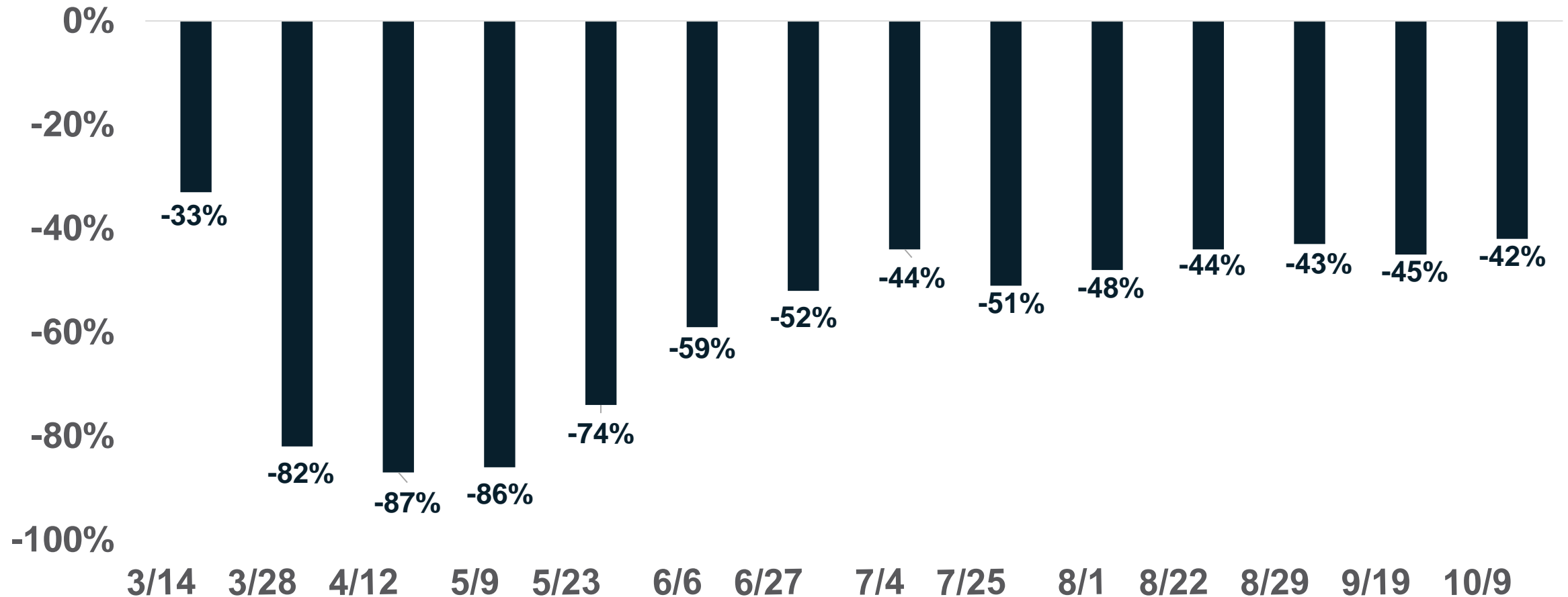
*South Dakota*

# DATA AND INSIGHTS PROVIDED BY



# YEAR-OVER-YEAR % CHANGE

## NATIONAL WEEKLY TRAVEL SPENDING



# YEAR-OVER-YEAR % CHANGE

## REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	9/12	9/19	9/26	10/3
SD	-23%	-28%	-25%	-21%
ND	-38%	-31%	-38%	-31%
IA	-37%	-31%	-31%	-30%
MN	-48%	-47%	-46%	-42%
WY	-28%	-27%	-26%	-21%



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



# COVID-19 IMPACT ON TRAVEL

## PERFORMANCE BY INDUSTRY SEGMENT

### WEAK

- AIR TRANSPORTATION
- MEETING/CONVENTIONS
- SPORTING EVENTS
- CRUISES
- CONCERTS/FESTIVALS
- INTERNATIONAL TRAVEL

### IMPROVING

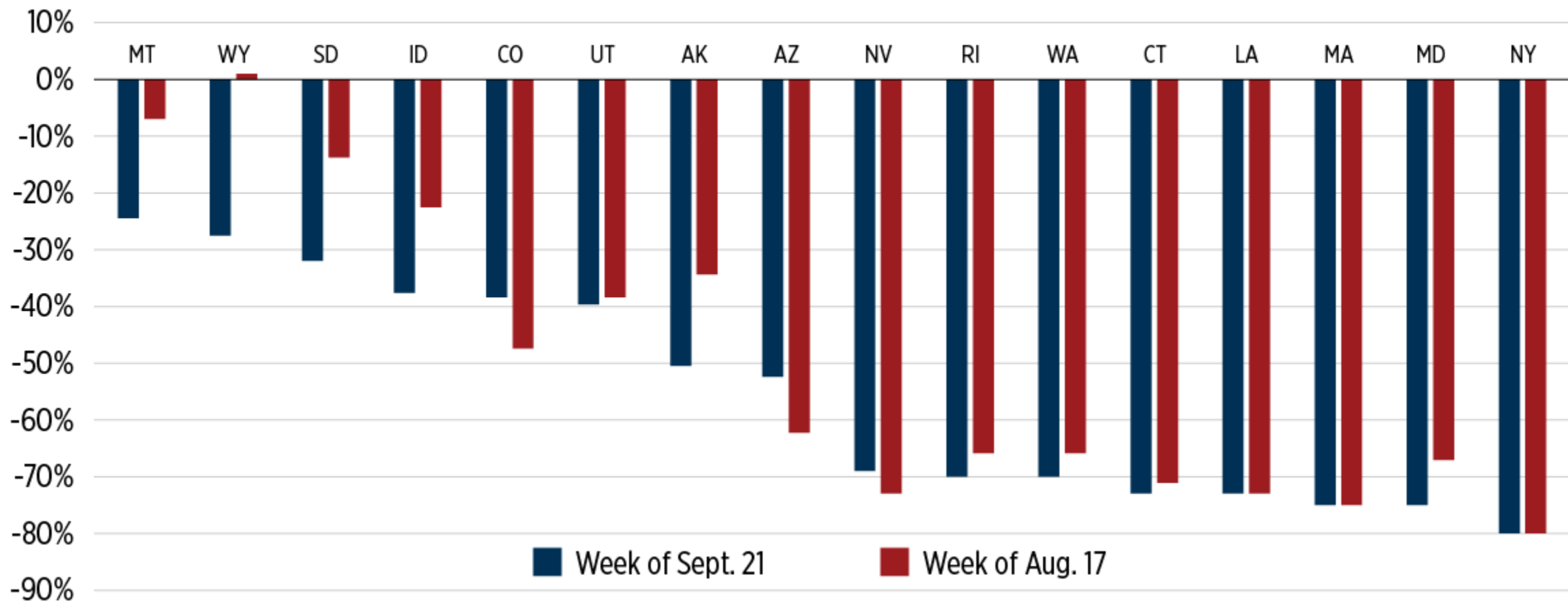
- DOMESTIC LEISURE TRAVEL
- HOTEL/LODGING
- RESTAURANTS/DINING

### STRONG

- OUTDOOR RECREATION
- ROAD TRIPS – 300+ MILES
- RURAL DESTINATIONS
- SHORT TERM RENTALS
- PARKS AND CAMPING

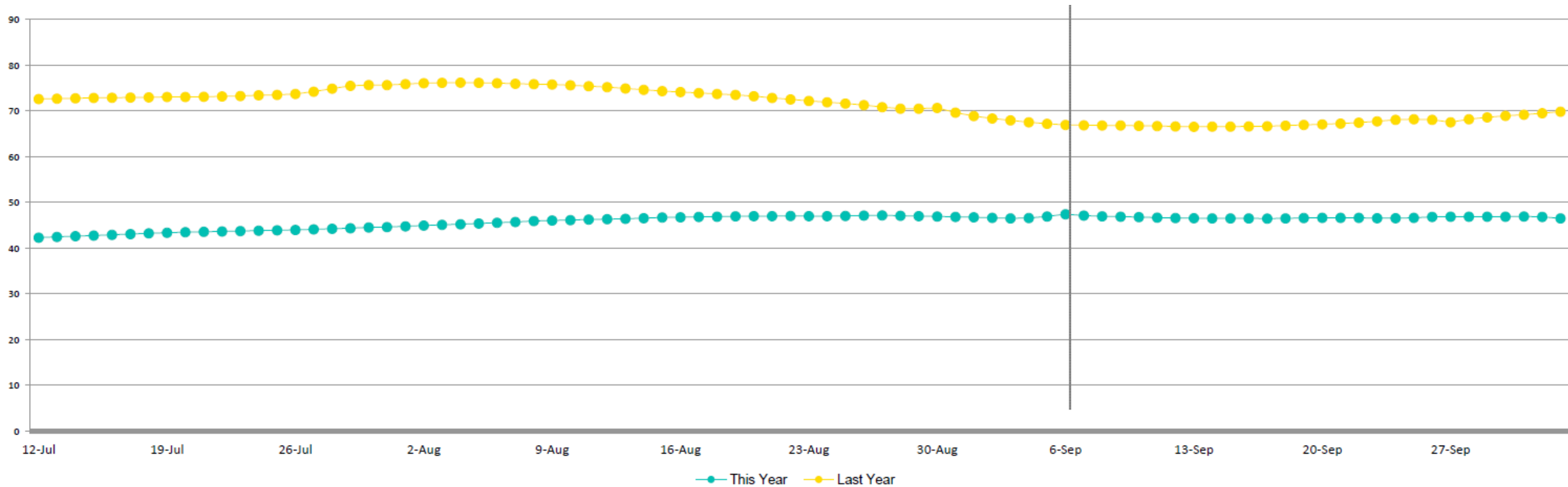
# DOMESTIC BOOKINGS

## STRONGEST AND WEAKEST PERFORMING STATES



# U.S. HOTEL OCCUPANCY %

AVG US HOTEL OCCUPANCY REACHED 46.1% LAST WEEK



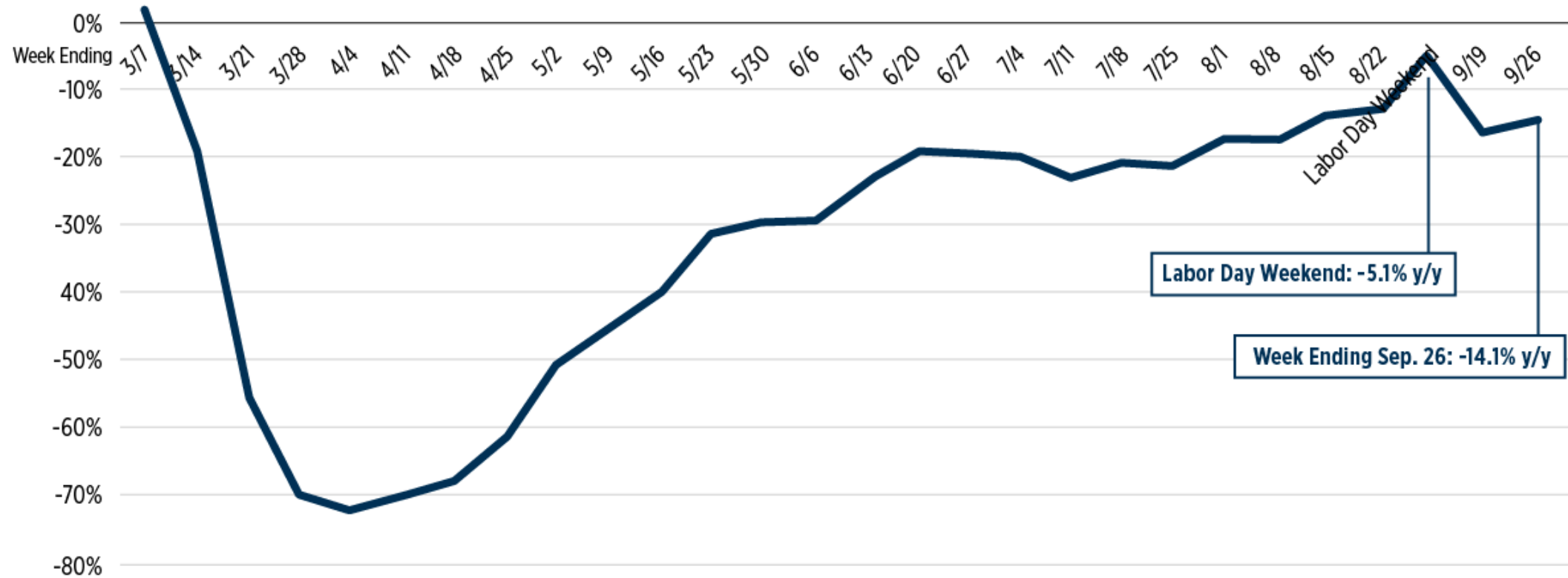
STR HOTEL REVIEW: October 3, 2020<sup>1</sup>





# ARRIVALIST WEEKLY TRAVEL INDEX

U.S. YEAR OVER YEAR % CHANGE



SOURCE: Arrivalist



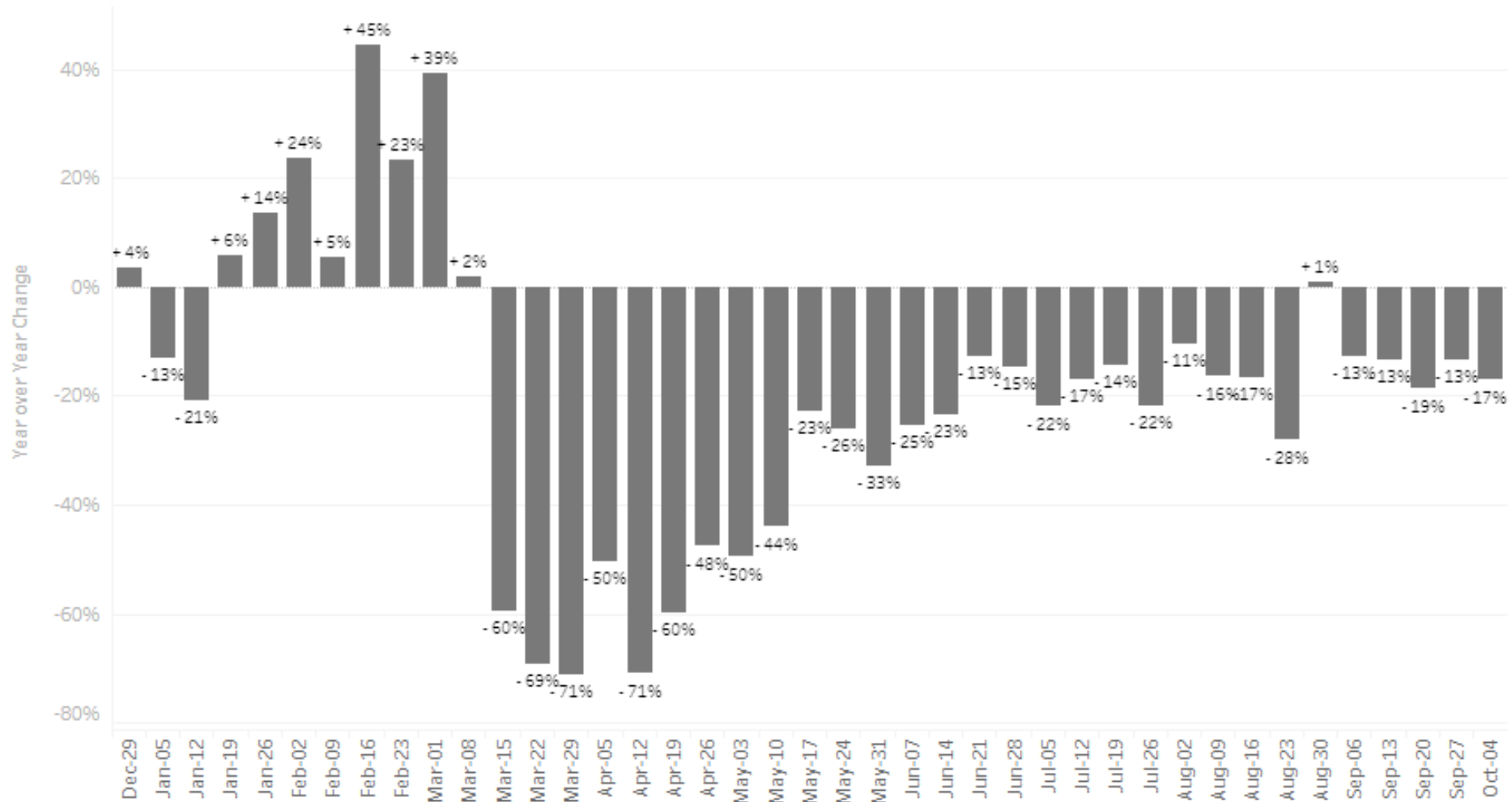
Arrivalist Daily Travel Index: September 26, 2020





# ARRIVALIST DAILY TRAVEL INDEX

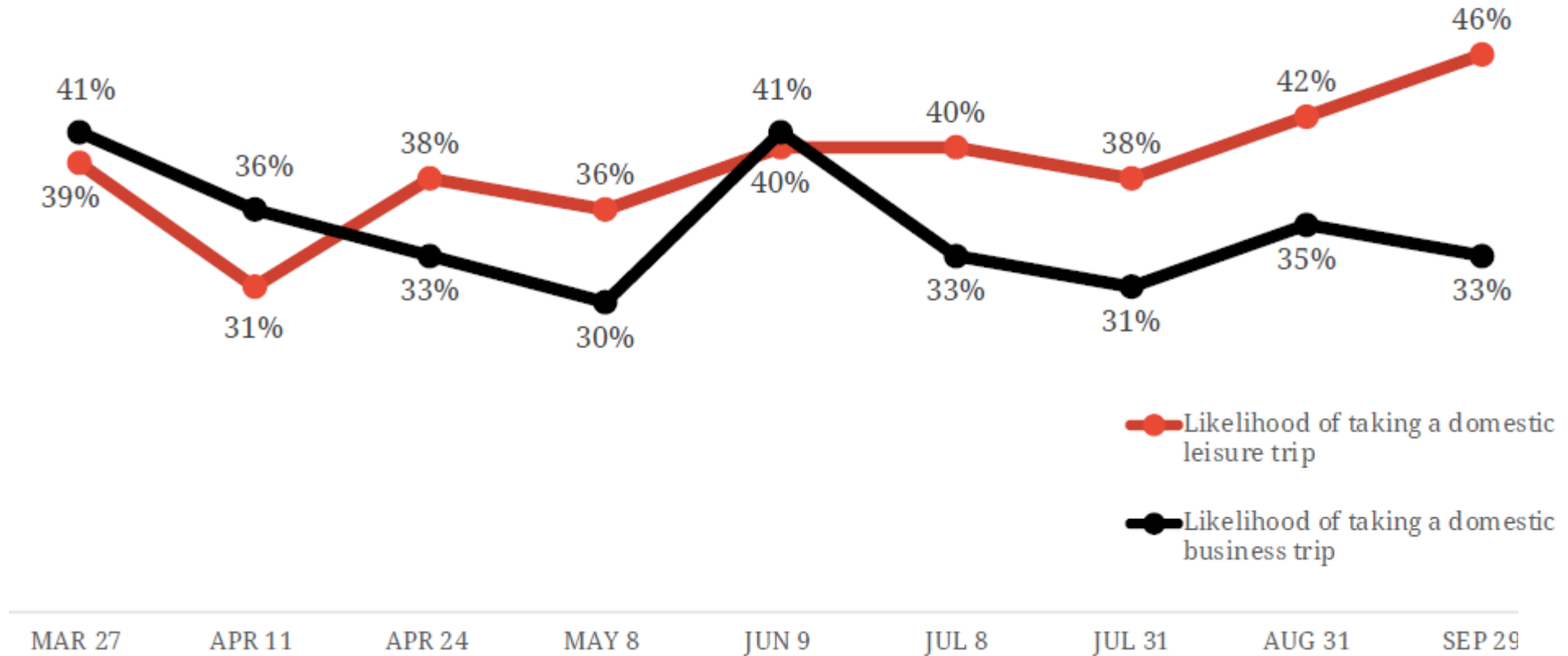
ROAD TRIPS OF 50 MILES OR MORE AND SPENT MINIMUM OF 2 HOURS WITHIN SOUTH DAKOTA



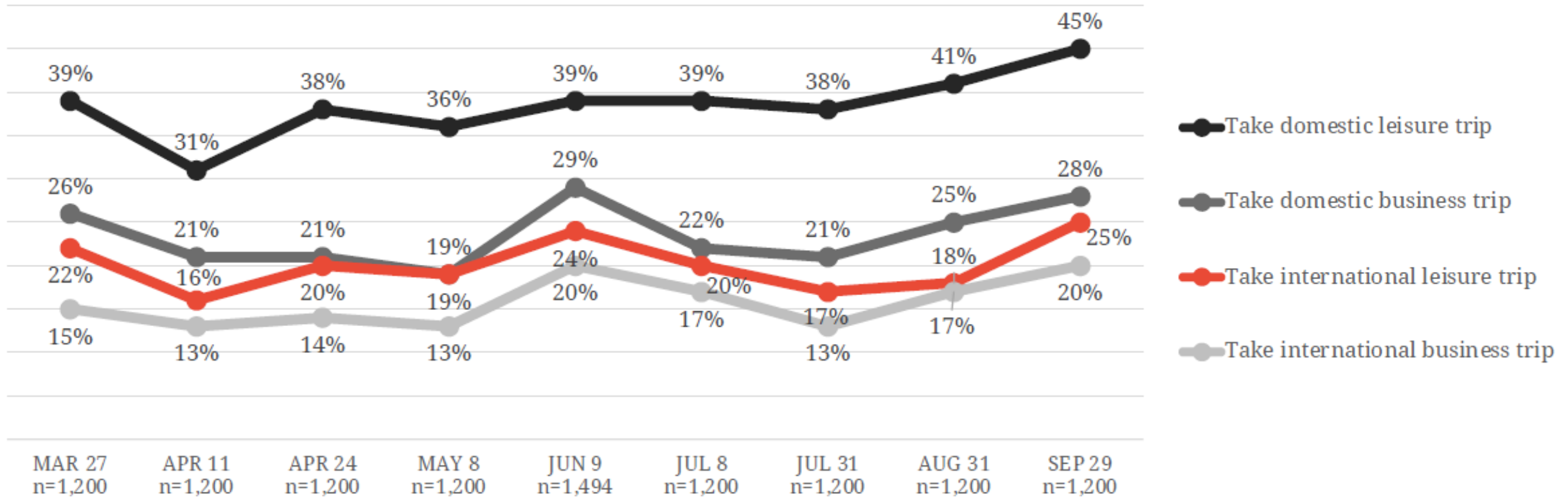
Arrivalist Daily Travel Index: October 4, 2020



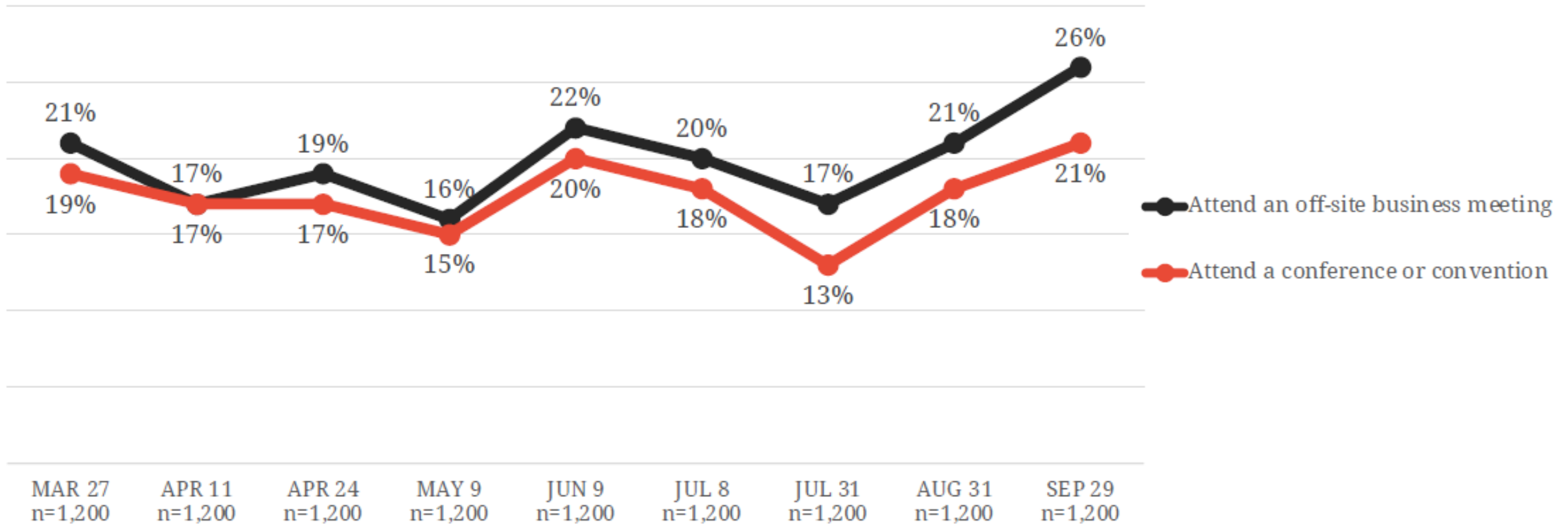
# LIKELIHOOD OF TAKING TRIP



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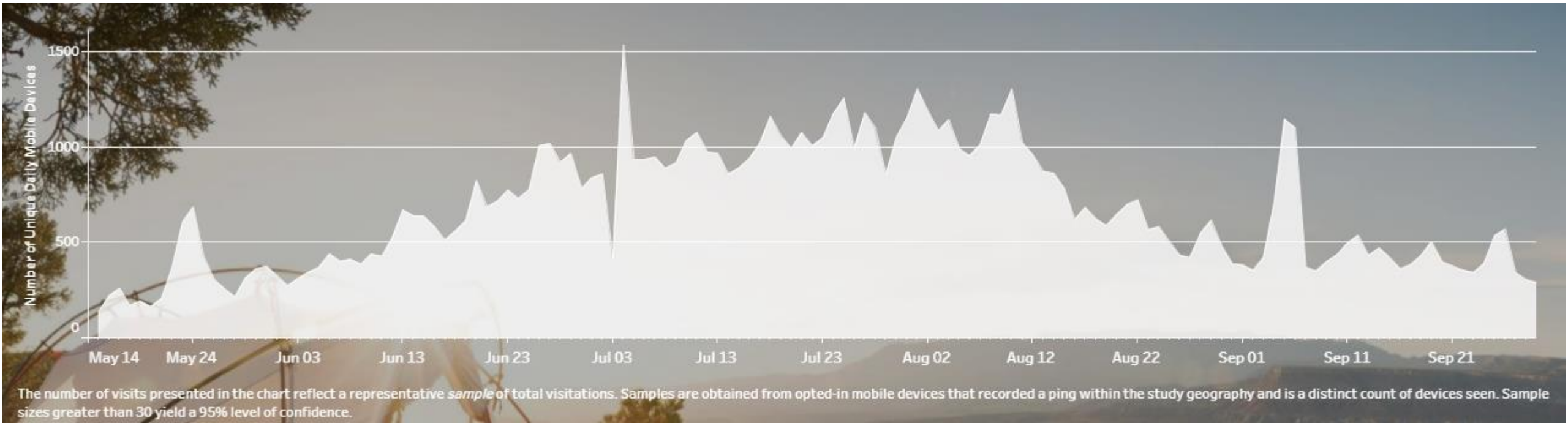


# BUSINESS TRAVEL ON THE RISE



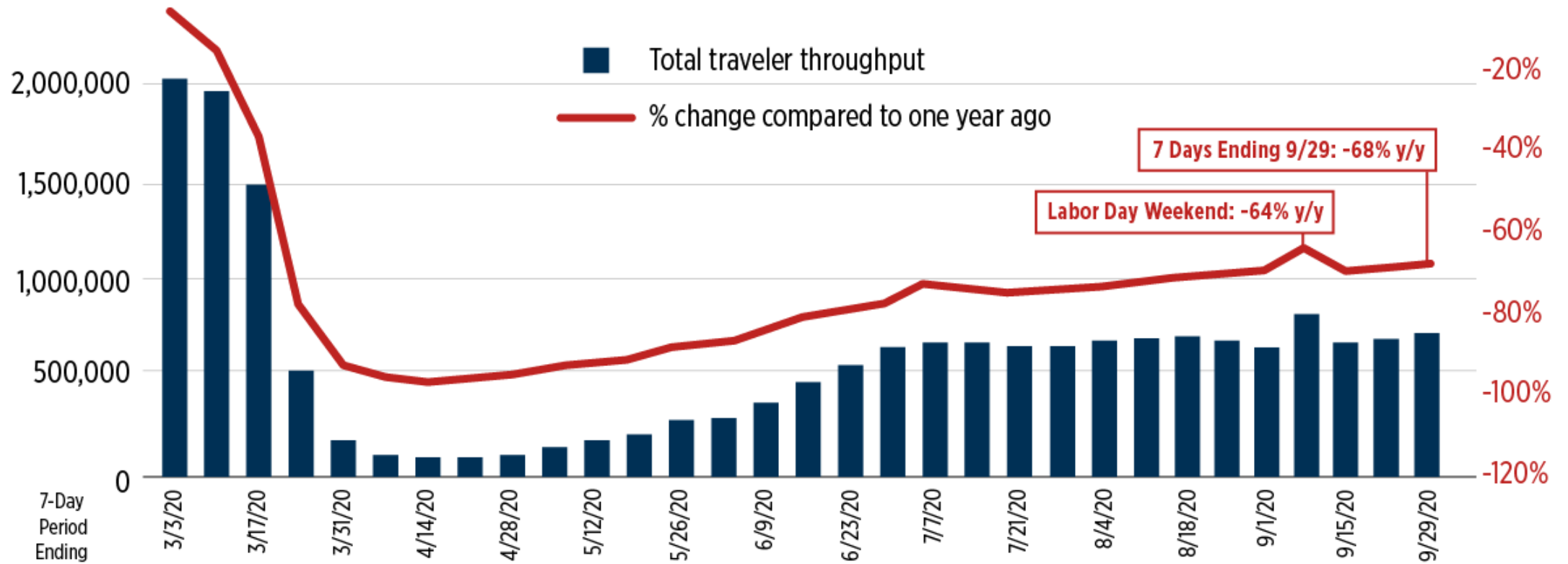
# MOUNT RUSHMORE VISITATION TREND

CALENDAR YTD VS. PRIOR YEAR



# DOMESTIC AIR TRAVEL

Number of People Screened at TSA Checkpoints – March 3 – September 29, 2020



SOURCE: TSA

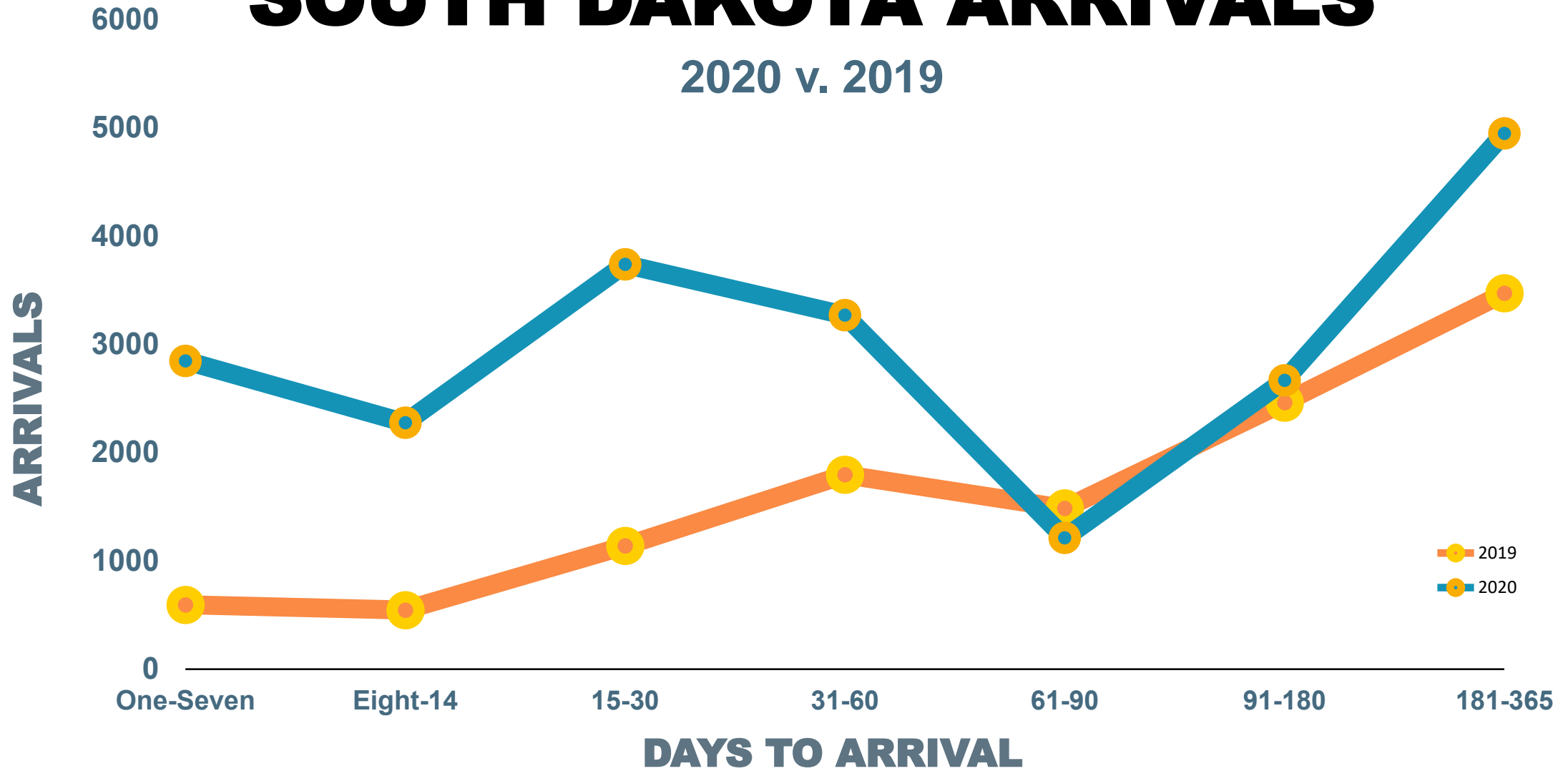
South Dakota

Source: TSA Report



# SOUTH DAKOTA ARRIVALS

2020 v. 2019



ARRIVALIST

5/01/20-9/18/20



# THE NEXT PHASE

***“As a driver of economic growth and job creation, travel and tourism will be on the front end of recover as we emerge from a fear-based state and into the next phase of understanding, action and rational behavior”***

# TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – SEP 27 – OCT 3, 2020 VS. PRIOR YEAR

**+35%**  
SESSIONS

**+27%**  
PAGEVIEWS

**-0.2%**  
BOUNCE RATE

Sep 27, 2020 - Oct 3, 2020: ● Users

Sep 27, 2019 - Oct 3, 2019: ● Users

