



COVID-19 RESEARCH

Updated: 3-12-21

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

 UberMedia

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 miles
PARTNERSHIP

 H2R
MARKET RESEARCH

 MMGY
Travel
Intelligence

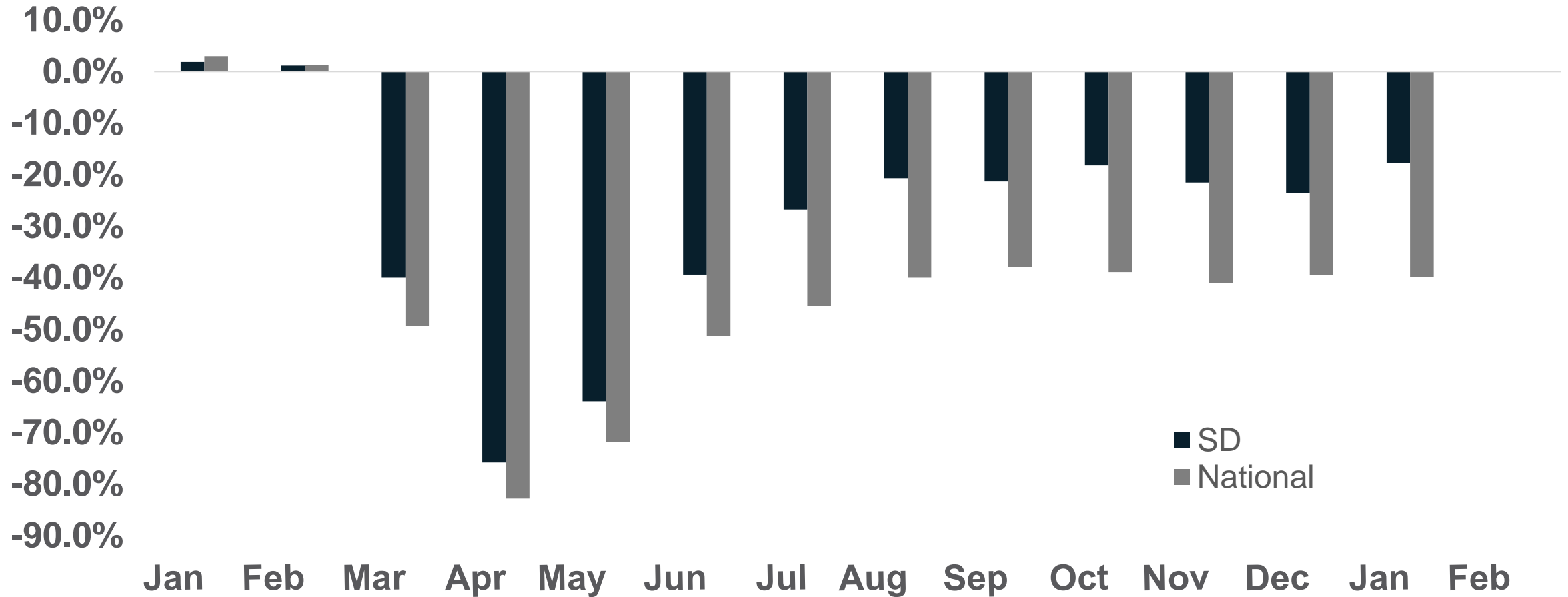
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods
INTERNATIONAL

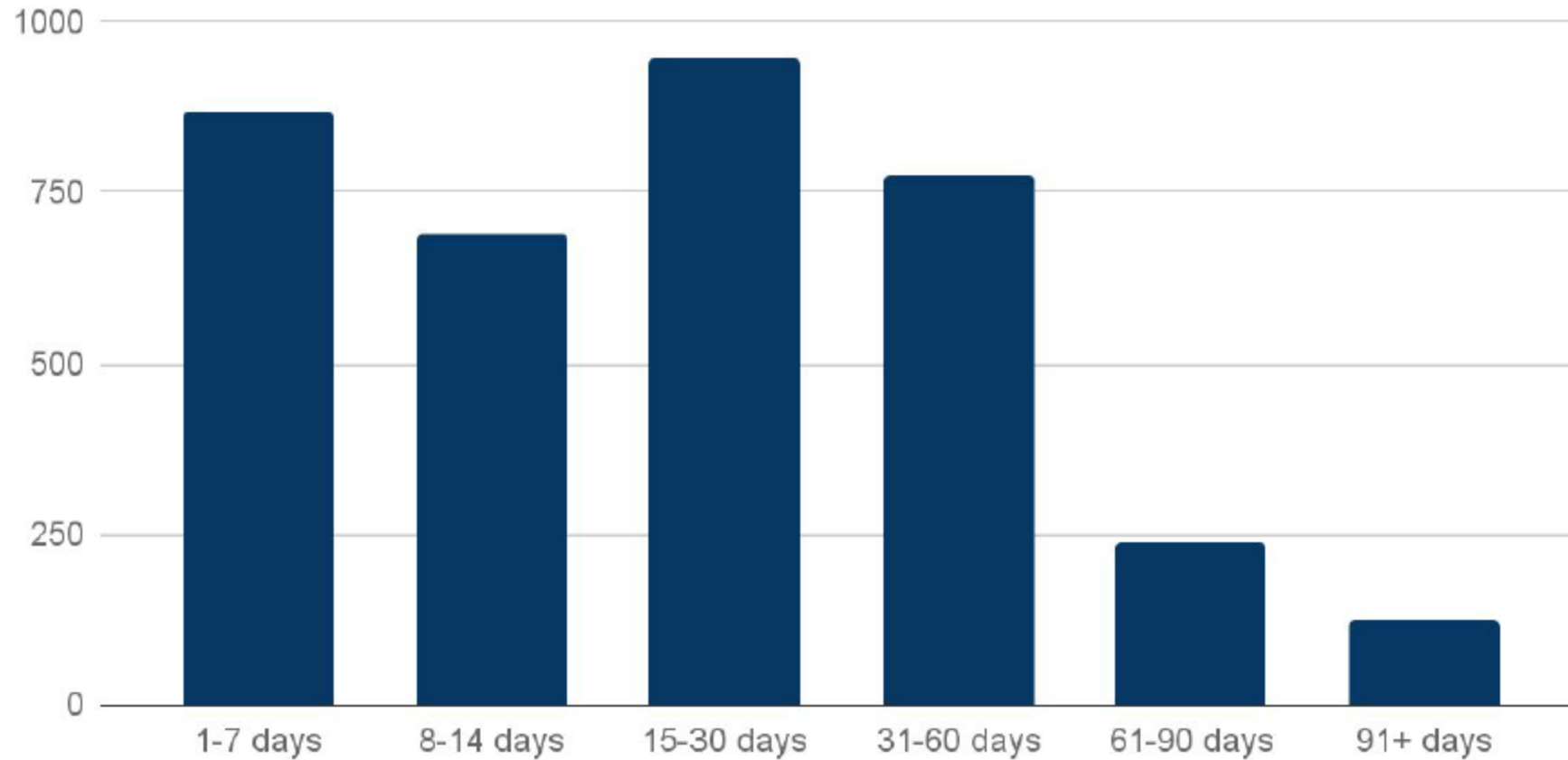
YEAR-OVER-YEAR % CHANGE

TRAVEL SPENDING



SD - AVERAGE DAYS TO ARRIVAL

OCT - DEC 2020



SD HOTEL VISITOR INSIGHTS

JULY 2020 - JAN 2021

**AVERAGE
LENGTH OF
STAY**

1.9
DAYS

**SEARCH TO
BOOK
TIMEFRAME**

9.2
DAYS

**BOOK TO
ARRIVAL
TIMEFRAME**

29.7
DAYS

SD FLIGHT VISITOR INSIGHTS

JULY 2020 - JAN 2021

**AVERAGE
LENGTH OF
STAY**

5.3
DAYS

**SEARCH TO
BOOK
TIMEFRAME**

8.5
DAYS

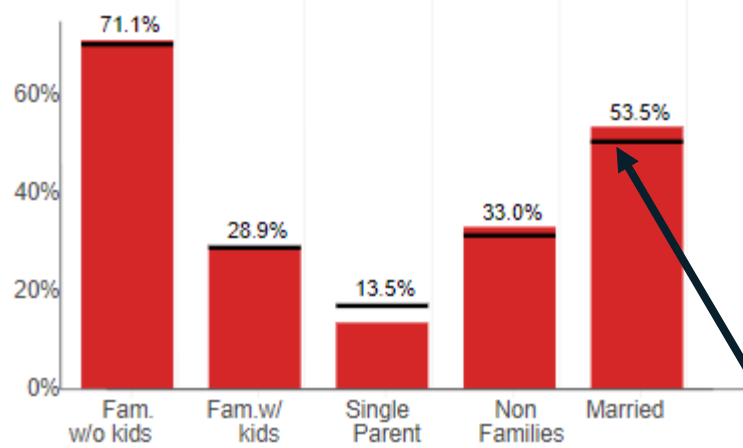
**BOOK TO
ARRIVAL
TIMEFRAME**

40.8
DAYS

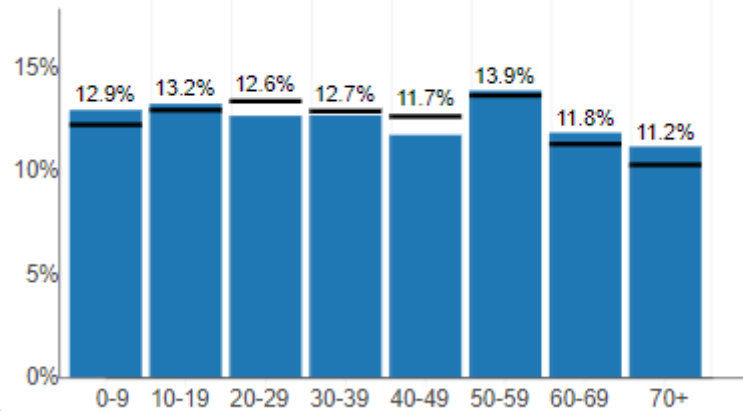
SD VISITOR INSIGHTS

VISITOR ARRIVAL DURING MONTH OF JANUARY 2021

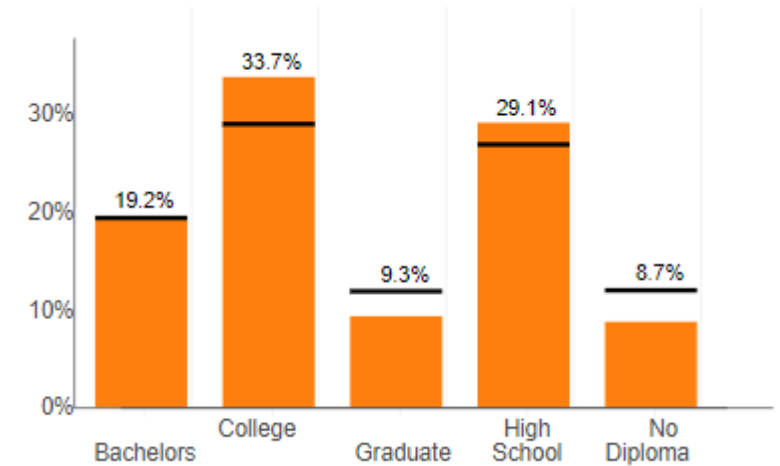
FAMILY COMPOSITION



TRAVELER AGE

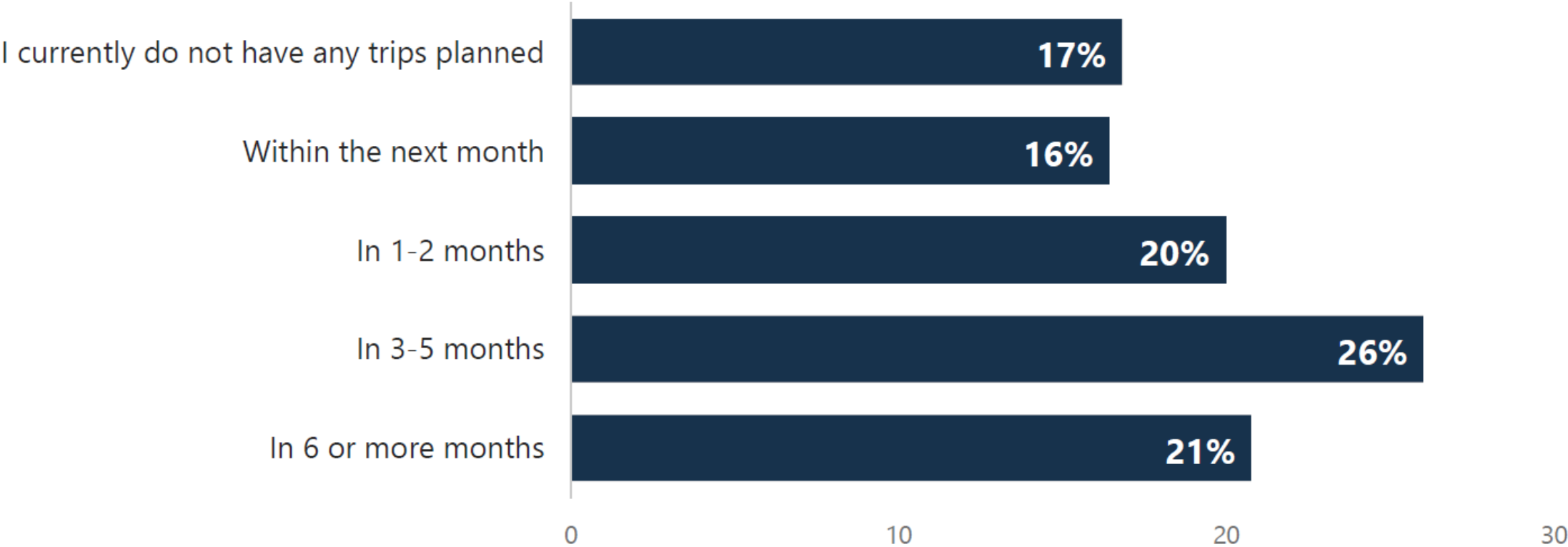


EDUCATION LEVEL



Index based on national population

WHEN IS YOUR NEXT TRIP PLANNED

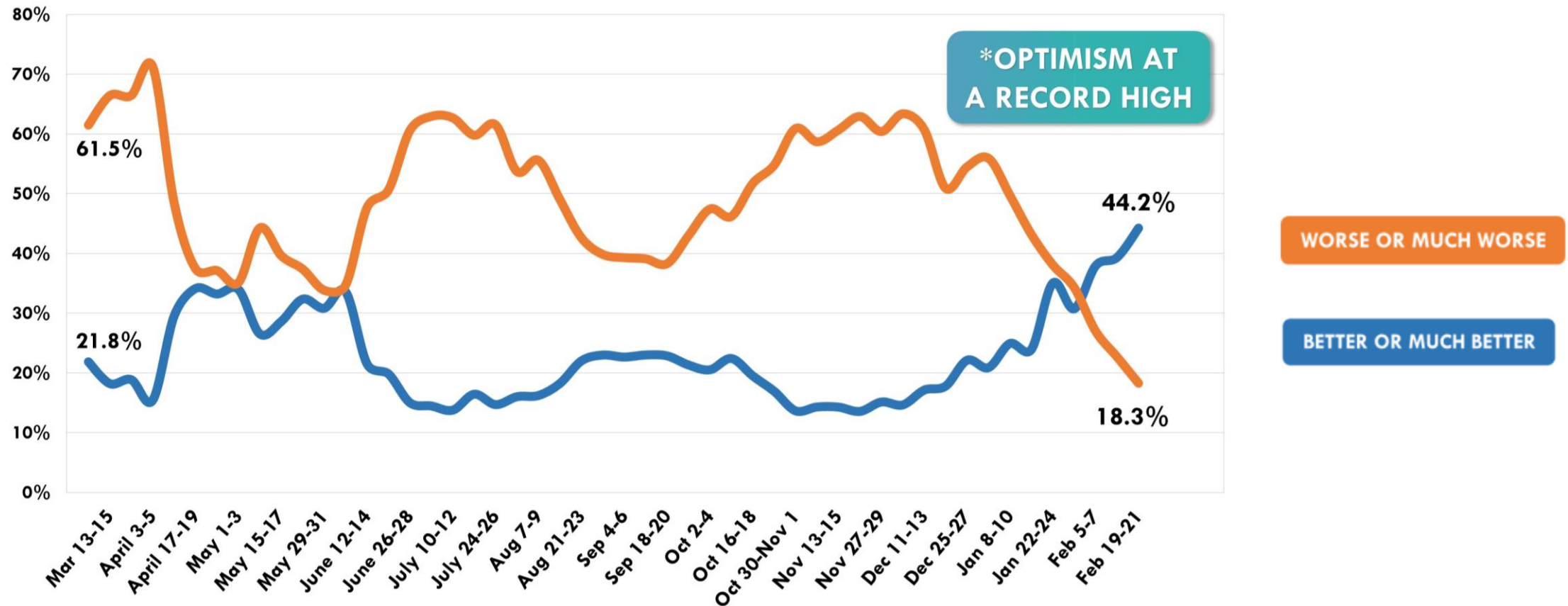


Travel Sentiment Study: Fielded on March 9, 2021



EXPECTATIONS FOR CORONAVIRUS

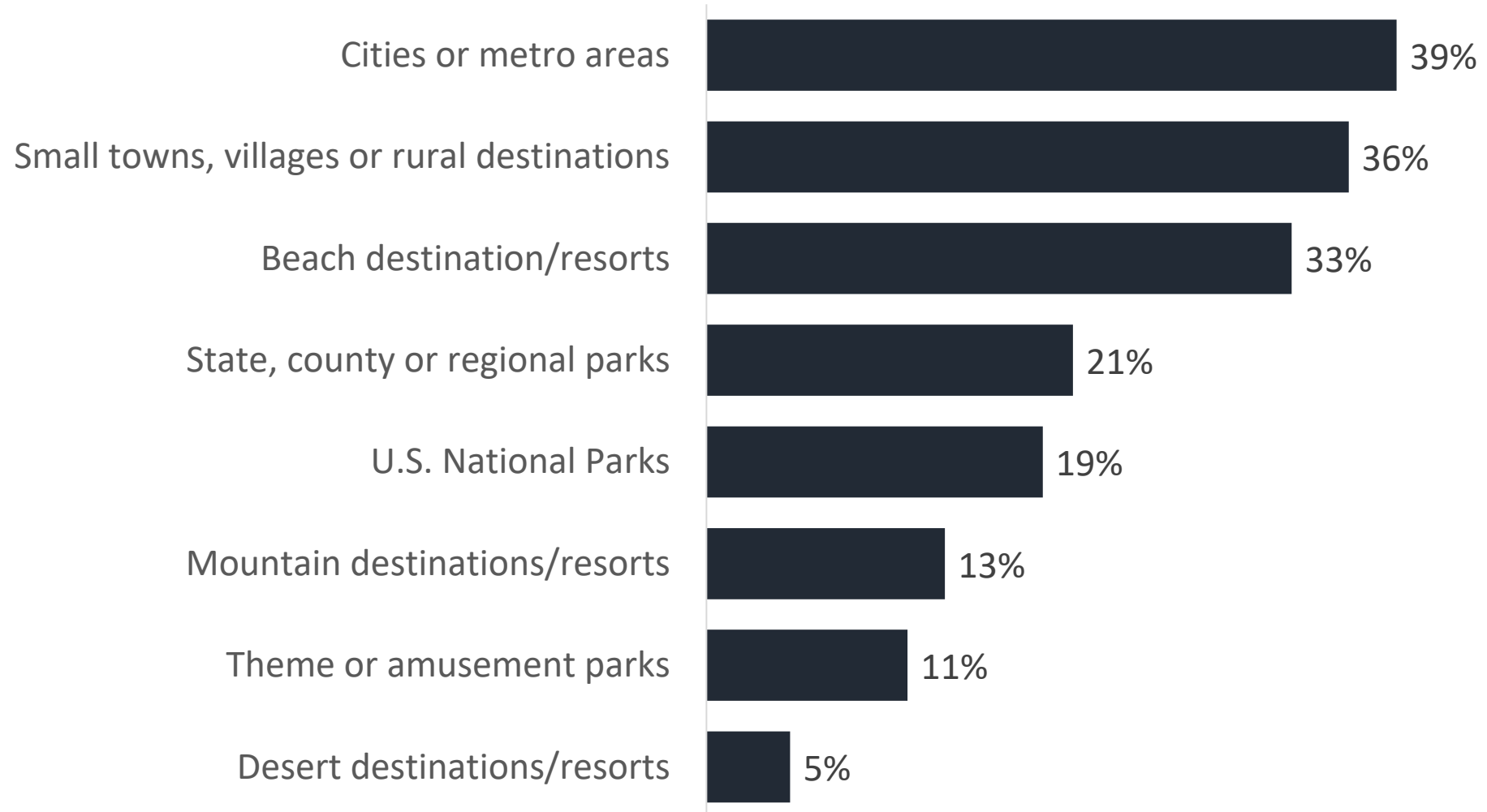
IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US



Travel Sentiment Study: Fielded on March 5-7, 2021

DESTINATION TYPES

AMERICANS WHO PLAN TO VISIT IN THE NEXT THREE MONTHS



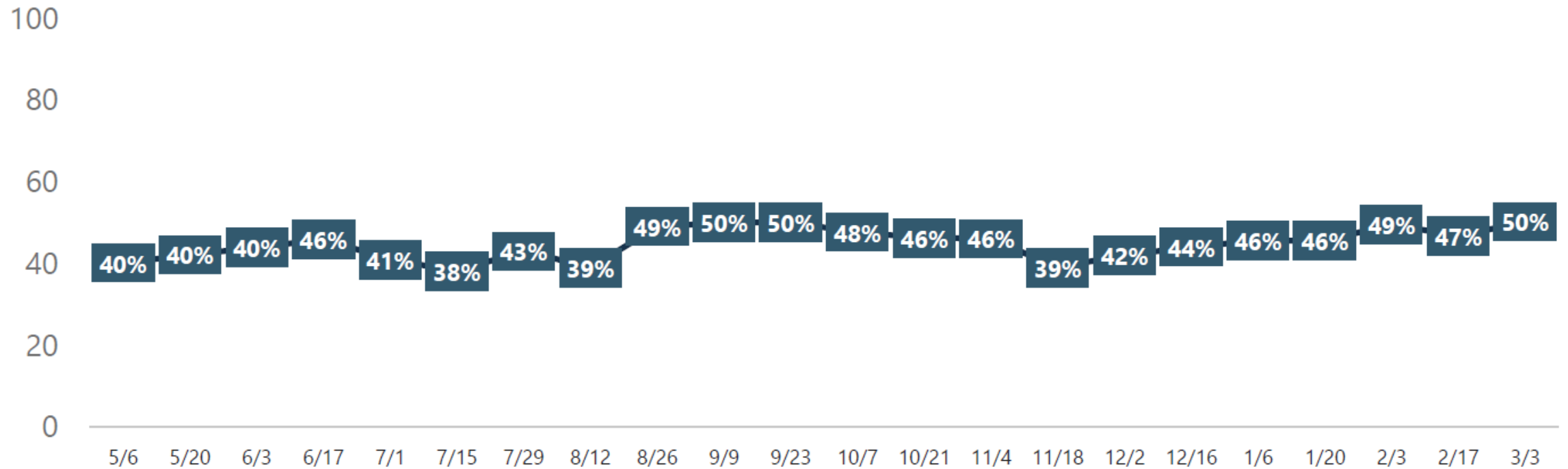
Travel Sentiment Study: Fielded on March 5-7, 2021[™]

HOW AMERICANS FEEL ABOUT TRAVEL



Travel Sentiment Study: Fielded on March 5-7, 2021"

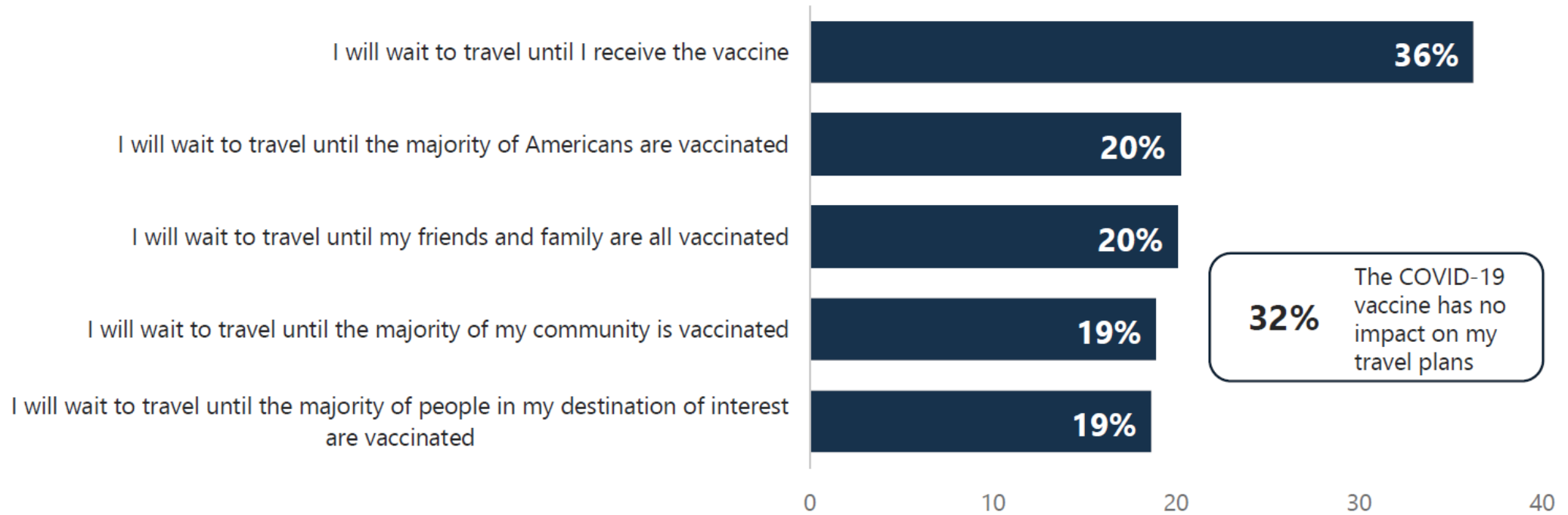
I FEEL SAFE TRAVELING OUTSIDE OF MY COMMUNITY



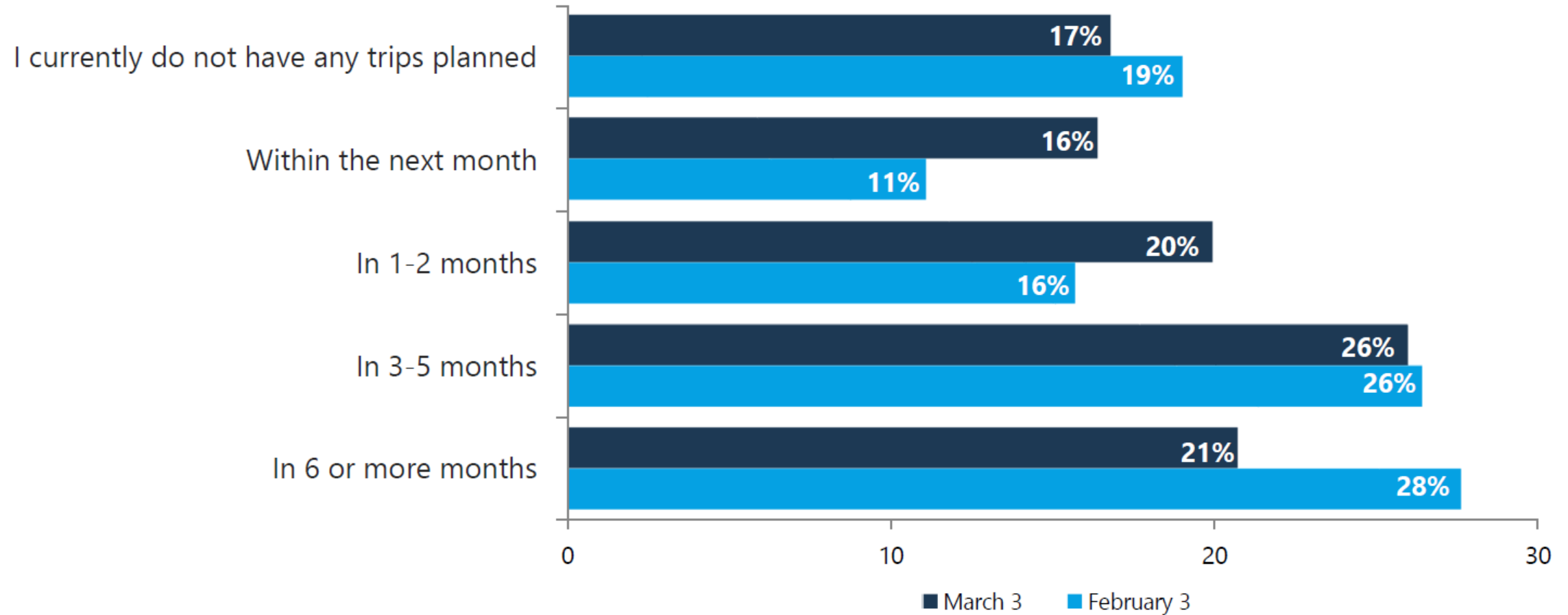
Travel Sentiment Study: Fielded on March 9, 2021



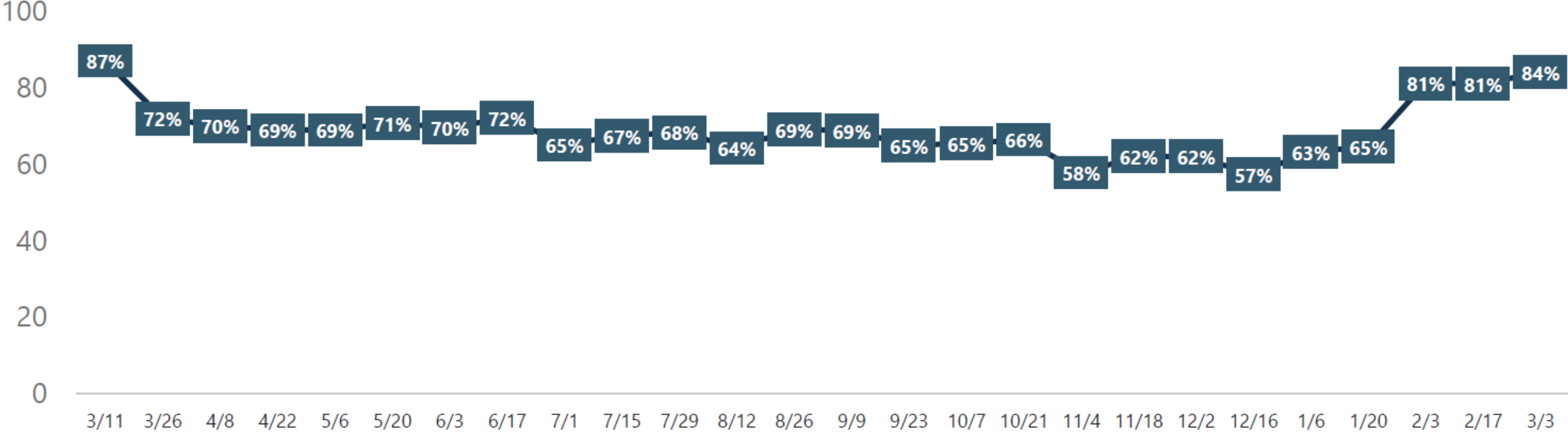
IMPACT OF VACCINE ON TRAVEL PLANS



WHEN IS YOUR NEXT TRIP PLANNED?



TRAVELERS WITH PLANS FOR NEXT SIX MONTHS

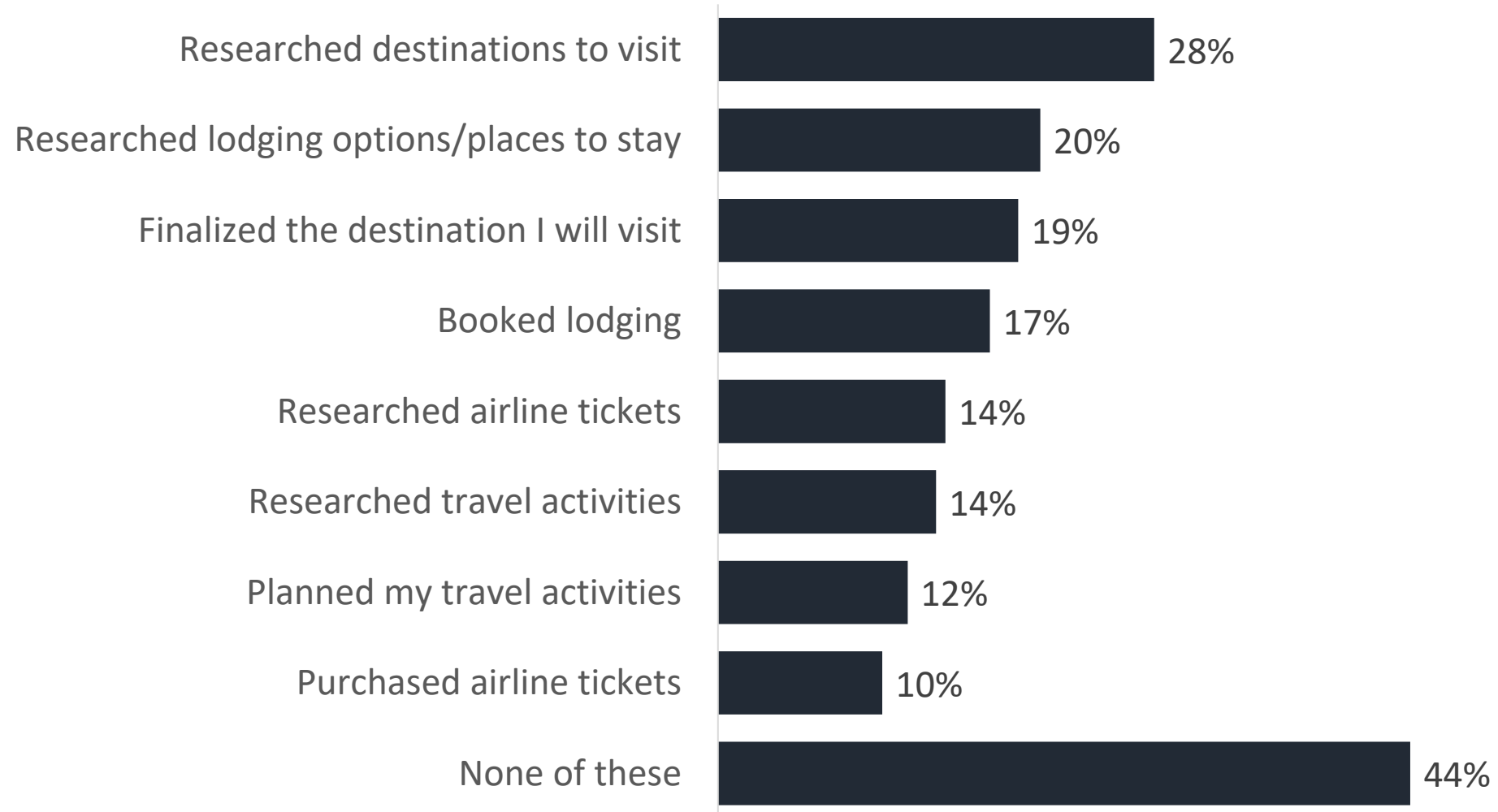


Travel Sentiment Study: Fielded on March 9, 2021



TRAVEL PLANNING TASKS COMPLETED

For your next leisure trip, what tasks have you already completed?



Travel Sentiment Study: Fielded on March 5-7, 2021

TRAVEL EXCITEMENT

“Through active social listening efforts, our team has recently seen a 40% increase in travelers sharing their excitement for upcoming trips on social media.”

CEO, MMGY GLOBAL – CLAYTON REID



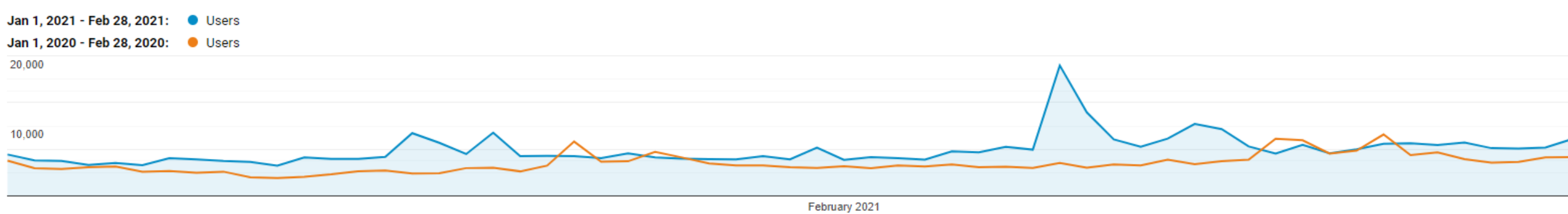
TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – JAN THRU FEB, 2021 VS. PRIOR YEAR

+40%
SESSIONS

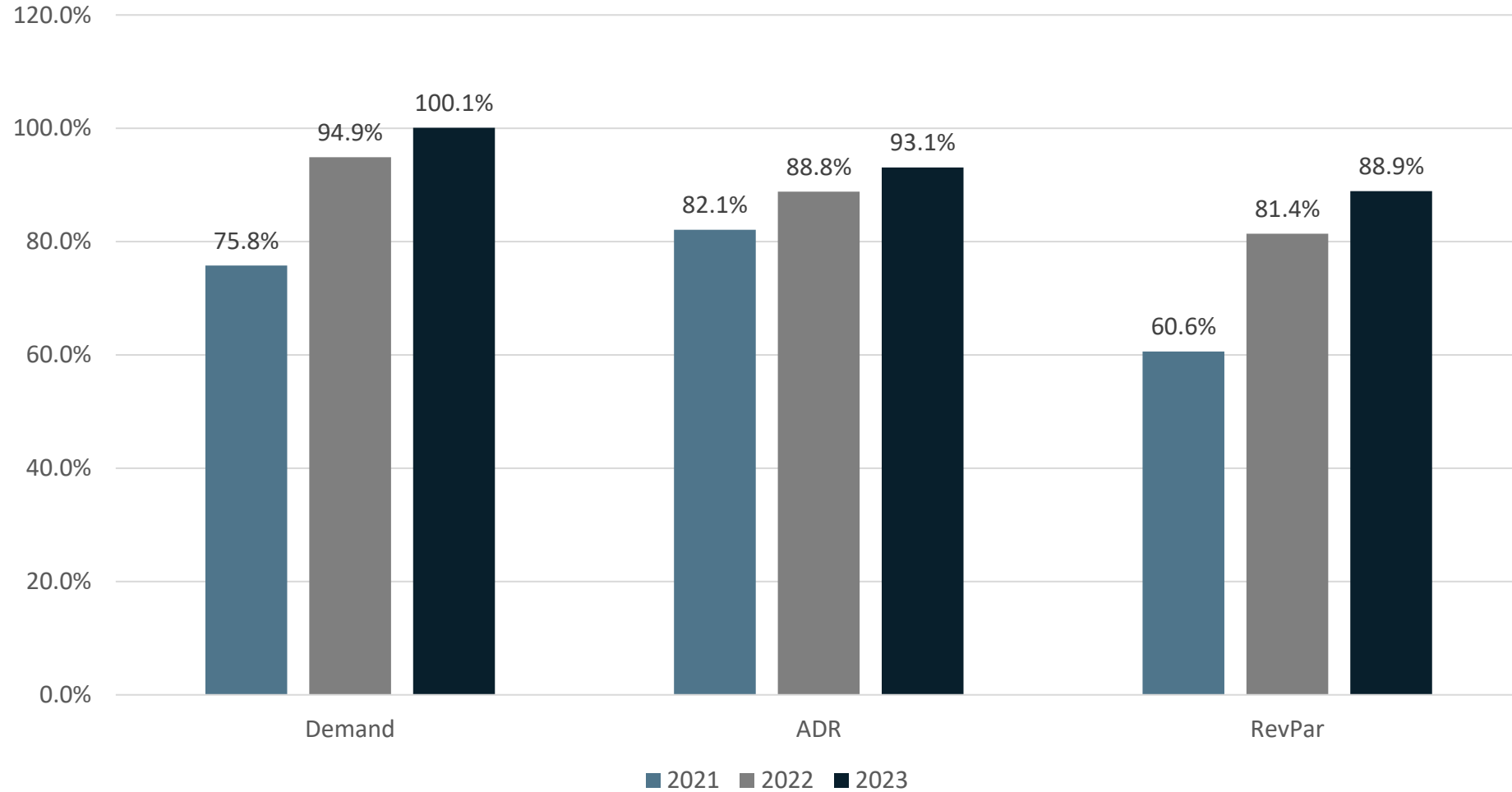
+25%
PAGEVIEWS

-10%
GOAL COMPLETIONS



HOTEL FORECAST INDEX

INDEX BASED – 2019 LEVELS = 100



US TRAVEL FORECAST - VOLUME

	2018	2019	2020	2021	2022	2023	2024
Total Travel Spending in the U.S. (\$ Billions)	1,088	1,127	617	847	966	1,043	1,100
U.S. Residents	931	972	582	785	871	924	968
Business	282	291	131	244	248	258	266
Leisure	649	681	450	541	624	666	702
International Visitors ¹	157	155	36	62	95	118	132
Total International Visitors to the U.S. (Millions)	79.7	79.3	19.0	33.0	52.5	67.4	76.3
Canada	21.5	20.7	4.8	9.1	14.6	18.4	21.3
Mexico	18.4	18.1	7.1	10.6	14.7	18.2	18.9
Overseas	39.9	40.4	7.2	13.2	23.1	30.8	36.1
Global Long-Haul Travel (Millions)	342.3	357.0	99.3	169.2	253.8	314.9	357.6
U.S. Share of global long-haul travel (%)²	11.7	11.3	7.2	7.8	9.1	9.8	10.1
Total U.S. Domestic Person-Trips³ (Millions)	2,278	2,318	1,600	1,905	2,272	2,376	2,455
Business	459	464	185	229	395	433	457
Leisure	1,819	1,854	1,415	1,676	1,876	1,942	1,998