



# COVID-19 RESEARCH

Updated: 5-13-21

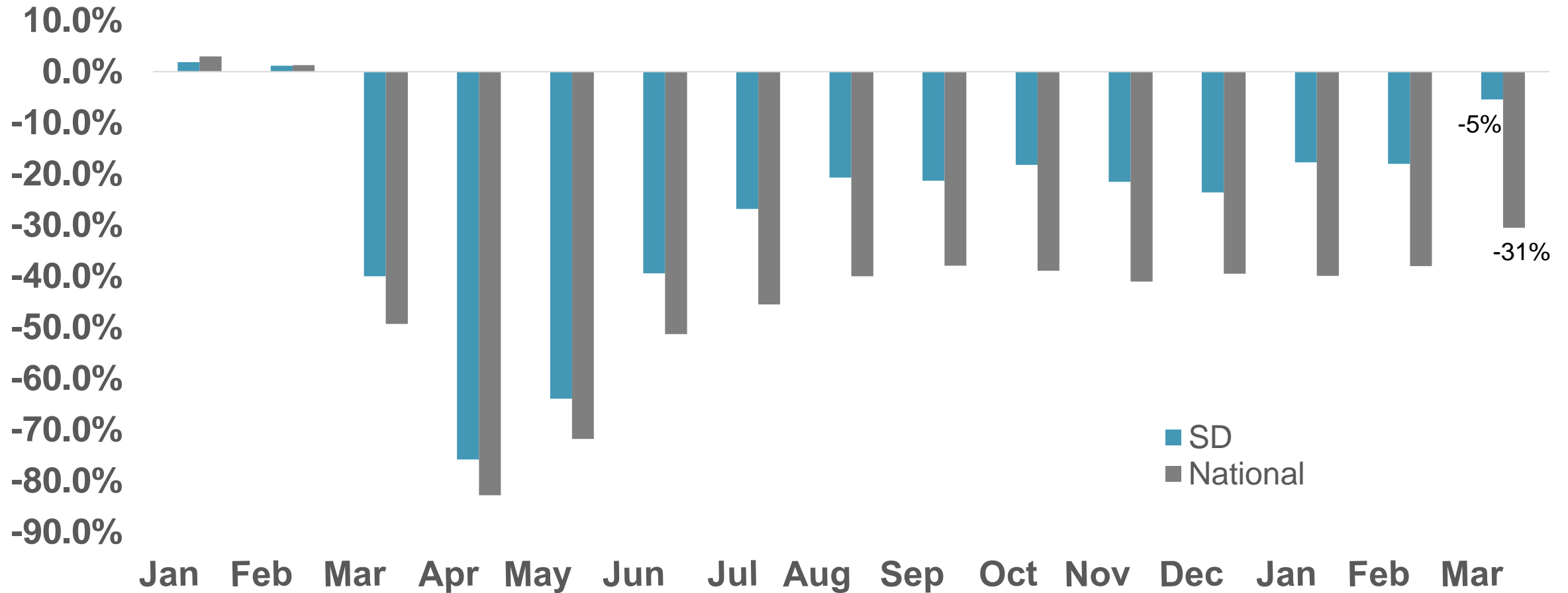
*South Dakota*

# DATA AND INSIGHTS PROVIDED BY



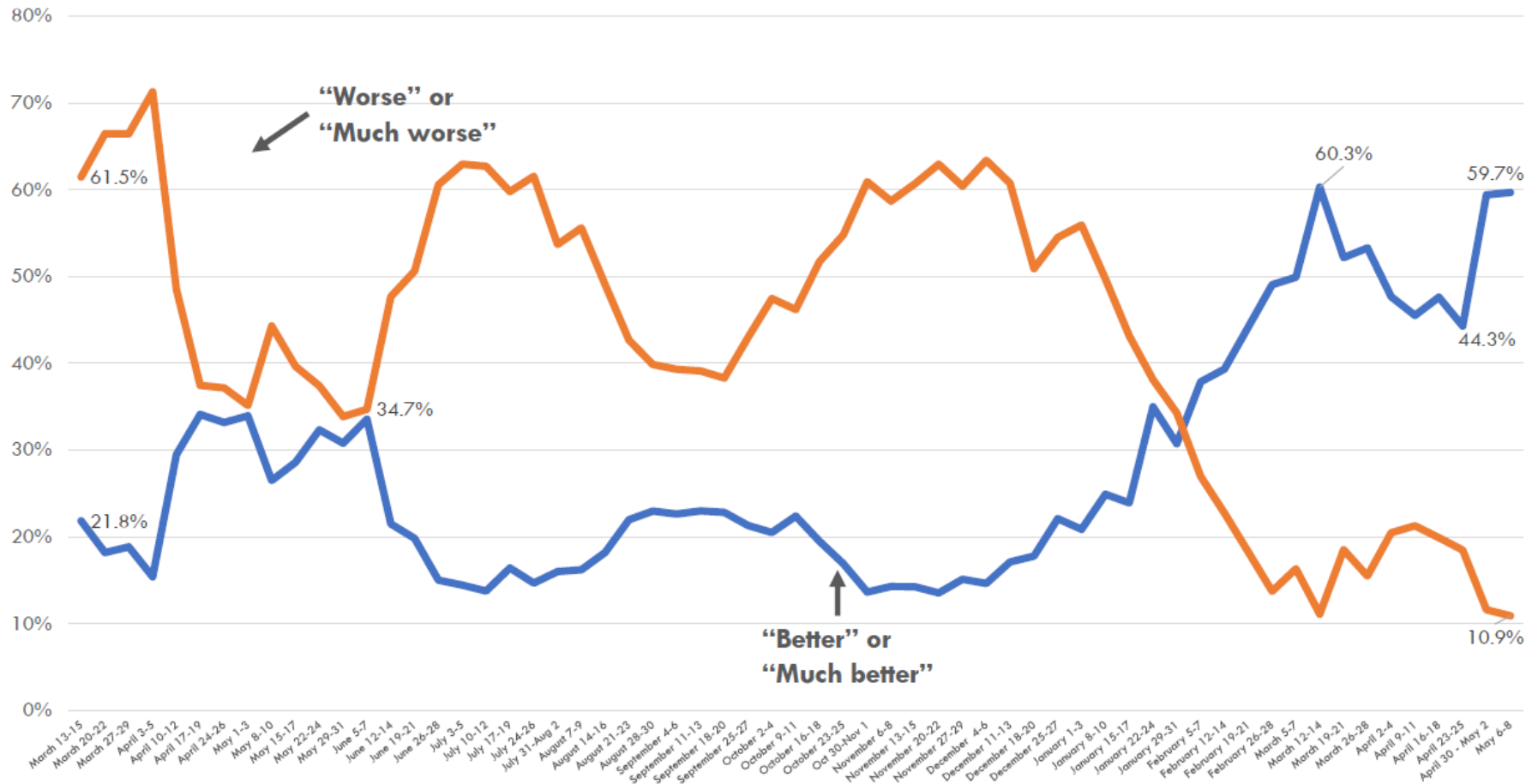
# YEAR-OVER-YEAR % CHANGE

## TRAVEL SPENDING



# EXPECTATIONS FOR CORONAVIRUS

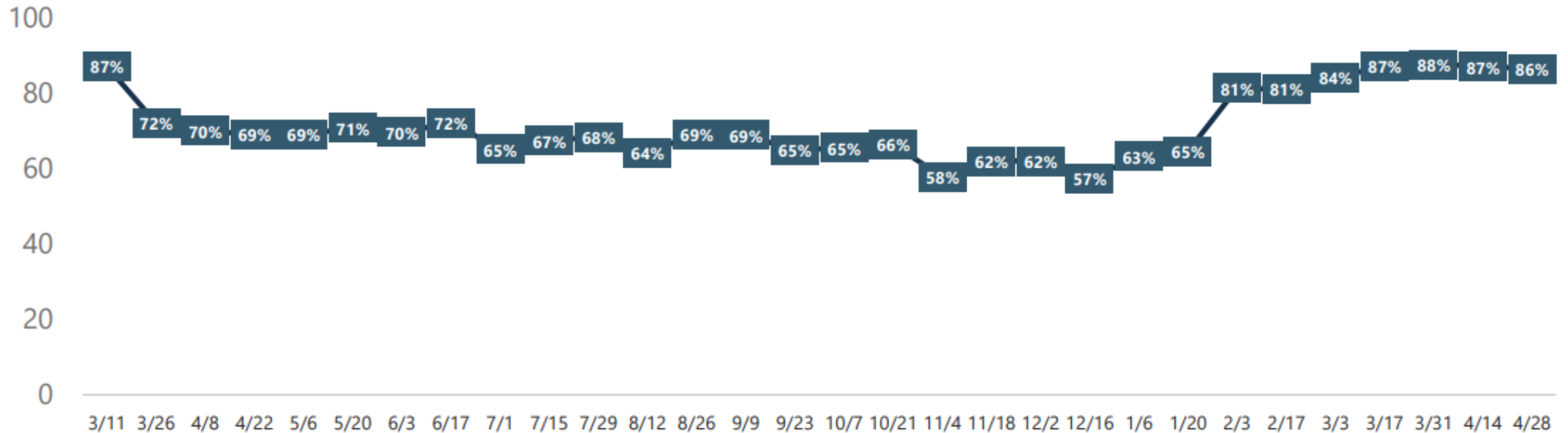
IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US



WORSE OR MUCH WORSE

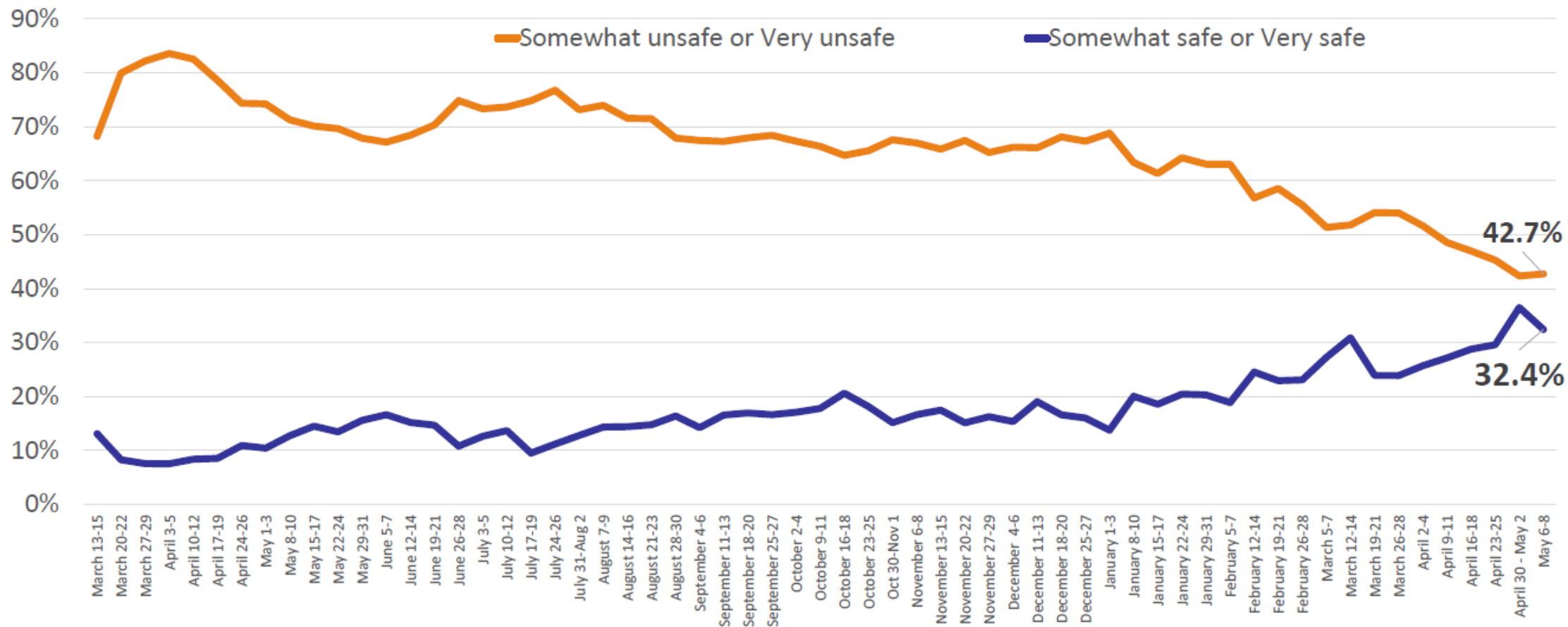
BETTER OR MUCH BETTER

# TRAVELERS WITH PLANS FOR NEXT SIX MONTHS



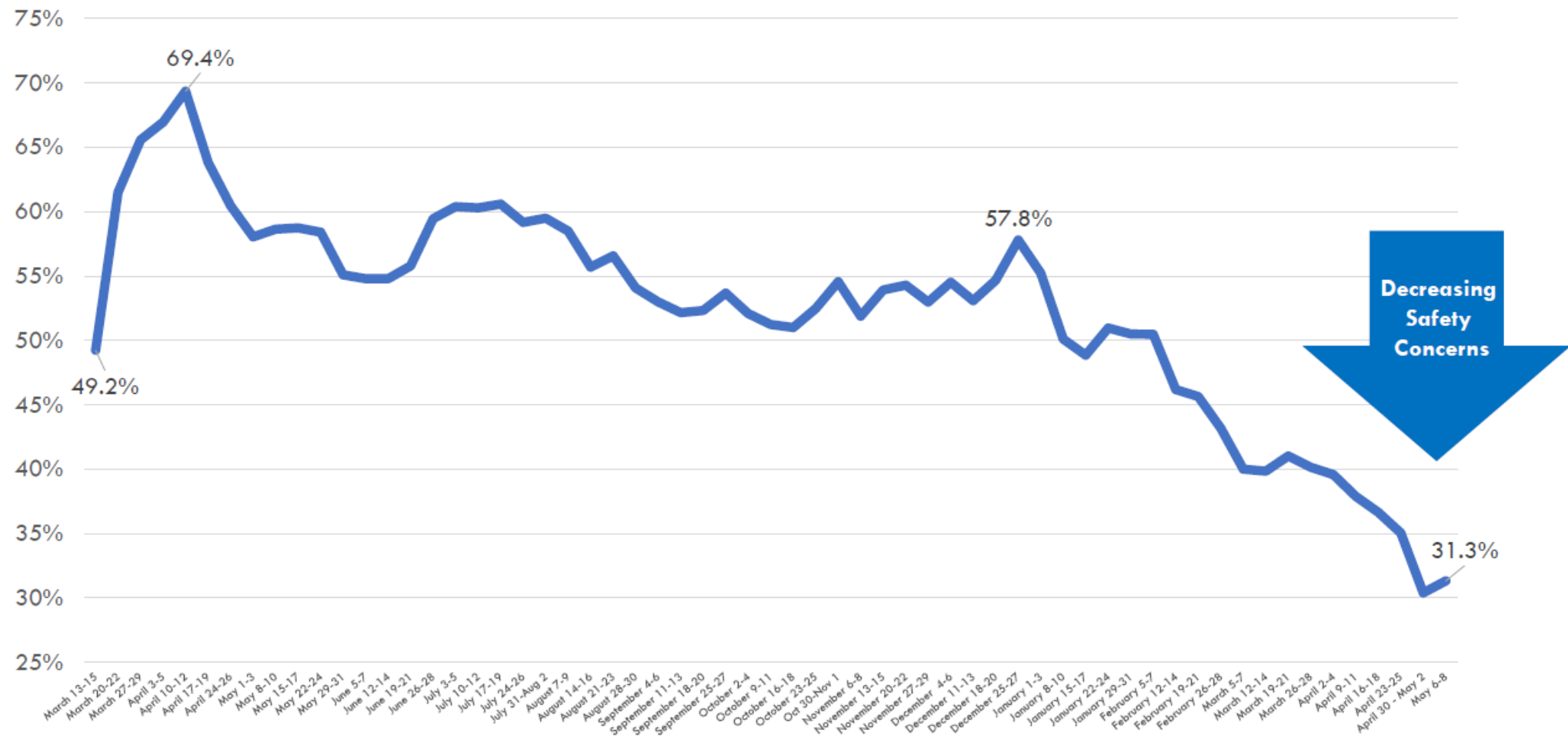


# PERCEIVED SAFETY OF CONFERENCES

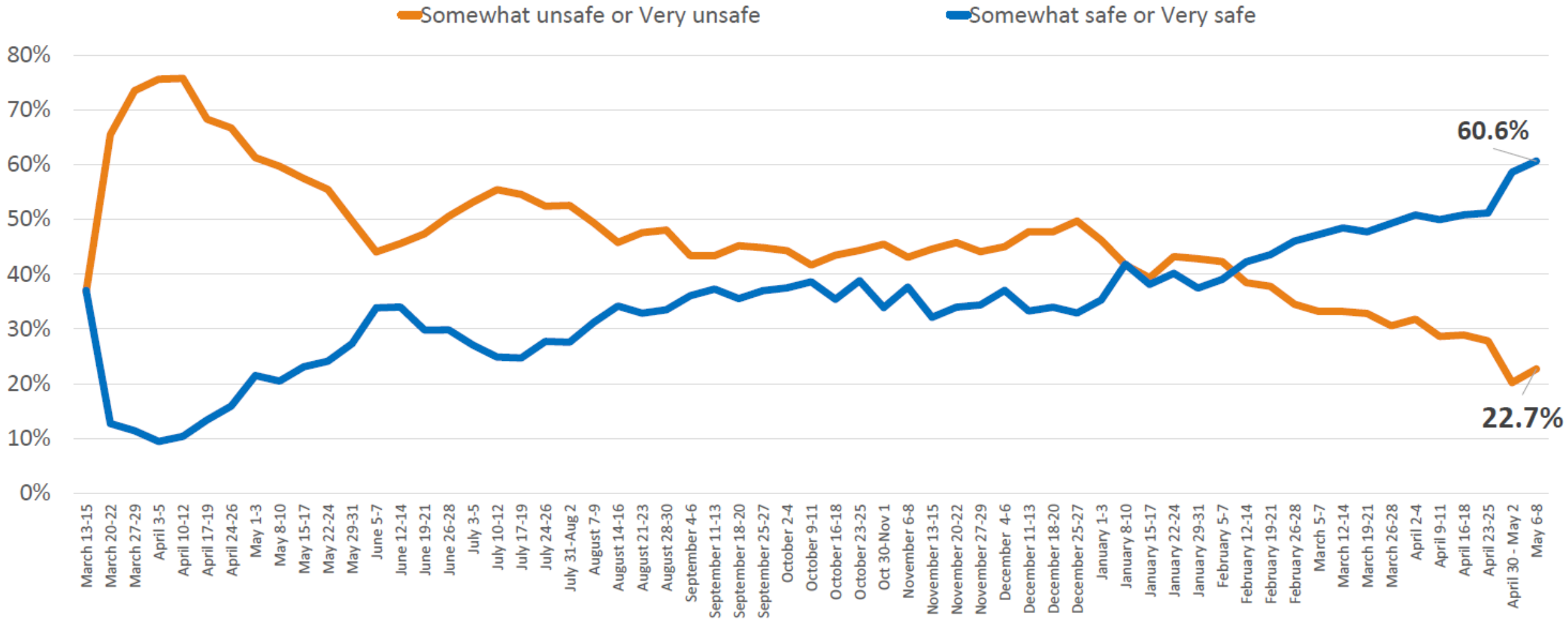


# PERCEIVED SAFETY OF TRAVEL ACTIVITY

AT THIS MOMENT HOW UNSAFE WOULD YOU FEEL DOING ANY TRAVEL ACTIVITY?

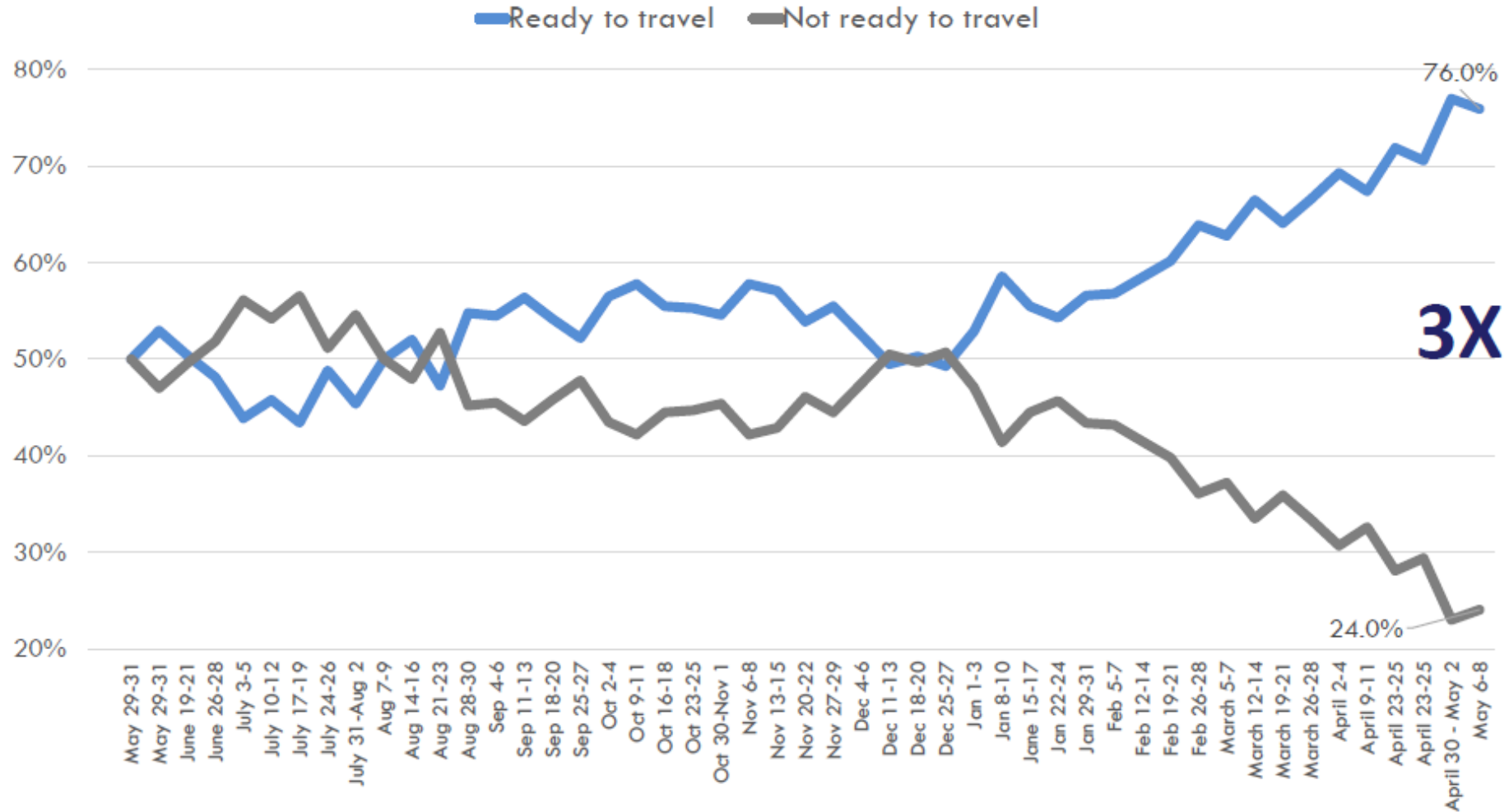


# DINING IN RESTAURANTS

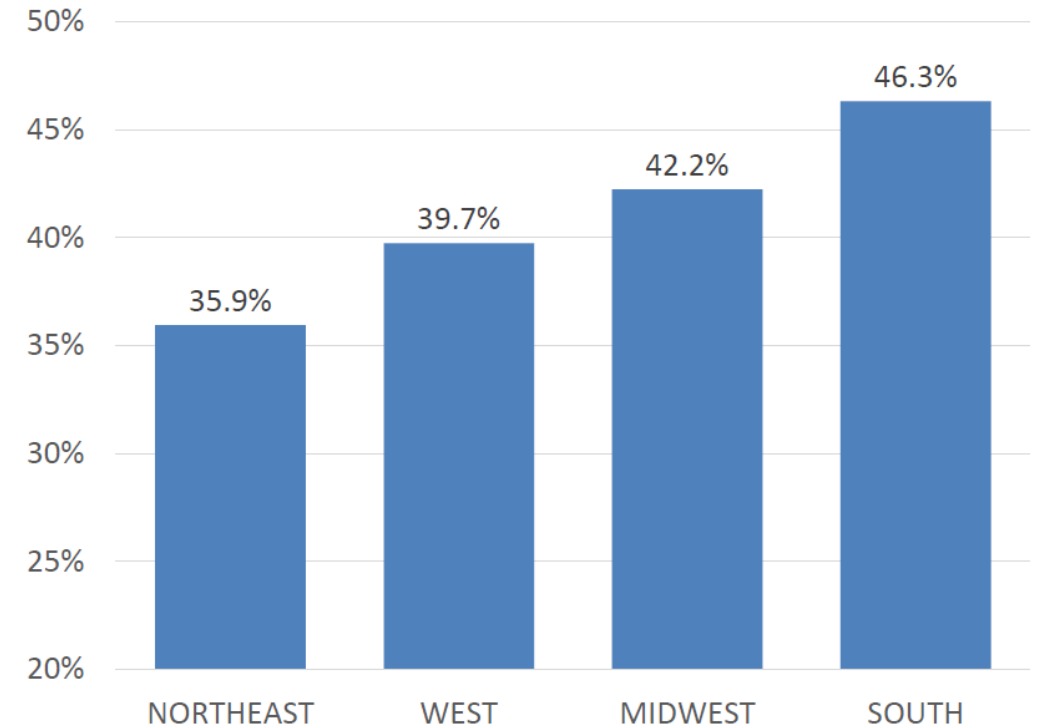




# TRAVEL STATE OF MIND

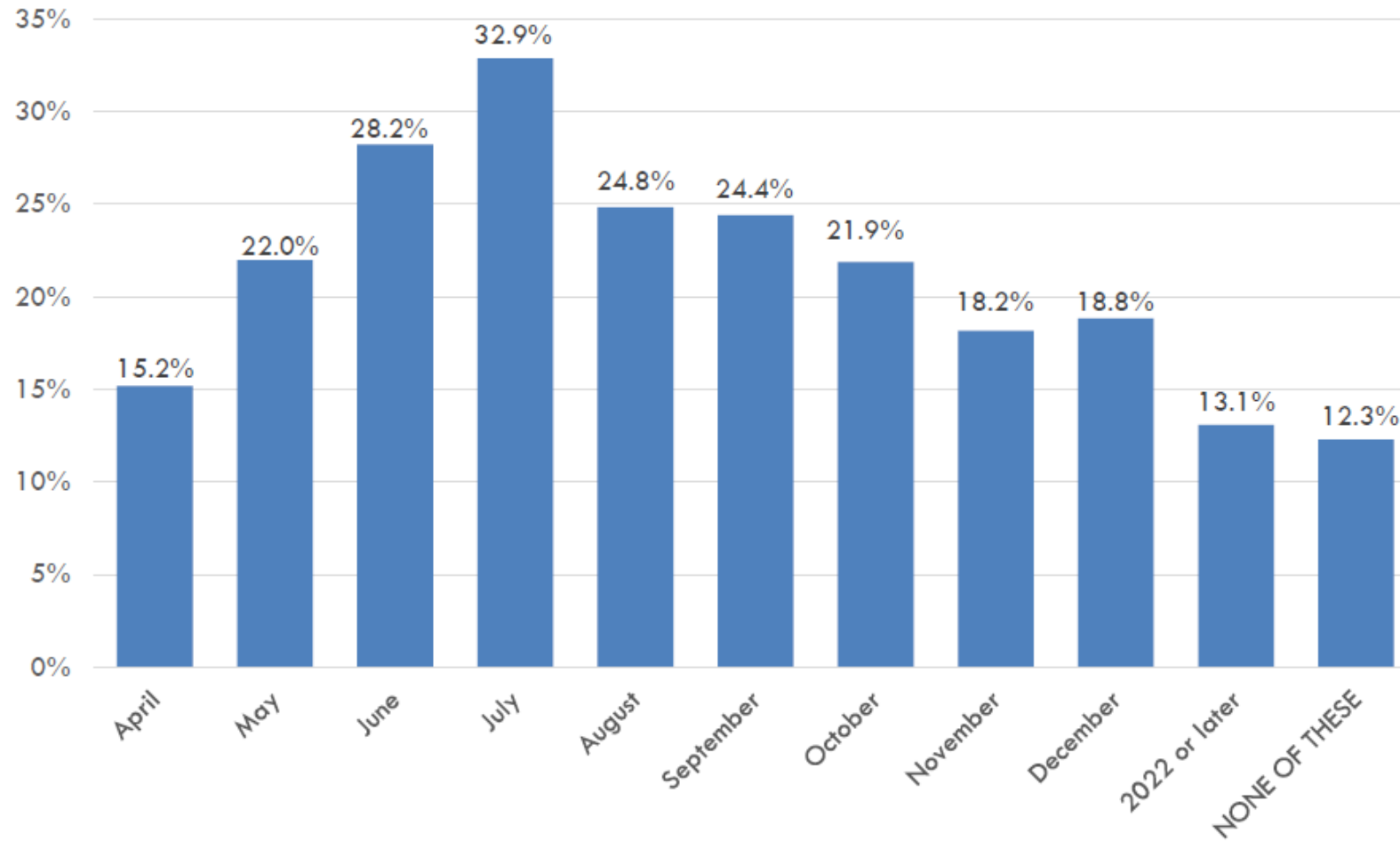


# WHICH REGIONS ARE READY TO TRAVEL NOW



# MONTHS OF TRAVEL

IN WHICH MONTHS DO YOU CURRENTLY PLAN TO TAKE A LEISURE TRIP?



# TRAVELSOUTHDAKOTA.COM

JAN 1 - MAY 8, 2021 VS. PRIOR YEAR

**+78%**

SESSIONS

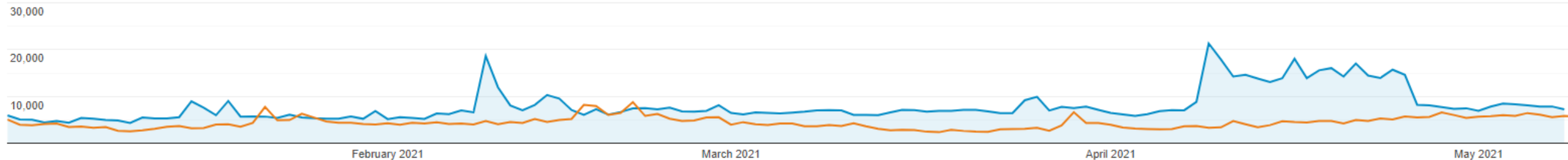
**+59%**

PAGEVIEWS

**+32%**

GOAL COMPLETIONS

Jan 1, 2021 - May 8, 2021: ● Users  
Jan 1, 2020 - May 8, 2020: ● Users



# US TRAVEL FORECAST - VOLUME

	2018	2019	2020	2021	2022	2023	2024
<b>Total Travel Spending in the U.S. (\$ Billions)</b>	<b>1,088</b>	<b>1,127</b>	<b>617</b>	<b>847</b>	<b>966</b>	<b>1,043</b>	<b>1,100</b>
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 <sup>1</sup>	157	155	36	62	95	118	132
<b>Total International Visitors to the U.S. (Millions)</b>	<b>79.7</b>	<b>79.3</b>	<b>19.0</b>	<b>33.0</b>	<b>52.5</b>	<b>67.4</b>	<b>76.3</b>
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
<b>U.S. Share of global long-haul travel (%)<sup>2</sup></b>	<b>11.7</b>	<b>11.3</b>	<b>7.2</b>	<b>7.8</b>	<b>9.1</b>	<b>9.8</b>	<b>10.1</b>
<b>Total U.S. Domestic Person-Trips<sup>3</sup> (Millions)</b>	<b>2,278</b>	<b>2,318</b>	<b>1,600</b>	<b>1,905</b>	<b>2,272</b>	<b>2,376</b>	<b>2,455</b>
Business	459	464	185	229	395	433	457
Leisure	1,819	1,854	1,415	1,676	1,876	1,942	1,998