

2010 i n i t i a t i v e

Progress Indicators

Goal 1

2001: \$601.3 million Visitor Spending *
 2002: \$662.9 million Visitor Spending, +10.2% increase
 2003: \$698.0 million Visitor Spending, +5.3% increase
 2004: \$752 million Visitor Spending, +7.8% increase
 2005: \$809.4 million Visitor Spending, +7.6% increase
 2006: \$864.8 million Visitor Spending, +6.9% increase
2007: \$941.1 million Visitor Spending, +7.2% increase

(\$601.3 million is visitor spending for year 2001, as reported in the South Dakota Tourism Economic Impact Study released in January 2002)*

<u>Month/Year</u>	<u>Tourism Tax</u>		<u>Deadwood Gaming Tax *</u>	
April 2008	\$228,602	+7.0%	\$260,945	+11.3%
March 2008	\$269,418	-33.8%	\$238,498	+12.1%
February 2008	\$245,210	+2.3%	\$230,943	+2.2%
January 2008	\$307,525	+2.0%	\$205,673	+5.5%
December 2007	\$322,471	+21.2%	\$236,726	+10.5%
November 2007	\$437,768	+10.2%	\$292,724	+14.7%
October 2007	\$621,152	+20.8%	\$298,281	+4.3%
September 2007	\$1,053,415	+0.9%	\$322,389	+3.9%
August 2007	\$873,338	+12.0%	\$309,214	+10.0%
July 2007	\$726,626	+13.3%	\$265,082	+6.7%
June 2007	\$332,987	+9.6%	\$266,380	+9.9%
May 2007	\$204,726	+7.4%	\$230,642	+7.4%
April 2007	\$213,311	+6.5%	\$234,546	-13.1%

** Monthly deposits of revenue from Tourism Tax and Deadwood Gaming Tax, used to fund South Dakota Office of Tourism.*