

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, +8.8% increase
2008:	\$967.0 million Visitor Spending, +2.8% increase
2009:	\$963.0 million Visitor Spending, 0.4% decrease

(\$601.3 million Visitor Spending, 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 2010	\$264,107	+4.5%	\$278,223	+13.8%
March 2010	\$250,118	+1.7%	\$217,453	-10.1%
February 2010	\$243,113	+15.6%	\$264,646	+14.9%
January 2010	\$295,189	-7.6%	\$204,158	+0.1%
December 2009	\$300,534	-5.3%	\$232,476	+10.2%
November 2009	\$409,357	+7.1%	\$248,167	-12.7%
October 2009	\$649,492	+1.4%	\$313,495	-1.7%
September 2009	\$928,520	-13.6%	\$334,321	-3.7%
August 2009	\$1,106,303	+19.1%	\$303,359	-6.4%
July 2009	\$761,611	+3.0%	\$313,630	+14.6%
June 2009	\$375,273	+4.6%	\$275,960	-5.6%
May 2009	\$242,416	+6.0%	\$246,270	-0.2%
April 2009	\$252,709	+10.5%	\$244,384	-6.3%

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