

RAPID CITY FIELD NOTES

DECEMBER 2022



VISITORS

UNIQUE VISITORS

174,312

LENGTH OF STAY

4.1 days (↓ 4.7%)

TRIPS

In-State Out-Of-State



GROUPS

TOTAL LEADS

7 (↑ 71%)

LEADS BOOKED

2 (0%)

TAX REVENUE

HOTEL BID (November)

\$91,131 (↓ 10.8%)

MGRT/BBB (November)

\$92,047 (↓ 1%)

LODGING

HISTORICAL

OCCUPANCY

ADR

HOTEL/MOTEL

44.4% (↓ 1.8%)

\$79.96 (↑ 9%)

VACATION HOMES

25.6% (↑ 26%)

\$141 (↓ 7%)

FORECAST (February)

OCCUPANCY

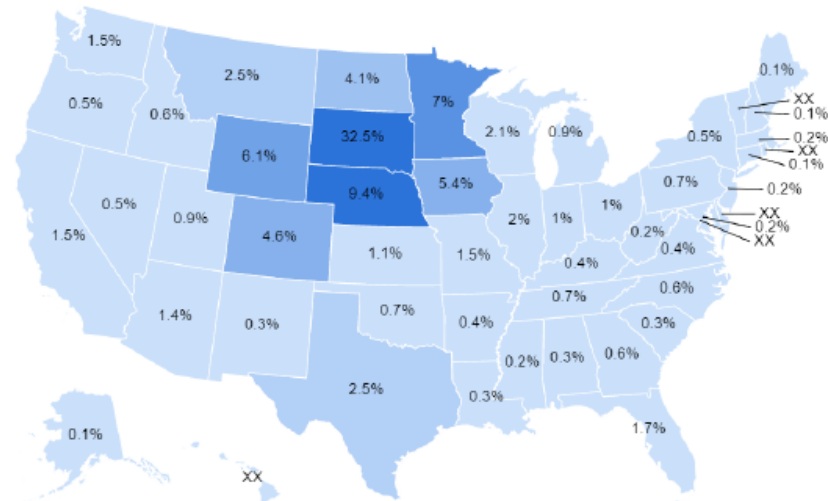
ADR

50.6% (↑ 3.48%)

\$74.79 (↑ 2.1%)

TOP 6 STATES OF ORIGIN

- (1) South Dakota
- (2) Nebraska
- (3) Wyoming
- (4) Colorado
- (5) Minnesota
- (6) Iowa



UPCOMING EVENTS

- JAN 27 - FEB 4 Black Hills Stock Show & Rodeo®
- FEB 11 4Gmx Indoor Motocross
- FEB 23 - 25 SDHSAA State Wrestling Tournament

OTHER TRENDS TO WATCH

- PRICE OF GAS INFLATION UNEMPLOYMENT RATE
- \$3.21 (↓ 2.9%) 6.5% 2.2% (0%)

All data percentages are YOY. Sources: STR, City of Rapid City, U.S. Bureau of Labor Statistics, SD Dept of Revenue, SD Dept of Labor & Regulations, U.S. Dept of Energy, KeyData, Datafy. ADR = Average Daily Rate