

## The Wall Street Journal Sturgis Coverage impact on TravelSouthDakota.com

Thursday August 8, 2024, we saw a 22.3% increase in Travel South Dakota site users and a 20.7% increase in new site users compared to Wednesday August 7, 2024. For each day Friday August 9, 2024 - Sunday August 11, 2024, we saw increases in site users and new site users.

<b>Users</b>	<b>New users</b>	<b>Users percent change previous day</b>	<b>New users percent change previous day</b>	<b>date</b>
12,082	11,059	5.2%	6.3%	Sunday, August 4, 2024
12,755	11,564	5.6%	4.6%	Monday, August 5, 2024
10,700	9,601	-16.1%	-17.0%	Tuesday, August 6, 2024
10,044	8,867	-6.1%	-7.6%	Wednesday, August 7, 2024
12,279	10,699	22.3%	20.7%	Thursday, August 8, 2024
12,296	10,987	0.1%	2.7%	Friday, August 9, 2024
12,390	11,121	0.8%	1.2%	Saturday, August 10, 2024
13,185	11,980	6.4%	7.7%	Sunday, August 11, 2024
11,494	10,201	-12.8%	-14.8%	Monday, August 12, 2024
11,321	10,135	-1.5%	-0.6%	Tuesday, August 13, 2024
10,971	9,753	-3.1%	-3.8%	Wednesday, August 14, 2024
10,819	9,586	-1.4%	-1.7%	Thursday, August 15, 2024
13,776	12,094	27.3%	26.2%	Friday, August 16, 2024
11,933	10,638	-13.4%	-12.0%	Saturday, August 17, 2024
12,219	10,768	2.4%	1.2%	Sunday, August 18, 2024