

Rally Attendance:

year	SD DOT traffic count	official attendance
2022	497,835	505,000
2023	458,161	617,000
2024	470,987	Not available at time of submission

The DOT reported that the total number of vehicles entering Sturgis from Friday, Aug. 2, to Sunday, Aug. 11, was 470,987 as compared to 458,161 for 2023 - up 2.8 percent.

The state determines the count by placing traffic counters at nine locations entering Sturgis.

Following are the daily numbers for 2024 as compared to 2023:

- Friday, Aug. 2: 51,179 entering – up 12.1% from 2023 (45,652)
- Saturday, Aug. 3: 55,127 entering – up 44.6% from 2023 (38,126)
- Sunday, Aug. 4: 52,182 entering – down 14% from 2023 (60,586)
- Monday, Aug. 5: 55,971 entering – up 11% from 2023 (50,487)
- Tuesday, Aug. 6: 54,451 entering – down 3% from 2023 (55,848)
- Wednesday, Aug. 7: 52,878 entering – down 6% from 2023 (56,444)
- Thursday, Aug. 8: 50,053 entering – down 4% from 2023 (52,195)
- Friday, Aug. 9: 44,671 entering – down 2% from 2023 (45,661)
- Saturday, Aug. 10: 34,583 entering – up 4% from 2023 (33,278)
- Sunday, Aug. 11: 19,892 entering - up 1% from 2023 (19,884)

Total for the 10 days in 2024 470,987 as compared to 458,161 for 2023 - Up 2.7 percent

Econ Impact:

We have the Tax collections from the Department of Revenue:

- Note that July 1, 2023, sales tax in SD was reduced from 4.5% to 4.2% which is why there is discrepancy there – technically with this variable more tax collections were secured with a minor boost in sales tax collection.

year	collections
2023	1.45 million
2024	1.4 million