

DRIVING GROWTH AND VISITATION THROUGH REGIONAL INITIATIVES



**BLACK HILLS
& BADLANDS SD**
TOURISM ASSOCIATION

The logo includes a small blue square with "SD" in white, and the text "TOURISM ASSOCIATION" in a smaller blue font below a horizontal line.



◀ SOUTHEAST ▶ South Dakota

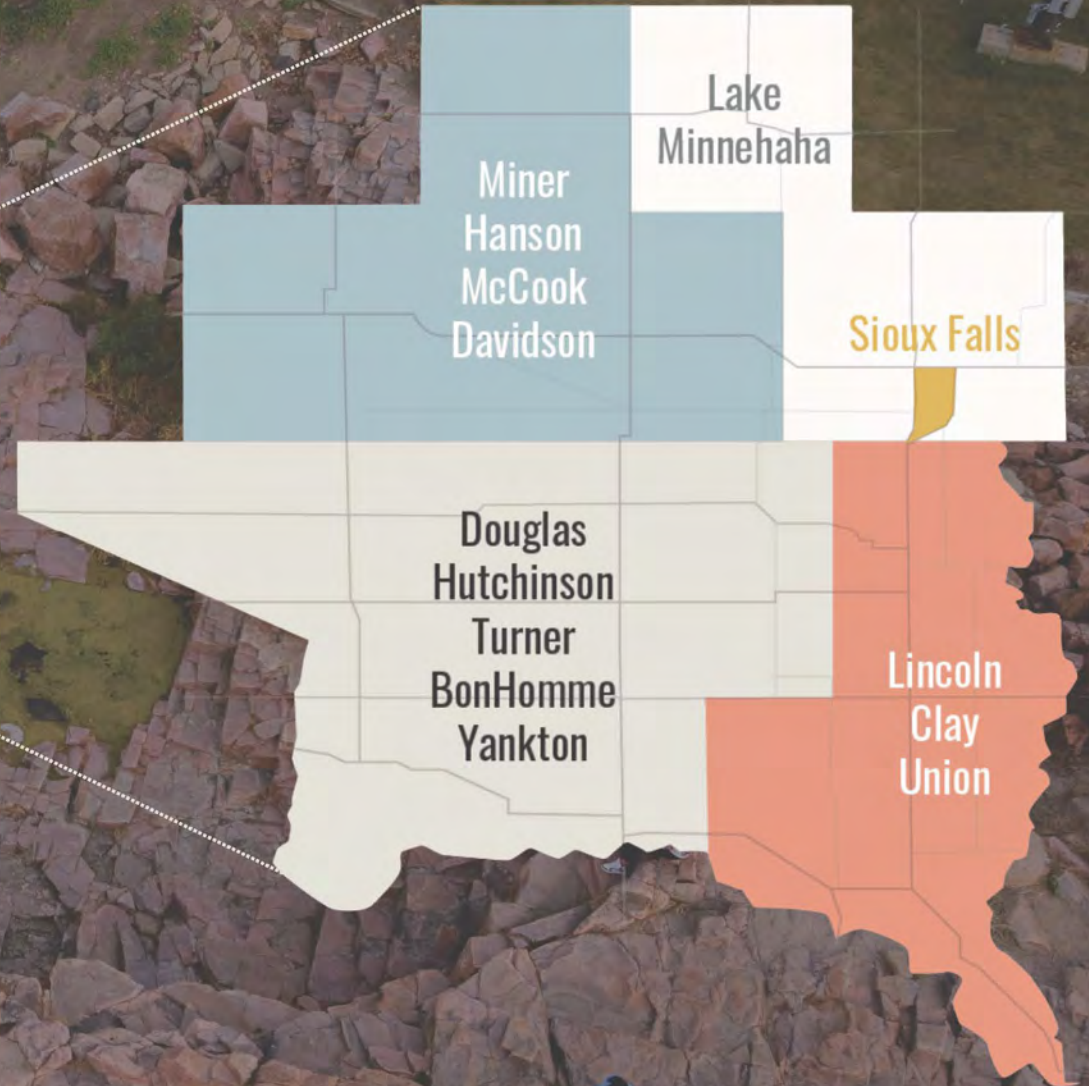
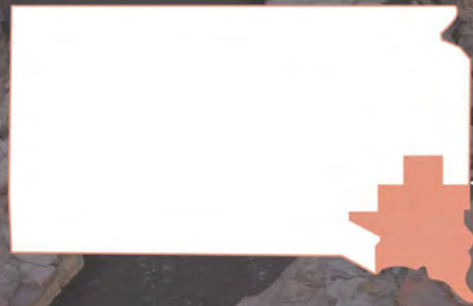


KASI HABERMAN
executive director



SUE - AMY - KASI - CASEY - EMILY

THE REGION





MEMBERSHIP-BASED
NON-PROFIT ORGANIZATION

INCREASE THE ECONOMIC IMPACT OF THE SOUTHEAST SOUTH DAKOTA VISITOR INDUSTRY



PROMOTE + CONNECT

SHOWCASE OUR REGION TO POTENTIAL VISITORS

PROMOTE OUR MEMBERS

PERSONALLY CONNECT WITH ATTRACTIONS

SERVE AS A RESOURCE FOR GROWTH & STABILITY

THE IMPACT

40%

GROWTH IN
MEMBERSHIP

4.5%

GROWTH IN
VISITOR
SPENDING

40.2%

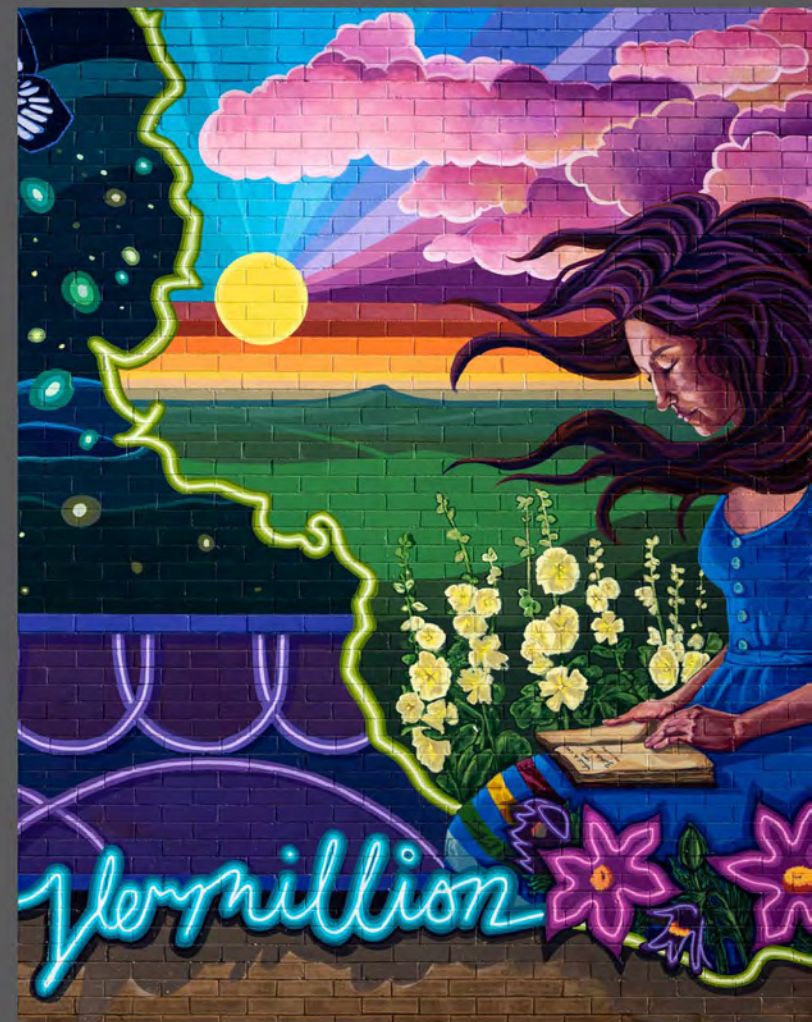
OUR PORTION OF
STATEWIDE
SPENDING

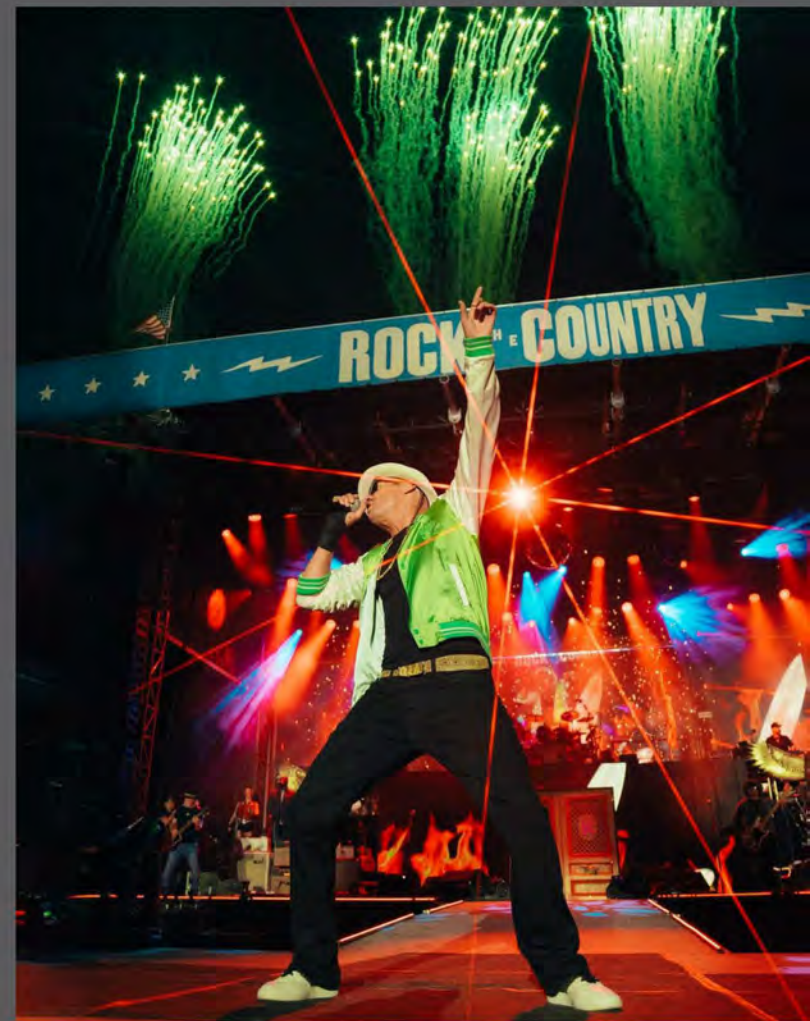
154M

LOCAL & STATE
SALES TAX
REVENUE

A large crowd of people is seen from behind, looking towards a brightly lit stage at night. The stage features a large screen displaying a colorful graphic, and is surrounded by numerous spotlights and stage lights. The text "2025 REGION HIGHLIGHTS" is overlaid in large white letters.

2025 REGION HIGHLIGHTS







An aerial photograph of a river winding through a lush, green forested canyon. The river is dark and calm, reflecting the surrounding trees. The canyon walls are rocky and covered in dense vegetation. In the lower center of the image, a small orange kayak with a person inside is visible on the river. The text "2025 TACTICS" is overlaid in large, white, sans-serif font in the center of the image.

2025 TACTICS



TSD COMMUNITY CO-OP PROGRAM

THE RESULTS

6.7M

IMPRESSIONS
DELIVERED

13,916+

AD-EXPOSED
BOOKINGS
IN-DESTINATION

\$3.4M

VISITOR SPEND IN-
DESTINATION

Omaha

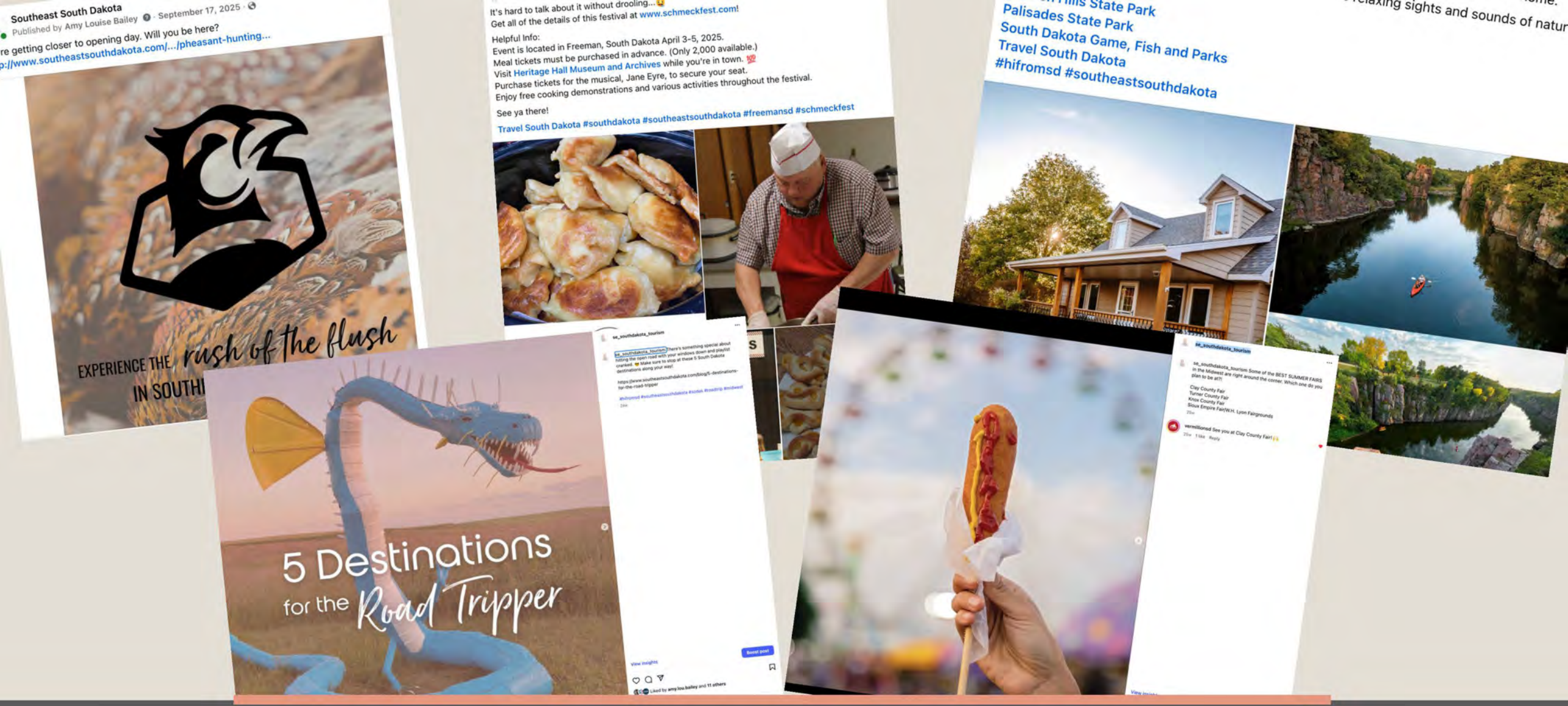
MINNEAPOLIS
COUNCIL BLUFFS



605 MAGAZINE
VOL. 16 | NO. 9
OCTOBER 2024



PRINT ADVERTISING



SOCIAL MEDIA - FACEBOOK & INSTAGRAM

◀ SOUTHEAST ▶
South Dakota



WESTROADS MALL, OMAHA



TRAVEL SHOWS



TAKE YOUR SHOT

sweepstakes

Pick your prize!

Each item is valued at approximately \$1,000.

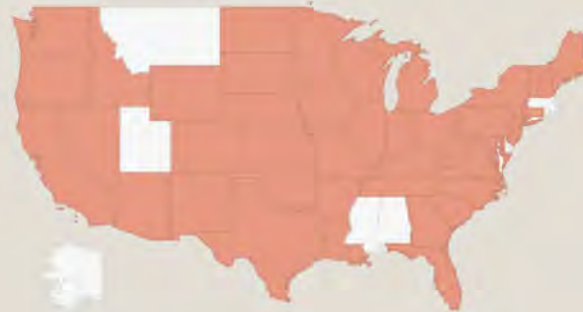
- PRIZE OPTION 1** Hoyt Torrex Compound Hunting Bow Package
- PRIZE OPTION 2** Winchester SX4 Semi Auto 12g. 3" Synthetic Shotgun
- PRIZE OPTION 3** Savage 110 Bolt Action Rifle .270 Caliber Stainless
- PRIZE OPTION 4** \$1,000 Gift Certificate to Dakota Archery & Outdoor Sports

SE SD + **ARCHERY**

REGISTER BEFORE JULY 13, 2024!



SoutheastSouthDakota.com/TakeYourShotGiveaway



southeast South Dakota FAMILY VACAY giveaway!



Win a family vacation to Southeast South Dakota!
The random drawing will be held on December 16, 2025.

Giveaway Includes Goodies From:












LEAD GENERATION SWEEPSTAKES

things that fit your style.

[View Itineraries](#)



GET OUR NEW GUIDES *and start planning!*

Request a free visitor packet that includes our:

Travel Guide
Regional Map
Sportsman's Guide
Sweepstakes Information

Can't wait? View our resources [HERE](#) until they come in the mail!

[Request Visitor Packet](#)

TRAVEL TIP

SD State Park Booking Window



◀ SOUTHEAST ▶ South Dakota

Summer's rolling in, bringing the sizzle of funnel cakes, the splash of a perfect cannonball, and yes—even a generous helping of cheese.

From county fairs to waterparks (and plenty in between), Southeast South Dakota is serving up sunshine, small-town charm, and unforgettable memories. Here are just a few reasons to make us part of your 2025 summer story!



FEELIN' A LITTLE



DECK THE HALLS IN ◀ SOUTHEAST ▶ South Dakota

The holiday season has officially arrived in Southeast South Dakota, and with it comes all the sparkle, nostalgia, and small-town magic we love most!

From festive events lighting up our snowy skies to thoughtful local gifts that feel extra meaningful this time of year, there's no shortage of ways to celebrate. Get ready to bundle up for a parade of lights, sip cocoa at a community gathering, catch a holiday performance, and check a few names off your gift list.

We hope to see you in Southeast South Dakota this holiday season!



PADDLING *Untamed Waters*

Shaped over millions of years, the Missouri River began as a drainage system for the Rocky Mountains. Its wide basin and rugged shoreline tell the story of the American West—untamed, resilient, and full of history.

As the river winds from Montana to Missouri, it passes by ancient fossils, sacred Native American landmarks, sunken steamboats, and key sites from the Lewis and Clark expedition.

Much of the river has been changed by dams and development over time—but in Southeast South Dakota, two stretches still flow wild and free, just as nature intended.



This stretch is known as the Missouri National Recreational River, and it's a magical place to paddle. Being on this water is like taking a step back in time and experiencing nature like it's meant to be. We invite you to feel the rhythm of the water, notice every shift in

VISITOR EMAIL



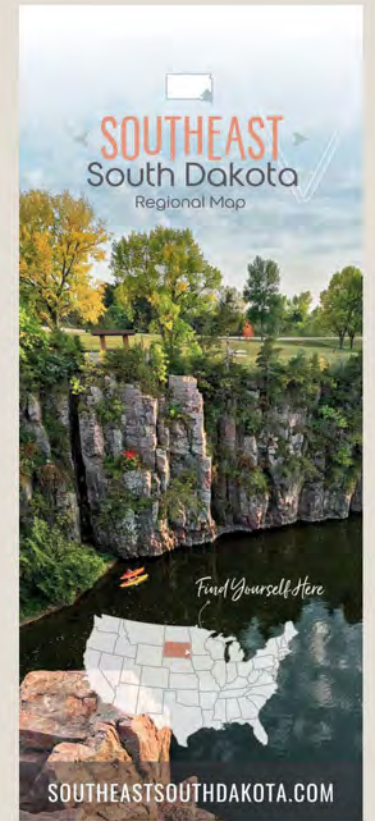
45,000



260,000

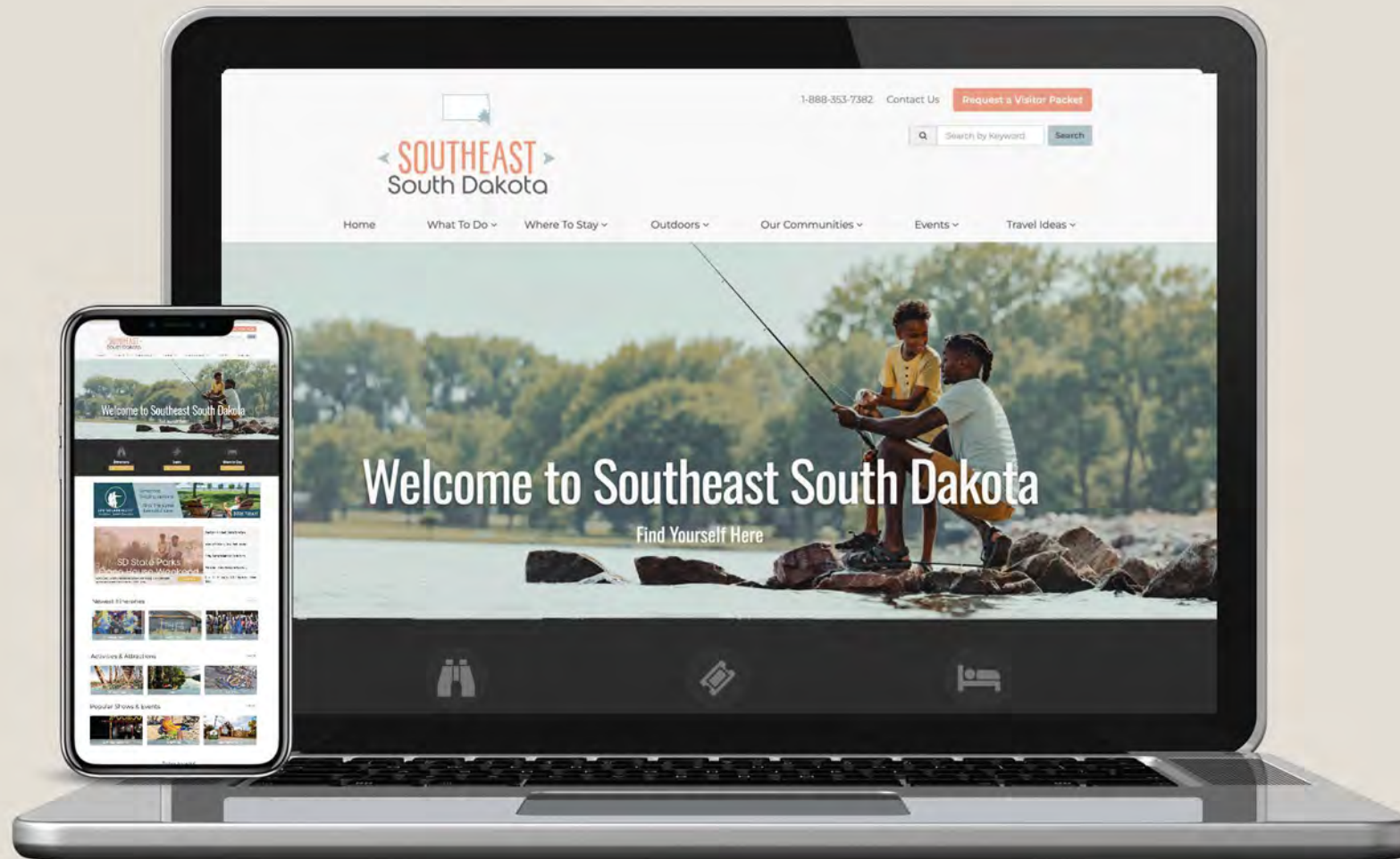


40,000

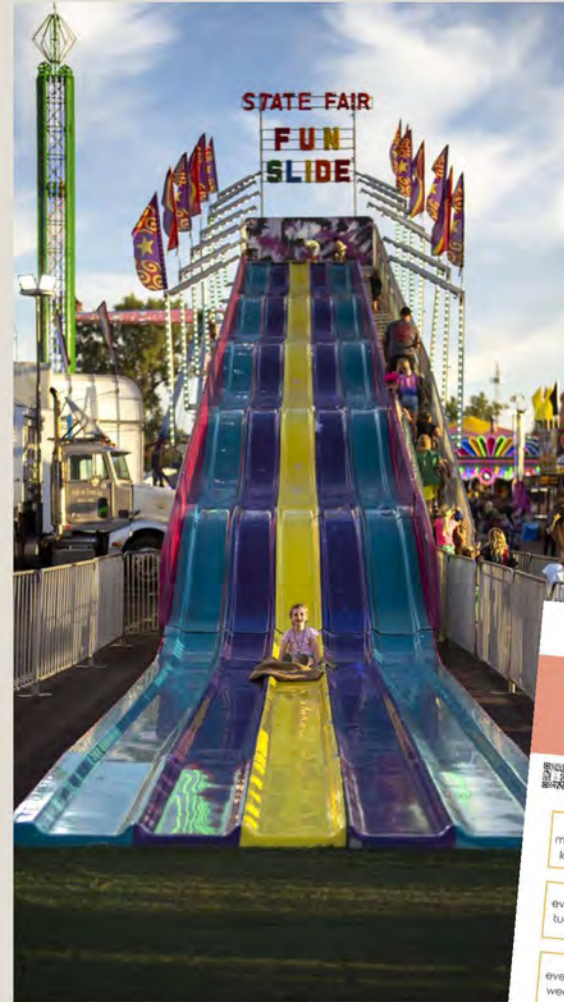


15,000

TRAVEL GUIDES + REGIONAL MAP



WEBSITE



JAN. calendar of events
happening near you

This list is a sample of events happening in Southeast SD. View all of our member's events at southeastsouthdakota.com

all month long	12th Annual Downtown Burger Battle Jan. 1 - 31 Downtown Sioux Falls	thurs. 01	Winter Wonderland Jan. 1 - 5 5:00 pm - 12:00 am Falls Park, Sioux Falls
every tues.	Tubing Tuesday 4:00 pm - 8:00 pm Great Bear Ski Valley, Sioux Falls	thurs. 01	First Day Hike 2:00 pm Good Earth State Park, Sioux Falls
every wed.	Wine Wednesday 2:00 pm - 10:00 pm Altered Spaces Ales, Sioux Falls	sat. 03	Frosty Frolics Fun Run/Walk 5K & 10K 9:00 am Spencer Park, Sioux Falls
every fri.	Winter Concert Series 12:00 pm - 1:00 pm various artists Old Courthouse Museum, Sioux Falls	fri. 30	Mrs. Doubtfire The New Musical Comedy Jan. 30, 31 & Feb. 1 various times Washington Pavilion, Sioux Falls
various days	Ice Fishing Classes Jan. 10, 14 & 21 various times The Outdoor Campus, Sioux Falls	sat. 31	Ice Fish Fest 10:30 am - 4:00 pm Cotton Bay, Sioux Falls

SOUTHEAST
South Dakota

EVENT PROMOTION



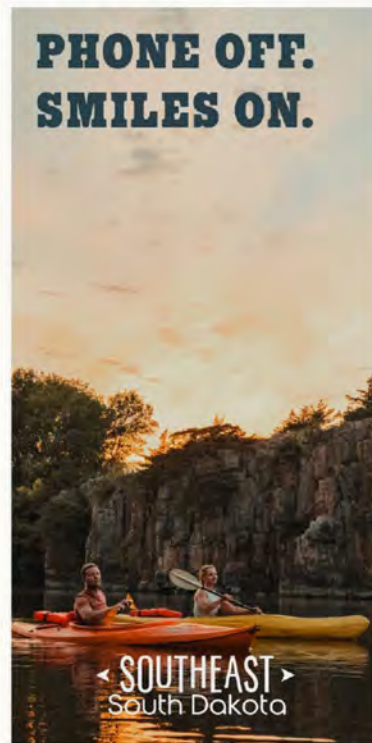
**SCROLL LATER.
PLAN NOW.**

◀ **SOUTHEAST** ▶
South Dakota

**SCROLL LATER.
PLAN NOW.**

The collage features four distinct scenes: top left shows a man and a woman riding bicycles on a paved trail with a wooden bridge in the background; top right shows a person in an orange shirt feeding a large, green T-Rex mascot; bottom left shows a family of four sitting on a sandy beach with a picnic basket; bottom right shows a large, green T-Rex mascot standing in a park-like setting.

A collage of four images showcasing South Dakota attractions. The top image shows a family of four riding bicycles on a paved path, with a wooden roller coaster in the background. The middle-left image shows a man and a young girl interacting with a large T-Rex costume. The middle-right image shows a family of four sitting on a sandy beach, looking out at a calm lake with a sailboat in the distance. At the bottom, there is a large yellow button with the text "PLAN YOUR TRIP" in black capital letters.



**PHONE OFF.
SMILES ON.**

◀ **SOUTHEAST** ▶
South Dakota

**PHONE OFF.
SMILES ON.**

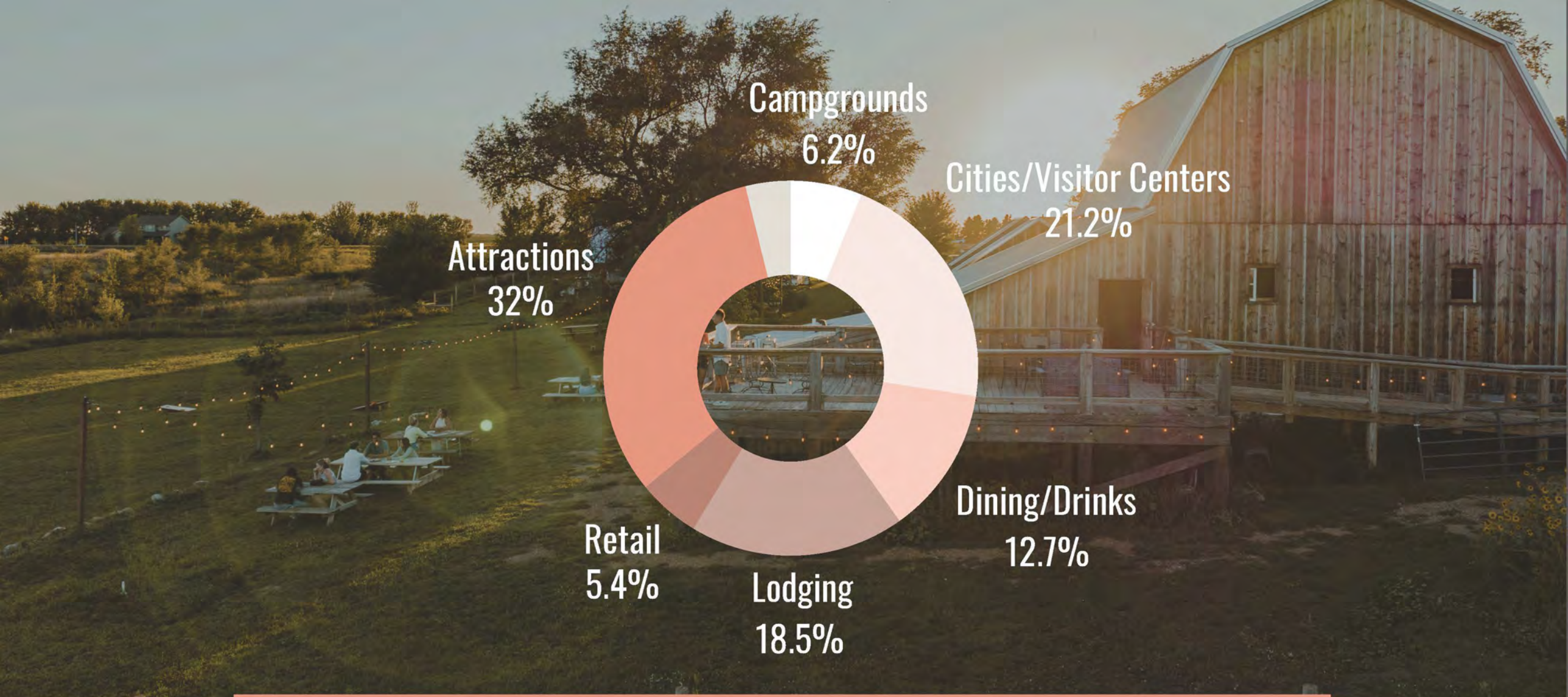
◀ **SOUTHEAST** ▶
South Dakota

A collage of three images representing South Dakota. The top image shows a field of bright yellow sunflowers under a blue sky with white clouds. The middle image is an inset showing a man and a woman sitting at a table in a restaurant, smiling and holding glasses of beer. The bottom image shows two people, a man and a woman, kayaking on a calm river. The man is in an orange kayak and the woman is in a yellow kayak. A yellow banner at the bottom of the collage contains the text "PLAN YOUR TRIP".

GEOFENCING

A large, weathered wooden barn with a gambrel roof stands on the right side of the image. In front of the barn is a wooden deck with a railing, and further out is a grassy area with several picnic tables. A few people are sitting at the tables. The scene is set at dusk, with a warm, golden light from the setting sun. A large tree is in the background, and a string of small lights is visible in the distance. The word "MEMBERS" is overlaid in large, white, sans-serif capital letters in the center of the image.

MEMBERS



MEMBERSHIP



INDUSTRY ADVOCACY



Hospitality Calendars

Private
Facebook
Group

INFORMATIONAL WEBINARS

Industry-Facing
Social Media

Southeast Compass Industry Email

Direct Access to SSDTA Staff
& Their Industry Connections

ANNUAL MEETING

MARKETING SUMMITS

Members Info Webpage

INDUSTRY RESOURCES FOR MEMBERS

Blog
Articles

Social Media Advertising

INTEGRATED
MARKETING
CAMPAIGN

WEBSITE DISPLAY ADS

Travel Guide Ads

RADIO
INTERVIEWS

Event
Calendar
Ads

Geofencing Events or Locations

Lead Generation

VISITOR EMAIL ADS

WESTROADS MALL

Travel Shows

Dedicated Email

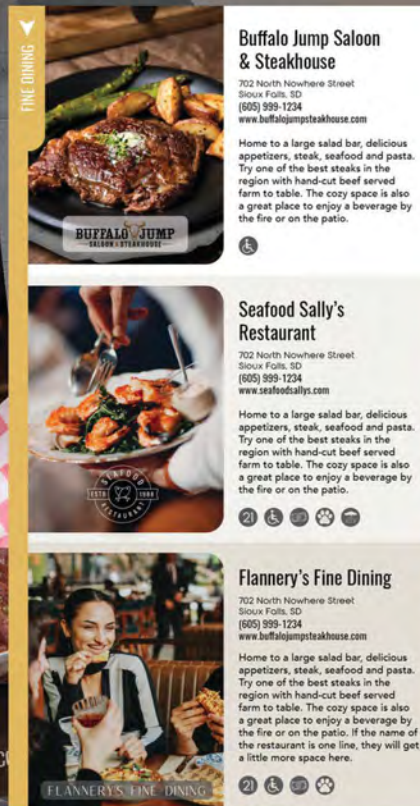
ADVERTISING OPPORTUNITIES



**LOOKING
AHEAD**



TSD COMMUNITY CO-OP PROGRAM - YEAR 3



OFFICIAL GUIDE TO LOCAL FLAVORS IN SESD



STRATEGIC PLANNING

- Shift from organization reinvention to growth through strategic action
- Prioritize efforts that will contribute to the growth of the visitor industry
- Continue to gather feedback from and connect with members
- Continue to offer new, relevant advertising opportunities

May 12, 2026
Mitchell Corn Palace

SAVE THE DATE! - ANNUAL MEETING



◀ SOUTHEAST ▶ South Dakota

Thank You!

South Dakota

GLACIAL LAKES AND PRAIRIES

NORTHEAST REGION

Take the back roads!



Glacial Lakes & Prairies Tourism Mission:

Promote the visitor industry in Northeast South Dakota, contributing to the region's economic viability.

2025-2026 Board of Directors

President – Val Rausch, Big Stone City

Vice-President – Ali Jo Tonsfeldt, Lake City

Past President – Anjelica Uthe, Watertown

Treasurer – Beverly Noyes-Hanson, Sisseton

Alissa Battest, Aberdeen

Casey Weismantel, Aberdeen

Jeny Koplin, Big Stone City

Laura Schoen Carbonneau, Brookings

Kerrie Vilhauer, Brookings

Cyrus Mahmoodi, Clark

Brianna Johnson, Huron

Jennesa Jandel, Redfield

Glacial Lakes & Prairies Tourism Board of Directors

Double P Ranch



Roy Lake State Park

2026 Regional Guide

- 25,000 copies
- E-guide
- Travel Shows
- Visitor requests
- Member Locations
- Info Centers
- Glacial Lakes Tourist Information Area
- New Editorial content



Marketing Our Brand



- Take the Back Roads
- Regional Guide/SDVG
- Advertising
- Marketing Co-op's
- Travel Shows
- Website/Social Media
- Emma E-Newsletter



SD Tourism Regional Co-op

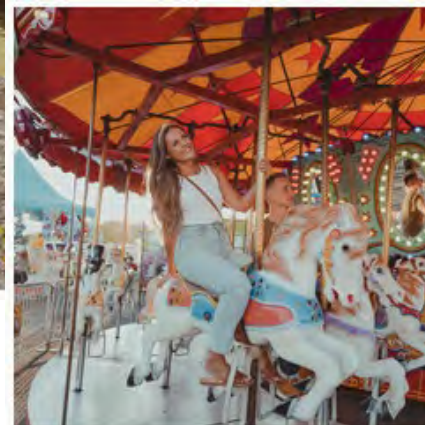
Glacial Lakes & Prairies

2025 Peak Media Flow

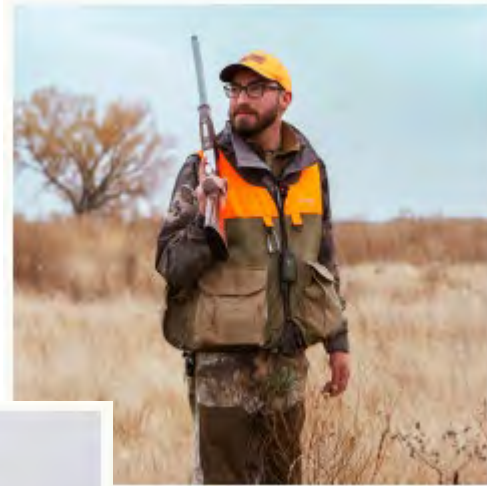
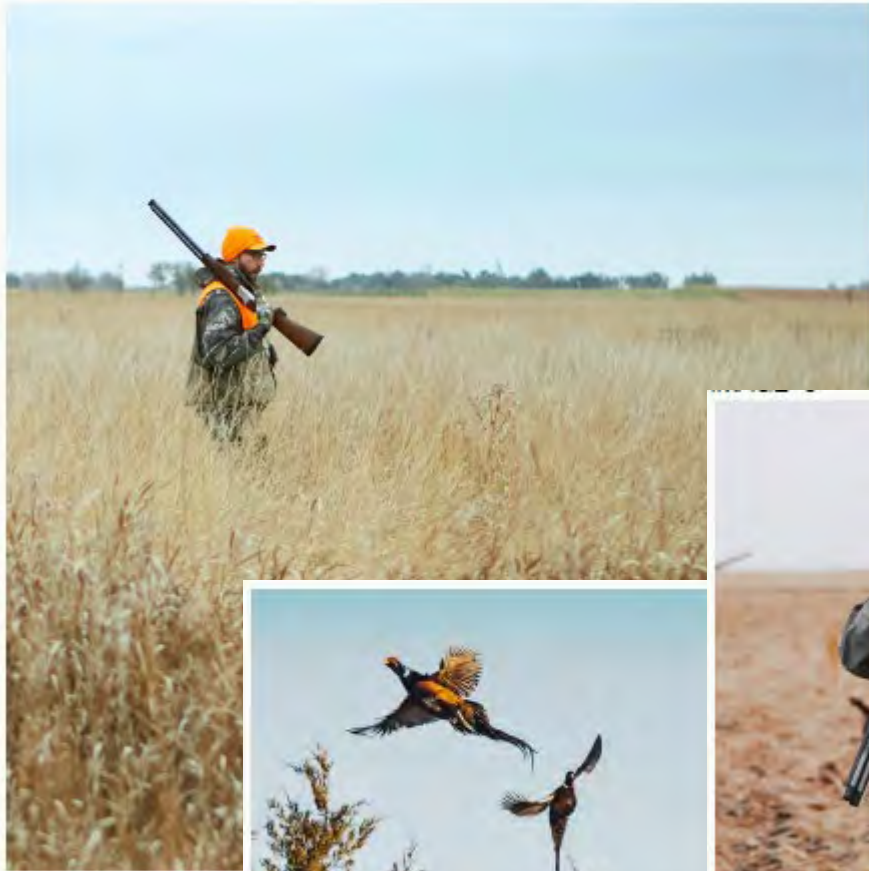
Client:	SDGL													HUNTING														
Campaign:	Peak25	MAR'25				APR'25				MAY'25				JUN'25				JUL'25				AUG'25						
Plan Version:		1	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	Gross Spend
Sojern																												
	Digital Video																											
		\$0				\$2,500				\$2,500				\$0				\$2,500				\$2,500				\$10,000		
	Digital Display																											
		\$5,000				\$5,000				\$5,000				\$0				\$5,000				\$5,000				\$25,000		
Trip Advisor																												
	OTA																											
		\$0				\$0				\$8,333				\$8,333				\$8,333				\$0				\$25,000		
Paid Social																												
	Meta																											
		\$1,200				\$1,200				\$1,200				\$0				\$1,200				\$1,200				\$6,000		
Paid Search																												
	Google Ads																											
		\$1,400				\$2,100				\$2,800				\$2,800				\$2,800				\$2,100				\$14,000		
Ad Serving																												
		\$1,300				\$0				\$0				\$0				\$0				\$0				\$1,300		
Total Gross Per Month		\$7,600				\$10,800				\$19,833				\$11,133				\$19,833				\$10,800				\$80,000		

love.

SD Tourism Regional Co-op



SD Tourism Regional Co-op



Peak '25 Tripadvisor Refresh



Stop scrolling. Start roaming.

With over 12 glacial lakes, 7 state parks and 9 recreation areas, consider this your invitation to go outside and play.

Quick Glance

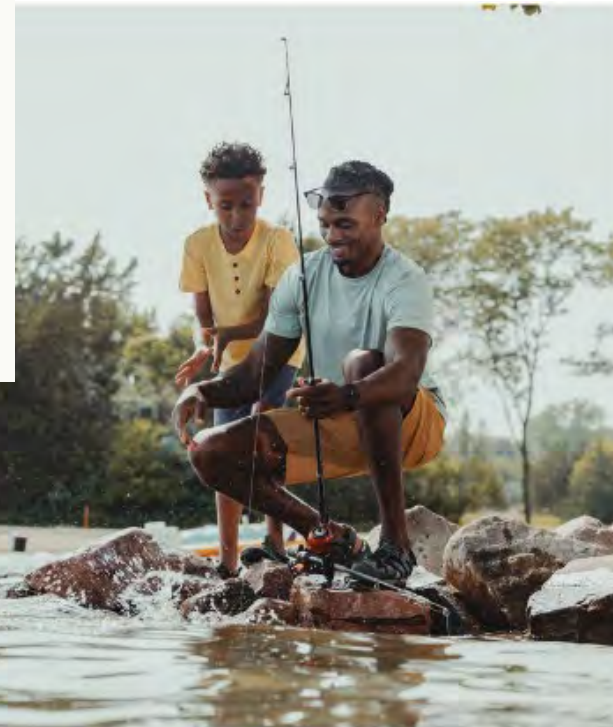
Total investment: \$80K

Flight dates: 3/1/25 - 8/31/25

Geos: MN, NE, Milwaukee DMA, Madison DMA, Eau Claire-La Crosse DMA, Eastern SD-10%

Audiences:

- Families Age: 25-44, Income: \$60K-\$150K, Children in household
- Outdoors - Age/Gender: Male 35-60, Income: \$80K+, Married
- Hunting (25 - 65). Small Game, Pheasant Hunting, bird hunting (no large game)



Community Co-op Campaign

Glacial Lakes & Prairies Splashboard June 2025

- Google
 - 75K Views
 - up 58.9%
 - 40K Active Users
 - Up 56.7%
- Facebook
 - 7,938 Followers
 - 1,816 Link Clicks
 - 405,863 Post Reach
 - 701,937 Views

Adara Statewide Executive Summary

31,733

Statewide Bookings

Bookings that occurred within the state of South Dakota as a result of our advertising efforts.

3,143

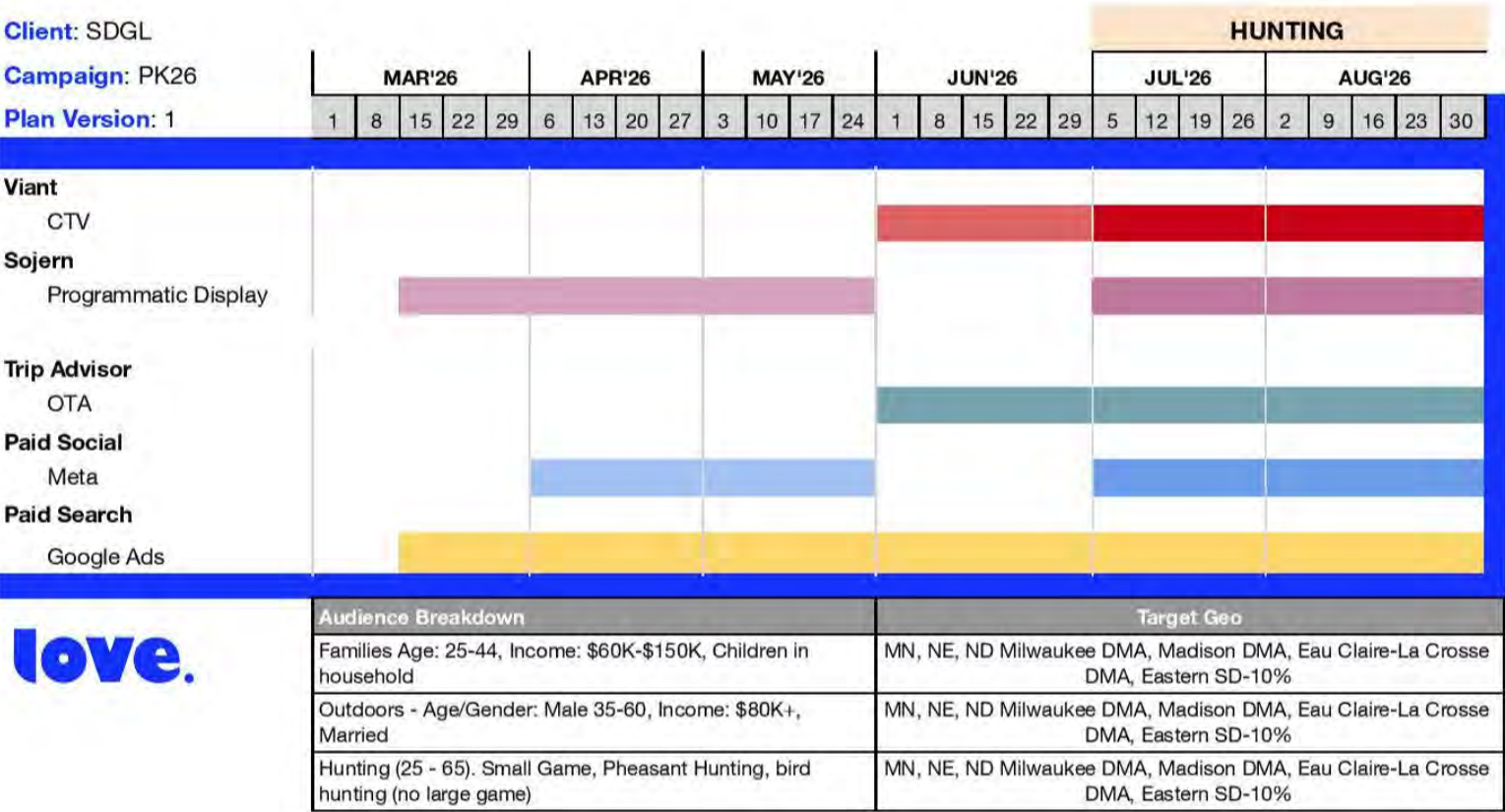
In-Destination Bookings

Bookings that occurred within the Glacial Lakes region as a result of our advertising efforts.

Top performing markets outside of South Dakota were:
Denver, Omaha, and Minneapolis-St. Paul.

SD Tourism Regional Co-op

Glacial Lakes & Prairies 2026 Peak Media Flow



Welcome 2025 New Members

- Buffalo Ridge Resort, Gary
- Betty's Camping, Waubay
- Southern MN Tourism Association
- Hampton Inn & Suites, Brookings
- Visit Rapid City
- The Hideaway on Main, Webster
- A&W Restaurant, Webster
- Aesoph Real Estate, Watertown
- Chasing Tails 605, Waubay
- SD Hall of Fame, Chamberlain

Welcome 2025 New Members

- Firehouse Subs, Watertown
- Clark Ace Hardware, Clark
- Clark Chamber of Commerce
- Humble Pig Smokery, Clear Lake
- White House Inn, Aberdeen
- Schade Vineyard & Winery, Volga
- AmericInn by Wyndham, Aberdeen
- Craft Chophouse & Lounge, Brookings
- Veblen Club
- Millstone Restaurant, Aberdeen

Facebook Welcome to New Members



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota
September 18 · 🌐

What a way to end the day! Help us welcome our newest member [Millstone Family Restaurant- Aberdeen, SD](#)! We can't wait to share their information with you. We might even share a french fry or two. 😊





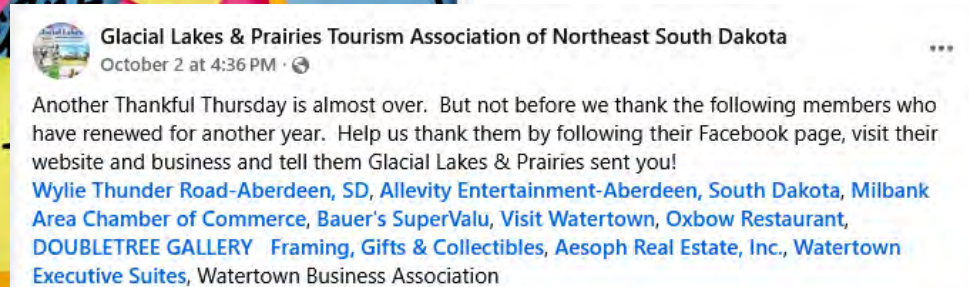
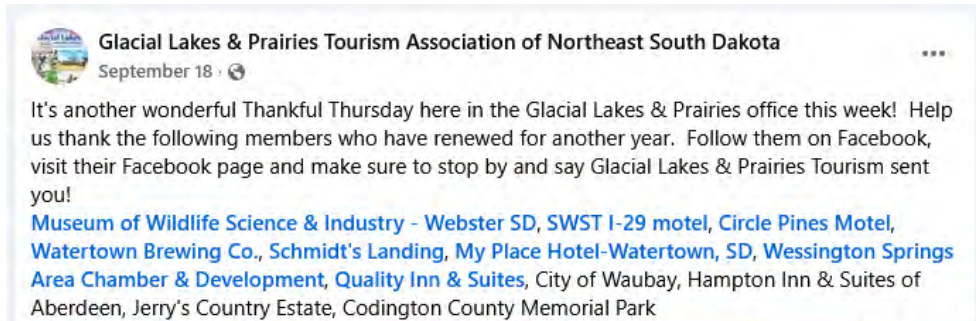
 Boost this post to get more reach for Glacial Lakes & Prairies Tourism Association of Northeast South Dakota.

Boost post

  Beverly Noyes-Hanson, Anjelica Burghardt Utte and 97 others

16 comments · 8 shares

Thankful Thursdays



Facebook Event Posters

Album 2026 Regional Events



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota added 30 new photos.

December 17, 2025 at 9:30 AM · 🌐

January



Make & Take Monday

Join us the second Monday of each month from 2:30-5 p.m. to make an agricultural-themed craft for \$1!

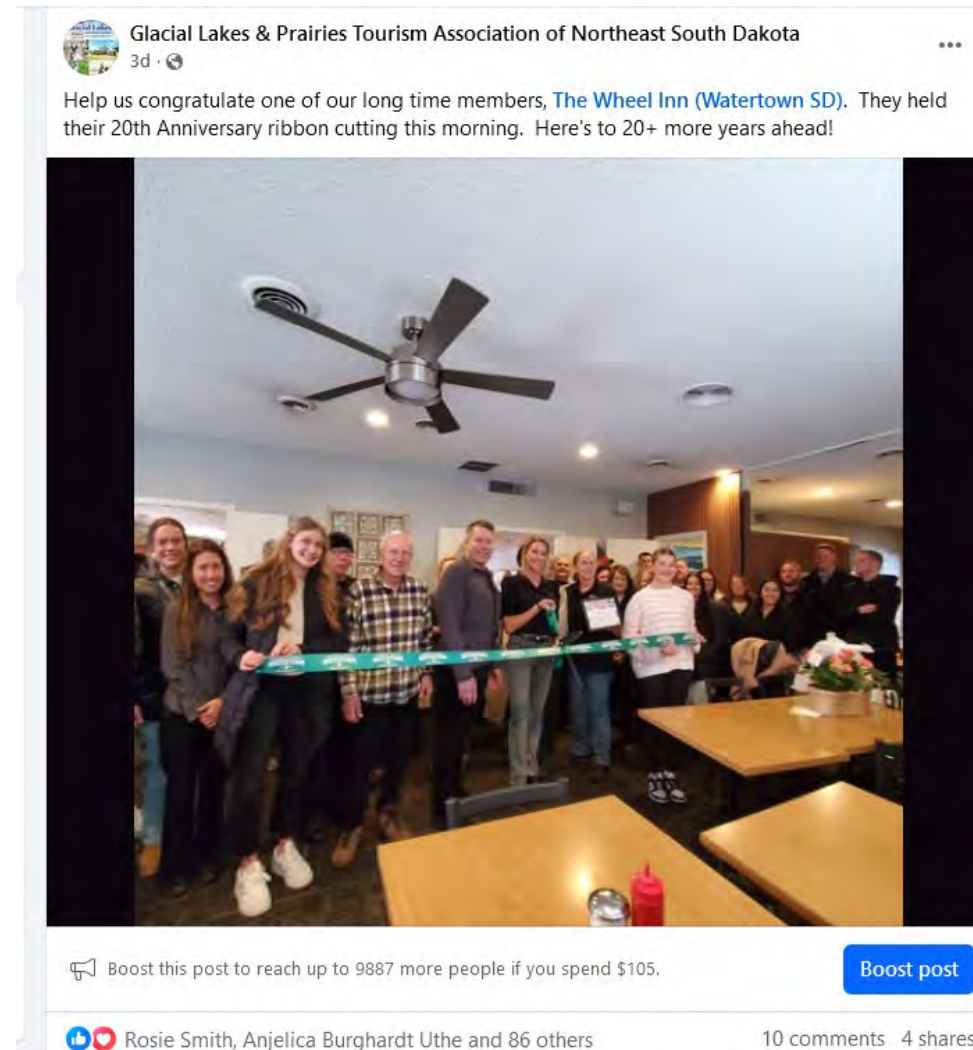
January 12: Farm Animal Magnets



Join us the second Monday of each month from 2:30-5 p.m. to make an agricultural-themed craft for \$1!



Facebook Shares



Glacial Lakes & Prairies Tourism Celebrates our Members



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota

March 31 at 12:10 PM · 🌐

With 228 likes, 16,597 views and a reach of 11,385, we would like to congratulate [The Wheel Inn \(Watertown SD\)](#) for being the top National Mom & Pop Business Owners Day ... [See more](#)



We cater to your needs



2025 Facebook Holiday Event Promotion



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota
December 6, 2025 · 🌐

One person could win a \$50 gas card! The countdown to Christmas continues for day 3! Now through December 20th, one follower will have a chance to win a \$50.00 gas ca... [See more](#)





Boost this post to get more reach for Glacial Lakes & Prairies Tourism Association Northeast South Dakota.



Rosie Smith, Dakota Fish Tales and 3 others



Glacial Lakes & Prairies Tourism Association of Northeast South Dakota
December 6, 2025 · 🌐

One person could win a \$50 gas card! The countdown to Christmas continues for day 3! Now through December 20th, one follower will have a chance to win a \$50.00 gas ca... [See more](#)





Boost this post to get more reach for Glacial Lakes & Prairies Tourism Association of Northeast South Dakota.



Rosie Smith and 3 others



1 comment

2 shares



2025 Facebook Holiday Event Promotion

- Facebook Analytics*
 - 7,793 Followers
 - 321 Reactions
 - 77 Comments
 - 193 Shares
 - 28,584 Views

* December 1-30, 2025

Travel Writers

- Midwest Travel Network
 - Featured Travel Writers in our 2026 Publications
 - Sara Broers
 - Travel with Sara
 - Rosie Smith
 - New Food Editorial



Featured Travel Writers

- Sara Broers: Travel Writer/Blogger at Travel with Sara

FEATURED TRAVEL WRITERS

MAKING MEMORIES ON A MULTI-GENERATIONAL TRIP IN NORTHEAST SOUTH DAKOTA

written by Sara Broers,
Travel Writer/Blogger at Travel With Sara

Taking the back roads is easy when you explore the Glacial Lakes and Prairies. The wide open spaces along with attractions for kids of all ages, make this area a great destination for families. My husband and I had the opportunity in the summer of 2025 to explore the Northeast Region of South Dakota with our grandkids, ages five and six. We all had an incredible time. I challenge you to take the back roads with your family in tow and see where the roads take you. You will be pleasantly surprised to learn that the incredible back roads of South Dakota will take you to some amazing attractions.

BROOKINGS, SD CHILDREN'S MUSEUM OF SOUTH DAKOTA



Every person that visits the Children's Museum of South Dakota, in Brookings, falls in love with the experiences that spark imagination. Our five year old grandson instantly gravitated towards the auto repair shop. It was of no surprise that our six year old granddaughter went directly to the veterinarian area. Kids of all ages, including adults, can spend hours in this museum, including outdoor and indoor spaces.



WATERTOWN BRAMBLE PARK ZOO

The Bramble Park Zoo may be small, but it offers big, personal experiences. Our grandkids loved being able to get up close and even touch a snake and an armadillo. These hands-on encounters are what make this zoo truly special. The highlight of our visit was watching a bear eat its dinner at a table- a moment that had everyone smiling from ear to ear.



REDLIN ART CENTER

Need a quick stop on your I-29 road trip? The Redlin Art Center in Watertown is an unexpected gem. While it's perfect for a restroom break, you'll want to stay for the beautiful artwork of South Dakota artist Terry Redlin, and family-friendly activities. Our grandkids loved hunting for clues on the scavenger hunt, which was a huge hit with our six-year-old granddaughter. Don't forget to head outside to enjoy the walking trails and gazebos, especially if the weather is nice!



ABERDEEN WYLIE THUNDER ROAD ABERDEEN

For an epic afternoon, head to Thunder Road in Wylie Park in Aberdeen. I speak from experience, our grandkids loved this attraction. With go-karts, bumper boats, mini-golf, and a laser maze challenge, it's a surefire way to become everyone's favorite part of the trip. It's the perfect place to make fun, family memories. When was the last time you rode in a go-kart with your grandchild?

ABERDEEN STORYBOOK LAND & LAND OF OZ

Looking for a day of free family fun? Storybook Land in Aberdeen is a must-see. We recommend starting your visit by grabbing tickets for a ride on the train to get a lay of the land. While the park is free to enter, you'll want to buy ride tickets for a small fee so you can enjoy the many themed attractions. A favorite for us was walking the Yellow Brick Road and exploring the Wizard of Oz section, especially getting to feel a tornado in Dorothy's House! The Humpty Dumpty roller coaster was also a huge hit, perfect for our grandkids who were first and second-time roller coaster riders.



ALLEVITY ENTERTAINMENT

When the weather isn't cooperating, or you're just looking for a day of guaranteed fun, Allevity Entertainment in Aberdeen is the rescue. Our family loved the variety of activities, from challenging each other to a game of mini-bowling to laughing in the Spin Zone Bumper Cars. You can even step into another world with their virtual reality games. Be sure to arrive hungry, because pizza and appetizers are also on site.



HURON SPLASH CENTRAL WATERPARK

You'll find one of the Midwest's best waterparks in Huron, a perfect stop on your road trip. Our grandkids couldn't get enough of it and would have stayed all day if they could! With a great lazy river for all ages and a huge variety of water slides, everyone in the family will stay entertained. As a bonus for parents & grandparents, the different pools throughout the park made it simple to find a safe and fun spot for our five and six year old grandkids.

ROCKET SLIDE

The metal rocket slide in Prospect Park will quickly become your family's favorite slide. Yes, it's metal and it is tall! Let your kids run and enjoy the adventure that awaits on the giant rocket-shaped slide.



RECOMMENDED HOTELS

Family-friendly lodging is also available and our family recommends these three hotels for families. The Best Western Watertown Inn & Suites offers an indoor water park, making it a fantastic place to stay with kids that love water. Our grandkids played for more than two hours in this indoor waterpark. With a waterslide for older kids, this is a great option for lodging. The Americinn by Wyndham in Aberdeen offers rooms with bunk beds to accommodate larger families, with an outstanding breakfast to kick-start your day. The Crossroads Hotel-Huron Event Center is a five minute drive from the waterpark, making it a convenient place to stay in Huron.

FEATURED TRAVEL WRITERS

Travel Writer's Snapshots



South Dakota Vacation Guide

Storybook Land and Land of Oz, Aberdeen, SD



MAKING MEMORIES IN NORTHEAST SD

By Sara Broers, Travel Writer/Blogger

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STORYBOOK LAND

Looking for a day of free family fun? Storybook Land in Aberdeen is a must-see. We recommend starting your visit by grabbing tickets for a ride on the train to get a lay of the land. While the park is free to enter, you'll want to buy ride tickets for a small fee so you can enjoy the many themed attractions. A favorite for us was walking the Yellow Brick Road and exploring the Wizard of Oz section, especially getting to feel a tornado in Dorothy's House!

WYLIE THUNDER ROAD

For an epic afternoon, head to Thunder Road in Wylie Park in Aberdeen. I speak from experience, our grandkids loved this attraction. With go-karts, bumper boats, mini-golf, and a laser maze challenge, it's a surefire way to become everyone's favorite part of the trip.

ALLEVITY ENTERTAINMENT

When the weather isn't cooperating, or you're just looking for a day of guaranteed fun, Allevity Entertainment in Aberdeen to the rescue. Our family loved the variety of activities, from challenging each other to a game of mini-bowling to laughing in the Spin Zone Bumper Cars. You can even step into another world with their virtual reality games.



ROCKET SLIDE

The metal rocket slide in Prospect Park will quickly become your family's favorite slide. Yes, it's metal and it is tall! Let your kids run and enjoy the adventure that awaits on the giant rocket-shaped slide.

SPLASH CENTRAL WATERPARK

You'll find one of the Midwest's best waterparks in Huron, a perfect stop on your road trip. Our grandkids couldn't get enough of it and would have stayed all day if they could! With a great lazy river for all ages and a huge variety of water slides, everyone in the family will stay entertained. As a bonus for parents & grandparents, the different pools throughout the park made it simple to find a safe and fun spot for our five and six year old grandkids.

We all had an incredible time. I challenge you to take the back roads with your family in tow and see where the roads take you. You will be pleasantly surprised.

South Dakota Vacation Guide

Making Memories in Northeast South Dakota

By Sara Broers at Travel With Sara



CHILDREN'S MUSEUM OF SOUTH DAKOTA

Every person that visits the Children's Museum of South Dakota, in Brookings, falls in love with the experiences that spark imagination. Our five year old grandson instantly gravitated towards the auto repair shop. It was of no surprise that our six year old granddaughter went directly to the veterinarian area. Kids of all ages, including adults, can spend hours in this museum, including outdoor and indoor spaces.



Featured Travel Writers

- Rosie Smith: New Food Editorial

FEATURED TRAVEL WRITERS

GLACIAL LAKES REGION FOOD, WINE AND BREWS

Rosie Smith, Executive Director
www.sdglaciallakes.com

The Glacial Lakes and Prairies Region of Northeast South Dakota offers a wide range of restaurants to enjoy. Each town has their local favorites. You will find hometown cafes to unique dining experiences. Some of which have been around for over 50 years. Check out the following for Rosie's recommended restaurants in the Glacial Lakes Region. You are sure to enjoy a meal during your travels. For more local favorites and fast-food options, visit www.sdglaciallakes.com.

HUMBLE PIG SMOKERY

Savor authentic, small-batch BBQ at Humble Pig Smokery in Clear Lake, SD! Their mouth-watering brisket, pulled pork, ribs, and smoked turkey are smoked fresh daily. Open Wednesday-Friday, 11am-2pm (or until gone). With 5 star reviews, you'll want to get there early. Their menu offers many flavor-filled side options as well. Call them to arrange catering for your next local event. The owners Sam and Wade are welcoming and wonderful people. I was a KCBS certified BBQ judge, and thought the food was amazing.



WHEEL INN

Located in Watertown, the Wheel Inn is a hometown restaurant serving delicious home-style food. Breakfast is served all day, every day. Recently awarded Business of the Year at the annual Chamber of Commerce event for 2025, you'll find great food at a reasonable price in a comfortable, relaxed setting. Famous for their hot beef combos, the Wheel Inn has been serving Watertown and the surrounding areas for 70 years. Be sure to also try their Rosie Burger. My fave is a mushroom swiss burger with bacon. Great staff and food options available for your next catered event.

MILLSTONE FAMILY RESTAURANT

Well known for their great people, great service, and great food! Be sure to dine at the Millstone Family Restaurant in Aberdeen. Check their Facebook page for daily specials. The food pictures alone will make you hungry. I have not had the chance to try Sue's Lasagna or their Meatloaf Combos, but I can say their caramel rolls are amazing. Full-service restaurant offering breakfast, lunch or dinner. The restaurant has been around for over 50 years, and well known for quality food and great service. Also a great place to enjoy a Sunday buffet. The Millstone Family Restaurant in Aberdeen is proudly veteran owned.



CRAFT CHOPHOUSE & LOUNGE

Family-owned and operated, where exceptional service meets culinary artistry. The Craft Chophouse & Lounge in Brookings celebrated 10 years in 2025. Each dish is crafted to provide a memorable dining experience. The best place to celebrate a special occasion, intimate dinner, or a craft cocktail. Daily specials are available, 7 days a week. They also have catering available for your next meeting or celebration. I enjoyed and savored one of the top 5 meals of my life at the Craft Chophouse & Lounge in Brookings. Be sure to try one of their signature dry-aged steaks. You'll enjoy their scrumptious food and remarkable service. Don't forget to save room for dessert!

For more local favorites and fast food options, visit our website SDGlacialLakes.com

FEATURED TRAVEL WRITERS

NORTHEAST SOUTH DAKOTA GREAT FINDS: TAKE THE BACK ROADS IN THE GLACIAL LAKES REGION

Rosie Smith, Executive Director
www.sdglaciallakes.com

We are known for beautiful highways and a great place to take a scenic drive. While traveling in our region of South Dakota, you're sure to find great places and great faces along the way. Friendly people, great food and hospitality.

SCHADE' VINEYARD & WINERY

Located just outside of Volga, and a short 10-minute drive west of Brookings, Schade' Vineyard & Winery invites you to experience wines made from the best fruits that South Dakota has to offer. Enjoy a cherished local retreat with a year-round tasting room and scenic vineyard views. Stop by for a glass of wine and experience the beauty and charm they have to offer. Friendly staff and a warm atmosphere. They also offer a popular outdoor wedding tent and a cozy on-site Airbnb. Schade' Vineyard & Winery recently celebrated their 25th anniversary. You won't regret stopping by for a glass of wine and experiencing top notch customer service at this beautiful location.



WATERTOWN BREWING CO.

Watertown's spot for premium craft beer and mouth-watering pub food. Be sure to stop in to enjoy the warm and inviting atmosphere. You will be sure to find a friendly local to visit with and share a story or two. Find special event announcements on their Facebook page, including live music, trivia nights, and the best photos and videos of their menu items. I love their burger specials including the Jam Session Burger. Their food is all about the flavor. There is always something new and different on their menu. Be sure to scope out their appetizing food photos as well as upcoming entertainment and events on their Facebook page. Dine in a place that will keep you coming back for more.

FIREHOUSE SUBS

You will always feel welcome when you enter Firehouse Subs. The best of the best when it comes to a fresh sandwich for lunch or dinner. Your mouth will salivate until your first bite. My favorite is the Smokehouse Beef & Cheddar Brisket.™ I also often get the Hook & Ladder with smoked turkey breast, honey ham, and melted Monterey Jack. They have a wide variety of sandwiches as well as sides on their menu including soups and salads. There is something for everyone in your family to enjoy. Catering is available. Check out their full menu of options on their website. Order online for easy pick-up. Stop by one of their locations including Watertown, Brookings, and Sioux Falls.



Whether you're traveling through our Glacial Lakes area for work, a road trip, or a vacation, you can find something to enjoy. Some of my other favorite stops that come Rosie recommended, would include the Sweet Grass Eatery in Watertown, off of Highway 14. They have daily specials and the best monster cookies. Our region of the state also has some of the best local coffee shops where you're sure to find your next favorite beverage. Try Hello Larsons Coffee Roastery in Volga along Highway 14.

Remember to enjoy the ride and safe travels ahead!

For more local favorites and fast food options, visit our website SDGlacialLakes.com

Featured Travel Writers

- Jason Mitchell: Jason Mitchell Outdoors Television

FEATURED TRAVEL WRITERS



GLACIAL LAKES WALLEYE By Jason Mitchell, Jason Mitchell Outdoors

Northwestern South Dakota is a special place if you love fishing. The sheer number of lakes available present a wide variety of extremely quality fishing opportunities. I personally love exploring as many different lakes as I can. This past spring, we fished at a lake with Joe Unzen from the Double P Ranch on a lake typical of eastern South Dakota. The boat ramp had perhaps six vehicles and boat trailers. Most of the day, there were hardly any boats around us. The lake was shallow with some emerging weeds coming up along the shorelines. The number of walleyes we saw on our electronics was staggering. Not even sure how many walleyes we caught pitching jigs and plastics in less than six feet of water.

Something to point out about the walleye fishing is not only that there are so many lakes with so many fish but the presentations we use to catch fish are so much fun. Casting crankbaits along wind blown shorelines or weed edges is a favorite. Pitching jigs and live bait is as fun as walleye fishing gets. Jigs and plastics are another favorite. You can use slip bobbers and I don't know too many people who still don't enjoy watching a bright colored bobber disappearing underwater. Later in the

Be sure to check out our website for weekly fishing reports, fishing videos, and more!
SDGlacialLakes.com

season, you can use bottom bouncers and spinners or Slow Death hooks. You can troll crankbaits or use lead corn. At the end of the day you can catch walleye just about any way you want but the fact that we often find walleyes shallow in less than seven feet of water through so much of the year is truly what makes this area so much fun.

Walleye are popular and no doubt that the anglers in the region probably spend more time focused on walleye than anything else but try to take advantage of so much more. There are some tremendous smallmouth bass fisheries in this region. There are big largemouth bass as well. You can find huge bluegill and crappie. The jumbo perch are extremely popular, especially through the ice. You can find musky and northern pike. There is just a lot of great fishing in the Glacial Lakes Region of South Dakota.

We have so many great memories from fishing in this region. Over the years, we

have caught some really big walleyes in this region. A few springs ago, we caught some big pre spawn walleye on Bitter Lake casting jigs and plastics. This past winter, we used tip ups to target big walleye after dark during a full moon and caught some huge fish. We filmed past episodes that featured enormous perch and crappie through the ice. We have been blown away by the huge smallmouth bass that seem so common in many lakes. We have a lot of history of filming episodes in this region. We make a point to spend time in this region each year.

With so many lakes that range from the larger lakes like Waubesa Lake and Bitter Lake to so many unassuming small lakes, you can find whatever fishing you are looking for. You can target numbers of fish or big fish. You can switch up different species and use different presentations to catch fish. If you don't like the lake you are on or if the fishing is slow you can typically find another lake five miles down the road. I don't think you could explore all of this water in several lifetimes. There are also several fun communities with great lodging and eating options and I also enjoy the people in this region. Truly a special area if you love to fish.

FEATURED TRAVEL WRITERS

Spring and early summer, think shallow. Casting crankbaits and soft plastics along wind swept shorelines produces a lot of walleye. This is often shallow, less than eight feet of water. In fact it isn't uncommon to catch walleye in less than four feet of water right during the middle of the day. Fish the wind unless the wind has been blowing so hard for so many consecutive days that the water is becoming really turbid. Rock and gravel shorelines often hold fish and not all the shorelines are created equal. Looking for a shoreline taper or contour where these fish have reasonably quick access to water deeper than eight feet. Emerging weeds and weed flats next to deeper water can also be extremely productive. Smaller shallow running crankbaits can let you cover water to find fish. Popular lures include Rapala Shad Raps, Northland Tackle Rumble Shads, Berkley Flicker Shads and Rapala Ripping Raps. Jigs and soft plastics or swim baits can also be productive. A quarter ounce jig with a four-inch paddle tail will catch a lot of fish. The Northland Mimic Minnows and Storm 360GT Search Bait are both prepackaged swim baits that work well. Good colors often mimic the natural forage. Perch patterns are productive along with white patterns that mimic white bass. On the stained lakes, bright chartreuse colors and fire tiger patterns work well.

Later into the summer when the weeds grow so high along the shorelines that casting and fishing the weeds gets difficult, bottom bouncers and spinners produce a lot of walleye in this country. For much of the summer, you can catch a lot of walleyes simply pulling bottom bouncers and spinners right along the outside edge of the weeds. Many anglers will tip the spinner with a nightcrawler or soft



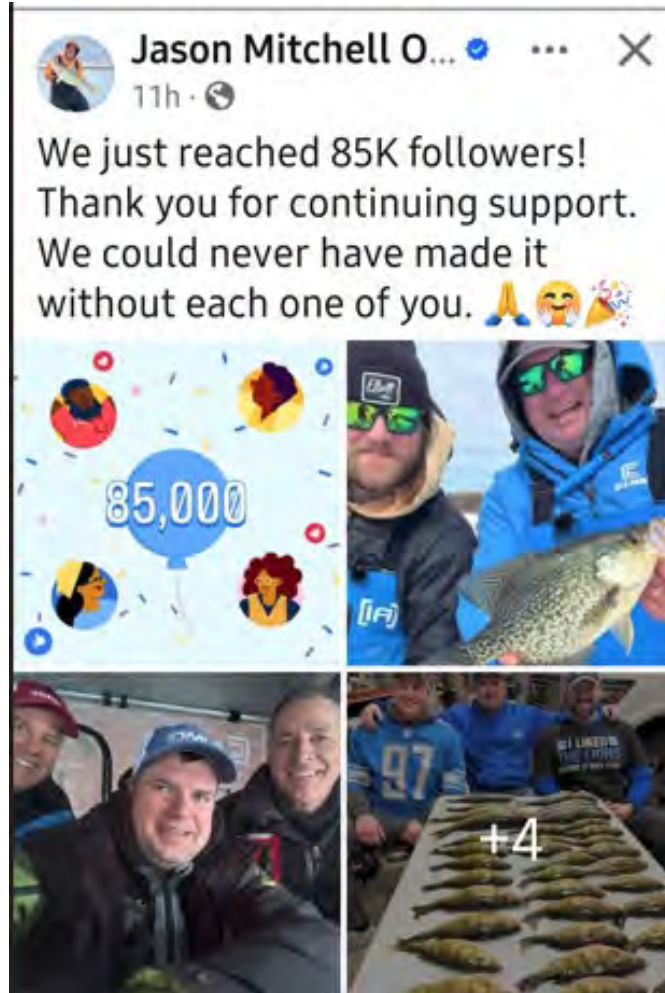
Request your Glacial Lakes Fishing Packet!
SDGlacialLakes.com

plastic option like Gulpl or Eye Candy. Bottom bouncers are often pulled below the boat at a forty-five-degree angle at about a mile and a half per hour. Cover water to find fish. Focus on any offshore reefs, pronounced points or saddles that drop off into deeper water. Again, good colors often reflect the water clarity or forage. Gold, whites and chartreuse schemes are popular in this region.

These two prominent presentations account for many walleye in this region, but the real magic of this area is that you can often catch fish however you want. You can pitch jigs, particularly in the spring and fall. Trolling crankbaits across the basins or along flooded roadbeds can be productive. You can slip bobber flooded timber. You can pitch glide baits like Jiggling Raps especially in the late summer and fall. You can fish larger lakes or hide from the wind on a small lake. You can fish popular locations that have several boats and have been producing limits



Jason Mitchell Outdoors



- Jason Mitchell Stats

- Podcast

- 4 Podcast's in 2023
 - 4 Podcast's in 2024
 - 4 Podcast's in 2025
 - Total downloads: 90,380

- YouTube

- 47.9K Subscribers
 - 57K Video Views from 12 months ago



Glacial Lakes & Prairies Tourism Passport Program



Glacial Lakes & Prairies Tourism Passport Program

- Total Check-Ins: 2,368
 - Across 40+ featured locations
- 5 Top-performing locations:
 - Children's Museum of South Dakota
 - SD Agricultural Heritage Museum
 - McCrory Gardens
 - Redlin Art Center
 - SD Art Museum
- 4 Top Visitor Origins:
 - South Dakota
 - Minnesota
 - Iowa
 - Nebraska

Marketing Co-op Opportunities

Check the latest fishing report. [Learn More.](#)

South Dakota
GLACIAL LAKES AND PRAIRIES
NORTHEAST REGION
Take the back roads!

[Free Travel Guide](#) [About Us](#) [Contact](#) [f](#) [t](#) [v](#)

[Trip Ideas](#) [Attractions](#) [Events](#) [Where to Stay](#) [Plan Your Trip](#) [Safe Travel](#)

Take the Back Roads

REDLIN ART CENTER

Get Your Free Travel Guide.

The go-to resource for the region. View online or request a printed version.

[View Now](#)

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www.sdglaclakes.com

FAMILY ATTRACTIONS • GREAT EVENTS • OUTDOOR RECREATION

Member Photo Slideshow

[Home](#) > [Member Directory](#)

Tails Up Retreat

Beautiful home for your family and friends to enjoy as a home away from home in Webster.

Sleeps 7 with one king, queen, double and twin beds.

Heated garage, fish cleaning shack, fenced backyard with outdoor seating and cooking, WIFI, coffee bar, washer/dryer and Smart TV's. Pet friendly.



Tails Up Retreat

403 W 9th Ave
Webster, SD 57274
[Get Directions](#)

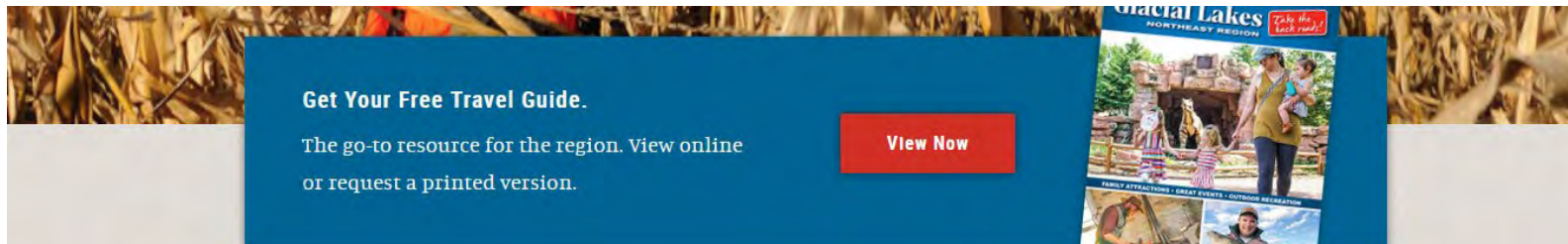
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Banner Ads



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Trip Ideas

[1-29 Highlights](#)

Trip Itineraries

[Trip Ideas >](#)



1-29 Highlights



Highway 10 Tour



Highway 12 Tour



Highway 14 Tour



Fall Festival at McCrory Gardens
Sunday, October 13, 2024
10 AM - 6 PM

- Horse-drawn hayrides
- Food Trucks
- Scarecrow scavenger hunt
- Fall foliage cyanotype art class
- Fall floral arranging class
- Dog day of fall: Bring your furry friend for \$1
- And more!

GIGGLES & GHOULS
TRICK-OR-TREATING FAMILY FUN!
FREE FOR ALL AGES!

October 31, 2024
4 PM - 6 PM

McCRORY GARDENS
www.mccrorygardens.com
631 22nd Ave, Brookings, SD 56005-6886 (605) 688-6727



Come check out Ringneck Nation and hunt in our Bird Dog Challenge

Oct 31 - Nov 1

Hosted by:

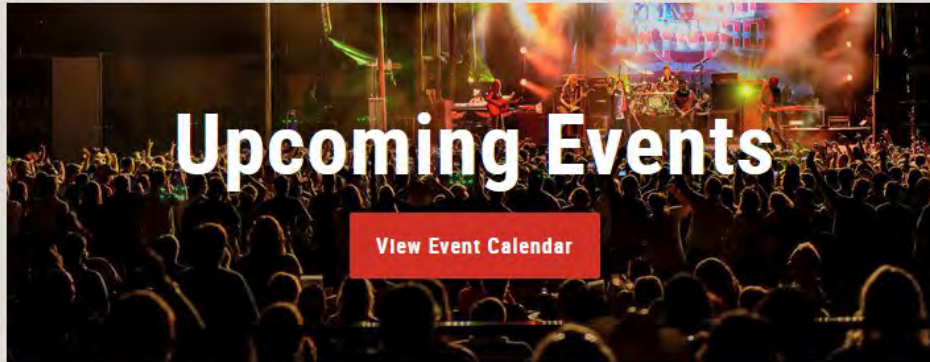
Ringneck Nation **Hurth**

Call or Check our website to register
hurthunored.com | 605-852-0000



MERRY MIX

Home Page Sponsorships



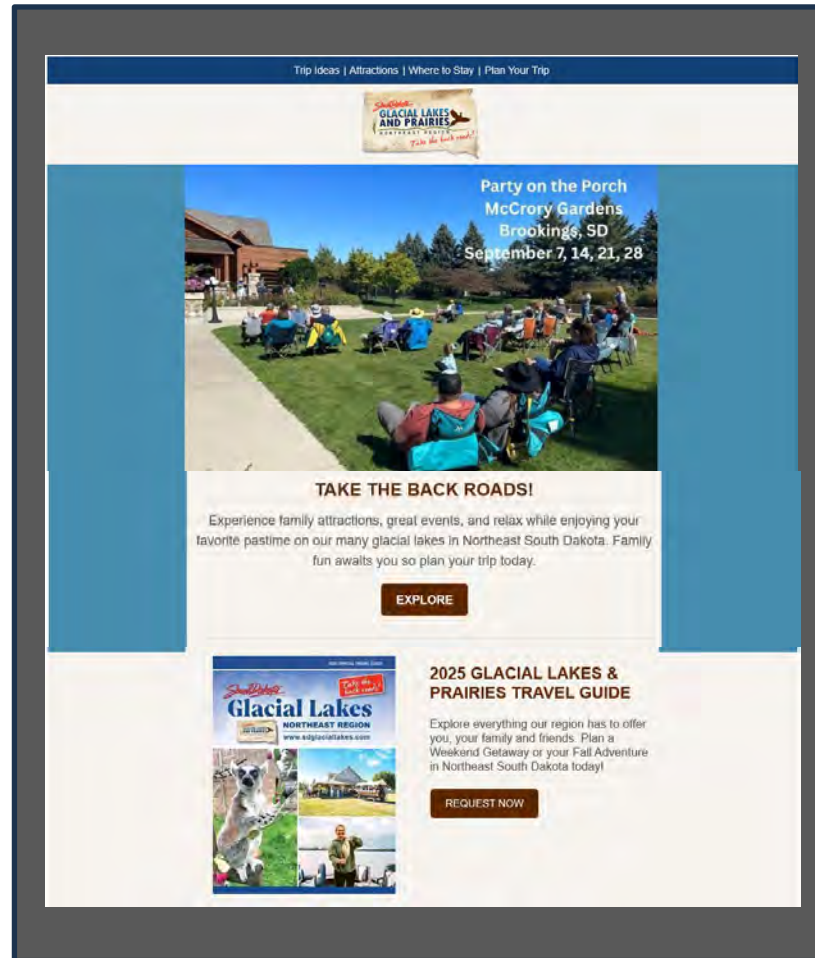
Fishing Page Sponsored Photos



[Click here to check out this video from Jason Mitchell on invasive species.](#)



EMMA E-Newsletter



Visitor E-Newsletter

EMMA E-Newsletter

UPCOMING EVENTS

South Dakota State Fair
SD State Fairgrounds
Huron
August 27 - September 1

Quilt Show
C&NW Historic RR Depot
Redfield
September 1-30

Vintiques Car Show
Downtown
Watertown
September 6

Farmers Market
With the Wind
Vineyard & Winery
Rosholt
September 6

Bad River Youth Rough
Stock Series
Jerauld County 4H Grounds
Wessington Springs
September 6

Corn Maze Opening
Weekend
Back Forty Beef Adventure
Farm & Corn Maze
Pierpont
September 6-7

Party on the Porch
McCrory Gardens
Brookings
September 7, 14, 21, 28

Harvest Festival
Fort Sisseton Historic
State Park
Lake City
September 20

Celebrating 15 Years of Fun
Children's Museum of SD
Brookings
September 20

ALL EVENTS

THIS EMAIL IS SPONSORED BY VISIT BROOKINGS



PLAN YOUR NEXT GETAWAY

REQUEST A FREE GUIDE

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- [FISHING REPORT](#)
- [SOUTH DAKOTA
GAME, FISH & PARKS](#)
- [TRAVEL SOUTH
DAKOTA](#)

5 REASONS TO Shop Local



Support Your Neighbors.



Local Business Owners Invest In
Our Community.



Enjoy Unique Experiences.



Enjoy Better Service.



Help Keep Local Businesses Open
and Successful.

Shop Local



Travel Local

Five types of people you want to
surround yourself with: the inspired, the
passionate, the motivated, the grateful
and the open-minded.



SOUTH DAKOTA

Missouri River Tourism

Life is Better on the River



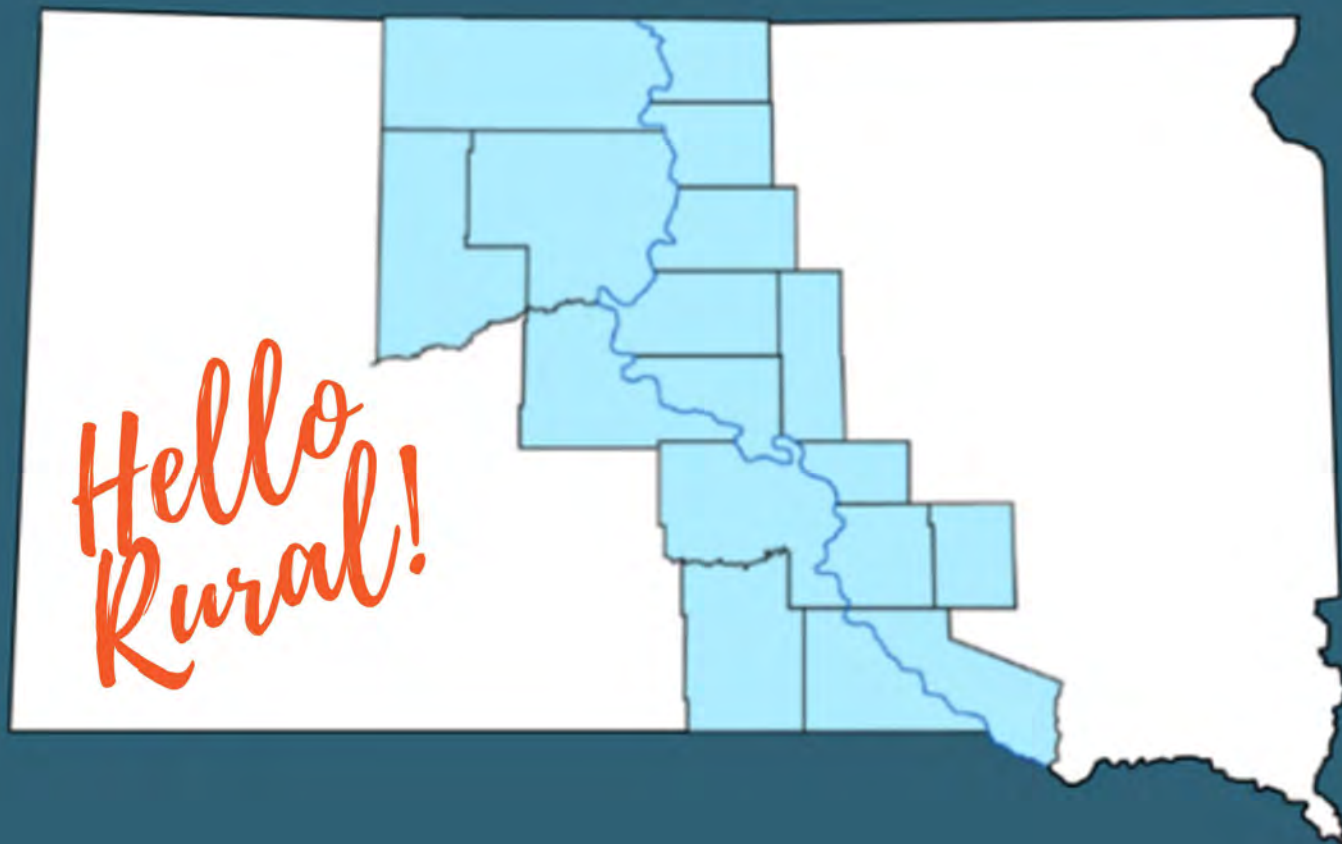


17 COUNTIES

CORSON	HUGHES
CAMPBELL	HYDE
WALWORTH	BUFFALO
DEWEY	LYMAN
ZIEBACH	BRULE
POTTER	AURORA
SULLY	TRIPP
STANLEY	GREGORY
CHARLES MIX	

5 TRIBES

STANDING ROCK
CHEYENNE RIVER
CROW CREEK
LOWER BRULE
YANKTON





Lake Oahe
OAHE DAM



BIG BEND DAM
Lake Sharpe

EXPLORE THE FOUR
Lakes & Dams



FORT RANDALL DAM
Lake Francis Case



Lewis & Clark Lake
GAVINS POINT



River Cities

**Pollock
Mobridge
Akaska
Whitlock Bay
Pierre
Fort Pierre
Oacoma
Chamberlain
Pickstown
Platte
Bonesteel
Geddes
Lake Andes
Pickstown**



Prairie Towns

**Selby
Timber Lake
Hoven
Gettysburg
Eagle Butte
Onida
Highmore
Presho
Kimball
White Lake
Plankinton
Winner
Dallas
Gregory
Burke
Herrick
Wagner**



ROADTRIPPERS

Target Audience

**HUNTING
& FISHING**

RETIRED TRAVELERS

Regional Developments

Missouri River Getaway Passport

SDGFP Fishing Hatcheries Proposed Expansion

Mobridge Murals Project - Mobridge

SD Cultural Heritage Center Renovations - Pierre

River-to-School Trail - Chamberlain

Tatanka Trail & Waldron Bridge Plaza - Ft. Pierre

Growing Events

3rd Annual Sunflower Festival

Journey Into Pickstown Tour

Boots & Roots - Ft. Pierre

Oahe Winter Festival - Pierre/Ft. Pierre Area





As a **rural destination**, we want to put our small towns on the map, expand our visitor audience, and drive economic growth in our communities.



Print Materials

15k



260k



20k

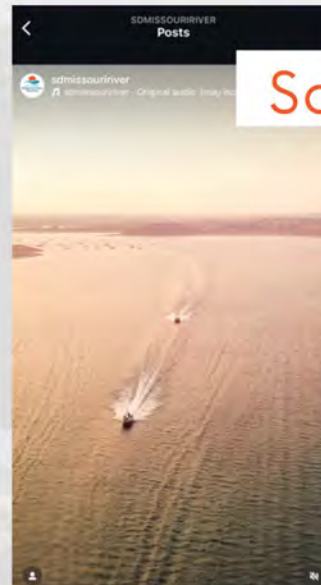


Digital Platforms

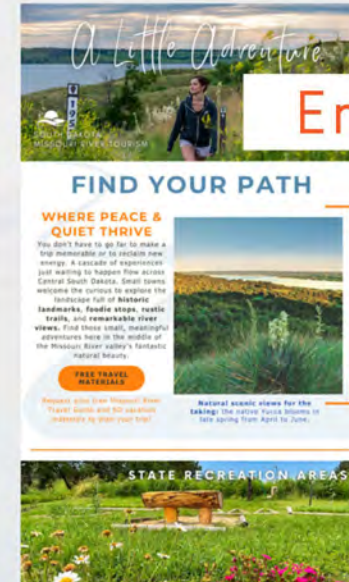
Website



Social Media



Enewsletters



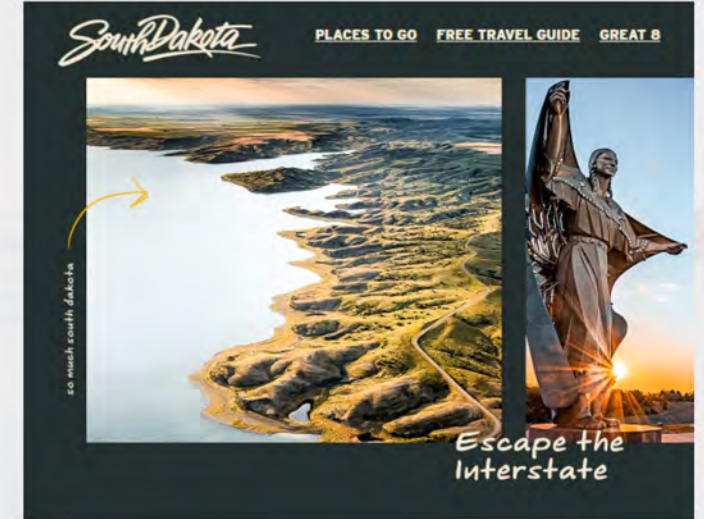
Sports Shows



Oahe Dam Visitor Center



Community Co-Op



New Projects

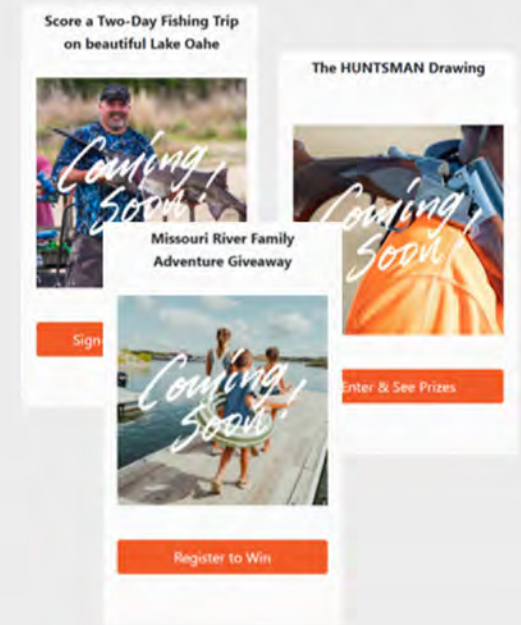
1. Lake Map Series



2. Missouri River Sponsorships



3. Vacation Giveaways



An aerial photograph of a winding river flowing through a vast, green, hilly landscape. The sun is low on the horizon, creating a bright, glowing effect across the sky and reflecting on the water. The text "Where is Our Region Going Next?" is overlaid in the center in a large, white, sans-serif font.

**Where is Our Region
Going Next?**

BLACK HILLS
& BADLANDS SD
— ◆ —
TOURISM ASSOCIATION

2026 Governor's Conference on Tourism

Shared Success, Lasting Impact.

Building Stronger Businesses, Communities, and a Thriving Region.



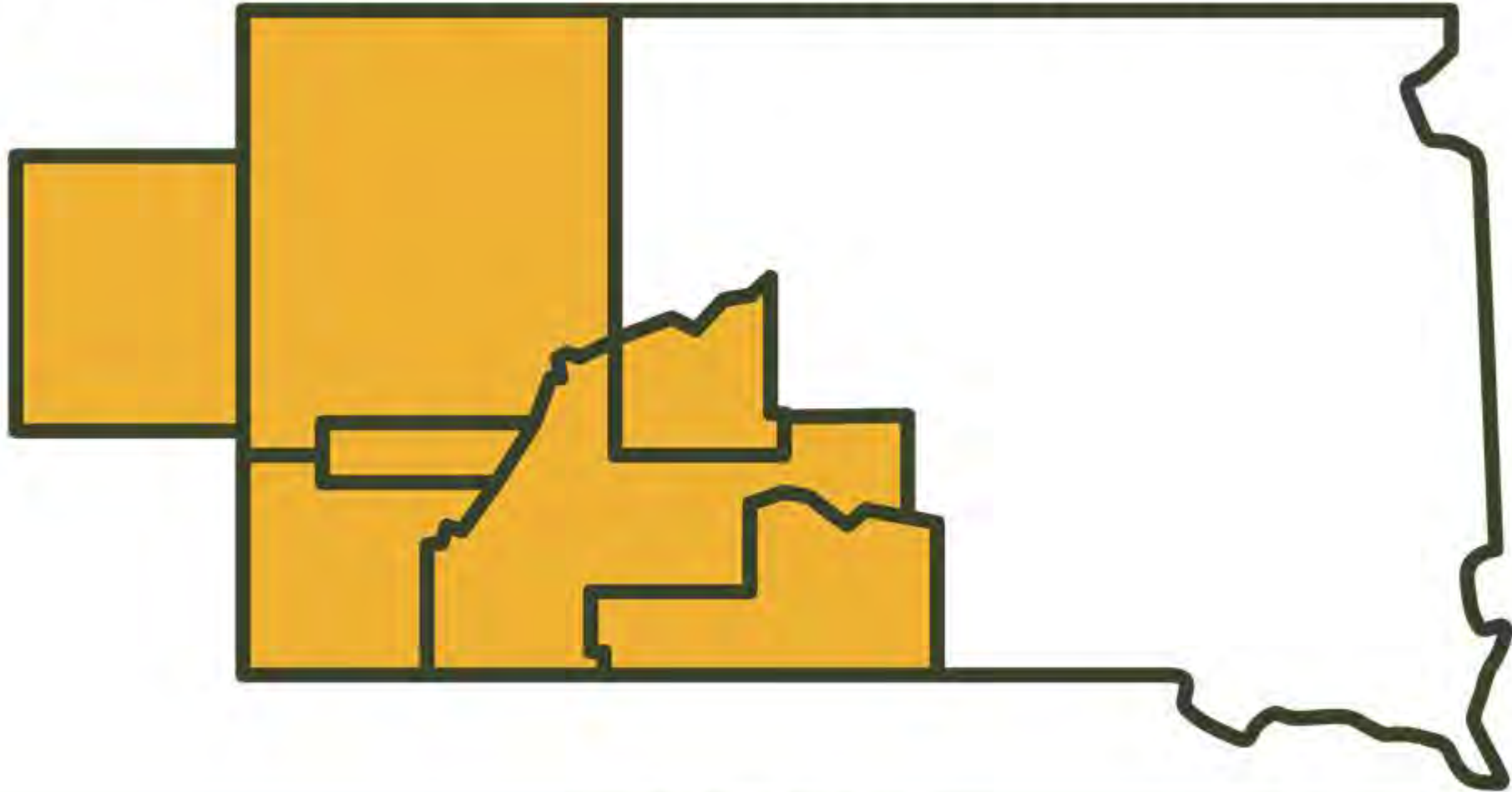
MICHELLE THOMSON

BLACK HILLS & BADLANDS TOURISM
ASSOCIATION PRESIDENT/CEO

Shared Success, Lasting Impact.

BUILDING STRONGER BUSINESSES, COMMUNITIES, AND A THRIVING REGION.

BLACK HILLS & BADLANDS REGION





PURPOSE

To serve members by promoting, advocating and marketing the Black Hills and Badlands region.



VISION

Our vision is that the Black Hills and Badlands region will be the ultimate experience.



MISSION

Our mission is to serve as a unifying force to increase visitor numbers, trip duration and visitor sales for the economic benefit of our members and the communities we serve.

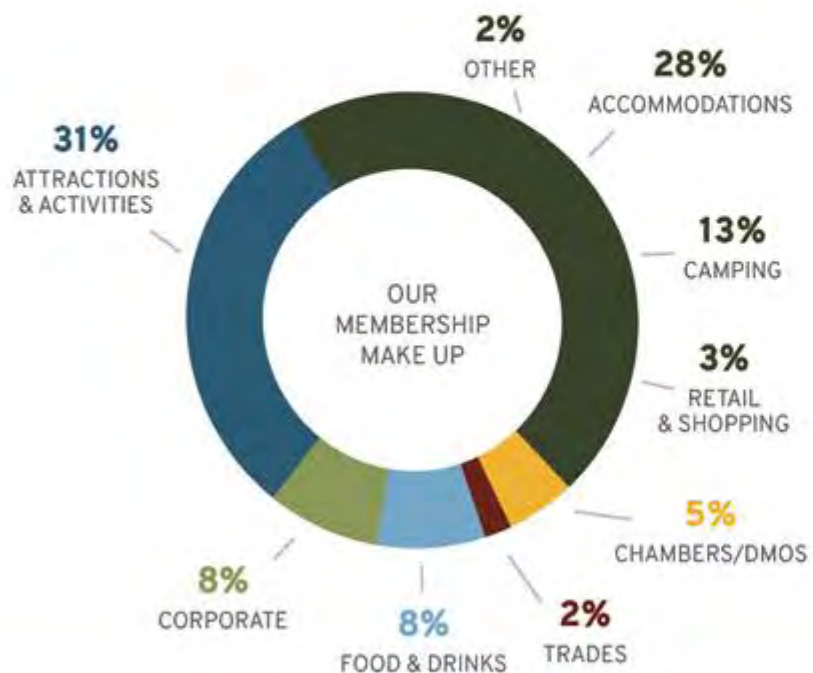
MEMBERSHIP

415

TOTAL MEMBERS

86%

RETENTION RATE



BLACK HILLS
& BADLANDS **SD**
TOURISM ASSOCIATION

HOW WE'RE FUNDED

FY 2025 FUNDING







A LOOK BACK AT 2025



\$1.9B (+.1%)

ESTIMATED
VISITOR SPENDING



BBB +2.1%
Lodging -1.4%
Tourism -1.8%



\$1.5B (+2.7%)

DEADWOOD
GAMING HANDLE





56.5% (-3.2%)

HOTEL OCCUPANCY



29.1% (4.9%)

SHORT TERM RENTAL
OCCUPANCY



3.9 DAYS (0%)

AVERAGE LENGTH
OF STAY JAN-NOV



4.3M (+2.8%)

NATIONAL PARK
RECREATIONAL VISITS JAN-NOV



905K (+5.7%)

TOTAL AIRLINE
PASSENGERS 2025

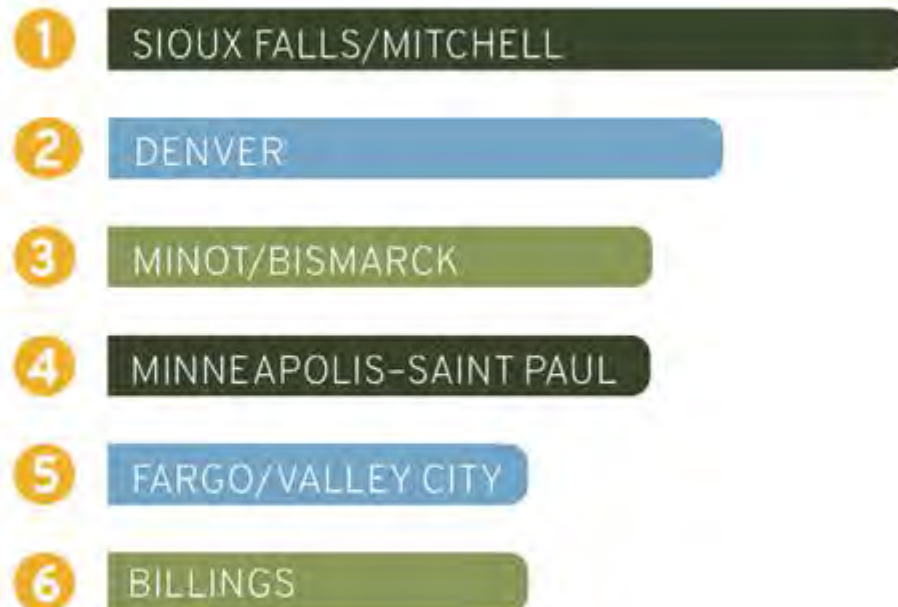


TRAVELER INFO

ORIGINS

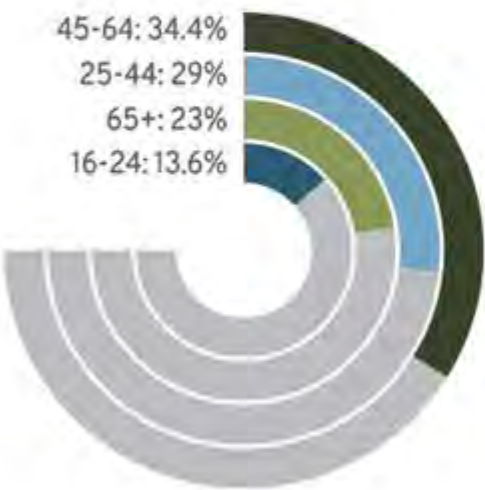


TOP SPENDING MARKETS



DEMOGRAPHICS

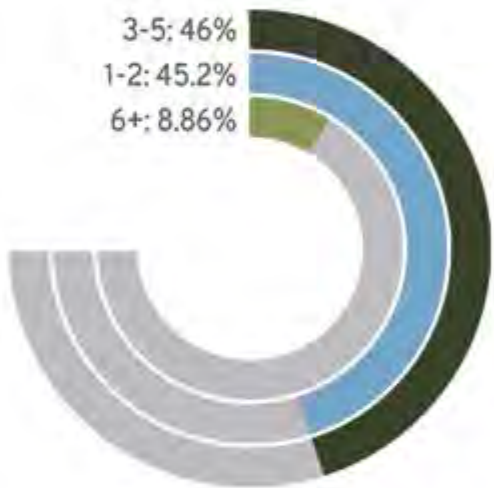
AGE



INCOME



HOUSEHOLD SIZE





2025 HIGHLIGHTS

2025 STRATEGIC INITIATIVES



GROWING MEMBER RELATIONS



EXPANDING INDUSTRY ADVOCACY



ENHANCING
MARKETING IMPACT



CULTIVATING REVENUE SOURCES

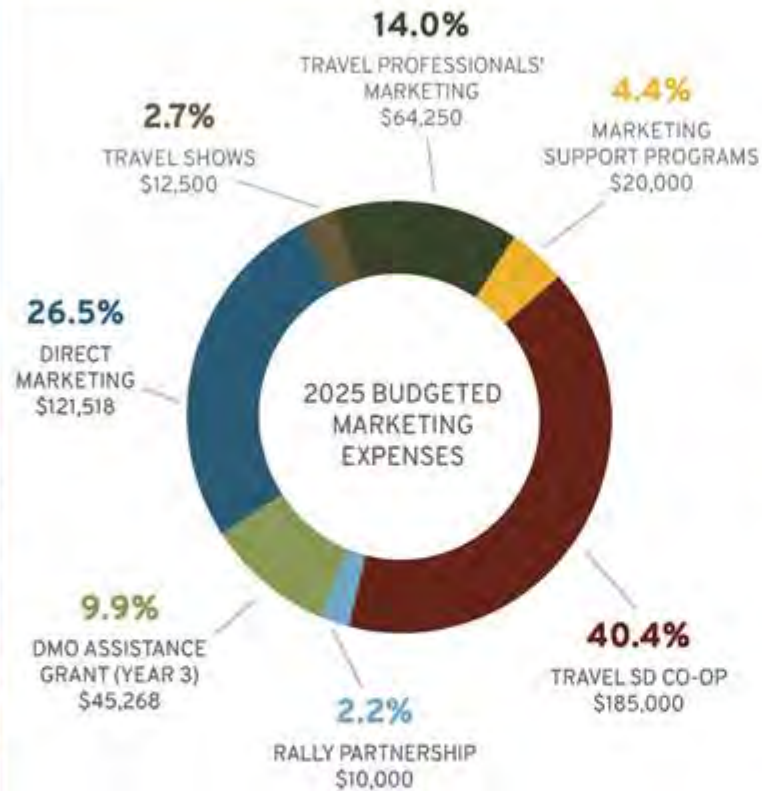


OPTIMIZING INTERNAL
INFRASTRUCTURE



FACILITATING INFO
NETWORKS

YEAR-ROUND MARKETING CAMPAIGNS



24.7M

TOTAL IMPRESSIONS

562K

TOTAL ENGAGEMENTS

\$34.1M

EST. TOTAL ROI
Source Datafy



TRAVEL *South Dakota* PARTNERSHIP

19.8M

TOTAL IMPRESSIONS

226K

TOTAL ENGAGEMENTS

* Combined Peak & Shoulder Marketing



**BLACK HILLS
& BADLANDS SD**
TOURISM ASSOCIATION



RALLY MARKETING PARTNERSHIP

30.1M

TOTAL IMPRESSIONS

\$6.9M

BOOKING REVENUE

BLACK HILLS
& BADLANDS **SD**
TOURISM ASSOCIATION

DIGITAL MARKETING



TARGETED DISPLAY

2.5M

TOTAL IMPRESSIONS

5.8K

TOTAL ENGAGEMENTS

\$19.8M

EST. ROI
Source Datafy

BLACK HILLS
& BADLANDS SD
TOURISM ASSOCIATION

DIGITAL MARKETING

Black Hills
September 20 · 45

Visiting Mount Rushmore this weekend? Don't miss the Evening Lighting Ceremony, held each day at dusk through Sept. 30.

The ceremony includes a short presentation before the Memorial is lit up against the vast Black Hills night sky.

Learn more about the Evening Light Ceremony: <https://bit.ly/4Es8uay>

#DiscoverBlackHillsBadlands #exploration #destination



Linda Harwood
Been to Rushmore and the Lighting Ceremony, many times.
The Lighting Ceremony is a "lump in the throat, tear in the eye" experience!!

1w · Like · Reply · 50

View all 6 replies

Joyce Ann Huntington
A we were just there last month and what a beautiful ceremony. The men and women of the military were asked to come down front at the end as they took the flag down and it was beautiful. And to see the young children there learning about our country I think is what has been the most important.

5w · Like · Reply · 1

Randle Croshaw
Saw the evening lighting ceremony this past July for the 1st time ever and I was raised in Rapid City and have been to Rushmore at least 50 times. It was the most patriotic, amazing, tear producing few moments I've ever had at Rushmore! We hugged and cried with strangers, veterans and our family! A beautiful moment for us!!!

1w · Like · Reply · 9

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SOCIAL MEDIA

3.1M

TOTAL IMPRESSIONS

191K

TOTAL ENGAGEMENTS



EMAIL MARKETING

124.1K

SUBSCRIBERS

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OPEN RATE

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CTR

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CTOR

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EMAIL RETARGETING

52%

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10.92%

CTOR

35.03%

CTR

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BLACKHILLS BADLANDS.COM

1.3M

PAGEVIEWS

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ENGAGEMENT RATE

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TOP CONTENT

1. Events
2. Things to Do
3. Maps
4. Permits
5. Stay
6. Guides + South Dakota Vacation Guide



BLACKHILLSBADLANDS.COM

SUPPORTING OUR MEMBERS

200K

MEMBER
PAGEVIEWS

7K

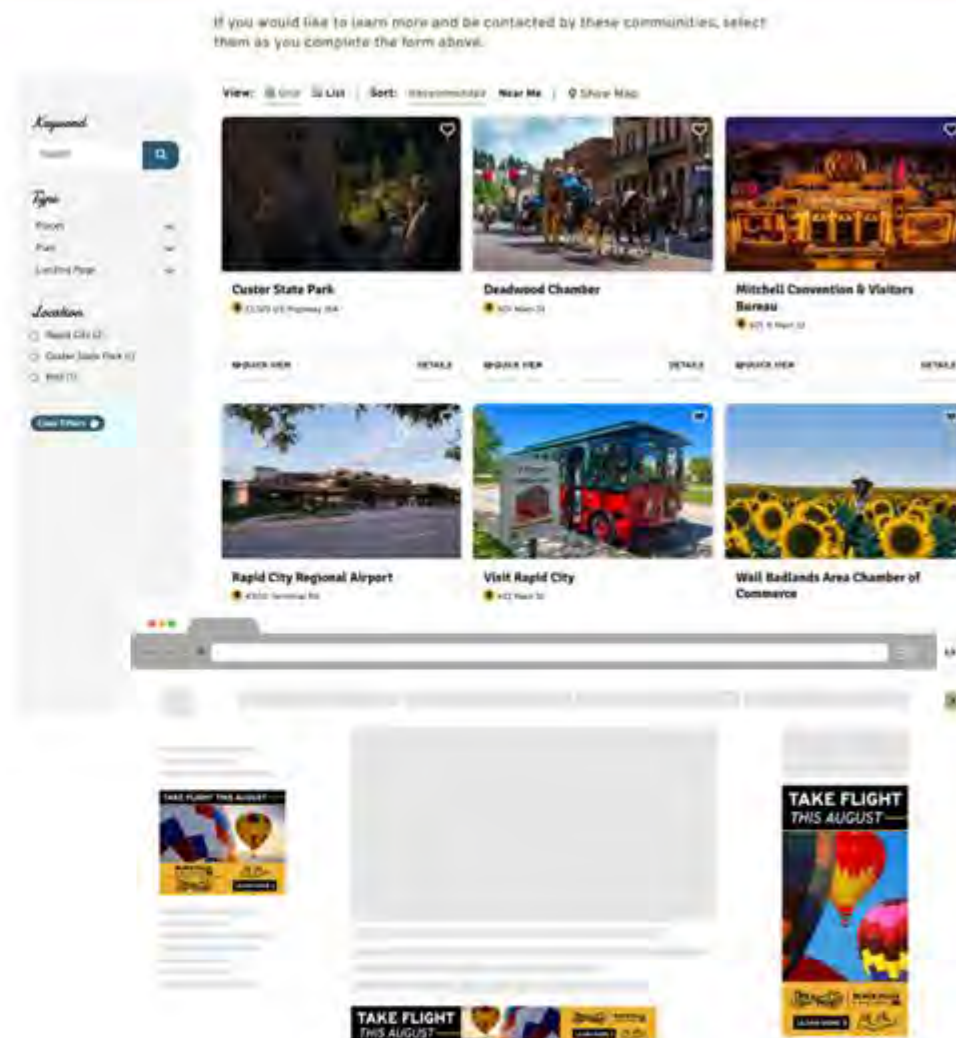
SD VACATION GUIDES
REQUESTED

22K

OUTBOUND MEMBER
CLICKS

13K

MEMBER LEADS
GENERATED



PRINTED PUBLICATIONS



SOUTH DAKOTA
VACATION GUIDE



BLACK HILLS & BADLANDS
VACATION GUIDE



OFF-ROAD
ADVENTURES GUIDE

MAPS & CALENDARS

- Attractions Tear-off Map
- Motorcycle Tear-off Map
- Fourth of July Events Calendar
- Fall Events Calendar



PRINT IMPACT



941K+

TOTAL PRINTED
MAPS & CALENDARS



4.5K

MAP DOWNLOADS



485K

TOTAL PRINTED
PUBLICATIONS



108.2K

TOTAL DIGITAL
VIEWS

TRAVEL TRADE

CO-OP PROGRAMS

- Travel Professionals Guide
- Travel Professionals eBlast
- Group Tour Profile
- International Profile
- Magazine Co-ops



TRAVEL TRADE

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GROUP TOUR PUBLICATIONS

- Group Travel Leader
- Groups Today
- Leisure Group Travel
- Group Tour Magazine
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TAKE THE
SCENIC ROUTE
in the Black Hills & Badlands

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TRAVEL TRADE

TRADE SHOWS

GROUP TOUR

- National Tour Association Travel Exchange
- American Bus Association Marketplace

INTERNATIONAL

- Go West Summit
- International Roundup
- IPW



TRAVEL SHOWS '25

- **Ultimate RV Show**
- Denver, CO
- **Annual Minnesota Sportsmen's, Resort, Lodge, & Outdoor Products Show**
- Shakopee, MN
- **La Crosse Boat, Sports, Travel, RV & Hunting Show**
- La Crosse, WI
- **Omaha International Boat, Sports & Travel Show**
- Omaha, NE
- **Red River Valley Sportsmen's Boat, Camping & Vacation Show**
- Fargo, ND



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GUESTS



+14
FOREIGN COUNTRIES



"This should absolutely be your first stop when you visit the area. What a friendly wealth of information!"

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43.36%

10,543

14K+

104

LIT SWAP BUSINESSES
REPRESENTED

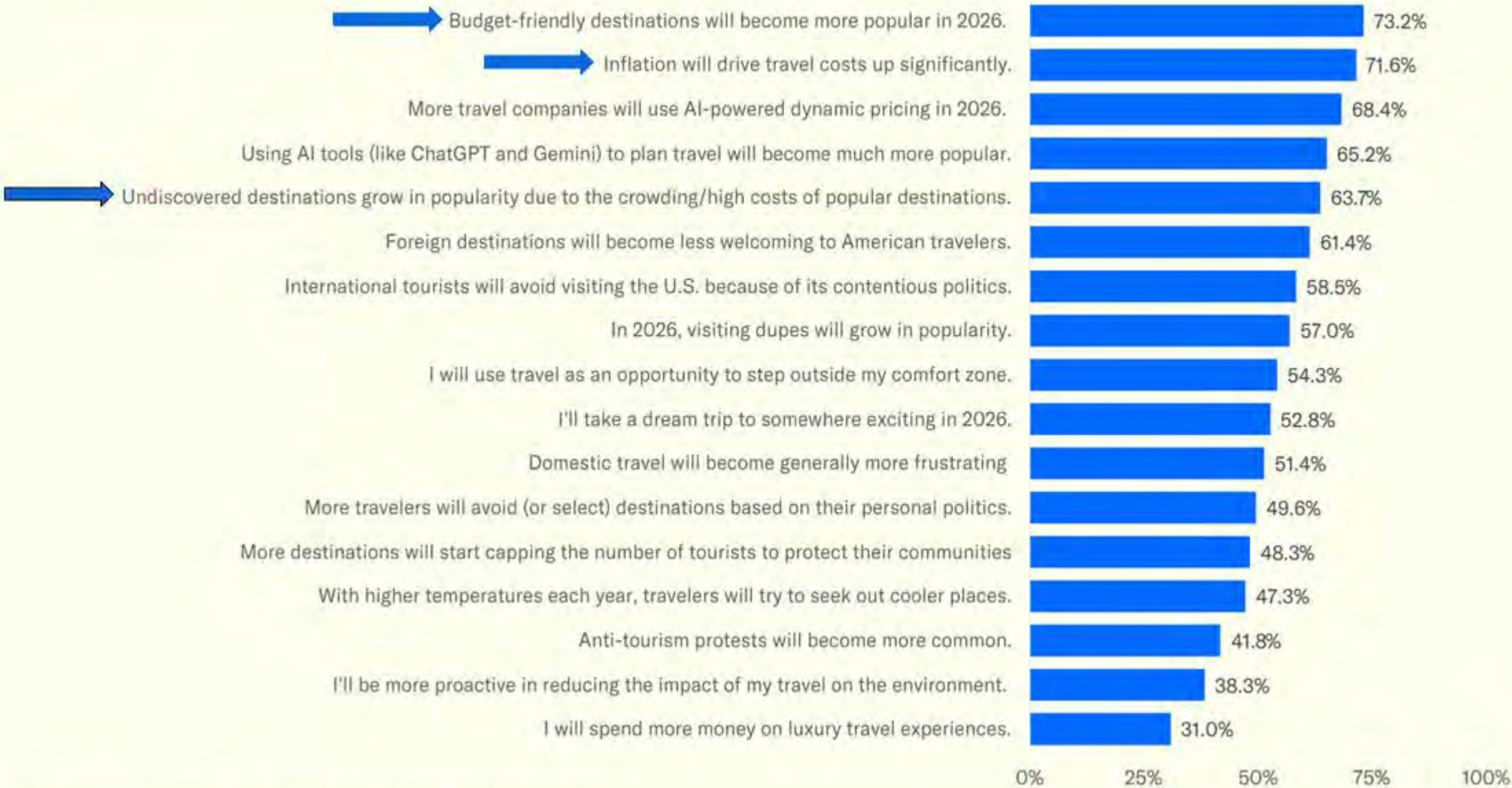


BE ON THE LOOKOUT '26

- STRATEGIC YEAR-ROUND MARKETING
 - Targeted Outreach
 - Extend Stays
 - Increase regional spend
- EVENTS
 - BHBVG Regional Distribution – May 2026
 - Lit Swap and Travel Rally Day – May 2026
 - Annual Meeting – October 2026
- Community Connections
- Quarterly Marketing Roundups
- 250TH Community Celebrations
- Rally Rush Promotions

American Travelers Likely Predictions for 2026

Top 3-Box Score (Likely, Extremely likely or Certain - 100 % chance)



Some statements are shortened here to fit into chart.

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2026 Governor's Conference on Tourism

Shared Success, Lasting Impact.

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The logo includes a small blue square with the letters "SD" in white, positioned to the right of "BADLANDS".