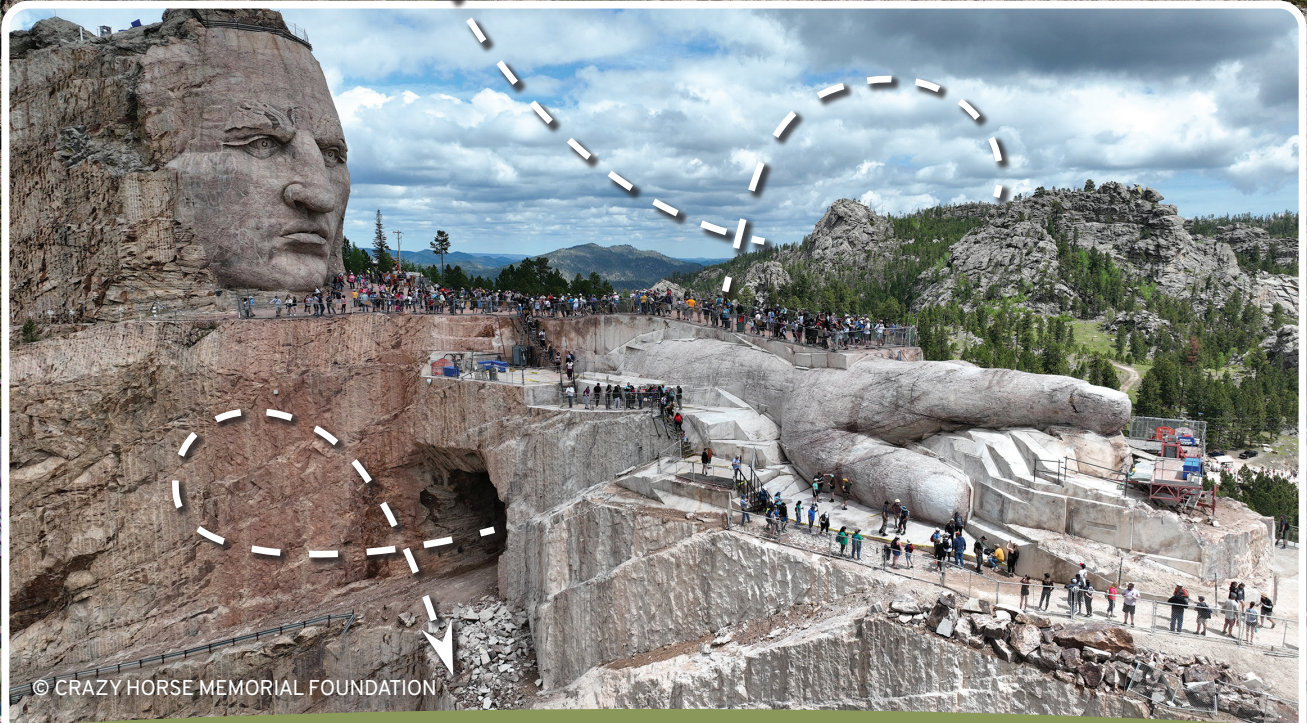


EXPERIENCE  
*Monumental*



© CRAZY HORSE MEMORIAL FOUNDATION

NATIONAL PARKS & MONUMENTS • WESTERN EXPERIENCES • LAKOTA CULTURE • SCENIC DRIVES

**MICHELLE THOMSON**

CTP, CTIS, CSTP

**PRESIDENT & CEO**

Michelle@BlackHillsBadlands.com

**BLACK HILLS**  
& BADLANDS **SD**

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**605-355-3600**

1851 DISCOVERY CIR., RAPID CITY, SD 57701

# TRAVEL PROFESSIONALS TOOLBOX >>

Find all the resources you need to help sell the Black Hills and Badlands region on our Travel Professionals website, [SeeTheBlackHills.com](http://SeeTheBlackHills.com).

Use the digital versions of guides and maps, including the Black Hills & Badlands Vacation Guide, to help your clients plan their time here.



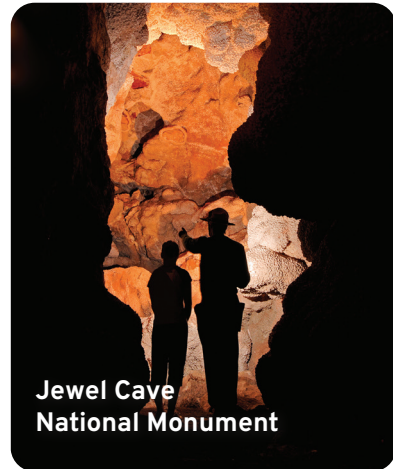
SCAN HERE TO DISCOVER MORE



Mount Rushmore National Memorial



Custer State Park



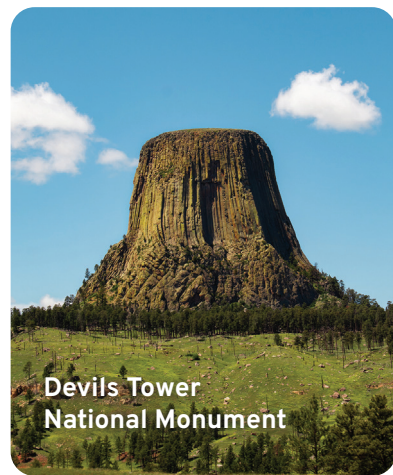
Jewel Cave National Monument



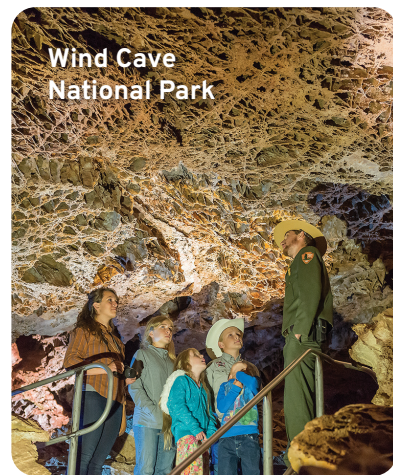
Minuteman Missile National Historic Site



Badlands National Park



Devils Tower National Monument



Wind Cave National Park

# EXPLORE WELCOMING TOWNS >>

You'll find welcoming towns across the region loaded with restaurants, lodging, and amenities. Each town is home to local attractions and experiences, making for some of the best memories across the nation!

Not only are these cultural gems ready to host visitors during their vacations, but they are ready to entertain them, too. Each community has events and festivals all year long that welcome locals and visitors to join in the fun. The best part – you can easily access iconic attractions like Mount Rushmore National Memorial and Custer State Park wherever you choose to stay.

Check with local chambers and visitor centers for more information on how to transform your adventure into memories that last a lifetime.



Days of '76 Parade in Deadwood




SCAN HERE TO DISCOVER MORE



Fall River Hot Air Balloon Festival, Hot Springs




Peter Norbeck Scenic Byway



**Historic Deadwood**  
**ENTERTAINING GUESTS SINCE 1876**  
 NAMED "TOP TRUE WEST TOWN" BY TRUE WEST MAGAZINE!  
**HISTORIC DEADWOOD** has award-winning museums & attractions, Mt Moriah Cemetery where Wild Bill and Calamity Jane were laid to rest, incredible special events, walking trails, guided tours, unique retail shops, fine dining and spas - and let's not forget 24/7 gaming action, including sports betting! This National Historic Landmark is a mountain resort town that offers Old West History and new modern luxuries, including 1,700 hotel rooms.

For travel professional resources visit [PlanDeadwood.com](http://PlanDeadwood.com).



**DEADWOOD**  
 1876  
 CHAMBER OF COMMERCE  
 VISITORS BUREAU

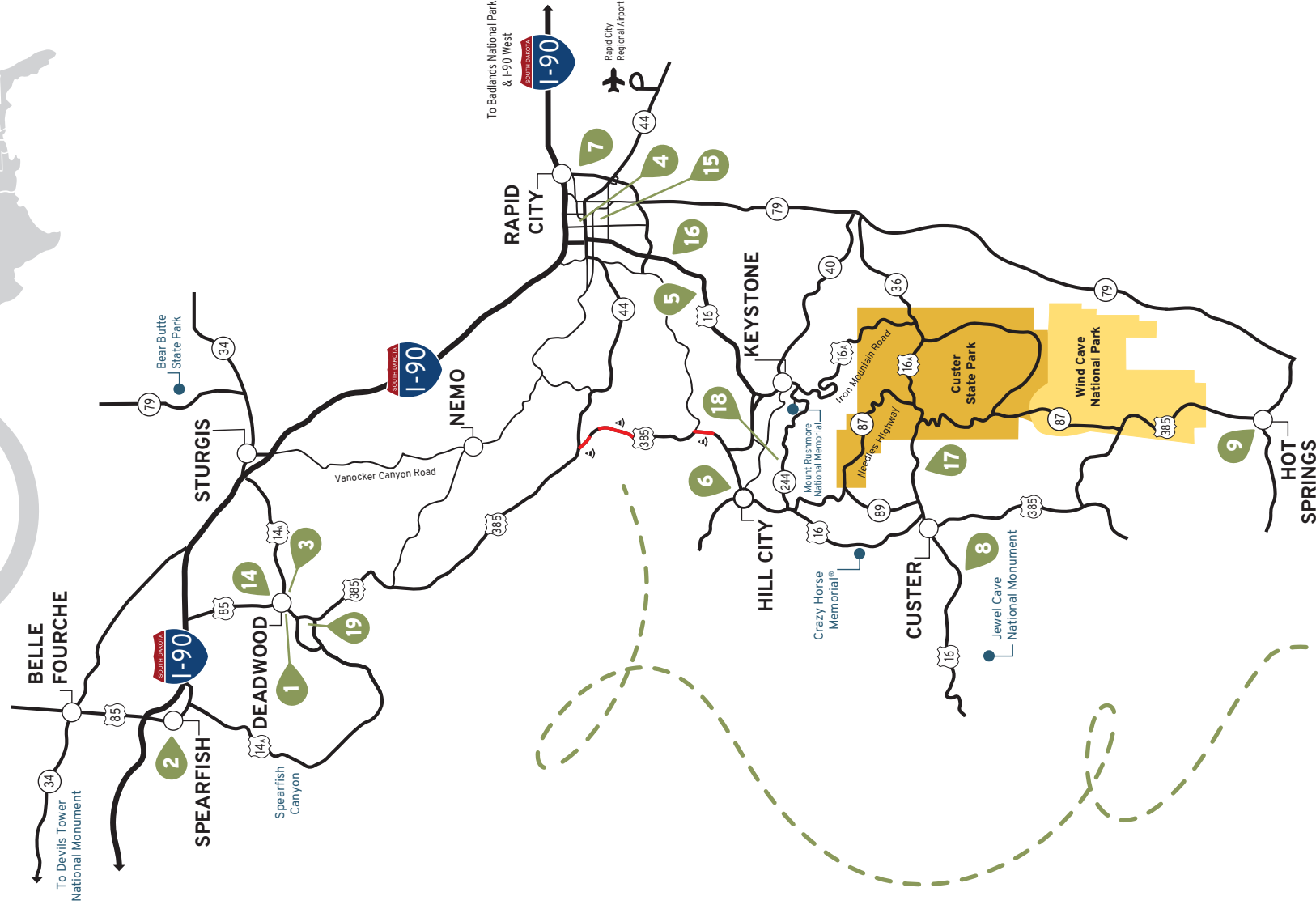
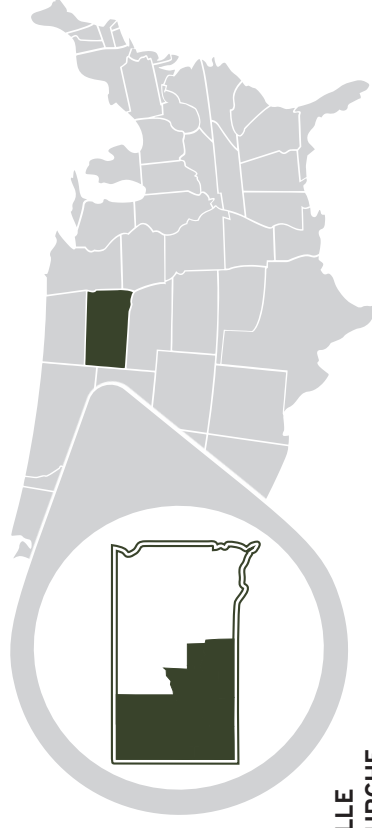
[Amanda@Deadwood.org](mailto:Amanda@Deadwood.org) • 1-800-999-1876 • [www.DEADWOOD.com](http://www.DEADWOOD.com)

# BLACK HILLS & BADLANDS REGION >>

With over 5 million acres of forest, prairie, and mountain lands, you'll find abundant natural beauty, Wild West towns, free-ranging wildlife, rich Native American culture, year-round festivities, modern-day attractions, and meaningful adventure throughout the Black Hills and Badlands of South Dakota.



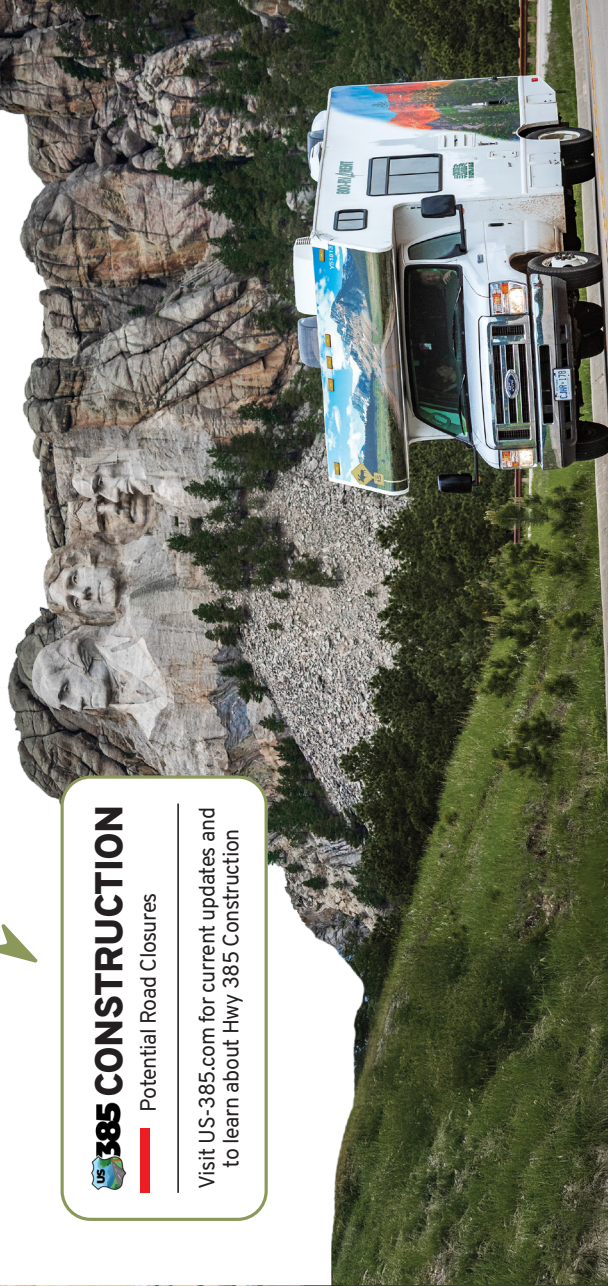
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## 385 CONSTRUCTION

Potential Road Closures

Visit [US-385.com](http://US-385.com) for current updates and to learn about Hwy 385 Construction



2



**Spearfish**  
SOUTH DAKOTA

605.717.9294 • Spearfish  
[VisitSpearfish.com](http://VisitSpearfish.com)

Explore Spearfish Canyon with its cascading waterfalls, vibrant trails, and striking limestone cliffs. A paradise for hikers, photographers, and nature lovers, this hidden gem promises unforgettable adventures. Plan your visit to Spearfish today!

3



**KEVIN COSTNER'S Original DEADWOOD TOUR**

605.578.2091 • Deadwood  
[DeadwoodTour.com](http://DeadwoodTour.com)

Climb aboard & be entertained as your guide tells stories of this historic town's colorful past. The 1-hour tour travels down the cobblestone streets of Deadwood & up to Mt. Moriah Cemetery where Wild Bill Hickok & Calamity Jane are buried.

4



**THE JOURNEY MUSEUM**

605.394.2241 • Rapid City  
[JourneyMuseum.org](http://JourneyMuseum.org)

Explore 3 billion years of history, uncovering the people, cultures, and science of the ancient Black Hills and Western South Dakota prairies.

5



**BEAR COUNTRY U.S.A.**

605.343.2290 • Rapid City  
[BearCountryUSA.com](http://BearCountryUSA.com)

A drive-thru wildlife park featuring black bears, mountain lions, wolves, elk, buffalo, reindeer, and other North American wildlife in their natural environment. Dine at the Cub Grub Snack Shack and shop in the Bear's Den gift shop.

6



**BICYCLES & BOATS**  
eBike, Kayak & Paddleboard Rentals

605.574.5695 • Hill City  
[BicyclesAndBoats.com](http://BicyclesAndBoats.com)

We love what we do and it shows! Indulge yourself and the people you love with some outdoor fun. Located on the Mickelson Trail we have kid & pet friendly 2 hour, 4 hour, & full day options. Let's Go!

7



**BLACK HILLS ADVENTURE TOURS**  
sightseeing • hiking • biking • kayaking

605.209.7817 • Hills-Wide  
[BlackHillsAdventureTours.com](http://BlackHillsAdventureTours.com)

Your premier Black Hills tour company offering custom sightseeing and adventure tours. Receptive and step-on guide services, too!

8



**FOUR MILE WEST TOWN**

605.673.3905 • Custer  
[FourMileOldWest.com](http://FourMileOldWest.com)

Experience the Old West through history and humor. Take a walk on the boardwalk back through time as you tour over 50 buildings at the historic site.

9



**The Mammoth Site**  
SP, INC. • HOT SPRINGS

605.745.6017 • Hot Springs  
[MammothSite.org](http://MammothSite.org)

We dig big! Accredited museum. Indoor working paleontological dig site. Summer education programs.



Badlands National Park



## « BADLANDS AREA MAP

Enter the otherworldly landscape of Badlands National Park, where 244,000 acres of sharply eroded buttes, pinnacles and spires blend with the largest protected mixed-grass prairie in the U.S.

Spot the park's herd of over 1,200 bison in the northern unit.

# EXPLORE LAKOTA CULTURE >>

The Lakota people, who have called the Great Plains and Black Hills region home for centuries, are known for their vibrant culture and history. Learn about their heritage and way of life while exploring landmarks significant to the Lakota people.

### CRAZY HORSE MEMORIAL®

The most well-known memorial to a Lakota warrior that has ever existed. The sculpture in progress stands 563 feet high and 641 feet long.

### BEAR BUTTE STATE PARK

Located north of Sturgis, SD, this sacred site holds immense cultural significance for the Lakota people. Hike to the summit climbing 1,350 feet over a distance of 1.75 miles.

### POWWOWS

Attend annual powwows to witness the vibrant Lakota culture first-hand through traditional drumming, dancing, and singing.

### VISITOR ETIQUETTE

When visiting Tribal Nation Reservations and events, it is important to show respect for the culture and customs of the people who call these places home. This includes asking permission before taking photographs, and being mindful of sacred sites.



Black Hills Powwow



SCAN HERE TO DISCOVER MORE



Bear Butte State Park

14

**Tatanka**  
STORY OF THE BISON

605.584.5678 • Deadwood  
StoryOfTheBison.com

60 million bison once roamed the Great Plains. By 1890, less than 1,000 survived. This is their story! Learn how the eradication of one animal destroyed the way of life for the Northern Plains people. The spectacular, larger-than-life bronze sculpture includes 17 pieces creating a "Buffalo Jump."

10

605.279.2665 • Wall  
Wall-Badlands.com

Experience the Window to the West during your vacation in Wall, SD. Enjoy breathtaking views, unique shopping, family-friendly restaurants, local events and more!

11

605.279.2175 • Wall  
WallDrug.com

Discover America's #1 Roadside Attraction! Enjoy café seating for 530 and indulge in our famous donuts and 5¢ coffee. Explore 26 unique retail departments filled with western treasures, souvenirs, and more.

12

605.455.6000 • Kyle  
OLC.edu

At Oglala Lakota College Historical Center on the Pine Ridge Indian Reservation see, hear & feel the history through historical photographs & artwork displays. History covered from early 1800s to the Wounded Knee Massacre in 1890.

13

605.455.2685  
Badlands National Park  
OglalaLakotaHistoryVillage.com

The Pine Ridge Area Chamber of Commerce introduces the creation of the Oglala Lakota Living History Village, an entry to the indigenous knowledge of Lakota country.

© Crazy Horse Memorial Foundation

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## Art of the Lakota

The finest collection of Plains Indian arts, crafts, jewelry, buffalo skulls and robes plus fine art, pottery, and an incredible selection of Native American and Pioneer books, tapes, DVDs, videos and unique craft supplies and much more!

## PRAIRIE EDGE

www.prairieedge.com • 605-342-3086  
Open 7 Days a Week • 606 Main St., Rapid City, SD 57701



## PLACES TO STAY >>

16

**Holiday Inn Express & Suites**

605.718.0772 • Rapid City  
[HolidayInnExpress.com/RapidCitySD](http://HolidayInnExpress.com/RapidCitySD)

We provide more where it matters with friendly service, excellent amenities, and our convenient location that provides easy access to Mount Rushmore and many other popular sites.

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**CALAMITY PEAK LODGE**  
CUSTER, SOUTH DAKOTA

605.673.2357 • Custer  
[CalamityPeakLodge.com](http://CalamityPeakLodge.com)

Quiet, scenic area located on French Creek, 2.5 miles east of Custer on Highway 16A or 1 mile west of Custer State Park. Furnished kitchen, 1 and 2 bed units, TV, major credit cards accepted. Open May - Oct.

18

**MT. RUSHMORE RESORT & LODGE**  
*at Palmer Gulch*

605.574.2525 • Hill City  
[PalmerGulch.com](http://PalmerGulch.com)

Beautiful resort only 5 miles west of Mount Rushmore. 61 deluxe rooms and secluded mountain cabins with fireplaces.



**Deadwood Gulch gaming resort**

TRADEMARK COLLECTION BY WYNDHAM

**Boston's Pizza**  
RESTAURANT & SPORTS BAR

19

# JOIN THE FUN

# NESTLED IN THE BEAUTIFUL BLACK HILLS

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### Casino

Our Casino is open 24/7 with 100+ machines and new promotions every month!

### Convention Center

NEWLY RENOVATED space up to 350 people and perfect for all types of events.

### Full Service Bar

Enjoy a nice cold drink on the back patio and relax at our Fireside Lounge.



### Trademark Collection by Wyndham

Creekside setting with free on-site parking, standard rooms, suites and handicap accessible rooms. Open 24/7 and includes WIFI, hot tub and exercise room.



### Restaurant & Sports Bar

We are upping our food game with Boston's Pizza Restaurant & Sports Bar. Whether you're craving light bites, cocktails or a place to watch the game, we've got you covered.



### Deadwood UTV & Snowmobile Outfitters

Located right off Trail #7 of the Mickelson Trail at Deadwood Gulch Gaming Resort, Trademark Collection by Wyndham.