



BIGHORN SHEEP // BADLANDS NATIONAL PARK

People come to South Dakota with an idea of what they'll find. What they discover is far greater. They might know the faces on Mount Rushmore, but haven't heard the Big Sioux rumble in Falls Park. They've Googled "Badlands National Park", but never locked eyes with a bighorn sheep. They've mapped routes across remote roads, but haven't raced free through the great wide open. Rethink what you know about South Dakota. Go great places.

South Dakota

When you're ready to travel, find inspiration at TravelSouthDakota.com



SILVAN LAKE – CUSTER STATE PARK

SUMMER GOES
FAST.
Stories Last
FOREVER.

Moments are the greatest souvenirs. Collect them in South Dakota. You'll always treasure memories of wild buffalo and endless skies, of lake days and American icons carved into mountainsides. And your kids? They'll love it even more.

Live the moment. Go great places in South Dakota.

South Dakota

You're invited to safely explore South Dakota, where distance comes naturally. When the time is right for you, plan an adventure in the great wide open at TravelSouthDakota.com



WHERE THE Best Stop IS THE NEXT STOP

For every Mount Rushmore, South Dakota has a hundred hidden gems that will blow you away. The surprises – like mountain lakes, rustic wineries and jeweled caves – truly never end. Just like faces in granite, these unexpected experiences will etch their way into your favorite travel memories.

When you're ready for travel, come safely explore South Dakota's wide open spaces – and a few surprises you'll never forget.

South Dakota

1-800-732-5682 // TravelSouthDakota.com

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MOUNT RUSHMORE NATIONAL MEMORIAL // BLACK HILLS NATIONAL FOREST
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GET Lost IN THE Right DIRECTION

The best soul searching is done in the dirt, with a good pair of boots and the trail as your guide. Where every path is off the beaten one. In South Dakota, free spirits are welcome to roam even freer. You can call it getting lost. We just call it great for the soul.

South Dakota

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