#### SEE YOU OUDA THE Road

The road best traveled is any road you take slow, feeling every curve. It's a road where the journey is the destination, philosophically speaking. It's the type of highway – like Spearfish Canyon Scenic Byway – where you roll down the windows, soak in the aspens and count yourself lucky wild places like this exist.

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Hit the road. Turn up the music. Rediscover the world – one great place at a time.



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** 

#### 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.



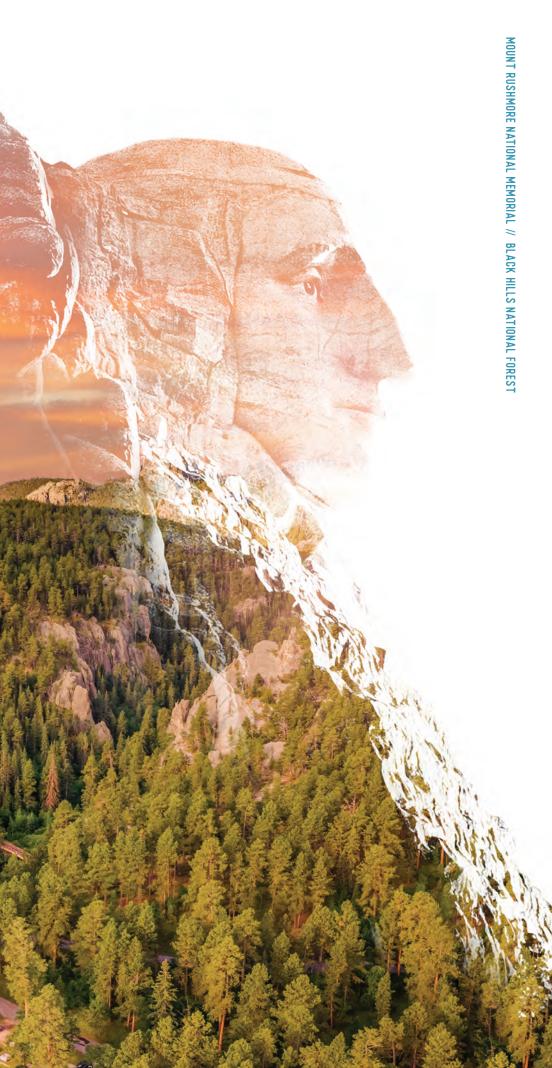
You're invited to safely explore South Dakota, where distance comes naturally. When the time is right for you, plan an adventure in the great wide open at **TravelSouthDakota.com** 

### 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.

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### Bight 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.

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

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.

SouthDakota

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

# FIND A LITTLE SPACE TO Clear Your Head



Sunlight beaming through the windshield. Tires humming on the blacktop. Horizons of pine forest hills and buffalo snorting on the Wildlife Loop – that's South Dakota road-trip material. Pure natural magic. Discover the infinite possibilities of a wild and free vacation, out here, in the great wide open.

## Daways Double Road

When you're ready to travel, hit the road to great places.

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