

Lit Swap makes it fun and easy to distribute your literature to SD welcome centers, meet new industry professionals, and catch up with those you already know. Conveniently exchange your marketing brochures with other businesses as you stock up on updated materials like the 2024 South Dakota Vacation Guide and BHB regional maps!

**TRAVEL RALLY DAY
SCHEDULE | MAY 7, 2024**

- 8:00am | Breakfast hosted by Visit Rapid City
- 8:30am | Spring Hospitality Training
- 10:00am | Presentation by SDDOT Regarding US HWY 385 Construction
- 11:00am | BH&B Parks & Attractions Meeting

LIT SWAP | 2:00 - 4:00pm

Shipping to all five South Dakota Welcome Centers!

All publications being distributed to the Interstate Welcome Centers must be registered for Travel South Dakota's 2024 Interstate Welcome Center Publication program.



KICK OFF THE 2024 PEAK SEASON!
Join us on May 7
THE MONUMENT, 444 MT. RUSHMORE RD, RAPID CITY

B2B MINGLE & MIX

BH&B Corporate Members provide essential business-to-business services to our members and are a pillar to the Black Hills and Badlands tourism industry. Stop by our Corporate Members' booths from 2:00 to 4:00pm to see how their products and services can benefit your business. Be sure to enter to win door prizes at participating booths.

REGISTER FOR THE LITERATURE SWAP

ONLINE: BlackHillsBadlands.com/LitSwap
PHONE: Call Lois at 605.355.3600

MAIL: Send in by Tuesday, April 30
BH&B Lit Swap, 1851 Discovery Circle, Rapid City, SD 57701

BUSINESS NAME:

PHONE:

NAME(S) OF ATTENDING:

BH&B MEMBER BUSINESS BROCHURE \$40 EACH

NON-MEMBER BUSINESS BROCHURE \$65 EACH

TOTAL AMOUNT ENCLOSED \$ _____

Please feel free to bring additional brochures. Additional cost per piece is \$40 for members or \$65 for non-members.

SPONSORS: Sturgis Buffalo Chip®, The Mammoth Site of Hot Springs, Crazy Horse Memorial®, Visit Rapid City CTA Program, QQP/Midstates Printing, Certified Folder, & Black Hills Adventure Tours

Travel Rally Day Breakfast & Spring Hospitality Training

**8:00 - 10:00 | LACROIX HALL
FEATURING BETSY ALLEN-MANNING**

Join us for breakfast hosted by Visit Rapid City from 8:00-8:30 followed by customer service expert Betsy Allen-Manning's 2024 Spring Hospitality Training sponsored by Travel South Dakota. The training session is free to attend, and registration is not required. For more information, visit SDVisit.com.

Sponsored by **Travel South Dakota & Visit Rapid City**

SD Department of Transportation Briefing

**10:00 - 10:30 | LACROIX HALL
BRIEFING BY SDDOT**

The SDDOT will provide an update regarding the US Hwy 385 construction project. Once completed, this section of US Hwy 385 will feature safety improvements.

BH&B will discuss Route Reimagined and information available for the industry.

US-385.com | RouteReimagined.com

**MAY 7
2024**

HOSPITALITY TRAINING · SDDOT BRIEFING · PARKS & ATTRACTIONS MEETING · LITERATURE SWAP

BH&B Parks & Attractions Meeting

11:00 - 2:00 | LACROIX HALL

Get ready for the 2024 peak season by exchanging important information, news and updates with area Chambers and DMOs, the Black Hills National Forest Service, our National Parks, South Dakota State Parks, Travel South Dakota, Black Hills & Badlands Tourism Association, area attractions, and other organizations throughout the Black Hills and Badlands region. The session is free to attend. Lunch will be provided to registered attendees.

RSVP to Ara, (605) 355-3600
or ara@blackhillsbadlands.com.

41st Annual Literature Swap

2:00 - 4:00 | RUSHMORE HALLS C & D

Kick off the 2024 peak season at the 41st annual Literature Swap! Lit Swap makes it fun and easy to distribute your brochures and magazines to all five South Dakota Welcome Centers located along I-90 and I-29. Meet new visitor industry professionals and catch up with those you already know.

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Sponsored by



Crazy Horse Memorial®, Visit Rapid City CTA Program, QQP/Midstates Printing, Certified Folder, & Black Hills Adventure Tours