



**KICK OFF  
THE 2026  
PEAK SEASON!**

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 2026 South Dakota Vacation Guide and BH&B regional maps!



**JOIN US MAY 5<sup>TH</sup> FROM 2PM-4PM**  
AT THE MONUMENT, 444 MT. RUSHMORE RD, RAPID CITY

**REGISTER FOR THE LITERATURE SWAP:**

**ONLINE:** [BlackHillsBadlands.com/LitSwap](https://BlackHillsBadlands.com/LitSwap)

**MAIL:** Return by Tuesday, April 28, 2026

**PHONE:** Call Lois at 605.355.3600

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:** \$ \_\_\_\_\_

**SPONSORS:** Affordable Adventure Tours, Crazy Horse Memorial®, Custer State Park and Resort Companies, Ketel Thorstenson, Quality Quick Print, Reptile Gardens, Sturgis Buffalo Chip®, The Mammoth Site, Visit Rapid City

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

# FULL TRAVEL RALLY DAY SCHEDULE

HOSPITALITY TRAINING • PARKS & ATTRACTIONS MEETING • LITERATURE SWAP • B2B MINGLE & MIX

MAY 5TH FROM 8AM-4PM AT THE MONUMENT, 444 MT. RUSHMORE RD, RAPID CITY

8:00 - 10:30 | LACROIX HALL

## TRAVEL RALLY DAY BREAKFAST & SPRING HOSPITALITY TRAINING

Featuring James T. Robilotta

Join us for breakfast hosted by Visit Rapid City, followed by James T. Robilotta's 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](http://SDVisit.com).

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

## 43RD ANNUAL LITERATURE SWAP

Kick off the 2026 peak season at the 43<sup>rd</sup> 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. **RSVP to [Lois@BlackHillsBadlands.com](mailto:Lois@BlackHillsBadlands.com).**

All publications being distributed to the Interstate Welcome Centers must be registered for Travel South Dakota's 2026 Interstate Welcome Center Publication program.

Registration is quick and easy, just visit [SDVisit.com](http://SDVisit.com) or scan the QR here:



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Affordable Adventure Tours, Crazy Horse Memorial®, Custer State Park and Resort Companies, Ketel Thorstenson, Quality Quick Print, Reptile Gardens, Sturgis Buffalo Chip®, The Mammoth Site, Visit Rapid City

11:00 - 2:00 | LACROIX HALL

## BH&B PARKS & ATTRACTIONS MEETING

Get ready for the 2026 peak season by exchanging important information, news and updates with area Chambers and DMOs, the Black Hills National Forest Service, 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 speakers. Additional lunches can be purchased for \$20 each. Registration is required.

RSVP to Ara: (605) 355-3600  
or [Ara@BlackHillsBadlands.com](mailto:Ara@BlackHillsBadlands.com)

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

## B2B MINGLE & MIX

Learn more about BH&B's Corporate Members at the Business-to-Business Mingle & Mix, held during the Literature Swap.

Stop by our partners' booths to see how their products and services can benefit your business. Be sure to enter to win door prizes at each partner's booth.