

June Content Inventory

June theme:

Tune Into June — family-forward summer kickoff, easy planning, longer days, and simple add-ons that help visitors extend their stay.

June is about helping visitors start summer strong. We're focusing on family-ready trip planning, Rapid City as the basecamp, easy add-ons, water recreation, scenic drives, and practical tools that reduce friction and help travelers stay longer.

Who we're talking to:

- Families / memory makers
- Summer planners
- Event-led travelers
- First-time summer visitors
- Travelers looking for easy add-ons

What June is about:

- making summer feel open and easy
- using Rapid City as the story starter
- leaning into family fun and kid-friendly summer experiences
- promoting Badlands and other iconic add-ons
- highlighting water recreation, scenic drives, and cool-down stops
- keeping planning tools front and center
- using events as trip extenders, not the whole story

June Topic Collection

Things To Do

- Family Attractions / Adventure Parks & Amusements
- Water Recreation
- Scenic Drives
- Mountain Biking

Parks & Monuments

- Badlands National Park
- Roughlock Falls

Events

- 605 Day
- Crazy Horse Spring Volksmarch
- Rapid City Summer Nights
- Father's Day
- America's 250th

Lodging

- Hotels + Waterparks
- Places to Stay
- Vacation Homes

Blogs

- Tune Into June: Black Hills & Badlands in June
- Best Kid-Friendly Things to Do in the Black Hills & Badlands This Summer
- Black Hills for America's 250th

Itineraries

- The Ultimate Summer Day in the Black Hills & Badlands

Planning Tools

- Plan hub
- Seasonal Opening / Closing Dates
- Visitor info / trip basics
- Events Calendar
- Maps

July Content Inventory

July theme:

Land of the Free — patriotic peak-summer energy, community celebrations, heritage, scenic stops, cool-down experiences, and pre-Sturgis planning.

July is about helping visitors manage peak summer travel with confidence. We're focusing on holiday timing, scenic routes, water recreation, lodging, heritage stops, and practical planning support as travelers get ready for both vacation and rally season.

Who we're talking to:

- Families / memory makers
- First-timers / road-trippers
- Riders / pre-Sturgis planners
- Summer travelers looking for easy add-ons
- Value-seeking visitors stretching their stay

What July is about:

- peak summer travel and holiday timing
- Keystone as the featured town
- scenic drives as the lead outdoor story
- water recreation as a heat-escape option
- lodging and maps as core utility
- Deadwood and heritage programming as secondary support
- Sturgis planning as the late-month conversion focus

July Topic Collection

Things To Do

- Scenic Drives
- Water Recreation
- Night Skies
- Mountain Biking
- Gold Mine Tours / Heritage Stops
- Ride-Ready Routes & Cool-Down Breaks

Parks & Monuments

- Mount Rushmore National Memorial
- Custer State Park
- Devils Tower National Monument
(mention/support in itinerary logic)
- Sylvan Lake *(mention/support in itinerary logic)*

Events

- Independence Day Week
- Independence Day
- Days of '76
- Sturgis Motorcycle Rally Planning
- America's 250th

Lodging

- Hotels & Motels
- Vacation Homes
- RV / Tent Camping
- Resorts

Blogs

- Land of the Free: Black Hills & Badlands in July
- We Have What You Need: Just Add Fun
- A Guide to the Sturgis Motorcycle Rally

Itineraries

- Two Wheels or Four: Scenic Drives to Get Your Motor Running
(Northern and Southern Loops)

Planning Tools

- Plan hub
- Itineraries hub
- Maps
- Convenience / guest services
- Seasonal Opening / Closing Dates
- Events Calendar
- Places to Stay
- Guides

August Content Inventory

August theme:

Keep Summer Rollin’ — late-summer energy, rally-season momentum, final water days, and a soft transition into fall planning.

August is about helping visitors make the most of the last stretch of summer. We’re focusing on rally-season support, late-summer attractions, heritage experiences, scenic extensions, water recreation, lodging, and practical tools that make travel easier as the season begins to shift.

Who we’re talking to:

- Riders / pre-Sturgis travelers
- Families squeezing in one last summer trip
- Road-trippers and value seekers
- Leisure travelers looking for a relaxed late-summer escape

What August is about:

- Sturgis rally momentum and rider support
- Sturgis as the featured basecamp
- Bear Butte and Devils Tower Country as key route stories
- museums, heritage, and evening entertainment beyond the rally
- last-call water recreation and late-season attractions
- lodging, convenience, and maps as utility content
- early fall planning starts to come into view late in the month

August Topic Collection

Things To Do

- Motorcycle Riding & Touring
- Late-Season Attractions
- Museums, Arts & Historic Sites
- History Tours with Indigenous Cultural Focus
- Scenic Drives & Cool-Down Breaks
- Last Call for Water Recreation
- Evening Entertainment & Concerts

Parks & Monuments

- Bear Butte State Park
- Rocky Point State Recreation Area
- Devils Tower National Monument
- Grand River National Grassland

Events

- Sturgis Motorcycle Rally
- Central States Fair and Rodeo
- Late-Summer Concerts & Community Events

Lodging

- Resorts
- Bed & Breakfasts
- Hotels & Motels
- Vacation Homes for longer stays
- RV & Tent Camping

Blogs

- Black Hills & Badlands in August
- Beyond the Rally: Museums and Heritage Across the Hills
- Fall in the Black Hills & Badlands: Scenic Drives, Cozy Stops, and Weather-Ready Planning

Itineraries

- Bear Butte to Devils Tower: A Late-Summer Scenic Day

Planning Tools

- Plan hub
- Maps
- Guest Services Hub
- Seasonal Opening / Closing Dates
- Events Calendar
- Places to Stay
- Itineraries hub