

Spend your summer with us...

This is a cordial summertime welcome for two groups of people: those who are discovering the Yankton area and those who are rediscovering it.

And that covers an awful lot of people. Through the decades, the Yankton area has grown into one of the more popular tourist destinations in South Dakota. In fact, the Lewis and Clark Lake Area is the most visited attraction outside the Black Hills in the state. And that says a lot.

What's intriguing now is that people not only from around the country — and, indeed, the world — are flocking to the area, but also from close to home, as well.

The economic downturn of the past few years has taken a hard toll on many sectors, but tourism has held up very well. In fact, South Dakota enjoyed its biggest year ever in 2010 in terms of revenue.

The reason? With money tight and gas prices soaring, many people from this region are staying closer to home. They are rediscovering what their own back yard has to offer. And the revenue figures suggest they like what they are finding.

In that respect, Yankton is becoming something of a melting pot. The area still attracts cross-country travelers, either as a destination or a great pass-through locale. And they are mingling in the campgrounds, recreation areas, parks, bike paths and other attractions with local denizens who are finding a new appreciation in what their home turf has to offer.

And as anyone who has enjoyed this area can tell you, it's a lot.

Lewis and Clark Lake is still an undisputed magnet for visitors. It offers a variety of water activities as well as camping opportunities. In fact, several dozen new camp pads have been added to the recreation area this year to accommodate the increasing traffic.

Yankton itself offers numerous attractions,

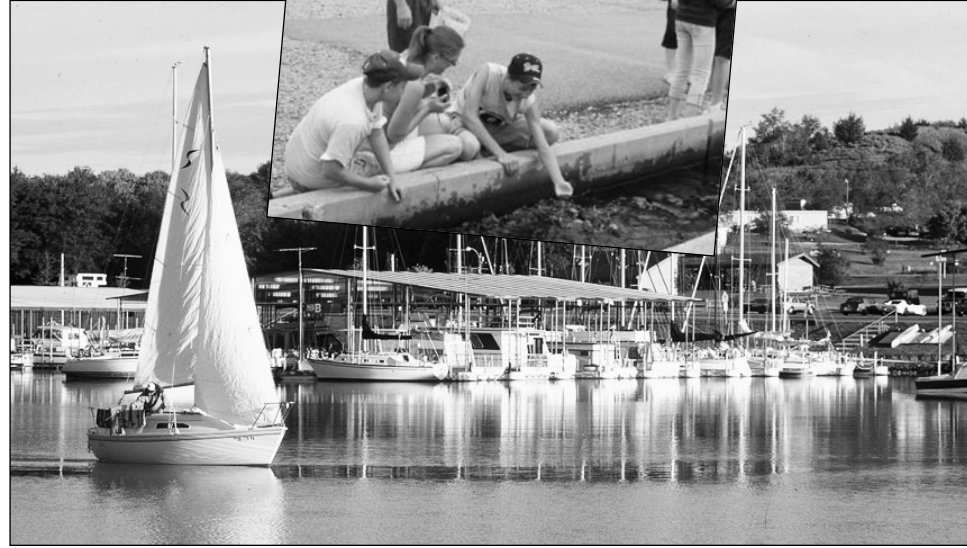
including concerts in Riverside Park, a museum, art galleries and more. This year, the community celebrates its 150th anniversary with three days of music in early June. It kicks off a busy summer of activities, ranging from the Fourth of July firework display, archery tournaments and, of course, Riverboat Days in August. And there are so many other events and activities in between.

Yankton also offers a wonderful trail system for bicyclists and hikers. It is more than 30 miles of pathways that can take you out to the lake area or through the heart of town. And this trail system is about to expand: A new loop is set to open soon along Highway 52 out toward the lake, and the Meridian Bridge conversion project at the south edge of Yankton is expected to be completed this year, and it will open up new, breathtaking adventures for visitors.

And don't forget the regional celebrations and events that fill the area's summer schedule. There are ethnic festivals, fireworks displays, rodeos, concerts and more.

As an aside, we here at the *Press & Dakotan* are also excited about this summer as it marks our 150th anniversary in business. The paper started out as a small, weekly publication in 1861 to serve the embryonic capital of the new, expansive Dakota Territory. We became a daily in 1875 in response to the Black Hills gold rush. And we continue to serve you today as your best source for news on summer happenings. We will again be a sponsor of the Cardboard Boat Races on Lake Yankton in June, and will be a sponsor for the return of Brulé to the Riverboat Days celebration in August. Other things are planned to help us celebrate our 150th and Yankton's 150th, so keep an eye on us.

We hope you enjoy a summer of fun and adventure in Yankton. Whether you're from across the country or just up the road, we think you'll like what we have to offer.



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