

Michelle Thomson

Michelle Thomson has been in the tourism industry in the Black Hills for over 20 years. She started in the travel industry marketing hotels and spent 15 years promoting Rapid City and the Black Hills as a domestic and international leisure destination for the Rapid City Convention & Visitor Bureau. In May of 2014, Michelle was named the president and CEO for the regional destination marketing organization, Black Hills & Badlands Tourism Association.

Michelle has a great deal of knowledge about the tourism industry, holds a master-of-arts in tourism and has also earned designations as a Certified Travel Industry Specialist, Certified Tour Professional and Certified Student Travel Professional. Michelle spent a number of years on the board of directors for Black Hills and Badlands and has served on advisory boards for the Museum of Geology and the Sculpture Project, as well as the chair of the education committee for the American Bus Association Marketplace. She also served as the chair of the Museum Alliance of Rapid City board of directors and as Cultural Tourism and Local Audience Development task force co-chair for Rapid City's cultural plan.

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