

Tribal Cultural Tourism as a Tool for Community and Economic Development

Presented by

Hannah Peterson
Development Director

Sandra Anderson
IT & Website Development
Coordinator

*International Conference of
Indigenous Archives, Libraries
and Museums*

*Santa Ana Pueblo, NM
October 10, 2017*

ALASKA

PACIFIC

SOUTHWEST

PLAINS

MIDWEST

EASTERN

INTRODUCING AMERICA'S
NATIVE NATIONS TO THE WORLD

 **Aianta**
American Indian Alaska Native
Tourism Association

www.Aianta.org

Welcome





Our Mission: *To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.*

What we do

- Technical Assistance and Training
- Marketing Indian Country Tourism to the World
- Form and Nurture Partnerships
- National Voice and Leadership

Technical Assistance & Training

American Indian Tourism Conference (AITC)

Sept. 17-20, 2018
Isleta Resort and Casino



Go International

January 22-23, 2018
Albuquerque, NM

Certificate Program

Oct. 2018
6 week, online format

Webinar Training

Schedule as Announced



20TH ANNIVERSARY
**AMERICAN INDIAN
TOURISM CONFERENCE**



AIANTA
American Indian Alaska Native
Tourism Association

SAVE THE DATE
SEPTEMBER 17-20, 2018



ISLETA
resort + casino

1000 BROADWAY SE ALBUQUERQUE, NM 87105 | 877-475-3827 | ISLETA.COM

Sponsorships Available
2401 12th Street NW | Albuquerque NM 87104 | 505.724.3592 | aianta.org

Marketing Indian Country to the World

Reached 46 Countries via social media and website

Created 50 million media impressions

**Attracted more than 33,951 website visitors to
AIANTA.org**

Place more than 100 earned media stories

Distributed 22 news releases

Placed 25 paid advertisements

Attracted 4,300 Facebook likes

**Participated in 40 speaking engagements nationally
and globally engaging with approximately 214,000
individuals in Indian Country and the tourism
industry**

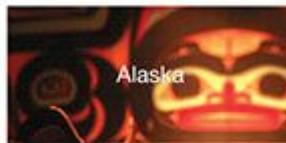


NATIVEAMERICA
.TRAVEL

Experiences Destinations Travel Tips



Destinations



Alaska



California



Great Basin



Great Plains



Hawaii



Midwest



Northeast



Northwest



Rocky Mountains



Southeast



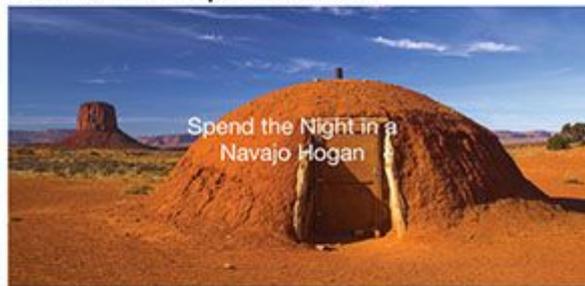
Southern Plains



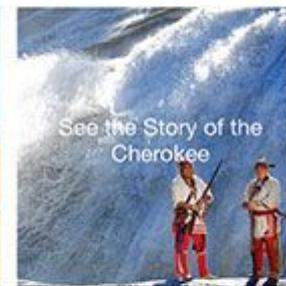
Southwest

Explore all 12 Native American Destination Areas

Featured Experiences



Spend the Night in a
Navajo Hogan



See the Story of the
Cherokee

International Tribal Tourism Outreach

ITB Berlin Germany

- BIA Sponsored Pavilion

U.S. Travel Association's IPW

- BIA Sponsored Booth

Showcase USA-Italy

- BIA Sponsored
- U.S. Department of Commerce
MCDP Grant

2018 WTM London

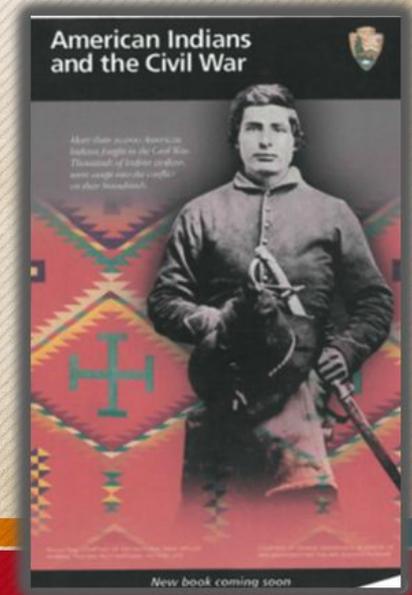
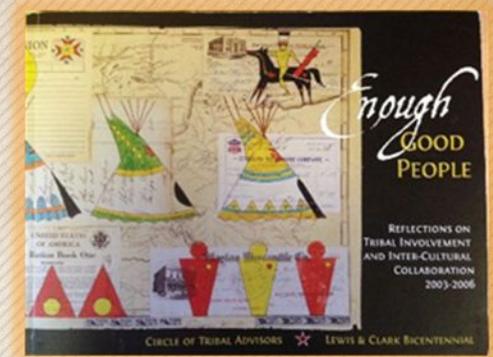
- U.S. Department of Commerce
MCDP Grant



Public Lands Partnership Program

The role of the AIANTA Public Lands Partnership Program is to manage and grow dynamic, mutually beneficial networks of partners in support of tribal tourism related to America's public lands.

- **Lewis & Clark Bicentennial “Enough Good People”**
- **American Indians and the Civil War**
- **Grand Canyon National Park - Desert View**
- **American Indians and Route 66**



Tribal Place Making at the Grand Canyon



Desert View Inter-tribal Advisory Council (ItAC)



ItAC's Vision Statement:

We share Desert View as a symbol to bond the people of yesterday, today and tomorrow. The Watchtower serves as a connection to embrace the heartbeats of our peoples and visitors far and wide with the heartbeat of the Canyon...We are still here.

The following are some of the identified areas for engagement:

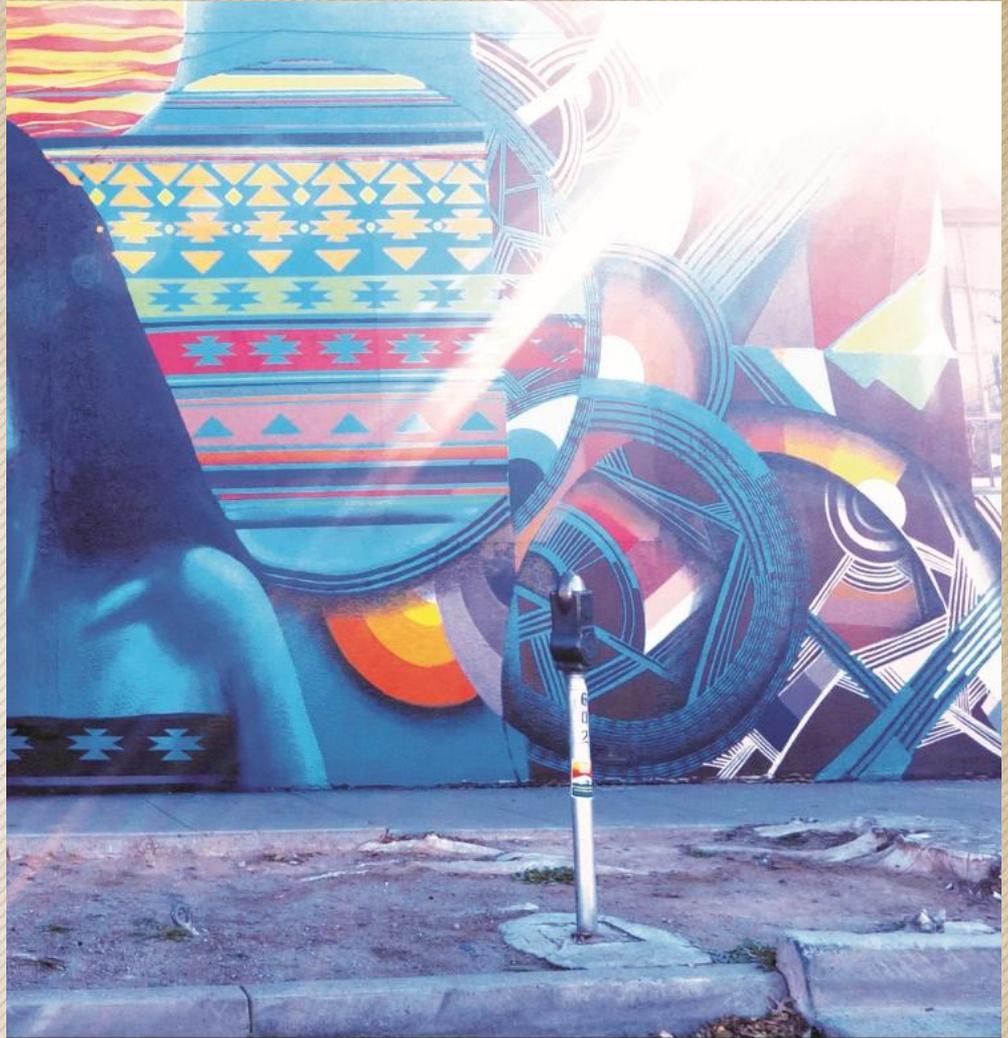
- First voice interpretive programming, exhibits & media throughout the park
- Tribal elder and youth development programs
- Cultural heritage demonstrations: arts, foods, direct sales to the public
- Tribal employment and internship opportunities
- Tribal tourism opportunities
- Conservation of the Watchtower and its 1933 Hopi murals (by Hopi artist Fred Kabotie)
- Establishment of a model program for other national parks to emulate



American Indians and Route 66

Produced by AIANTA
in partnership with the
National Park Service
Route 66 Corridor
Preservation Program

americanindiansandroute66.com



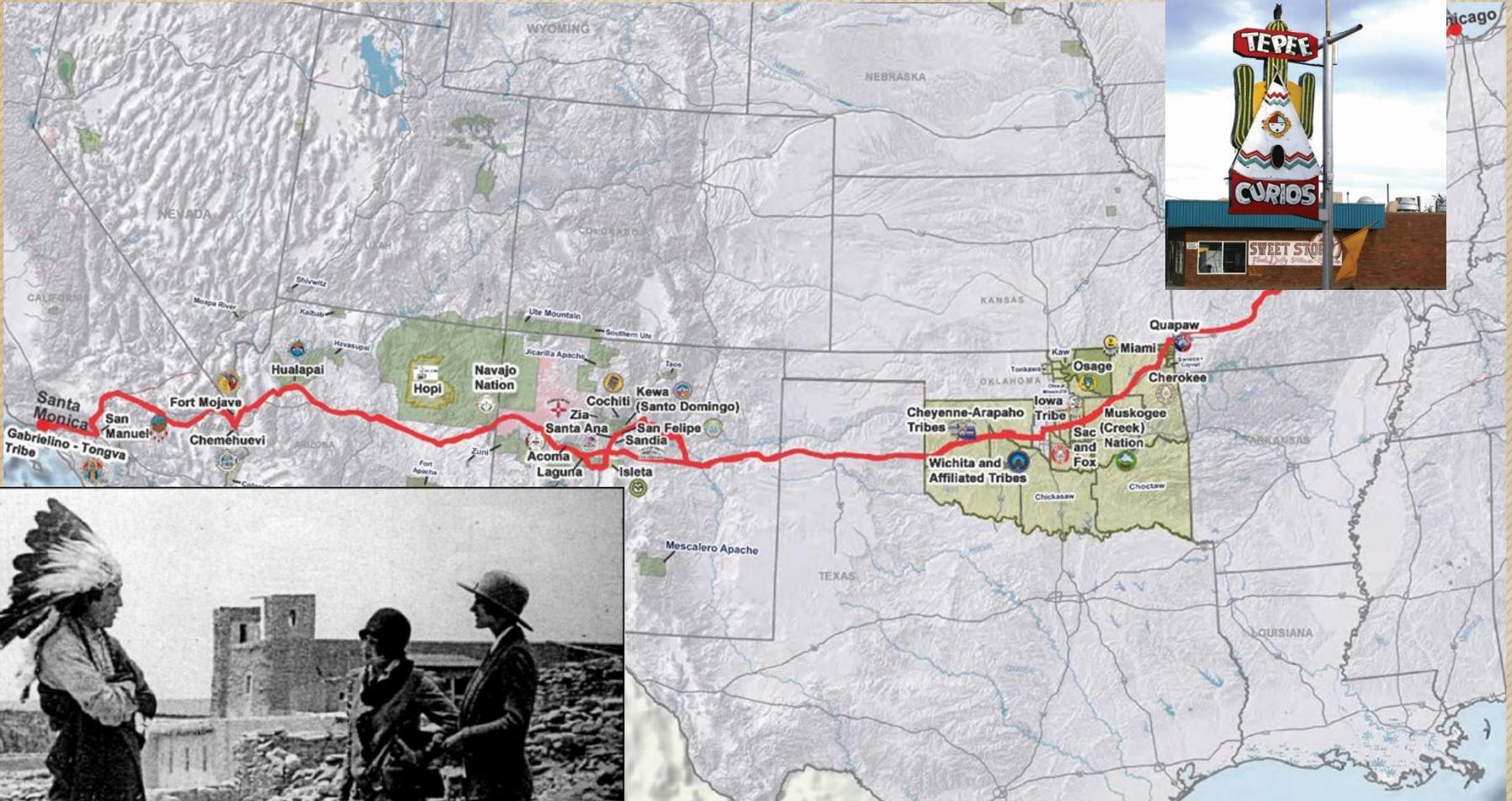
AMERICAN INDIANS & ROUTE 66

Produced by the American Indian Alaska Native Tourism Association

The Economic Impact of Route 66

- Average spending per traveler: \$1,500-\$2,000
- Total Spending (approximate): \$38 million per year
- Museums were found to be “a significant attraction” for Route 66 travelers
- Estimated 450 museums, cultural centers, sites identified on or near the route
- Median number of annual visitors to Route 66 museums was 7,500

Route 66 – a Tribal Perspective



Historic Route 66 - Associations

Search



Stanbeck referred to Route 66 as the Mother Road in "Grapes of Wrath"

Home

Turn by turn

Events

Books & Maps

Gallery

GPS

Links

Forum

Associations

Museums

Websites

Route 66 Associations

Route 66 Association of Illinois

[f](#) [t](#) [l](#) il66assoc.org

Route 66 Association of Missouri

[f](#) [l](#) missouri66.org

Route 66 Association of Kansas

[f](#)

Kansas Historic Route 66 Association

[f](#) [t](#) [l](#) kshistoricroute66.com

Oklahoma Route 66 Association

[f](#) [l](#) oklahomaroute66.com

Texas Old Route 66 Association

[f](#) [l](#) rt66oftexas.com

New Mexico Route 66 Association

[f](#) [l](#) rt66nm.org

Historic Route 66 Association of Arizona

[f](#) [l](#) azrt66.com

California Historic Route 66 Association

[f](#) [l](#) route66ca.org

Route 66 Alliance

[f](#) [l](#) route66alliance.org

National Historic Route 66 Federation

[f](#) [t](#) [l](#) national66.org

International Associations

Australian Route 66 Association

[f](#) [l](#) ozroute66association.com

Historic Route 66 Association of Belgium

[f](#) [l](#) rt66.be

Brazil Route 66 Association

[f](#)

Canadian Route 66 Association

[l](#) route66.ca

Czech Route 66 Association

[f](#) [l](#) r66.cz

Dutch Route 66 Association

[f](#) [l](#) rt66.nl

Route 66 Germany

[f](#) [l](#) germany66.org

Hungarian Route 66 Association

[l](#) r66.hu

Route 66 Association in Italy

[f](#)

Route 66 Association of Japan

[f](#) [l](#) route66.jp

Norwegian Route 66 Association

[f](#) [l](#) www.route66.no

UK Route 66 Association

[f](#) [l](#) ukroute66association.co.uk

Tourism Overview



What is the Travel and Tourism Industry

- Lodging
- Restaurants
- Museums and Cultural Centers
- Entertainment and Activities
- Transportation
- Retail and More

ECONOMY

Printing and Publishing, Concrete Utilities , Financial Services, Furnishings, Suppliers, Foods, Security, Administration, Beverage Supply, Iron/Steel, Aircraft Manufacturing, Wood, Chemicals, Textiles, Oil, Gas Suppliers, Plastics, Sanitation Services, Metal Products, Computers, Resort Development, Wholesalers Rental Car, Manufacturing, Laundry, Medical...

INDIRECT BENEFITS

Jobs Creation
Local Tax Increase
Infrastructure
Increase Business Opportunities

PSYCHOLOGICAL & DEVELOPMENT BENEFITS

Community Revitalization
Generates Pride & Enthusiasm
Historic & Cultural Preservation
Perpetuation of Culture
Aids Protection of Natural resources
Develops Interpersonal Skills

Trends in Total Overseas * Visitors to American Indian Communities (1996-2016)



* Overseas includes all countries except Canada & Mexico

What is Cultural Tourism

Cultural tourism is all movement of persons outside of their place of residence with the goal to learn, experience and contribute to the cultural, religious and idea heritage and live culture of the host culture and widen their cultural understanding and emotional pleasure of encounters with a culture, different or similar to theirs.

Definition by Rossitza Ohridska-Olson

Visiting American Indian Communities: Regions of Origin in 2016

Region/ Country of Residence	Visit Amer. Indian Comm. 2016 (000)	2015/16 % change
Overseas	1,995	0%
Europe	883	0%
Asia	601	13%
South America	149	19%
Oceania/Pacific	104	-47%

Visiting American Indian Communities: Country of Origin 2007 vs. 2016

Region/ Country of Residence	Visit Amer. Indian Comm. 2016 (000)	2007/16 % change
Overseas	1,955	182%
China	214	1026%
South Korea	188	889%
United Kingdom	178	28%
Germany	136	143%
France	134	153%
Italy	76	105%

Information Sources & Trip Decision Times by Overseas Visitors to the USA compared to Visitors to American Indian Communities 2016

Information Sources/ Decision Times	Visit Amer. Indian Comm.	Overseas Travelers to the U.S.	Point Change
Airline	41%	44%	-3%
Personal Recommendations	38%	28%	10%
Online Travel Agency	36%	32%	4%
Travel Agency Office	25%	20%	5%
Travel Guides	19%	12%	7%
Decision Timing (days):			
Trip Decision:	125	98	27
Airline Booking:	90	73	17

Selected Key Traveler Characteristics
Overseas Visitors to the USA compared to Visitors to
American Indian Communities 2016

Trip / Party Characteristic	Visit Amer. Indian Comm.	Overseas Travelers to the U.S.	Point Change
Purpose of Trip: Vacation	83%	68%	15%
Purpose of Trip: VFR	33%	30%	3%
# of Nights in U.S.: Mean	26	18	8
# of Nights in U.S.: Median	15	10	5
% 1st-Time U.S.	37%	24%	13%
Visited Only 1 State	40%	73%	-33%
Ave # of Destinations Visited	3.5	2.1	1.4
1+ Night in Hotel/Motel	78%	78%	0%

Top Ports Of Entry by Overseas Travelers to the U.S. & Native American Sites - 2016

Visit Amer. Indian Comm.	Overseas Travelers to the U.S.
LAX – 21%	JFK – 17%
JFK – 16%	MIA – 13%
MIA – 10%	LAX – 11%
SFO – 9%	HNL – 6%
EWR – 5%	SFO – 6%
GUM – 5%	EWR – 5%
ORD – 5%	ORD – 4%
LAS – 4%	MCO – 4%
HNL – 3%	GUM – 4%
SEA – 3%	4 ports - 3%

The ports listed had at least a 3% share of arrivals

Transportation Used by Overseas Visitors to the USA compared to Visitors to American Indian Communities 2016

Transportation Modes in U.S.	Visit Amer. Indian Comm.	Overseas Travelers to the U.S.	Point Change
Rented Auto	44%	33%	11%
Airlines between U.S. Cities	40%	29%	11%
Auto Private or Company	37%	33%	4%
City Subway/Tram/Bus	34%	31%	3%
Taxicab/Limousine	32%	31%	1%
Bus Between Cities	24%	17%	7%

Top States Visited by Overseas Travelers to the U.S. & Native American Sites - 2016

1.955 million overseas visitors

37.5 million visitors

Visit Amer. Indian Comm.	Overseas Travelers to the U.S.
California (44%)	New York (27%)
Nevada (35%)	Florida (25%)
New York (29%)	California (22%)
Florida (18%)	Nevada (9%)
Arizona (18%)	Hawaii (8%)
Utah (10%)	Texas (5%)
Hawaii (6%)	Massachusetts (4%)
Massachusetts (6%)	Guam (4%)
Illinois, Guam, & Colorado (5%)	Illinois (4%)
WA / TX / LA / WY (4%)	

* Only states with at least 4% market share are shown

Activity Participation Overseas Visitors to the USA compared to Visitors to American Indian Communities 2016

Activities	Visit Amer. Indian Comm.	Overseas Travelers to the U.S.	Point Change
Visit American Indian Communities	100%	5%	95%
Sightseeing	88%	78%	10%
Shopping	88%	86%	2%
National Parks/Monuments	74%	35%	39%
Small Towns/Countryside	61%	27%	34%
Historical Locations	61%	27%	34%
Cultural/Ethnic/Heritage Sites	50%	15%	35%
Amusement/Theme Park	50%	29%	21%
Art Galleries/Museums	49%	28%	21%
Experience Fine Dining	48%	32%	16%

Cultural Tourism



Cultural Tourism

Cultural Tourism *Product Formation*



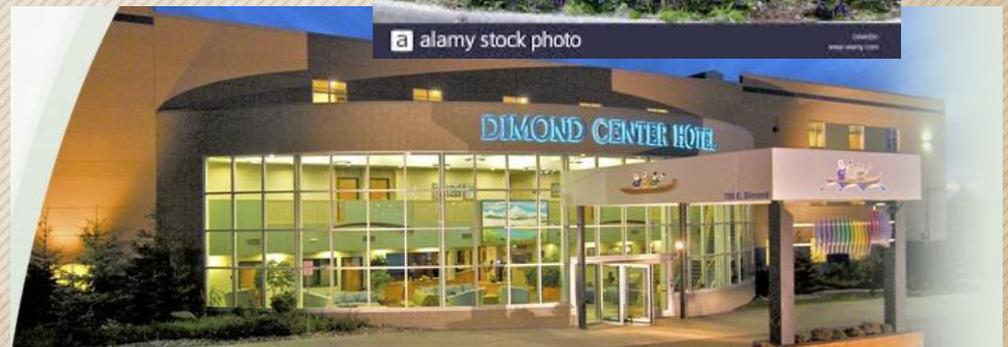
COPYRIGHT VIZANTIA ENTERPRISES INC. 2008

Why Plan for Cultural Tourism

- Secures community input on direction
- Planning provides a process to resolve love/hate views of tourism
- Aligns the community to move forward
- Resolves barriers
- Useful for generating resources
- Assesses Human Resources

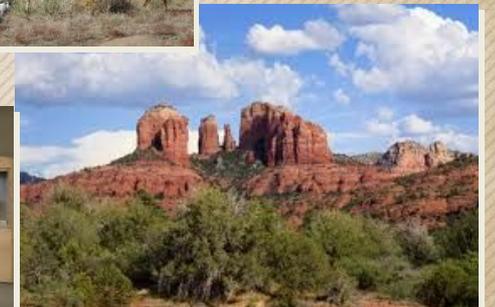
Identify Stakeholders

- Tribal and/or Local Government
- Tour Operators
- Museums, Galleries, Cultural Centers
- Local Businesses, Restaurants, Attractions, Hotels, B&Bs
- Community Residents, Elders, Youth Groups
- Neighboring Communities
- Tourism Offices
- Transportation



Assessing your Tourism Inventory

- Scenic beauty
- History
- Entertainment
- Recreation
- Traditional foods
- Lodging/camping
- Arts & other shopping
- Museums/Cultural Centers
- Spas and resorts
- Gaming



Conduct an Attractions Inventory

- Natural attractions
 - rivers, forest, scenery, mountains
- Made Attractions
 - trails, marinas, gardens
- Heritage attractions
 - museums, exhibits, missions, galleries



Conduct A Resource Inventory

- Visitor services
 - tours, welcome center, hotel/motels, restaurants, gas stations
- Recreation
 - boating, bird watching, bicycling, hunting, fishing, canoeing, hiking, golf
- Human resources
 - guides, artists, entrepreneurs, web designers, grant writers, event organizers, craftspeople, singers, dancers, fundraisers, cultural committee



Gather and Update Existing Plans Related to Tourism Development

- Land Use
- Economic development
- Managed tourism
- Marketing
- Business
- Cultural Center, Museum
- Architectural



Define Cultural Boundaries

- What can we share?
- What must we protect?
- How will we communicate the boundaries to visitors?
- Listen to the critics – they contribute important information



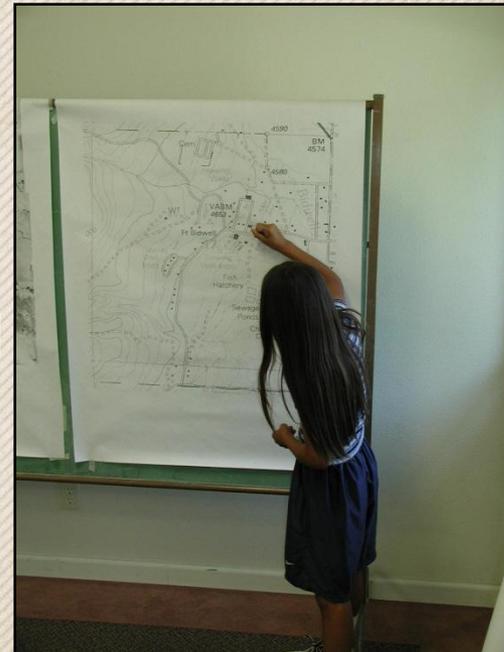
Create a Common Vision

- **Who will come? To do what?**
- **How many will come?**
- **What else would they participate in?**
- **Should we offer tours?**
- **Do we want a museum or cultural center?**
- **What kind of jobs will be created?**
- **How will cultural arts be sold/protected?**

Process for Planning

Analyze, Research and Discuss your Tribes:

- SCOT (Formerly SWOT) – Strengths, Challenges, Opportunities and Threats
- Key Issues
- Potential Positive Gains
- Potential Negative Impacts
- Resources – External and Internal



Define Visitor Strategies to Prevent Negative Impacts



And Enhance Positive Gains

Data Defines Your Current and Potential Markets

Other Sources of Data:

- State visitor surveys
- Chambers of Commerce
- Convention & Visitor Bureaus
- Regional studies
- US Travel Association (USTA)
- Dept. of Commerce, Travel and Tourism
- Gaming Surveys
- AIANTA

Create Sample Visitor Surveys

- Survey design help from state tourism CVB
- Design help from another tribal community or CVB
- Design help from the local Chamber of Commerce
- Google.com, Survey Monkey
- AIANTA Surveys



Look at Visitor Surveys

- **Who** is coming now?
- What is their **point-of-origin**?
- What is their **party size**?
- What do they **want to see**?
- What do they **do**?
- What and where do they **eat**?
- What is their **income level**?
- How much do they **spend**?



Develop Strategies to Support Tribal Businesses

- Survey Businesses to Identify Needs
 - Training Needs
 - Marketing Needs
- Collaborate on Filling Needs
 - Chamber Of Commerce
 - Tourism Committee
 - Local & State Tribal Tourism Organization
 - AIANTA



Define your Cultural Tourism Theme

Determine what works BEST for your tribe:

- History
- Arts
- Recreation
- Scenery
- Ecotourism
- Culinary
- Agritourism



www.alamy.com - B6G1A7

Identify Projects

- What will the project look like?
- Does the size of the project match our experience?
- Where will it occur?
- Who will be involved? Who will carry it out?
- What is the timeframe?
- Prioritize the projects
- How will it be funded?
- How can the project relate to other projects to maximize jobs?

Contain your Visitors

- Staged Activities
- Post Restricted Areas
- Use Clear Signage
- Festivals & Scheduled Events
- Set Regulations & Communicate



Define Visitor Etiquette

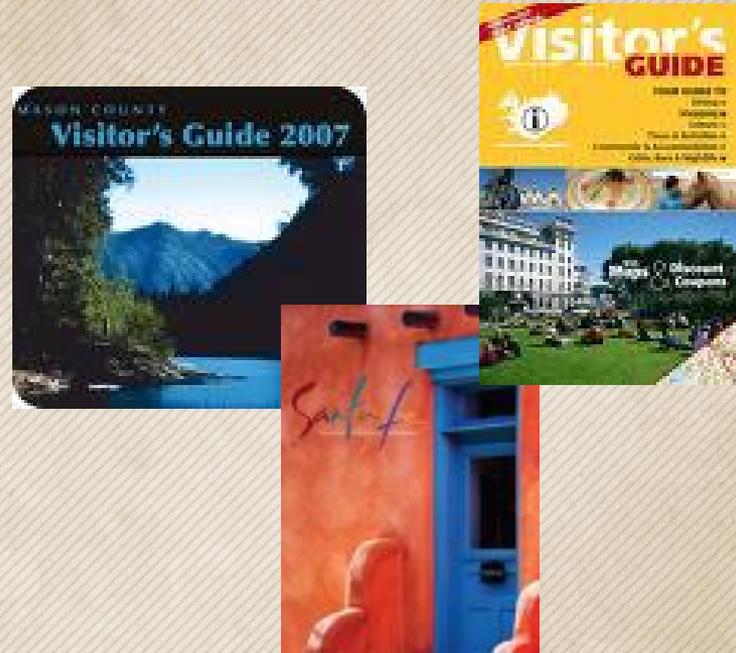
- Where are they **allowed** or encouraged to go?
- What areas are **restricted**?
- Are you **closed for certain activities**?
- Are there **topics you will not discuss**?
- **Welcome them** in the etiquette statement, while educating them on needs for cultural privacy.

Develop your Tourism Policies

- What will be **allowed**
- What is **not allowed**
- How will you protect **cultural privacy**
- **How will you prevent environmental impacts**

Design an Effective Marketing Campaign

- Effective web site – Your own and inclusion on partner sites
- NativeAmerica.Travel
- Brochures
- Panel/rack cards
- Ads in visitor guides
- Visitor Guide
- Statewide tribal guide
- Package tours



Create synergy with the media used!

Diversify to Improve Your Bottom Line

For Example:

- Offer sight seeing tours
- Charge admission fees
- Expand hotel and lodging options
- Food (three meals a day, water, snacks, specialty foods)
- Arts (galleries, gift shops, vendors, shows)
- Crafts & souvenirs
- Casinos
- Camping
- Recreation fees
- Donations



Link to Everyone Already in the Tourism Business

- Participate in Familiarization Tours
- State Tourism
- Chambers of Commerce
- Convention & Visitor Bureaus
- Tourism Organizations (local, state, national)
- National and International Tourism Trade Shows
 - Create product to sell – develop tour itineraries

Keep visitors in your area for a longer length of stay to increase per capita expenditures!

Winning Strategies for Attracting Funding

- Look for funding opportunities that align with your program: NEA, NEH, USDA, ANA
- Complete proposal two months in advance
- Get technical review one month prior to deadline
- Be persistent. If not funded, ask for help to understand why
- Carry out all activities proposed and submit reports on time—maintain impeccable record with funding agencies

New Developments in Cultural Tourism

The NATIVE Act



The Native American Tourism and Visitors Experience Act of 2016 or the NATIVE Act



The NATIVE Act's purpose:

- Enhance and integrate Native American Tourism
- Empower Native American communities
- Increase coordination and collaboration between Federal Tourism assets
- Expand heritage and cultural tourism opportunities in the U.S.

History of NATIVE Act

- 2015—Act written by Senator Brian Schatz office; introduced by 12 bipartisan sponsors in the Senate.
 - AIANTA gathered the support of two dozen partners including U.S Travel Association, National Congress of American Indians, Native American Rights Fund, Western States Tourism Policy Council
 - Act passed unanimously in 2016
- 2016—Sponsored by 11 bipartisan representatives in the House of Representatives. Passed unanimously and signed by President Obama on September 26, 2016



Senator Brian Schatz

NATIVE Act of 2016 - Mandating A Framework of Collaboration

- Tourism is a worldwide economic and social force
- Tribal tourism is growing and contributing significantly to U.S. Gross Domestic Product (GDP) and market diversity
- The scope and impact of “tourism” is far-reaching and the potential for U.S. tribal tourism is enormous – *17% growth in international travelers to Indian Country from 2014-2015 alone.*
- If tribes, federal agencies and the industry collaborate, Native tourism can develop capacity to accelerate economic opportunities
- The NATIVE Act creates a catalyst for that collaboration

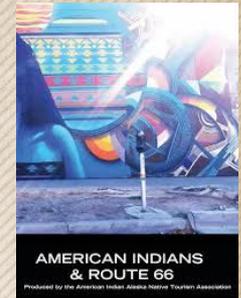
Purposes of the **NATIVE Act**



- ✓ To boost small business and infrastructure development, create jobs, raise living standards in Native communities
- ✓ To empower Native communities to tell their own stories and define their participation in tourism
- ✓ To strengthen self-determination and self-governance
- ✓ To encourage tribes, tribal and Native Hawaiian organizations to engage more fully in tourism activities

Benefits of the NATIVE Act

- Requires meaningful consultation with Native communities about tourism opportunities
- Improves coordination and collaboration between federal tourism assets and tribes
- Enhances heritage and cultural tourism in the U.S.
- Promotes authentic visitor experiences to attract international and domestic travelers to rural and remote areas
- Optimizes tourism potential in all states with tribes and increases U.S. service export revenues



NATIVE Act, Section 2 - Purposes

- Provide grants, loans, and technical assistance to:
 - ✓ Spur important infrastructure development
 - ✓ Increase tourism capacity
 - ✓ Elevate living standards in Native American communities

Summary of Section 2.(6)(A-C)

NATIVE Act, Section 4 – Integrating Federal Tourism Assets to Strengthen Native Tourism Opportunities

Outreach and Delivery of Technical Assistance

- Directs the Department of the **Interior** (in cooperation with the **Commerce** Department) to enter into an Memorandum of Understanding (MOU) or cooperative agreement with “*an entity dedicated to advancing American Indian, Alaska Native, and Native Hawaiian tourism*” to be a facilitator between the Secretaries of the **Interior** and **Commerce** and Indian tribes and tribal organizations



Summary of Section 4.(c)(2)(d)(1)

NATIVE Act, Section 4 – Integrating Federal Tourism Assets to Strengthen Native Tourism Opportunities

Funding

- Each head of agency—**Interior, Commerce, Transportation, Agriculture, Health and Human Services and Labor** “shall obligate funds made available to the head of the agency to cover any administrative expenses incurred by the organization or entity described in paragraph (1) in carrying out the programs of the agency.”

NATIVE Act, Section 4 – Integrating Federal Tourism Assets to Strengthen Native Tourism Opportunities



Accountability

- Requires the agencies to report to Congress in one year regarding implementation (with metrics developed by Secretaries of **Interior** and **Commerce**)

Summary of Section 4.(2)(e)(1-4)

Section 5 - Native American Tourism and Branding Enhancement

Each Head of Agency Shall –

- Take actions that empower tribes, tribal organizations and Native Hawaiian to showcase heritage, foods, traditions, history and continuing vitality
- Take actions to enhance or maintain traditions and cultural features
- Promote understanding and respect for diverse cultures and how they **relate** to the tourism image of the U.S.
- Enter MOUs with private organizations to display information on tribes and tribal organizations at airports and ports of entry.

Summary of Section 5.(a)(1-5)

Section 5 - Native American Tourism and Branding Enhancement

- Authorizes the **Administration for Native Americans (ANA)**, **National Endowment for the Arts (NEA)**, **National Endowment for the Humanities (NEH)** and any other agencies administering grant programs to use grant funds related to travel, recreation or tourism to support Indian tribes and tribal organizations
- Directs the **Smithsonian** to work with tribes, tribal organizations, Native Hawaiian organizations and nonprofit organizations to establish long-term partnerships

Summary of Section 5.(a)(1-5)



NATIVEAMERICA .TRAVEL

- First destination website to promote Indian Country tourism to the world.
- Mission: To be the leading travel resource for Native America

The screenshot shows the website's header with the logo and the text "NATIVEAMERICA .TRAVEL". Below the header is a large banner image of a cliffside town with the text "EXPERIENCE & EXPLORE NATIVE AMERICA". Underneath the banner is a section titled "Featured Experiences" with three sub-images: "The Excitement of Indian Relay", "Red Earth Festival", and "King Kamehameha Day". Below that is a section titled "Featured Destinations" with three sub-images: "Alaska", "Great Basin", and "Southeast". At the bottom of the screenshot is the logo for "AIANTA American Indian Alaska Native Tourism Association".

The site features dozens of unique Indian Country Experiences...

The screenshot displays the NativeAmerica.Travel website interface. At the top left is the logo for NativeAmerica.Travel, featuring a stylized sun and the text "NATIVEAMERICA .TRAVEL". To the right of the logo are links for "Sign In" and "Sign Up". Below the logo is a navigation bar with links for "Experiences", "Destinations", "Trips", "Map", "Travel Tips", and a search icon. The main heading is "Experiences". Below this is a yellow bar with the text "Show Filter Options" and a dropdown arrow. The main content area is a grid of six experience cards, each with a photograph and a title:

- Srai Wi Family Experiences**: A photograph of a wooden ladder leaning against a wall with a patterned blanket in the foreground.
- Fort McDowell Orme Dam Victory Days Pow Wow**: A photograph of a person in traditional regalia performing a dance against a sunset sky.
- City in the Sky**: A photograph of a small town built on a hillside in a desert landscape.
- Cowboy Up At Gaynor Ranch**: A photograph of a person in a pink shirt standing next to a horse in a field.
- Gateway to the 19 Pueblos**: A photograph of a woman wearing a large feathered headdress and a blue necklace.
- Birding on St. Paul Island**: A photograph of a black and white duck with an orange beak perched on a rock.

A "Screenshots" watermark is visible in the bottom right corner of the screenshot.

...involving
over 100
tribes and
native-owned
businesses

[The Excitement of Indian Relay](#)

[SraiWi Family Experience](#)

...across 12 regions.



Alaska



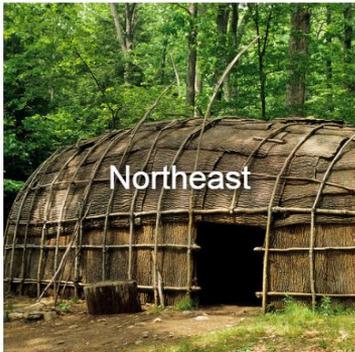
California



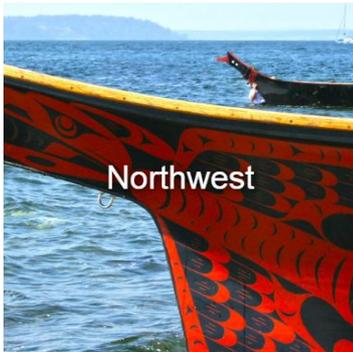
Great Basin



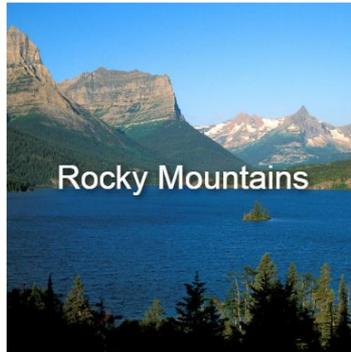
Great Plains



Northeast



Northwest



Rocky Mountains



Hawaii



Midwest



Southeast



Southern Plains



Southwest

The site helps educate visitors

Bucket List

[Edit Account](#) [Edit List](#)



The World Eskimo-Indian Olympics



Traditional Hawaii By Canoe



Moenkopi Legacy Inn & Suites

facebook

Sign Up

Email or Phone

Password

Log In

[Forgot account?](#)



NativeAmerica.Travel

@NATIVEAMERICA.TRAVEL

Home

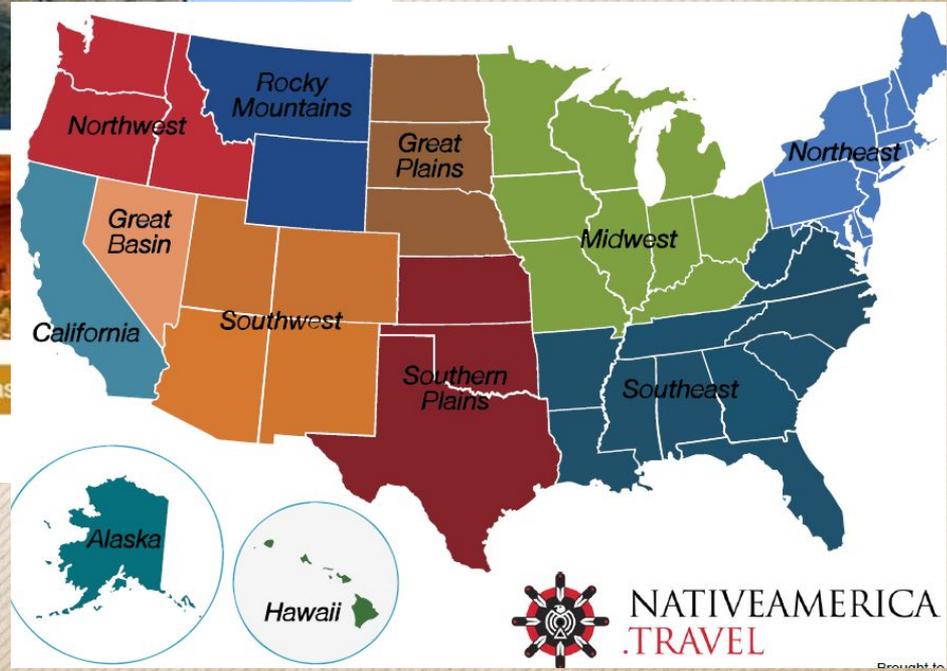


...and inspires them to visit Indian Country.

Destinations



Explore all 12 Native American Destination Areas



International Tribal Tourism Outreach

ITB Berlin

AIANTA participated in ITB-Berlin for the seventh consecutive year. All segments of the industry participate: tour operators, booking agents, travel agents, airlines, destinations, hotels, car rental companies, suppliers, buyers, destinations and media.

Showcase USA-Italy

AIANTA introduced Indian Country tourism to the Italian market for the first time at Showcase USA-Italy. Showcase USA-Italy, organized by the U.S. Commercial Service and Visit USA Association Italy, is the ideal event for both new-to-market companies and repeat exhibitors wishing to form new partnerships and reconfirm placements with existing clients.

U.S. Travel Association's IPW

AIANTA, funded by the Bureau of Indian Affairs (BIA), represented Indian Country tourism as part of the BIA booth on Federal Row at the U.S. Travel Association's Annual IPW Travel and Trade Show (formerly International Pow Wow)



October 2015 - September 2017

Country	Sessions	% Sessions
1. United States	79,032	74.18%
2. United Kingdom	15,830	14.86%
3. India	1,887	1.77%
4. Canada	1,179	1.11%
5. Australia	1,060	0.99%
6. Germany	693	0.65%
7. (not set)	568	0.53%
8. Italy	445	0.42%
9. Ireland	422	0.40%
10. France	398	0.37%

Who Can Join?

- All federally and state recognized tribes and Native Hawaiians
- American Indian, Alaska Native, and Native Hawaiian (AIANNH)-owned, tourism-related business
 - Restaurants, Attractions, Activities, Lodging
- Tourism-related business that serves the interests of AIANNHs
 - Adventure tours with indigenous guides
 - Trading posts selling American-Indian made art
- Tourism-related business that features AIANNHs
 - Museums, Cultural Centers, Galleries, Historical sites
- Tourism-related business located on or near a tribal nation with approval from that tribal nation

Why NativeAmerica.travel?

- To entice and draw tourists to visit Indian Country
- To correct misrepresentations of Native Americans by educating the general public through museums and cultural centers
- To offer a starting point for trip-planning and to utilize the website as a means to market tribal museums and cultural centers
- Platform for Economic Development

Site Performance Oct 2015 – Sept 2017

Audience Overview



All Users
100.00% Sessions

Oct 1, 2015 - Sep 30, 2017

Overview

Sessions



Sessions

106,544

Users

85,793

Pageviews

304,001

Pages / Session

2.85

Avg. Session Duration

00:01:35

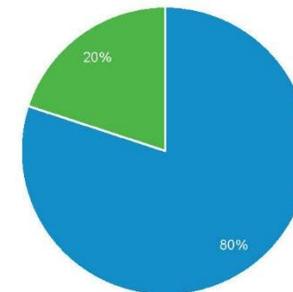
Bounce Rate

59.44%

% New Sessions

80.49%

■ New Visitor ■ Returning Visitor



For our partners, we built a simple online registration process



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.TRAVEL

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[Experiences](#) | [Destinations](#) | [Trips](#) | [Map](#) | [Travel Tips](#) | [Q](#)

Create an account to save your
Bucket List to NativeAmerica.travel

Email

Password

Password confirmation

OR

Add a tribe or native-owned business to
NativeAmerica.travel

[Continue to partner sign up](#)

[Already have an account? Sign In](#)

[Forgot Password?](#)



This site brought to you by



AIANTA
American Indian Alaska Native
Tourism Association



[Manage Your Tribe Page](#) | [Add an Accommodation](#) | [Add an Attraction](#) | [Privacy](#) | [Terms of Use](#)

Ratings and Reviews Powered by **tripadvisor**

...to add accommodations, attractions, itineraries and



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Navajo Cultural Tour

Navajo Nation

Trip Route

Day 1

- 1 Explore Navajo Interactive Museum & Navajo Code Talkers Museum

Day 2

- 2 Tuba City Trading Post
- 3 Monument Valley Tribal Park
- 4 Canyon de Chelly National Monument

Day 3

- 5 Navajo Nation Council Chambers
- 6 Navajo Nation Zoological & Botanical Park



3 Days

258 Miles/415 KM

Route

Tuba City, Arizona

To

Window Rock, AZ

Highlights

Navajo Interactive Museum
Navajo Arts & Crafts Enterprise
Monument Valley Tribal Park
Navajo Nation Council Chambers
Navajo Nation Zoological & Botanical Park

...your tribal museums and cultural centers product!

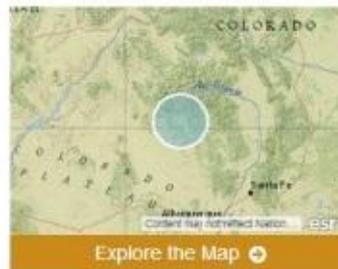


Southern Ute Cultural Center & Museum

Southern Ute Cultural Center & Museum Information

[Share](#) [Add To Bucket List](#)

The iconic 52,000 sq. ft. facility houses focused Ute and Native Southwestern American Indian artifact collections as well as loaned materials from the National Museum of the American Indian. The building features contemporary materials reminiscent of traditional structures and fits in missing elements in design awareness across the Western Hemisphere's Indigenous architecture. The museum also houses 1500 artifacts. Living classrooms teach Ute culture, and with hundreds of recorded oral histories as well as a growing collection of archival books, films and



Explore the Map

Southern Ute Cultural Center & Museum

succm.org tcantsee@southernute-nsn.gov

503 Duray Dr.
Ignacio, Colorado 81137

(970) 563-9583

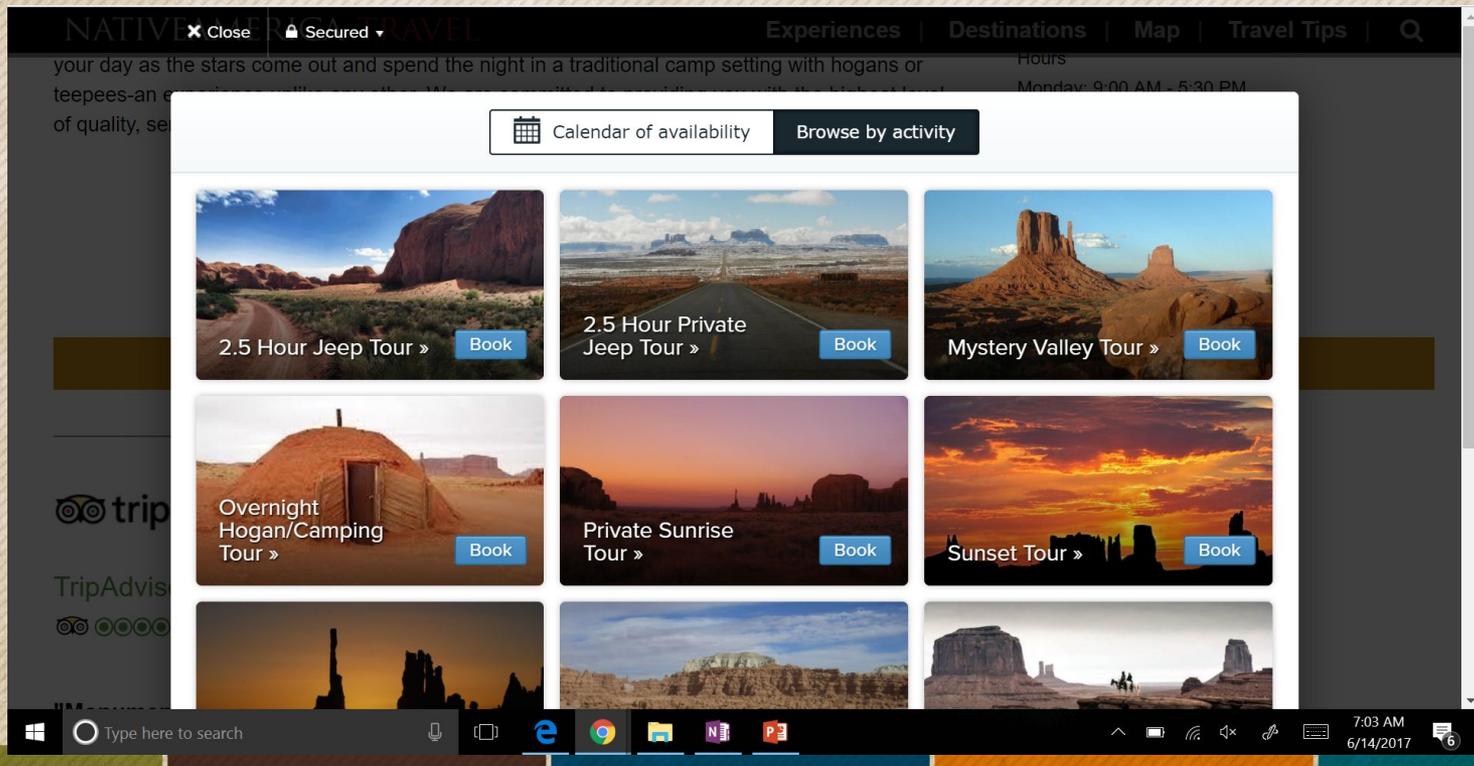
[Southern Ute Tribe >](#)

NativeAmerica.travel tools...

- Booking Widget – FareHarbor
- Itinerary Builder
- Interactive Map
- ArcGIS Online/ESRI Functionality
- Statistics/Analytics Dashboard
- Voice Recorder
- Bucket List

Booking Widget – FareHarbor

- Allow partners of NativeAmerica.travel & FareHarbor to sell their tourism products
- Customer Service-focused model with free & unlimited 24/7 support
- Unlimited product trainings & free integration of software onto all client websites
- Feature Rich reporting – track commissions



The screenshot displays a web browser window with the NativeAmerica.travel website. A booking widget is overlaid on the page, featuring a grid of tour options. The widget includes a navigation bar with 'Calendar of availability' and 'Browse by activity'. The grid contains the following tours:

- 2.5 Hour Jeep Tour » [Book](#)
- 2.5 Hour Private Jeep Tour » [Book](#)
- Mystery Valley Tour » [Book](#)
- Overnight Hogan/Camping Tour » [Book](#)
- Private Sunrise Tour » [Book](#)
- Sunset Tour » [Book](#)

The background website shows a navigation menu with 'Experiences', 'Destinations', 'Map', and 'Travel Tips'. The Windows taskbar at the bottom indicates the time is 7:03 AM on 6/14/2017.

Monument Valley Simpson's Trailhandler Tours

Close

Secured

Monument Valley Simpson's Trailhandler Tours, LLC



Calendar of availability

Browse by activity



Book Online



Fareharbor continued....

Choose a different activity

October ▾ 2017 ▾ »						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Click a date to browse availability

2.5 Hour Jeep Tour

📍 Meet: The View Hotel Lobby within the Navajo Nation Tribal Park in Monument Valley, UT



2.5 Hour Jeep Tour

Navajo Loop and Off the Beaten Track Tour (2.5 hours): A complete package of 30+ miles secluded off-roads lets you discover the restricted area in the backcountry of Monument Valley. This land is a notable sacred site for the Dineh - the Navajo - who are the Keepers of Monument Valley - a sacred unforgettable homeland and motherland to them. In addition to - the history of the Anasazis, the "Ancient Ones", well known for their imaginative ability,

jetScreenshot

Itinerary Builder



AIANTA

American Indian Alaska Native
Tourism Association

Discover Native America: Arizona to New Mexico

Showcasing Indian Country of the Southwest, AIANTA along with Brand USA and tribal partners throughout the Southwest, has created a new 6-day itinerary that explores Native America in Arizona and New Mexico.

Beginning in Phoenix, Arizona and ending in Albuquerque, New Mexico, this experiential driving tour takes visitors through Navajo Nation, Acoma Pueblo, Santa Fe, Taos Pueblo, Pojoaque Pueblo, and other Pueblos from around New Mexico.

The Tour was developed by AIANTA, with sponsorship support from Brand USA and in partnership with U.S. Commercial Service Italy for the initial purpose of a familiarization press tour with Italian travel media, and Native tour guides.
(May 28-June 2, 2017)

Trip Route

Day 1

- 1 Talking Stick Resort - Orange Sky Restaurant

Day 2

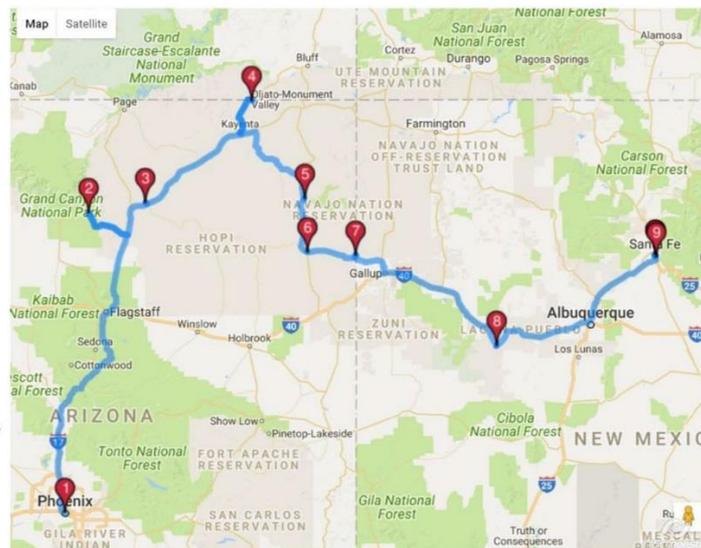
- 2 Desert View Watch Tower
- 3 Explore Navajo Museum
- 4 Monument Valley Tribal Park

Day 3

- 5 Canyon De Chelly, AZ
- 6 Hubble Trading Post, AZ
- 7 Window Rock, AZ

Day 4

- 8 Sky City Tour - Pueblo of Acoma, New Mexico
- 9 Native Arts Tour of Museum of Indian Arts and Culture, Santa Fe, NM
- 10 IAIA Museum of Contemporary Arts
- 11 La Fonda Hotel, Santa Fe, NM



Day 5

- 1 Hotel Santa Fe, NM
- 2 Poeh Cultural Center, Pojoaque Pueblo
- 3 Taos Pueblo, NM
- 4 Buffalo Thunder, Pojoaque Pueblo

Day 6

- 5 Indian Pueblo Cultural Center & Pueblo Harvest Cafe
- 6 Albuquerque International Airport

Southwest Driving Tour Part 1



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Day 1

Arizona Tour Stops

Arrive in Phoenix, Arizona early in the evening, with enough time to enjoy dinner at the Orange Sky Restaurant on the 15th floor of the Talking Stick Resort in Scottsdale, Arizona. Here, you will enjoy a fine dining experience with the best sunset views in Arizona and an award-winning wine list. Stay the night at either the Talking Stick Resort or the Courtyard by Marriott, both owned and operated by the Salt River Pima-Maricopa Indian Community of Arizona.



Day 2

Grand Canyon National Park / Monument Valley

Hit the road early in the morning, and head to the Grand Canyon National Park to explore the Desert View Watchtower and Visitor Area located at the south rim of the Grand Canyon. At this newly re-dedicated cultural interpretive center, you will enjoy live artist demonstrations, sightseeing, and authentic Native-made arts and gifts. After sightseeing at the canyon, you will head to the Explore Navajo Museum & Trading Post for additional shopping opportunities and to learn more about Navajo culture. Finally, take a drive to Monument Valley, where you will experience a beautiful sunset tour of the iconic landscape, enjoy Native dance demonstrations, Native foods, stargazing, and stay in a traditional Navajo Hogan with Monument Valley Simpson's Trailhandler Tours.



4 Days

784 Miles/1261 KM

Route

Phoenix, AZ
To
Albuquerque, NM

Highlights

Monument Valley Navajo Nation Parks & Recreation
The View Hotel - Monument Valley, Arizona
Desert View Watchtower
Hotel Santa Fe - Santa Fe, New Mexico
Pueblo of Taos, New Mexico
Pueblo of Pojoaque, New Mexico
Poeh Cultural Center & Museum - Pueblo of Pojoaque, New Mexico
Buffalo Thunder Resort & Casino - Pueblo of Pojoaque, New Mexico
Santa Fe Portal Native Artists Tour - Santa Fe, New Mexico
Native Lodge - Albuquerque, New Mexico
Pueblo of Acoma, New Mexico
Sky City Cultural Center & Haak'u Museum - Pueblo of Acoma, New Mexico
Indian Pueblo Cultural Center - Albuquerque, New Mexico
Pueblo Harvest Cafe - Albuquerque, New Mexico

Best time of year

Year Around

[Navajo Nation >](#)

[Pueblo of Acoma >](#)

[Pueblo of Pojoaque >](#)

[Pueblo of Taos >](#)

[Southwest >](#)



Trip Route

Day 1

1 Phoenix International Airport

Day 3

- 2 Desert View Watch Tower
- 3 Explore Navajo Museum
- 4 Monument Valley Tribal Park

Day 2

- 5 Canyon De Chelly, AZ
- 6 Hubble Trading Post
- 7 Window Rock, AZ

Day 4

- 8 Sky City Tour - Pueblo of Acoma, New Mexico
- 9 Native Arts Tour of Museum of Indian Arts and Culture
- 10 IAIA Museum of Contemporary Arts
- 11 La Fonda Hotel dinner



Featured Accommodations & Attractions

Listing	City	Phone	Web
Monument Valley Tours	Monument Valley, Utah	(432) 727-3313	monumentvalleytours.net
Poeh Cultural Center and Museum	Santa Fe, New Mexico	505-455-3334	poehcenter.org
Sky City Cultural Center/Haak'u Museum	Acoma, New Mexico	(800) 747-0181	acomaskycity.org



Interactive Map

NATIVEAMERICA.TRAVEL

Experiences | Destinations | Trips | Map | Travel Tips | Q

Experiences



- Arts and Culture
- History
- Outdoor Adventure
- Family Fun
- Shopping
- Agntourism

Attractions



- Sports and Outdoors
- Arts and Culture
- Historic Landmark
- Scenic Attraction
- Family Entertainment
- Iconic Shopping
- Local Producer
- Tour/Outfitter
- Gaming
- Restaurant
- Event
- Visitor Information

Search as I move the map



ArcGIS Online/ESRI Functionality

- NativeAmerica.travel portal – utilize data related to their cultural assets/listings, add/subtract data layers using ArcGIS Online
- Maps can be downloaded for tourism and community planning or used as visitor maps

The screenshot shows the website's navigation bar with links for Home, Gallery, Map, Scene, Groups, Content, and Organization. A user profile for Sandra is visible in the top right corner. The main content area features a large header with the NativeAmerica.travel logo and the text "NATIVEAMERICA .TRAVEL". Below the header is a section titled "Federally Recognized Tribes" which contains four interactive map thumbnails: "Navajo Nation Chapters, 2014 - navajo_political", "American Indians and Route 66", "American Indians and Route 66", and "Nevada Tribes". A "Mission Statement" is displayed at the bottom of the content area.

Home Gallery Map Scene Groups Content Organization Sandra

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Federally Recognized Tribes

Navajo Nation Chapters, 2014 - navajo_political

American Indians and Route 66

American Indians and Route 66

Nevada Tribes

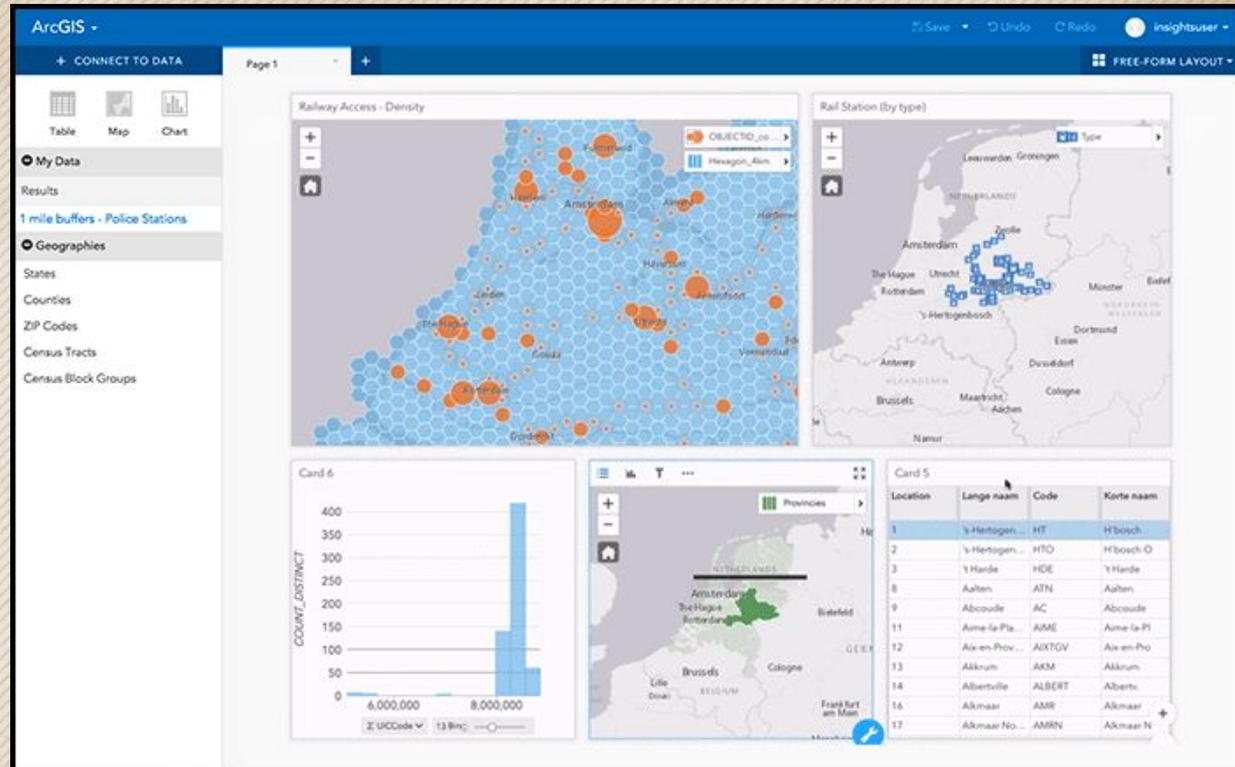
Mission Statement: To define, introduce, grow and sustain American Indian and Alaska Native and Native Hawaiian tourism that honors traditions and values.

[ESRI Portal](#)

[Mapping Indigenous LA: Placemaking through Digital Storytelling](#)

Statistics/Analytics Dashboard

- Domestic and international arrivals
- Visitor spending
 - Travel/Transportation
 - Entertainment
 - Food & Beverage
 - Shopping
 - Accommodation
- Room Nights
- Employment
- Total Economic Impact
- Leakages
- Direct/Indirect Spending



Develop an online assessment to determine our tribal partner's tourism training needs



Site Profile

- Location (country, region)
- A map of the location
- Size of the site (acres, hectares)
- Protected/legal status of the site
- Zoning of the site, if applicable (buffer, nuclear, etc.)
- Management plans currently in place, if applicable (public use, tourism, etc.)
- Land Use/Land Tenure

Tourism Inventory

- Biodiversity
- Natural Attractions
- Cultural Attractions
- Historic Attractions
- Recreational Activities
- Tourism Infrastructure/Facilities

Voice Recorder/Bucket List

Navajo Nation

Cancel

Update Tribe

Tribe Admins

Select Admins...

* Name

Navajo Nation

Record the pronunciation of your tribe name ?

REC

Gateway to the 19 Pueblos



Make the Indian Pueblo Cultural Center your first stop to discover Pueblo culture.

[Share](#) [Add To Bucket List](#)



Plan this trip ↻

Ohkay Owingeh >

As the gateway to the 19 Pueblos of New Mexico, the Indian Pueblo Cultural Center is a necessary



Future planning...

- **Premium attraction and accommodation listings**
 - More photos, videos and coverage available for a fee
- **Featured tribes and experiences**
 - Optimize listings at a cost to partners
 - Search results for a fee
 - Outreach to Corporate and other partner sponsorships (incented with flexible opportunities for presence on the website in return for more robust partner-support)
- **Create automated quarterly and annual web analytics reports**
 - At a cost for listings partners to download
 - Reports should include user statistics for listing pages and overall website.
- **Provide downloadable map data and training resources**
 - How to utilize GIS data for tourism and general community planning.

We invite you to join the
**American Indian Alaska Native
Tourism Association**

2401 12th Street NW
Albuquerque, New Mexico 87104
Phone: 505-724-3592
Fax: 505-202-7023
www.aianta.org



cialAIANTA



American Indian Alaska Native Tourism
Association (AIANTA)



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American Indian Alaska Native
Tourism Association

QUESTIONS?

