



AIANTA

American Indian Alaska Native
Tourism Association

2016 International Aboriginal Tourism Conference

Presented by

*Camille Ferguson
Executive Director*

ALASKA

PACIFIC

SOUTHWEST

PLAINS

MIDWEST

EASTERN

INTRODUCING AMERICA'S
NATIVE NATIONS TO THE WORLD

AIANTA
American Indian Alaska Native
Tourism Association



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Mission

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

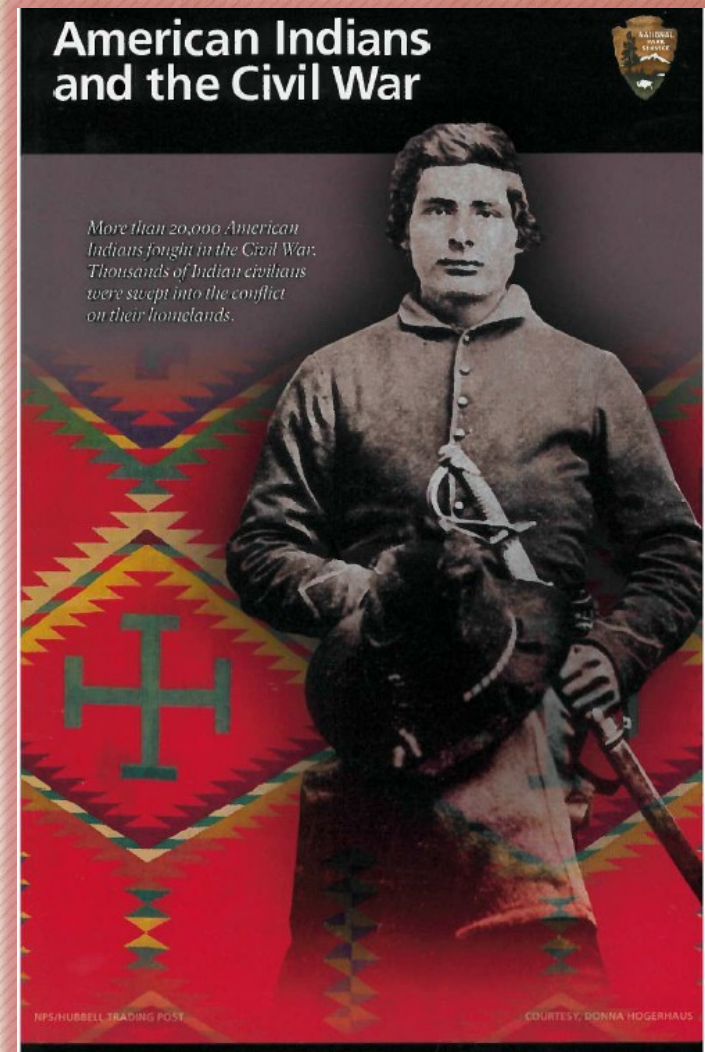


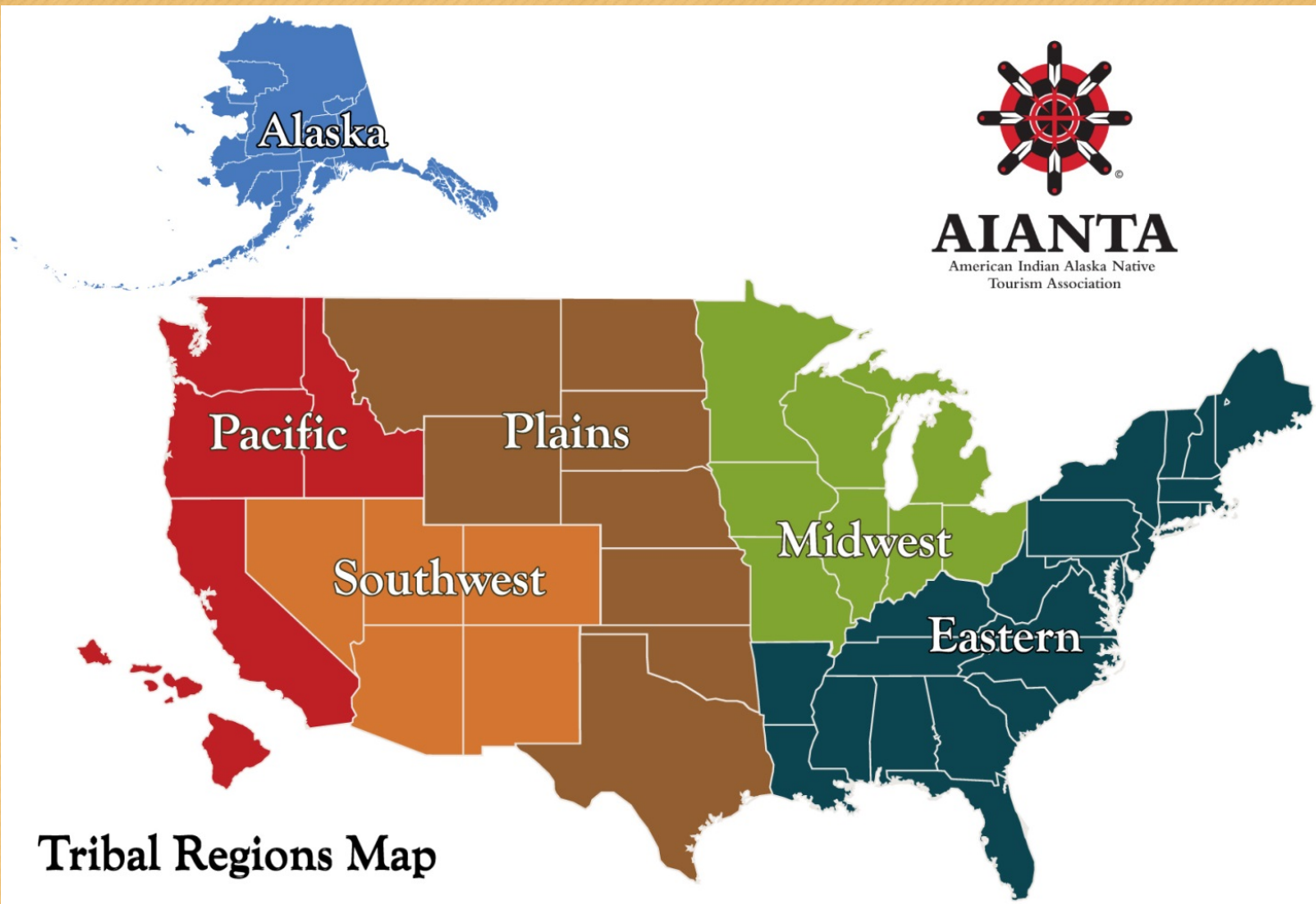


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“AIANTA is dedicated to the development of an American Indian tourism industry that promotes the authenticity of our cultural presentations and history.”





Who AIANATA Serves



AIANTA

American Indian Alaska Native
Tourism Association

Provides the following services:

- **Education and Technical Resources for Tourism Development**
- **Research and Data Analysis for Destination Mapping**
- **Creating and Nurturing Regional and National Partnerships**
- **Raising Public Awareness of Tribal Tourism**
- **Providing Domestic & International Marketing**
- **Providing National Tribal Tourism Leadership**



Sherry L. Rupert, AIANTA President
and
U.S. Department of Commerce Travel
& Tourism Advisory Board
Representative



Camille Ferguson,
AIANTA Executive Director
and
U.S. Department of Transportation's
National Advisory Committee on T
ravel & Tourism Infrastructure

Technical Assistance & Training



Cultural Heritage Tourism Certificate Program

Core Units

Cultural Heritage Tourism

Sustainable Tourism Assessment
& Development

Destination Marketing

Electives

Tourist Guiding Techniques

Best Practices in Event Management
Community-based Tourism

Customer Relations for the Hospitality Industry



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American Indian Tourism Conference

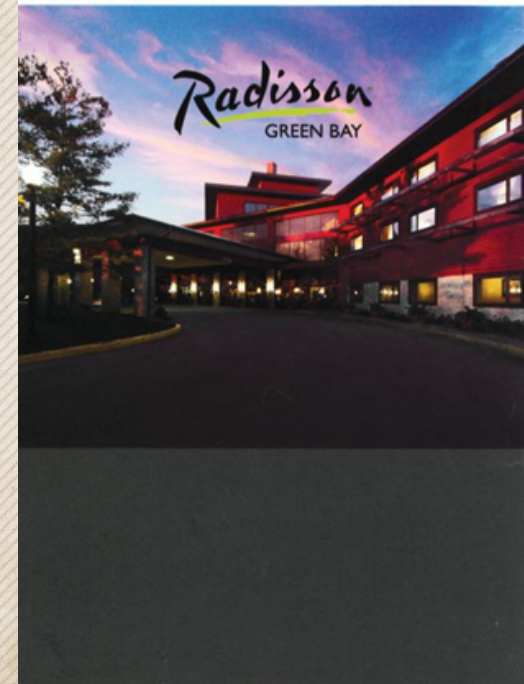
Highlighted Training Topics:

- Tribal Tourism Business Development
- Tourism Best Practices
- Tourism Marketing
- Tribal Museums and Cultural Centers
- International Marketing
- Protection of Tribal Intellectual & Cultural Property
- Tapping Federal Resources

SAVE THE DATE !

SEPTEMBER 11-14, 2017
GREEN BAY, WISCONSIN

19TH ANNUAL
**American Indian
Tourism Conference**
HOSTED BY



Scholarship and Recognition Program

Educations Scholarship Program

Enough Good People Awards

Destination Awards Program

- **Excellent Customer Service**
- **Best Cultural Experience**
- **Tribal Destination**



NATIVE AMERICAN PUBLIC AWARENESS

- Reached people from 50 countries via social media and website traffic
- Created more than 70 million earned media impressions through more than 165 media stories
- Attracted more than 10,710 website visitors
- Placed 20 paid Indian Country tourism advertisements
- Sent more than 80 emails blasts with a reach of nearly 4,000 targeted contacts per blast
- Attracted 3,865 Facebook likes and 845 Twitter followers
- Distributed quarterly newsletters reaching 16,000 readers
- Participated in 18 speaking engagements globally





AIANTA

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Tourism Association

Experiences

Destinations

Travel Tips



EXPERIENCE
NATIVE AMERICA

Featured
Experiences

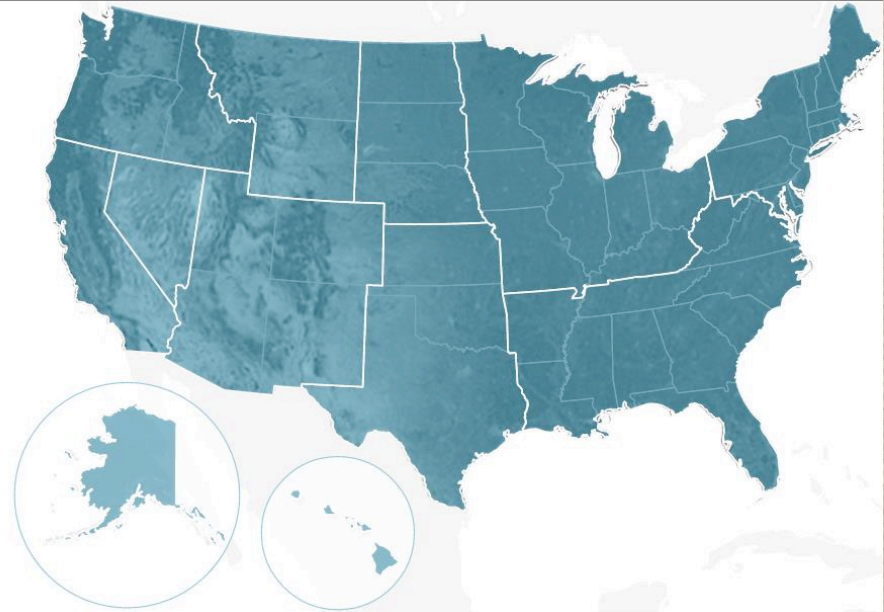


NATIVEAMERICA .TRAVEL

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Experiences | Destinations | Travel Tips |

- Alaska*
- California*
- Great Basin*
- Great Plains*
- Hawaii*
- Midwest*
- Northeast*
- Northwest*
- Rocky Mountains*
- Southeast*
- Southern Plains*
- Southwest*



International Tribal Tourism Outreach

ITB Berlin

On March 4-8, 2015, 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. In total, more than 10,000 exhibitors participated this year from around the world, attracting more than 100,000 people to the tradeshow.



Showcase USA-Italy

AIANTA introduced Indian Country tourism to the Italian market for the first time at Showcase USA-Italy, March 1-3, 2015. 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

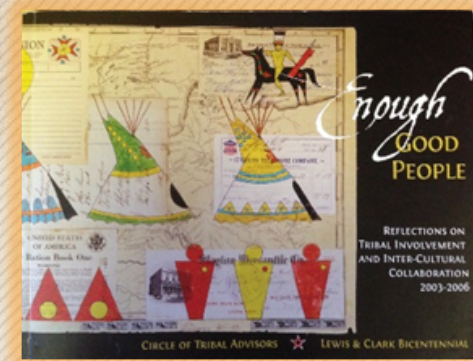
AIANTA, funded by the Bureau of Indian Affairs (BIA), represented Indian Country tourism as part of the BIA booth on Federal Row at the U.S. Travel Association's 47th Annual IPW (formerly International Pow Wow) in Orlando, Florida, May 30 - June 3, 2015.



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 Bi-centennial “Enough Good People”
- American Indian And the Civil War
- Grand Canyon National Park’s Desert View
- American Indians and Route 66



American Indians and Route 66



- Produced by AIANTA with grant assistance from the National Park Service Route 66 Corridor Preservation Program
- Encourages travelers around the world to explore the authentic history of Route 66 and experience American Indian culture
- More than 1,300 miles of Route 66 is in Indian Country
- More than 25 tribes along route
- Authored and designed by Lisa Snell (Cherokee)

AmericanIndiansandRoute66.com



HOME | THE TRIBES | THE ROUTE | BEFORE YOU GO | MORE INFO

American Indians & Route 66

Historic Route 66

Route 66 was an officially commissioned highway from 1926 to 1985. During its lifetime, the road guided travelers through the lands of more than 25 tribal nations. It was a give and take relationship between the asphalt and the American Indian people—from the physical intrusion of the road on American Indian lands to the new commerce the road introduced. American Indian stereotypes were propagated and used as a major lure for tourists on this “Mother Road” of American highways and the evidence lingers. Faded billboards, rusty metal tipis and concrete “wigwams” beckon from the roadside, evidence not of the tribe they were meant to represent, but of tourism marketing savvy. Today, the road can help break down these stereotypes as tribes actively share their distinct cultures and histories. American Indians and Route 66 was made possible through consultation and participation of many of the tribes along the route.

Route 66 begins in Grant Park, Chicago—or ends there—depending on which direction you’re traveling. At the intersection of Jackson and Michigan Avenues, a sign declares the “End of Historic Route 66.” But according to statistics, most people begin the journey going west, a journey that terminates near the Santa Monica Pier at the intersection of Santa Monica Boulevard and Ocean Avenue in Santa Monica, California. Whichever way you head, this iconic highway cuts its way across more than 2,400 miles of the United States. More than half of Route 66 lies in Indian Country—roughly 1,372 miles. American Indians & Route 66 seeks to introduce the tribes living along the route. We seek to inform and to point the way to genuine cultural experiences all along Route 66—from Chicago to LA.

The Tribes



The Route



Before You Go



American Indians and Route 66



“The Cowboys and the Indians” (and propogating stereotypes)





Inter-tribal Cultural Interpretation

And Tourism Partnership



Grand Canyon Desert View Watchtower





International Travel

America's #1 Service Export

- 77.5 Million International Visitors*(2015)
- Travel and Tourism Supports 1.1 Million Jobs *
- Total Employee Compensation Surpasses \$220 Billion Annually

* Data obtained from our office as the U.S. Department of Commerce, Industry & Analysis, National Travel & Tourism Office, March 2014
U.S. Travel Answer Sheet, U.S. Travel Association, March 2013

Tribal Tourism Growth

Estimated Number of Visitors to Native American Sites between 2005-2015



Visitors to Native American Communities: (2015)

- Typically spend 12 additional days in the USA
- 67% are leisure travelers, spending more than business travelers
- Visit three destinations while in USA
- Are frequently returning visitors looking for new experiences
- More than half come from Asia and Europe; AIANTA marketed in China, Germany and Italy in 2014-2015

U.S. Department of Commerce and International Trade Administration, Office of Travel and Tourism Industries Survey of International Travelers for: 2005-2015.

Traveler Characteristics for Top 3 Countries Visiting American Indian Communities 2015

Characteristic	China	U.K	Australia
Use of Packages	41%	21%	19%
First International Trip to USA	58%	18%	44%
Main Purpose of Trip - Vacation	57%	76%	82%
Main Purpose of Trip - VFR	19%	13%	11%
Nights in the USA (in Indian Country vs. all)	42 vs. 37	26 vs. 14	32 vs. 22
Number of States Visited	2.6	2.4	3.3
Number of Destinations Visited	3.3	3.5	4.4

Activity Participation for Top 3 Countries Visiting American Indian Communities 2015

Activity	China	U.K	Australia
Visit Am. Indian Comm.	100%	100%	100%
Sightseeing *	92%	93%	98%
Shopping	91%	92%	96%
Visit National Parks	78%	78%	95%
Art Gallery/Museum	71%	54%	64%
Experience Fine Dining *	70%	48%	62%
Amusement/Theme Park	67%	30%	59%
Small Towns/Countryside *	67%	71%	82%
Cultural Ethnic Heritage Sites *	65%	52%	66%
Visit Historical Locations *	62%	72%	82%
Guided Tours	54%	63%	82%

* New Activity categories starting in 2012

NATIVE Act

The Native American Tourism and Improving Visitor Experience (NATIVE) Act will enhance and integrate Native American tourism into the tourism industry, empower native communities, increase coordination and collaboration between federal tourism assets, expand heritage and cultural tourism opportunities in the U.S.; and further the National Travel and Tourism goals.



Senator Brian Schatz (D-HI)

Realizing

- Current federal tourism policies and programs **lack the coordination** and integration needed to capitalize on the vast tourism potential represented by the lands and unique cultural and heritage assets of American Indians, Alaska Natives and Native Hawaiians.
- In order to reach the visitor number goals and revenue targets set in the **National Travel and Tourism Strategy**, and to more evenly spread tourism revenues between urban and rural locations, native communities must be able to contribute fully in the tourism industry.
- Investing in a broad array of authentic Native tourism assets and related infrastructure will increase our **nation's ability to compete** for visitors seeking unique experiences. It will ensure that diverse Native communities both contribute to and share in the economic benefits of travel, including job growth, increased revenues and greater travel-trade surplus.



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Thank You!

American Indian Alaska Native Tourism Association

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