Cultivate Your Knowledge in Tribal Agritourism:
Trends, Challenges and Opportunities

THANK YOU FOR JOINING US! THE WEBINAR WILL BEGIN SHORTLY.
Webinar Management

Participants will be muted for this webinar.

If you have questions during the webinar, please “raise your hand” using the hand button or you may enter your question(s) in the Question box.
First Nations Mission & Guiding Principle

Exclusively committed to the control of tribal assets by tribes and Native communities

• First Nations works to strengthen American Indian economies to support healthy Native communities. We invest in and create innovative institutions and models that strengthen asset control and support economic development for American Indian people and their communities.

• At First Nations, we’re guided by the belief that when armed with the appropriate resources, Native Peoples hold the capacity and ingenuity to ensure the sustainable, economic, spiritual and cultural well-being of their communities.
What “Assets” Mean to First Nations

- Physical Assets
- Natural Assets
- Cultural Assets
- Assets in Indian Country
- Social Capital
- Human Capital
- Political Assets
- Financial/Economic Assets
- Institutional Assets
First Nations’ Facts

1980: Founding Year
1980-2017: Provider of TTA
1993: National Grantmaking Program begins
1993-2017: Awarded 1,345 in grants; $28.9 million
First Nations’ Strategies & Programs

**Achieving Native Financial Empowerment**
- Native financial & investor education
- Consumer protection & financial fraud education
- Combating predatory lending, and research

**Nourishing Native Foods & Health**
- Native food systems, food security, health, and nutrition
- Feeding families efforts

**Advancing Household & Community Asset-Building Strategies**
- Native family empowerment
- Individual development accounts
- Native volunteer income tax assistance

**Investing in Native Youth**
- Native Youth & Culture Fund
  - College scholarships
  - Internship programs
  - Violence prevention

**Strengthening Tribal & Community Institutions**
- Nonprofit & tribal capacity-building activities
- Urban Native Project
- Native Arts Capacity Building Initiative
- Coalition-building work among other programs

**Sustained Strategies**
- First Nations utilizes to achieve success in our focus programs:
  - Direct financial support through grantmaking
  - Technical assistance & training
  - Coalition-building
  - Advocacy
  - Policy

**Effective Strategies & Programs**
- For building assets in Native Communities
Trends, Challenges and Opportunities in Tribal Agritourism Development

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**INTRODUCING AIANTA**

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

- Voice and resource in advancing tourism

- Provides technical assistance, training and educational resources

- Assist tribes in creating tourism infrastructure and capacity to increase economic development
AGRITOURISM PROJECT

- Partnered with Food and Farm Communications Fund
- Agritourism is a growing trend in Indian Country
- Visitors want culturally specific agricultural experiences
- AIANTA will be a resource on agritourism programs/products
- AIANTA will provide training on how to market their agritourism products utilizing NativeAmerica.Travel
WEBINAR AGENDA

• Overview of Agritourism
• Examples of Agritourism
• Showcase on NativeAmerica.Travel
• Questions
WEBINAR TAKEAWAYS

- Agricultural & culinary market trends
- Understand visitor wants and needs
- Discuss strategies for culinary and agricultural tourism development
- Understand specific opportunities for tribal communities
- Learn about NativeAmerica.travel
WHAT IS AGRITOURISM?
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“The act of visiting a working farm or any agricultural, horticultural or agribusiness operation for enjoyment, education, or participation in the activities of the farm or operation”

- Agritourism Master Plan for Clackamas County, Oregon
WHAT IS AGRITOURISM?

“The act of visiting a working farm or any agricultural, horticultural or agribusiness operation for enjoyment, education, or participation in the activities of the farm or operation”

Also: “A business conducted by a farm for the enjoyment and education of the public, to promote products of the farm, and generate additional farm income”. - Hilchey 1993
WHAT IS AGRITOURISM?

• Well established in Europe
  • Usually consists of a farm stay and / or meal
  • Well supported by governments to preserve scenery
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• Well established in Europe
  • Usually consists of a farm stay and / or meal
  • Well supported by governments to preserve scenery
• England: 23% of farms provide some form of tourism
• France known for combining outdoor recreation with Agritourism
WHAT IS CULINARY TOURISM?
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“The pursuit of unique and memorable food and drinking experiences.” - Alberta Culinary Tourism Alliance
WHAT IS CULINARY TOURISM?

• Culinary Tourism is nothing new
  • Has been coupled with hospitality services
• Promotes gastronomic experiences
• Increase in culinary tourists
Native American cultivation and harvesting is not limited to farms and ranches.
EXPANDED DEFINITION

• Vast prairies: ranches for bison hunting / ranching
• Lakes in the North Woods: Farms for harvesting wild rice
• Lush meadows: Bulbs and tubers
• The shores of the Salish Sea: dense with berry thickets
EXPANDED DEFINITION

• Fire used to manage forests for acorn production in what is now California.

• The Tlingit placed hemlock boughs in estuaries for herring to lay eggs upon.

• Blending modern and traditional techniques: connecting travelers to a place and a culture.
#1 Rural Tourist Activity: Dining

Agritourism is increasing by 30% annually nationwide.
60% of leisure travelers plan to be *agritourists*.

160,000 U.S. farms participated in some form of direct *agritourism* and generated $566,834 million.
MEET THE MARKET

• Domestic (US)
• Married Women
• Age 35-44
• University degree
• Media: newspapers, travel websites, & watch garden, travel and cooking shows
MEET THE MARKET

• Authenticity
• Variety
• Stories
• Active learning
• Animals
• Something to bring home
• Fun
WHY AGRITOURISM?

• Diversification strategy for farms
• Growth in small farms
• Pastoral landscape is highly valued
• Tourism is growing
• Great way to tell your story / continuation of culture
WHY NOW?

• Growth of the multi-cultured consumer
  • Food as cultural experience
• Disconnect between urban and rural
• Renewed emphasis on family time
• Popularity of celebrity chefs and food media
WHY NOW?

- Rejection of mass production
  - Rise of artisan production
- Slow Foods and Buy local
- Environmental and health concerns
- Desire for experiential learning
- Deep desire to connect with traditional knowledge
BENEFITS

• Diversify income channels
• Bring money in out of season
• Maintaining traditional knowledge
• Preserve the heritage of the land
• Educate about agriculture
• Advertisement for the farm itself

Framework includes a Western-based approach in food tourism in rural areas as well as the Indigenous worldview.
CONSIDERATIONS

- Ensure good match for farm business
- Tourism is a separate industry / different expectations
- Must enjoy customer service / education
- Extra work to maintain farm safety and aesthetics
CONSIDERATIONS

• Added liability and insurance
• Additional regulatory considerations including zoning and land use (tribal, state, federal)
• Appropriate tribal / community approval
• High travel season might coincide with busy farming season / possible opportunities
STRATEGIES

- Identify assets
- Develop agritourism experiences
- Build partnerships with other tourism experiences
- Market to targeted consumer
  - Links (nativeamerica.travel)
  - Connect with DMOs
GETTING STARTED

Identify Assets

- Experiences
- Attractions
- Events
- Human Resources
IDENTIFY ASSETS

Experiences
EXAMPLES OF AGRITOURISM

U-pick
EXAMPLES OF AGRITOURISM

Educational
EXAMPLES OF AGRITOURISM

Farm Tours
Lodging
IDENTIFY ASSETS

Attractions
EXAMPLES OF AGRITOURISM

Farm Stands
EXAMPLES OF AGRITOURISM

Farm to Table
EXAMPLES OF AGRITOURISM

Farm Animals
IDENTIFY ASSETS

Events
EXAMPLES OF AGRITOURISM

SUNDAY, JULY 30, 2017 AT 06:00 PM
The Northland Arboretum in Baxter, MN

WILD RICE FEAST WITH THE SIOUX CHEF
IDENTIFY ASSETS

Human Resources
PRODUCT DEVELOPMENT
Travelers less likely to travel for a single culinary or agritourism experience
Attracted by a ‘package’ of tourism opportunities
(ex. cultural heritage and/or outdoor recreation opportunity)
PRODUCT DEVELOPMENT

Itinerary Basics

• Who is your target traveler?
PRODUCT DEVELOPMENT

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- What is the length of travel?
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Itinerary Basics

• Who is your target traveler?
• What is the length of travel?
• What’s the main itinerary hook? The “wow”?
• Where else are they going to go?
• What is the story?
There tend to be more failures than successes in these industries

Why?
Why?

- Complex regulations
- Lack of required skills
- Difficult to scale and find adequate capital
- Poor understanding of sophisticated market
- Lack of coherent strategy and cohesion
PRODUCT DEVELOPMENT

Suggestions
PRODUCT DEVELOPMENT

Suggestions:
• Develop agriculture-based activity that brings visitors to a farm / rural area
  • i.e B&B, harvest festivals, hayrides
Suggestions:

- Develop agriculture-based activity that brings visitors to a farm.
  - i.e B&B, harvest festivals, sleigh rides

- Couple agritourism with other sectors:
  - Nature-based (bird watching, nature hikes)
  - Cultural heritage (feast day, storytelling)
  - Adventure (hiking, canoeing)
PRODUCT DEVELOPMENT

Suggestions:

• Develop agriculture-based activity that brings visitors to a farm.
  • i.e B&B, harvest festivals, sleigh rides
• Couple agritourism with other sectors:
  • Nature-based (bird watching, nature hikes)
  • Cultural heritage (feast day, storytelling)
  • Adventure (hiking, canoeing)
• Design experiences to attract who you want
• First destination website to promote Indian Country tourism to the world.

• Mission: To be the leading travel resource for Native America
The site features dozens of unique Indian Country Experiences...

...involving over 100 tribes and native-owned businesses
...across 12 regions.
The site helps educate visitors...and inspires them to visit Indian Country.
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, Galleries, Historical sites

• Tourism-related business located on or near a tribal nation with approval from that nation
Why NativeAmerica.travel?

• To entice and draw agritourists to visit Indian Country
• To enlighten travelers about your tribe, attractions, and accommodations
• To offer a starting point for trip-planning
For our partners, we built a simple online registration process.
…to add accommodations, attractions, itineraries and

Day 1
**Arrival in Pipestone, Minnesota**
- Tribal storytelling and histories of pipestone
- Noon lunch (Indian tacos by Keepers)
- American Indian Dance Presentation
- Guided tour of Pipestone National Monument
- Attend tribal concert: Connecting the Circle
- Dinner and overnight in Pipestone

Day 1
1. Pipestone, MN

Day 2
2. Leon’s Nature Preserve

Day 3
3. Pipestone Pow-Wow

Day 4
4. Jeffers Petroglyphs
your Agritourism product!
## Site Performance

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<thead>
<tr>
<th>Month</th>
<th>Sessions</th>
<th>Users</th>
<th>Page views</th>
<th>Session Duration</th>
<th>Bounce Rate</th>
<th>New Sessions</th>
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<td>June ‘16</td>
<td>5,081</td>
<td>4,452</td>
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<td>6,189</td>
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<td>77.15%</td>
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<td>14,089</td>
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<td>64.87%</td>
<td>80.80%</td>
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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
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)
Interactive 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
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
QUESTIONS?
THANK YOU!
THANK YOU JOINING OUR WEBINAR TODAY!

Recording and attachments can be downloaded from [www.firstnations.org/fnk](http://www.firstnations.org/fnk) by next Tuesday, August 1st, 2017
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