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.
What “Assets” Mean to First Nations

- Physical Assets
- Natural Assets
- Financial/Economic Assets
- Social Capital
- Cultural Assets
- Institutional Assets
- Assets in Indian Country
- Human Capital
- Political 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
Tribal Agritourism Marketing Tools, Part 1: Using New Media to Control the Message

December 7, 2017
Presented by Rachel Cromer Howard
Rachel Cromer Howard

Public Relations & Media Specialist

American Indian Alaska Native Tourism Association (AIANTA)
Today’s Agenda

- Controlling the Narrative – what do we mean and why do we care?
- Chickasaw Country’s Agritourism Success with Paige Shepherd
- Market Based Thinking – finding your audience
- Telling Your Story:
  - Traditional Media/Public Relations
  - New Media
- Crafting Your Message
- Partnerships and Collaborations
- Get Involved with AIANTA
Our Mission: To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values

- The only organization specifically dedicated to advancing Indian Country tourism across the United States
- AIANTA serves as the voice and resource for tribes and tribal organizations engaged in cultural tourism.
- AIANTA helps tribes develop, sustain, and grow tourism destinations through technical assistance, training and educational resources.
Controlling the Narrative
Controlling the Narrative

- Telling your story your way, before someone else gets to tell it their way
- Getting the public to relate to you on a more intimate level
Controlling the Narrative

- What we say and how we say it matters
- What will become of us? Vs. What will we become?
Controlling the Message through Marketing and Media

- Be Proactive
  - We can write our own content, pitch our own stories, host our own media tours, do our own interviews

- Recognize the strength of your own stories
Marketing Your Agritourism Operation

- Taking a proactive approach to marketing your destination or experience is key
- Uniquely your own, your marketing strategy is a function of your products, experiences and messaging
- Developing a marketing strategy can be as a dynamic a process as developing your business plan
Agritourism

Paige Shepherd
Director of Corporate Development and Tourism
the Chickasaw Nation/ Chickasaw Country

chickasawcountry.com
@Chickasaw
the Chickasaw Nation
Agritourism in south-central Oklahoma

Hi friends fall here.

I don't know about you, but the period that it's too hot to sleep outside is in Oklahoma, so why Census when the weather is going to change, but here I'm thankful for the climate change. During this time of year, I'm a fan of spending my days outside in nature. I was inspired by the fall in Oklahoma to think about some of my favorite destinations to explore once fall arrives.

1. Ardmore Bed and Breakfast: This is for all the foodies! This eatery is a true farm-to-table experience, and it's only 15 minutes from Ardmore. It's perfect for a romantic dinner or a quiet getaway.

2. Ada's Hilltop: This is a great place to stay if you're interested in wine. They have several wineries in the area, and you can enjoy a glass of wine with a view of the Oklahoma countryside.

3. Fort Sill: If you're a history buff, this is a must-visit. It's a preserved military post that provides a glimpse into the state's history.

4. The Arboretum: Located in Oklahoma City, this is a beautiful place to spend a day. It's a large botanical garden with over 20,000 plant species.
Agritourism Locations in Chickasaw Country

- Addison Ranch, Marietta, Oklahoma
- Arbuckle Trail Rides, Sulphur, Oklahoma
- Baker’s Pecans and Acres Pumpkin Patch, Tishomingo, Oklahoma
- Pennington Creek Hunting Club, Mill Creek, Oklahoma
- Brown’s Farm and Garden, Chickasha, Oklahoma
- Sam’s Duck Club, Burneyville, Oklahoma
- Annual Minco Honey Festival, Minco, Oklahoma
Pumpkin Patches and Corn Mazes
Chickasaw Cultural Center
Chickasaw Cultural Center

Spiral Garden
Chickasaw Cultural Center

Join us for this annual event!

**Three Sisters SPRING**

**CELEBRATION • MARCH 13-19**

Planting demonstrations and tours of our gardens await, including butterfly gardens! Explore a traditional Chickasaw village and enjoy storytelling, stickball, archery and more.

The “Three Sisters” are corn, beans and squash and are planted together to help each other grow.

Sulphur, OK • 580-622-7130
ChickasawCulturalCenter.com
Chokma’shki

THANK YOU
Market Based Thinking
Target Markets and Market Research

Finding Your Audience

- Dig deeper than the surface – look beyond geographic location
- Who are agritourists?
  - Hone in on the specifics
- Find your “Brand Communities”
Taking a Nuanced Approach to Understanding Your Target Audience

- Profiling both current and prospective visitors
- Take your research beyond geography and preconceived notions
  - Age, household income, etc.
  - Think even further...
    - values, behaviors, motivations…
Market Research

- Your market intelligence should be driving the creation of your strategy
How do we share our stories?
Traditional Media / Public Relations

- What is PR?
  - Think beyond advertising
  - “Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics”

- Why is traditional PR so important?
  - Builds an image
  - Raises awareness
  - Educates
  - Increases understanding
  - Builds credibility
  - Motivates your audience to move
Working with the media

- Finding the right contacts
- Measuring earned media results

Guide highlights Native American link to historic Route 66

Total Media Impressions Per Month: 5.11 Million

Total Media Impressions Per Month: 545 Thousand

Online access to products of more than 500 tribes

New website aims to showcase Native American destinations
Working with the Media

- The pitch
- News release
- News alert
- Media kits
- FAM tours
Interacting with the Media

- Your Approach
- Follow Up
- Ongoing Relationship Building is Key
New Media

- What is new media?
- Why is new media so important?
- *In a social-media world, being impersonal is being out of it*
New Media

- Social media, blogs, online news/content, podcasts, videos, email marketing, digital newsletters

- What else?
New Media Strategy

- Where to start?
- Have a plan
- Content strategy and planning
  - Tailoring your messaging and voice
  - Where will your *rich* content come from?
  - Have staff and resources in place
Concise takes on the latest industry research, general association news, and the policy developments and current events that are affecting travel to and within the United States.

THE ITINERARY | November 06, 2017

U.S. Travel Applauds Administration for Passing Legislation Streamlining Business Travel

By signing this legislation into law ahead of his trip to Asia, President Trump sent our foreign allies a clear message: America is committed to secure and efficient international business travel.

Read More ›

THE ITINERARY | November 03, 2017

Travel Employment Sees Significant Increase Following September Dip

The travel industry added 30,000 jobs in October, a significant increase following a drop in travel employment last month due to Hurricanes Irma and Harvey, according to the U.S. Travel Association’s...

Read More ›
Who’s doing it best?
Digital Marketing and Advertising

- Online paid advertising, Google ads, Social media advertising, Search engine optimization (SEO), Display advertising, Online analytics

- For more information, download the “Digital and Mobile Marketing Tool Kit” at: www.AIANTA.org/agritourism.aspx
Crafting Your Message
Messaging

- What makes you, you?
- Know your industry
Selling an Experience

- How does this differ from selling a *physical* product?
- Ensure everyone you work with knows your messaging
Example: Icy Strait Point

- “In Alaska’s Wildest Kitchen”
  - Treats visitors to stories from former commercial fishers and a demonstration of how to create iconic dishes out of Alaskan staples such as salmon burgers and grilled local fish

- “The Tlingit Kitchen: A Taste of Southeast Alaska”
  - Shows visitors how to fillet a salmon, how to harvest various traditional foods such as berries and sea asparagus, and the opportunity to sample the unique foods harvested by locals
Collaborations & Partnerships
Partnerships & Collaborations

- The Value of Collaborations

- Help people to see how your destination or experience can fit into a broader travel experience

- Who can you work with?
  - Your local industry – DMOs, CVBs, State tourism office, other destinations and tourism operations
  - Your competition?
Partnerships & Collaborations

- Your partners want to help you tell your story, make sure you give them the right one
Example: AIANTA’s Media Partners

Agritourism can boost tribal economic success

Experience Native American Culture across the U.S.
Cowboy Up At Gaynor Ranch
Confederated Salish & Kootenai Tribes

Srai Wi Family Experiences

Fort McDowell Orme Dam Victory Days Pow Wow

Cowboy Up At Gaynor Ranch

Gateway to the 19 Pueblos

City in the Sky

Birding on St. Paul Island
A Few Final Thoughts
Final Thoughts…

- Remember when planning… product development *is* marketing

- Think of lesser known experiences and destinations as a competitive advantage – undiscovered, unscripted, different, unspoiled, free from the masses
Get Involved with AIANTA

- Market your agritourism business on NativeAmerica.travel – check out the webinar next week for more
- Join AIANTA as a member and receive notice of funding, educational and collaborative opportunities available to you
- Become a part of the growing tourism industry in Indian Country, and take advantage of the networking and educational opportunities we offer
- Take the Cultural Heritage Tourism Certificate Course with George Washington University and AIANTA
- Find out more at www.AIANTA.org
20th Anniversary
American Indian Tourism Conference

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September 17-20, 2018

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Thank You!
THANK YOU JOINING OUR WEBINAR TODAY!

Recording and attachments can be downloaded from www.firstnations.org/fnk by Thursday, December 8, 2017
Thank you for attending our webinar today!

Don’t miss out on our next free webinar:

• Tribal Agritourism Marketing Tools, Part 2: Using NativeAmerica.travel to Promote Tourism and Your Agribusiness Products
  • December 14th at 2pm MT

Registration can be found at [www.firstnations.org/fnk](http://www.firstnations.org/fnk) (as well as all previous webinar recordings and handouts).

FIRST NATIONS DEVELOPMENT INSTITUTE
Tawny Wilson – Lead Program Officer
2432 Main Street, 2nd Floor | Longmont, CO 80501

37 Years of Strengthening Native American Communities & Economies