



## TRIBAL AGRITOURISM MARKETING TOOLS

### Part 1: Using New Media to Control the Message

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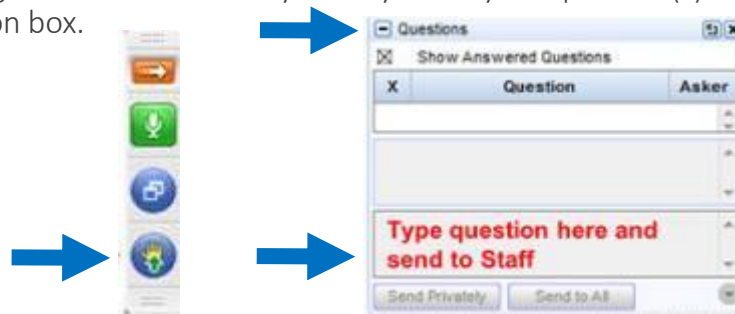
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## Webinar Management

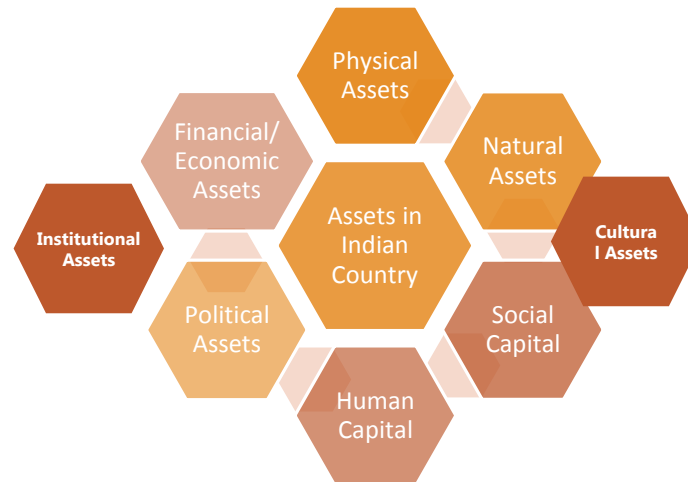
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## What “Assets” Mean to First Nations



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## 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*



**AIANTA**  
American Indian Alaska Native  
Tourism Association

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

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# The American Indian Alaska Native Tourism Association (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*



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# 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](http://chickasawcountry.com)

@Chickasaw

# the Chickasaw Nation



CHICKASAW  
COUNTRY



# chickasawcountry.com



# 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



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# Pumpkin Patches and Corn Mazes



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# Chickasaw Cultural Center



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# Chickasaw Cultural Center

## Spiral Garden



**CHICKASAW  
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# Chickasaw Cultural Center



*Join us for this annual event!*

## Three Sisters SPRING

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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.



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# Chokma'shki

THANK YOU



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# 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



Total Media Impressions Per Month: **5.11 Million**

Total Media Impressions Per Month: **545 Thousand**

**TRAVEL WEEKLY**  
THE TRAVEL INDUSTRY'S TRUSTED VOICE

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?



**AIANTA** @OfficialAIANTA · Nov 28

Have you seen the Desert View Watchtower at the Grand Canyon National Park since it has been rededicated as a...



**The Grand Canyon through Indian Eyes | Recreation...**

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American Indian  
Alaska Native  
Tourism Association  
(AIANTA)

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# 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



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Annual Pass



*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?



**AIANTA**  
American Indian Alaska Native  
Tourism Association

# 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](http://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



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# 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



Is your tribal community or your farming/ranching operations ready to expand your cultural impact and your economic base? Agritourism development might be right for your tribal community.

Tourism represents a unique opportunity for job creation and cultural tourists—the fastest growing segment of the industry—who want to experience tribal lands, art and food. One means to increase cultural visitors to your community is through agritourism—food product packaging and distribution, festivals, tours and farmers markets.

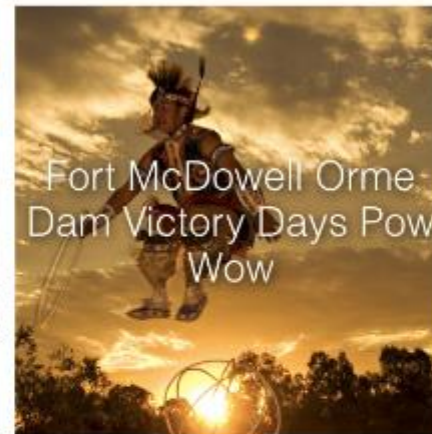
Agritourism experiences include a broad array of activities and experiences. For example, activities could include a farm or ranch stay, educational workshops, hunting and fishing, horseback riding, u-pick farms, farm-to-table dining, packaged food products and other forms of agri-entertainment. For tribal communities, the benefits go beyond a potential source of increased farming income. There is significant interest in promoting and supporting culturally specific agricultural techniques and historic plant varieties across native nations. According to the 2012 U.S. Census, farming also represents an area of growth in Native communities, particularly for those Native farmers/ranchers that are principal operators (37,851 in 2012) with a 9 percent increase from 2007 to 2012.

Like any new venture, there is a lot of business planning and research to understand the rules and regulations, insurance requirements, feasibility, capacity and sustainability. Once you have determined what form of agritourism is right for your enterprise or community, careful planning and feasibility assessments need to be considered.

One tribe that has successfully entered into tribal agritourism is the Oneida Nation of Wisconsin.

Oneida Nation has a rich heritage of farming to sustain families and communities. With a dedicated "community first" approach, the Oneida Community Integrated Food Systems (OCIFS) is providing sustenance for its community through the production of traditional crops honoring their Creation Story.





# 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



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# 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](http://www.AIANTA.org)

20<sup>TH</sup> ANNIVERSARY  
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Thank You!





Native Agriculture &  
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**THANK YOU JOINING OUR WEBINAR TODAY!**

Recording and attachments can be downloaded from  
**[www.firstnations.org/fnk](http://www.firstnations.org/fnk)** by Thursday, December 8, 2017

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# 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 14<sup>th</sup> 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).

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