Tribal Agritourism Marketing Tools, Part 2: Using NativeAmerica.travel to promote tourism and your agribusiness products

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
- Assets in Indian Country
- Cultural Assets
- Financial/Economic Assets
- Social Capital
- Human Capital
- Political 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

5 STRATEGIES
First Nations utilizes to achieve success in our focus programs:
- Direct Financial Support through Grantmaking
- Technical Assistance & Training
- Coalition-Building
- Advocacy
- Policy

Achieving 
Native Financial Empowerment
Native financial & investor education, consumer protection & financial health education, contracting procedures, consulting, and mentoring.

Nourishing 
Native Foods & Health
Native food systems, food security, health & nutrition, and food sovereignty efforts.

Advancing 
Household & Community Asset-Building Strategies
Native family empowerment, individual development accounts, Native volunteer income tax assistance, and Native American business and asset development.

Investing 
in Native Youth
Native youth & culture fund, college scholarship/mentorship programs, and youth-oriented financial education among other programs.

Strengthening 
Tribal & Community Institutions
Nonprofit & tribal capacity-building activities including the Union Native Project, Native Arts Capacity Building Initiative, and coalition-building work among others programs.
Tribal Agritourism Marketing Tools, Part 2

Sandra Anderson
IT & Website Development Coordinator

December 14, 2017
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
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
Trends in Total Overseas * Visitors to American Indian Communities (1996-2016)

* Overseas includes all countries except Canada & Mexico
<table>
<thead>
<tr>
<th>Activities</th>
<th>Visit Amer. Indian Comm.</th>
<th>Overseas Travelers to the U.S.</th>
<th>Point Change</th>
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<tr>
<td>Visit American Indian Communities</td>
<td>100%</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>88%</td>
<td>78%</td>
<td>10%</td>
</tr>
<tr>
<td>Shopping</td>
<td>88%</td>
<td>86%</td>
<td>2%</td>
</tr>
<tr>
<td>National Parks/Monuments</td>
<td>74%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Small Towns/Countryside</td>
<td>61%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Historical Locations</td>
<td>61%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Cultural/Ethnic/Heritage Sites</td>
<td>50%</td>
<td>15%</td>
<td>35%</td>
</tr>
<tr>
<td>Amusement/Theme Park</td>
<td>50%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Art Galleries/Museums</td>
<td>49%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Experience Fine Dining</td>
<td>48%</td>
<td>32%</td>
<td>16%</td>
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</tbody>
</table>
EXPLORE NATIVE AMERICA

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

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
American Indians and Route 66

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

americanindiansandroute66.com
What is Agritourism

A form of commercial enterprise that provides recreation, entertainment, and/or educational experiences to visitors and/or educating the visitors and generating income for the farm, ranch, or business owner.

Defined by National Agricultural Law Center
Who can join?

- Tribes, Alaska Natives, Native Hawaiian groups
- Any agritourism related business these groups own
- Agritourism related business that serves the interests of these groups- we’re looking for the tribes to primarily identify these in your area and approve them
Why Plan for Agritourism

• Secures community input on direction
• Aligns the community to move forward
• Useful for generating resources
• Assesses Human Resources
• Cultural perpetuation and sustainable economic impact
- First voice interpretive programming, exhibits & media throughout agritourism businesses
- Tribal elder and youth development programs
- Cultural heritage demonstrations: arts, foods, direct sales to the public
- Tribal employment and internship opportunities
- Establishment of a model program for other agritourism business to emulate
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
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
What does Native American tourism mean in Montana?

What is Blackfeet Outfitters trying to share with their clients?

How does agritourism connect Native American culture to tourists?

Who are your clients?

How has NativeAmerica.travel helped to achieve these goals?

What do you like about NativeAmerica.travel?
Define your Cultural Tourism Theme

Determine what works BEST for your tribe:

• History
• Arts
• Recreation
• Scenery
• Ecotourism
• Culinary
• Agritourism
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
Diversify to build more experiences

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
NativeAmerica.travel tools…

- Booking Widget – FareHarbor
- Itinerary Builder
- Interactive Map
- ArcGIS Online/ESRI Functionality
- Statistics/Analytics Dashboard
- Voice Recorder
- Bucket List
The site features dozens of unique Indian Country Experiences…

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

• **SraiWi Family Experience**

SraiWi means "my children" in the Keresan language, the original language of the people of Tamaya. SraiWi activities are carefully curated by Cultural staff to offer young guests multiple creative, unique and authentic learning experiences. Experience one of Santa Ana's oldest traditions, baking bread in a horno, or oven. Make oven bread side-by-side with a pueblo member and learn techniques while learning of the significance of Tamaya traditions.
...across 12 regions.
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 – Present

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: 20%
Returning Visitor: 80%
For our partners, we built a simple online registration process.
...to add accommodations, attractions, itineraries and

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
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
Monument Valley Simpson’s Trailhandler Tours

- 2.5 Hour Jeep Tour
- 2.5 Hour Private Jeep Tour
- Mystery Valley Tour
- Overnight Hogan/Camping Tour
- Private Sunrise Tour
- Sunset Tour
- Private Sunset Tour
- Hiking - Off the Beaten Track Trail
- Hiking Tour - Hunts Mesa

Book Online: 435.727.3362

www.AIANTA.org
Fareharbor continued....

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,
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)
continued

Southwest Driving Tour Part 1

Day 1
Arizona Tour Steps

Arrive in Phoenix. Arizona early in the evening, with enough time to enjoy dinner at the Orange Dog Restaurant on the 5th 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.

Route
Phoenix, AZ
To
Albuquerque, NM

Highlights
- Monument Valley Navajo Nation Parks & Recreation
- The View Inn - Monument Valley, Arizona
- Desert View Watchtower
- Hotel Sierra Rez - Santa Fe, New Mexico
- Pueblo of Taos, New Mexico
- Pueblo of Pecos, New Mexico
- Pojoaque Pueblo
- Bandelier National Monument - Pueblo of Pecos, New Mexico
- Bandelier National Monument - Pueblo of Pojoaque, New Mexico
- Bandelier National Monument - Pueblo of Taos, New Mexico
- Bandelier National Monument - Taos, New Mexico

Best time of year
- Late April - Late May

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 Center located at the south rim of the Grand Canyon. After inspecting the 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 ‘Trailhanter’ Tours.

4 Days
284 Miles/459 KM

Trip Route

Day 1
1. Phoenix International Airport

Day 2
2. Canyon De Chelly, AZ
3. Hubbell Trading Post
4. Window Rock, AZ

Day 3
5. Sky City Tour - Pueblo of Acoma, New Mexico
6. Native Arts Tour of Navajo Nation Arts and Culture
7. AIAA Museum of Contemporary Arts
8. La Fonda Hotel dinner

Featured Accommodations & Attractions

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<tr>
<th>Location</th>
<th>City</th>
<th>Phone</th>
<th>Website</th>
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<tbody>
<tr>
<td>Monument Valley Tours</td>
<td>Monument Valley, Utah</td>
<td>(432) 727-0310</td>
<td>monumentvalleytours.net</td>
</tr>
<tr>
<td>Pojoaque Pueblo</td>
<td>Santa Fe, New Mexico</td>
<td>505-455-3334</td>
<td>pojoaquemuseum.org</td>
</tr>
<tr>
<td>Sky City Cultural Center/Hohokam Museum</td>
<td>Acoma, New Mexico</td>
<td>(505) 747-4616</td>
<td>acomacitymuseum.org</td>
</tr>
</tbody>
</table>

Southwest

Navajo Nation
Pueblo of Acoma
Pueblo of Pojoaque
Pueblo of Taos
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

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

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
THANK YOU JOINING OUR WEBINAR TODAY!

Recording and attachments can be downloaded from www.firstnations.org/fnk by Friday, December 15, 2017