



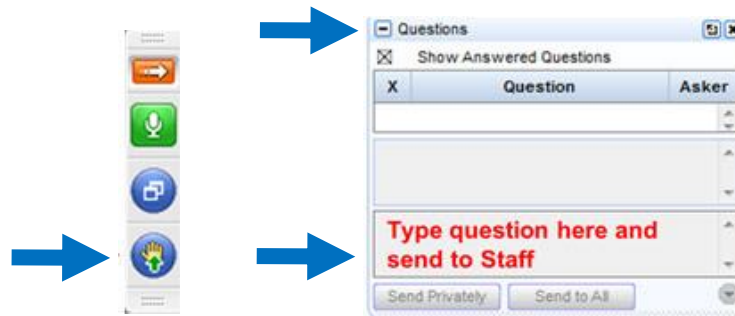
Tribal Agritourism Marketing Tools, Part 2: Using
NativeAmerica.travel to promote tourism and your
agribusiness products

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

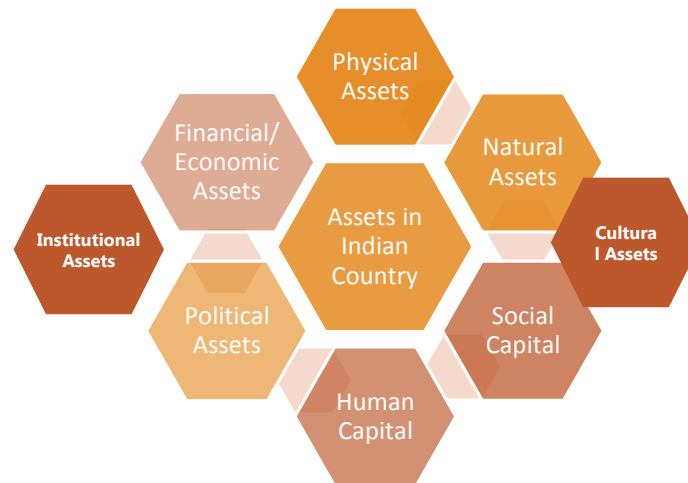
Webinar Management

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



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 2

Sandra Anderson
IT & Website Development
Coordinator

December 14, 2017



NATIVEAMERICA
.TRAVEL



EXPERIENCE & EXPLORE
NATIVE AMERICA

Featured Experiences



The Excitement of
Indian Relay



Red Earth Festival



King Kamehameha Day

Featured Destinations



Alaska



Great Basin



Southeast



AIANTA
American Indian Alaska Native
Tourism Association

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

20TH ANNIVERSARY
**AMERICAN INDIAN
TOURISM CONFERENCE**



AIANTA
American Indian Alaska Native
Tourism Association



SAVE THE DATE
SEPTEMBER 17-20, 2018



ISLETA
resort + casino

1000 BROADWAY SE ALBUQUERQUE, NM 87105 | 877-475-3827 | ISLETA.COM

Sponsorships Available
2401 12th Street NW | Albuquerque NM 87104 | 505.724.3592 | aianta.org

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

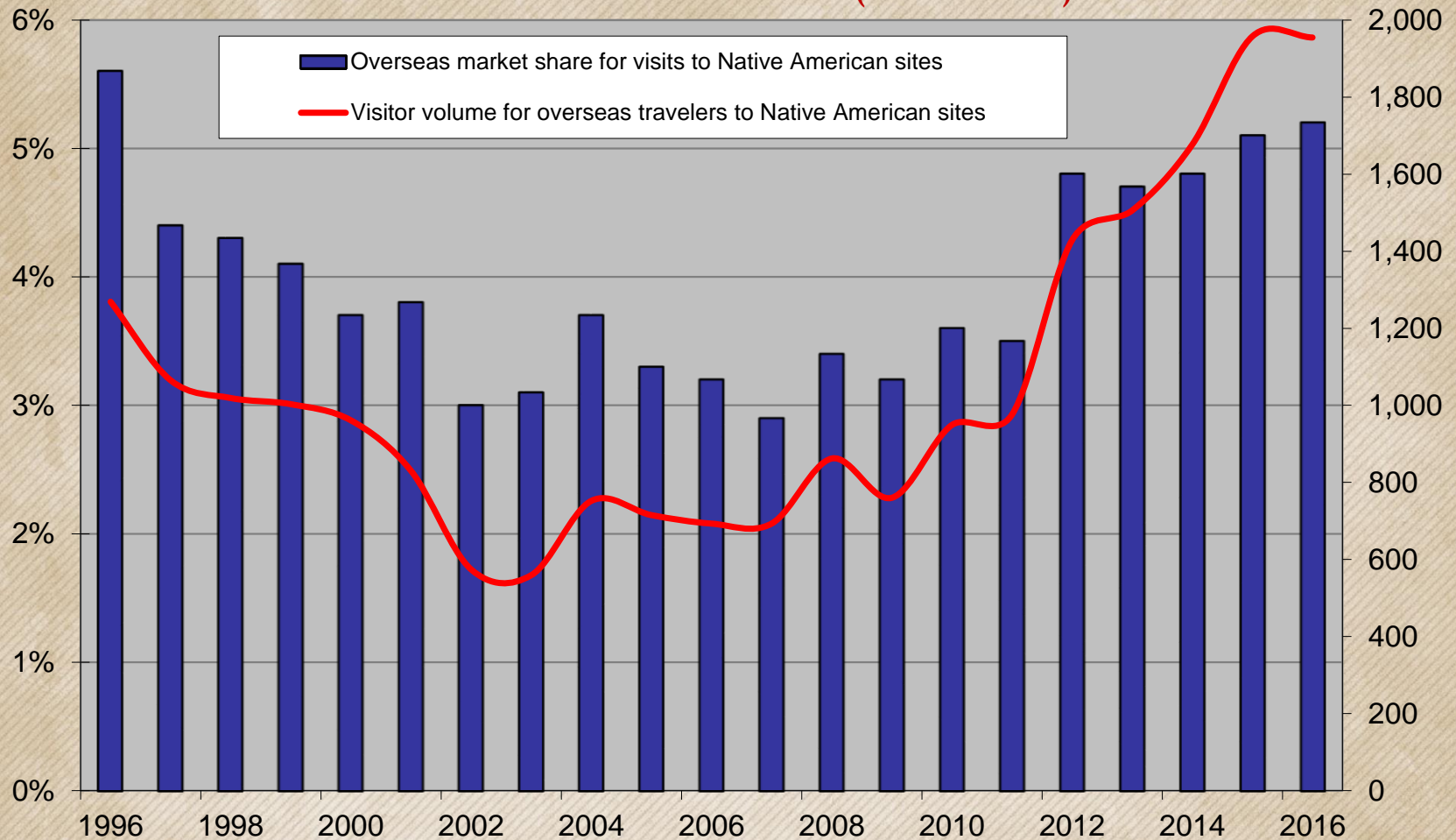
Distributed 22 news releases

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

Activity Participation Overseas Visitors to the USA compared to Visitors to American Indian Communities 2016

Activities	Visit Amer. Indian Comm.	Overseas Travelers to the U.S.	Point Change
Visit American Indian Communities	100%	5%	95%
Sightseeing	88%	78%	10%
Shopping	88%	86%	2%
National Parks/Monuments	74%	35%	39%
Small Towns/Countryside	61%	27%	34%
Historical Locations	61%	27%	34%
Cultural/Ethnic/Heritage Sites	50%	15%	35%
Amusement/Theme Park	50%	29%	21%
Art Galleries/Museums	49%	28%	21%
Experience Fine Dining	48%	32%	16%



NATIVEAMERICA
.TRAVEL

Experiences Destinations Travel Tips



Destinations



Alaska



California



Great Basin



Great Plains



Hawaii



Midwest



Northeast



Northwest



Rocky Mountains



Southeast



Southern Plains



Southwest

Explore all 12 Native American Destination Areas

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

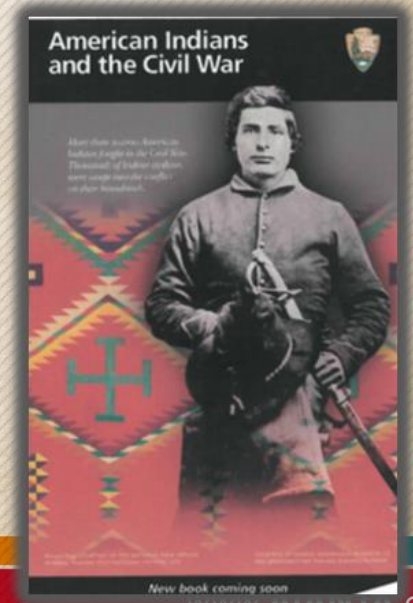
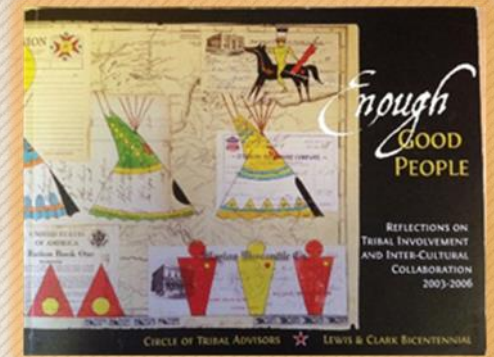
- U.S. Department of Commerce
MCDP Grant



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**



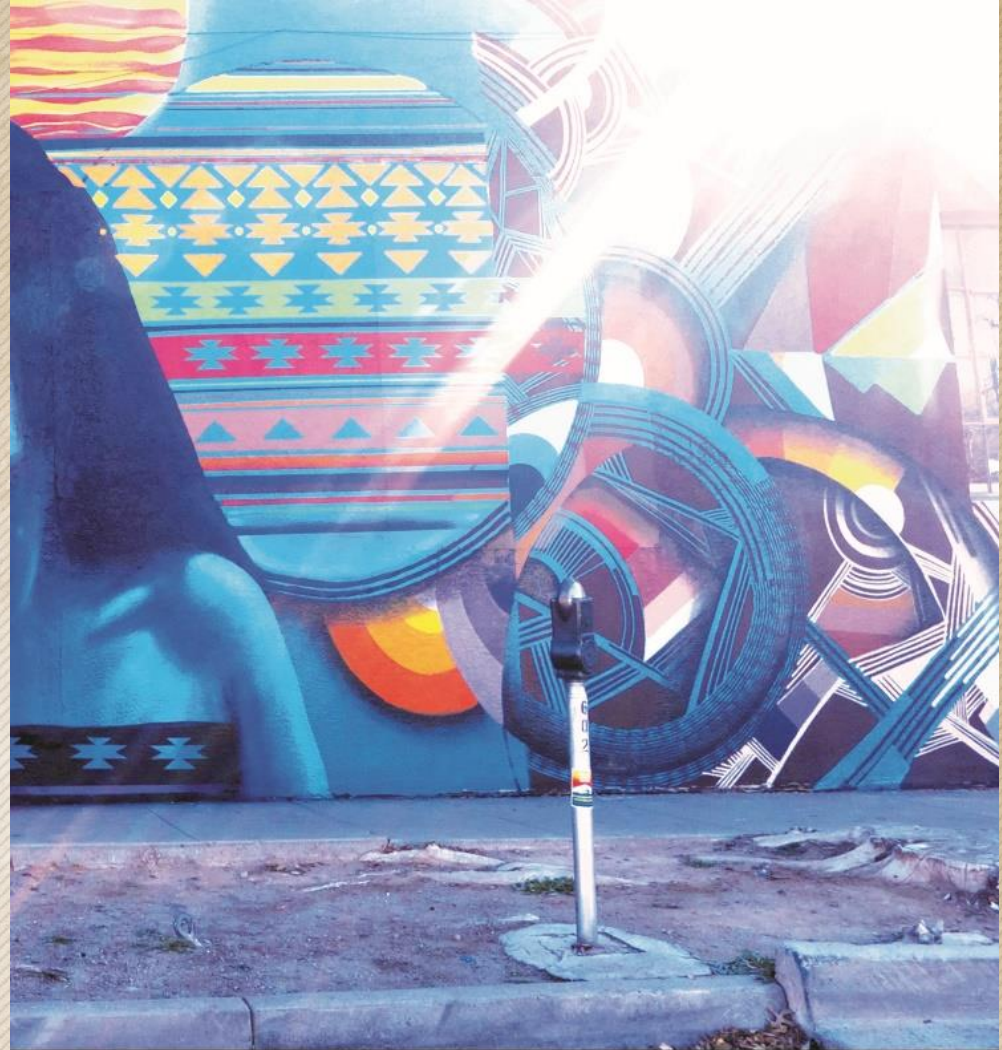
Tribal Place Making at the Grand Canyon



American Indians and Route 66

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

americanindiansandroute66.com



AMERICAN INDIANS & ROUTE 66

Produced by the American Indian Alaska Native Tourism Association

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.

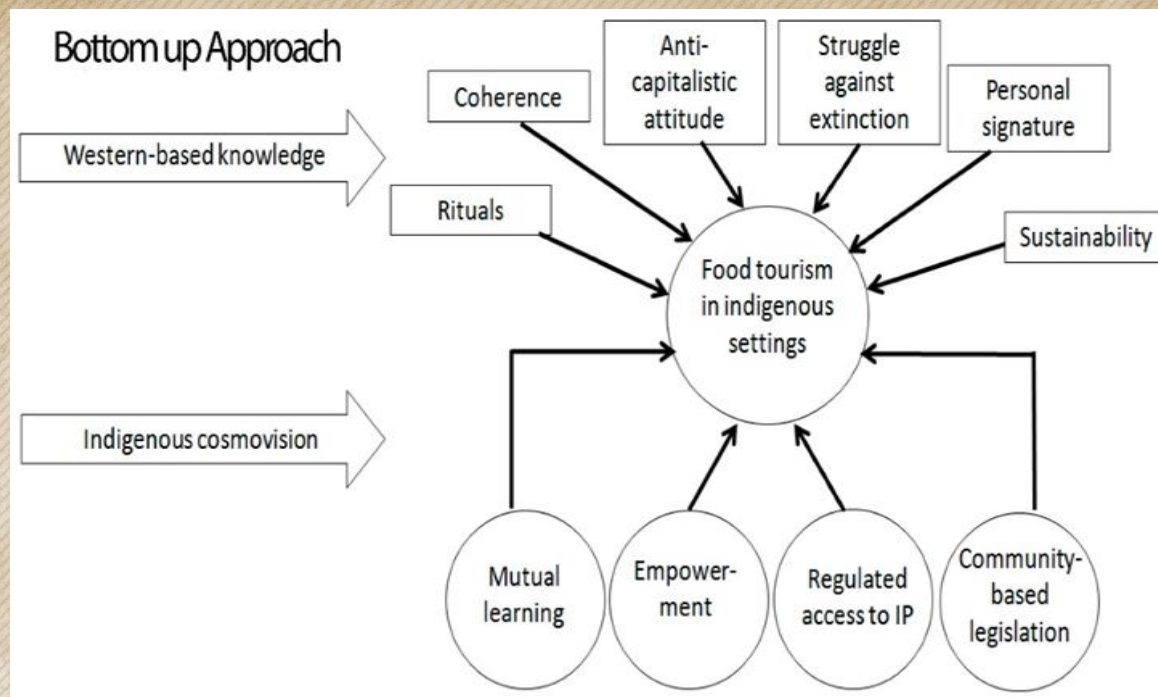
Defined by National Agricultural Law Center

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



Blackfeet Outfitters

<http://www.blackfeetoutfitters.com/>

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

NativeAmerica.travel Tools

NATIVEAMERICA.TRAVEL

Experiences | Destinations | Trips | Map | Travel Tips | Q

Experiences

Arts and Culture

History

Outdoor Adventure

Family Fun

Shopping


Agritourism

Attractions

Accommodations

Tribes

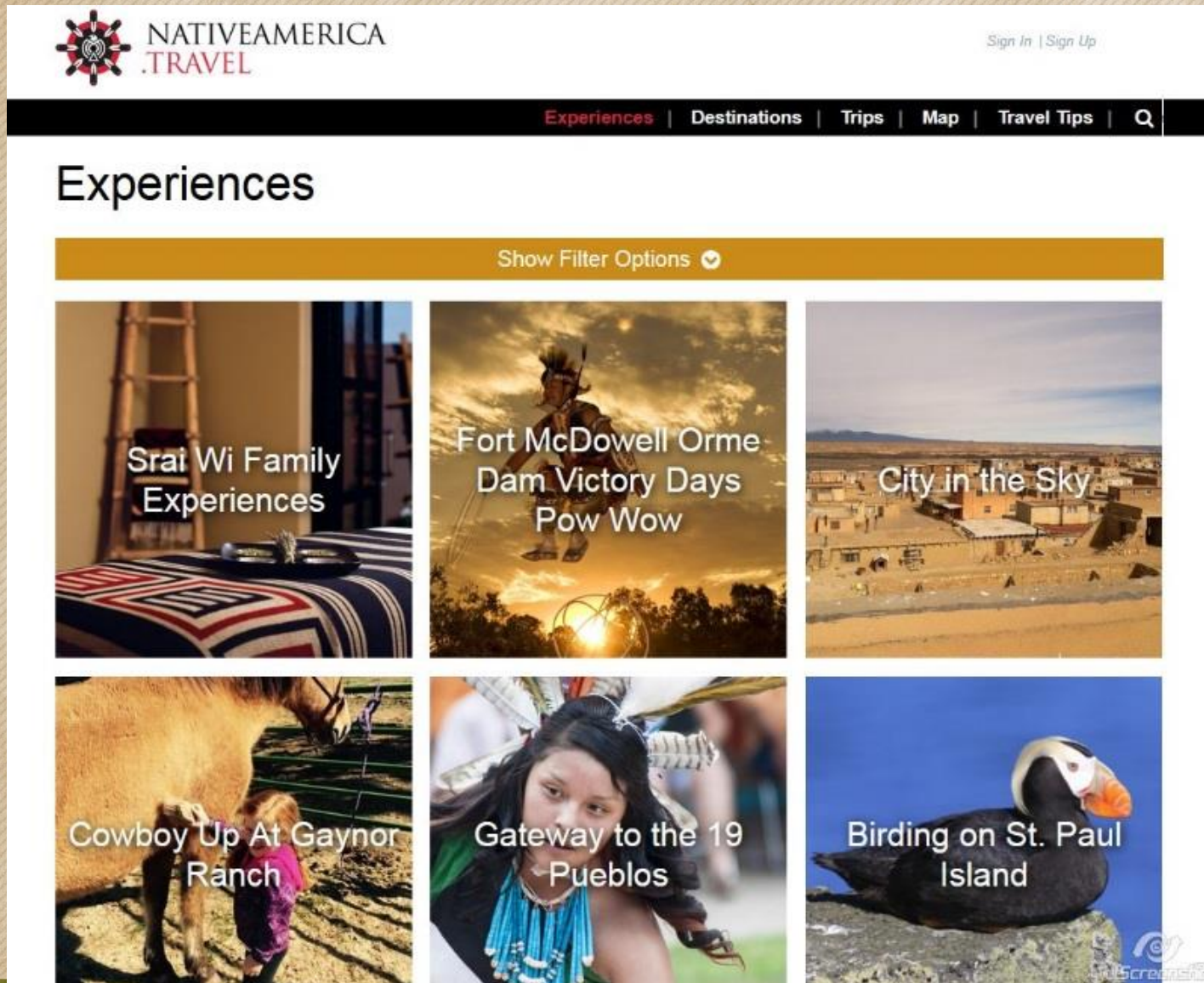
Native American Guided Pack Trip Cultural Wilderness Backcountry Adventure



Zoom to Q



The site features dozens of unique Indian Country Experiences...



The screenshot displays the NativeAmerica.Travel website interface. At the top left is the logo, which consists of a stylized red and black circular design with a central star-like shape, followed by the text "NATIVEAMERICA" in black and ".TRAVEL" in red. To the right of the logo are links for "Sign In" and "Sign Up". Below the logo is a black navigation bar with white text for "Experiences", "Destinations", "Trips", "Map", "Travel Tips", and a search icon. The main heading "Experiences" is in a large, black, sans-serif font. Below this is a yellow bar with the text "Show Filter Options" and a dropdown arrow. The main content area features a grid of six experience cards, each with a photograph and a title. The cards are: "Srai Wi Family Experiences" (a person on a horse), "Fort McDowell Orme Dam Victory Days Pow Wow" (a person in traditional dress), "City in the Sky" (a desert landscape), "Cowboy Up At Gaynor Ranch" (a person on a horse), "Gateway to the 19 Pueblos" (a person in traditional dress), and "Birding on St. Paul Island" (a puffin). A small "Screenshot" watermark is visible in the bottom right corner of the grid.

NATIVEAMERICA
.TRAVEL

Sign In | Sign Up

Experiences | Destinations | Trips | Map | Travel Tips | Q

Experiences

Show Filter Options ▼

- Srai Wi Family Experiences
- Fort McDowell Orme Dam Victory Days Pow Wow
- City in the Sky
- Cowboy Up At Gaynor Ranch
- Gateway to the 19 Pueblos
- Birding on St. Paul Island

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

NativeAmerica.travel

- SraiWi Family Experience

 NATIVEAMERICA
.TRAVEL

Sign In | Sign Up

Experiences | Destinations | Trips | Map | Travel Tips | Q

Srai Wi Family Experiences

Pueblo of Santa Ana



[Share](#) [Add To Bucket List](#)

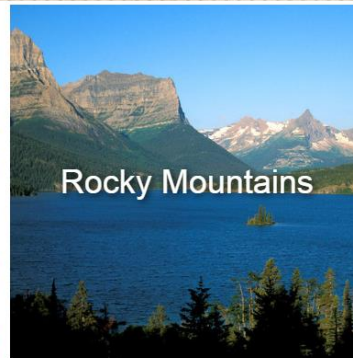
SraiWi means "my children" in the Keresan language, the original language of the people of Tamaya. SraiWi activities are carefully curated by Cultural staff to offer young guests multiple creative, unique and authentic learning experiences. Experience one of Santa Ana's oldest traditions, baking bread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

Plan this trip →

Pueblo of Santa Ana >



...across 12 regions.



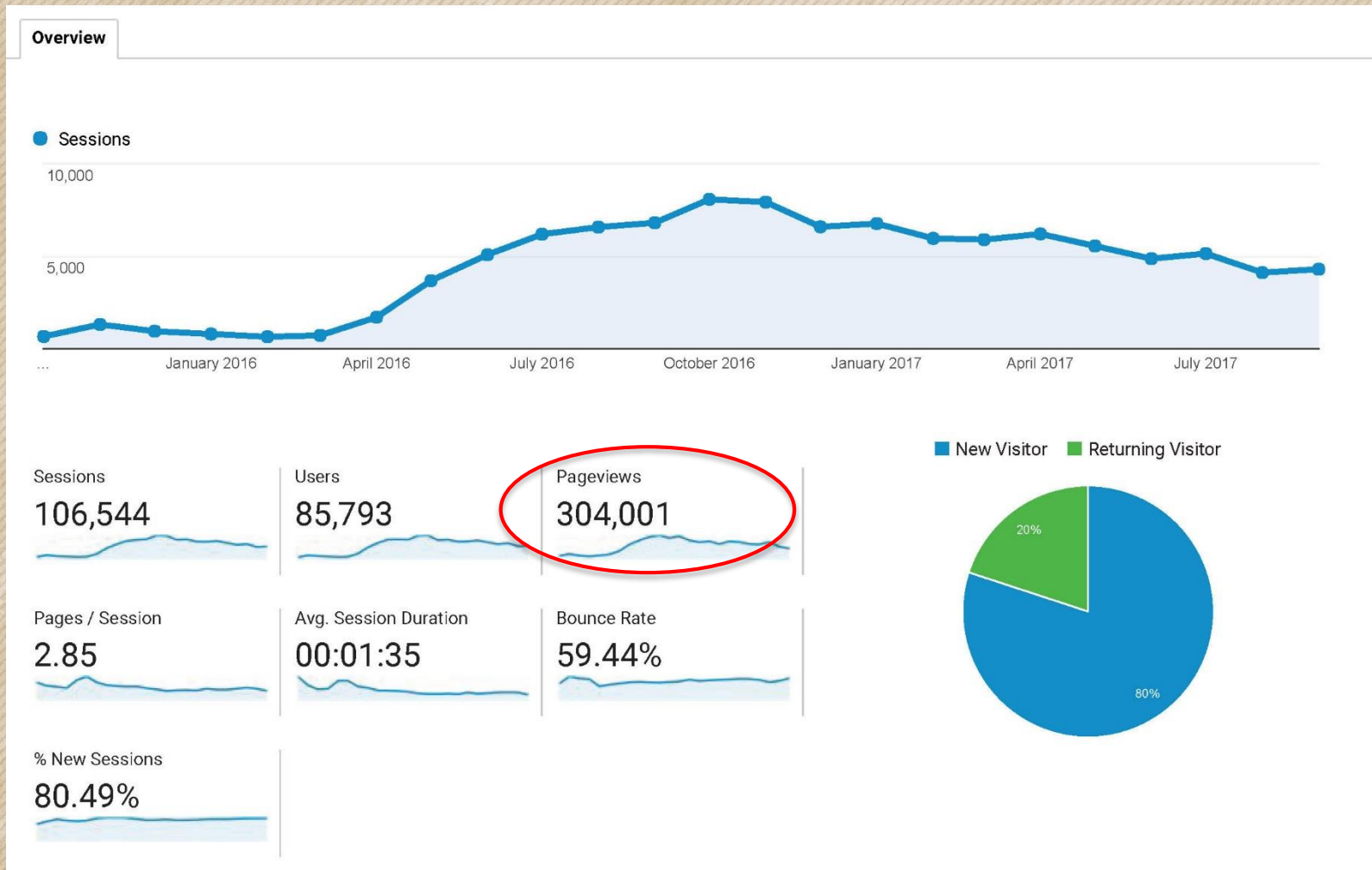
Who Can Join?

- 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



For our partners, we built a simple online registration process



NATIVEAMERICA
.TRAVEL

[Sign In](#) | [Sign Up](#)



NATIVEAMERICA
.TRAVEL

[Sign In](#) | [Sign Up](#)

[Experiences](#) | [Destinations](#) | [Trips](#) | [Map](#) | [Travel Tips](#) | [Q](#)

Create an account to save your
Bucket List to NativeAmerica.travel

Email

Password

Password confirmation

OR

Add a tribe or native-owned business to
NativeAmerica.travel

[Continue to partner sign up](#)

[Already have an account? Sign in](#)

[Forgot Password?](#)



This site brought to you by



AIANTA
American Indian Alaska Native
Tourism Association



[Manage Your Tribe Page](#) | [Add an Accommodation](#) | [Add an Attraction](#) | [Privacy](#) | [Terms of Use](#)

Ratings and Reviews Powered by **tripadvisor**

...to add accommodations, attractions, itineraries and



NATIVEAMERICA
.TRAVEL

[Sign In](#) | [Sign Up](#)

[Experiences](#) | [Destinations](#) | [Trips](#) | [Map](#) | [Travel Tips](#) | [Q](#)

Navajo Cultural Tour

Navajo Nation

Trip Route

Day 1

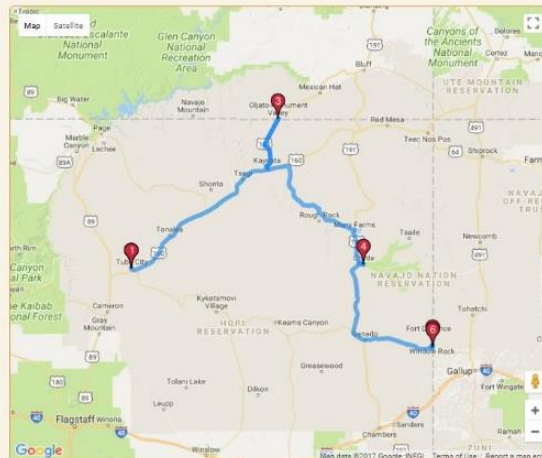
- 1 Explore Navajo Interactive Museum & Navajo Code Talkers Museum

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

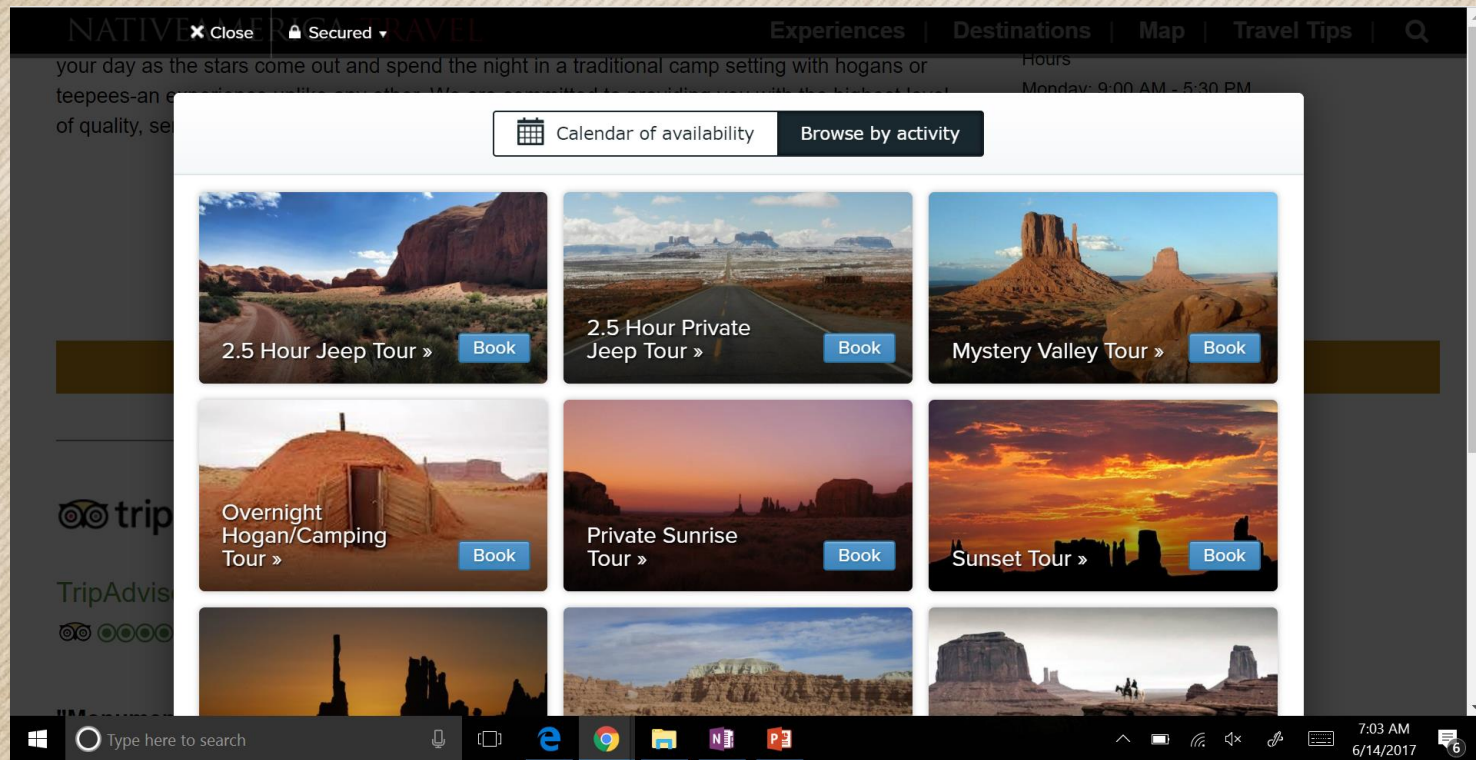
Window Rock, AZ

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

✕ Close 🔒 Secured ▼ Monument Valley Simpson's Trailhandler Tours, LLC


 Calendar of availability

Browse by activity




2.5 Hour Jeep Tour

[Book](#)




2.5 Hour Private Jeep Tour

[Book](#)




Mystery Valley Tour

[Book](#)




Overnight Hogan/Camping Tour

[Book](#)




Private Sunrise Tour

[Book](#)




Sunset Tour

[Book](#)



Private Sunset Tour


[Book](#)



Hiking - Off the Beaten Track Trail

Call to Book: 435.727.3362


[Book](#)



Hiking Tour - Hunts Mesa

Call to Book: 435.727.3362

[Book](#)

[Book Online ➔](#) 

Fareharbor continued....

[Choose a different activity](#)


October ▾ 2017 ▾ »

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Click a date to browse availability

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,

Tips | 🔍

jetScreenshot

Itinerary Builder



AIANTA

American Indian Alaska Native
Tourism Association

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)

Trip Route

Day 1

- 1 Talking Stick Resort - Orange Sky Restaurant

Day 2

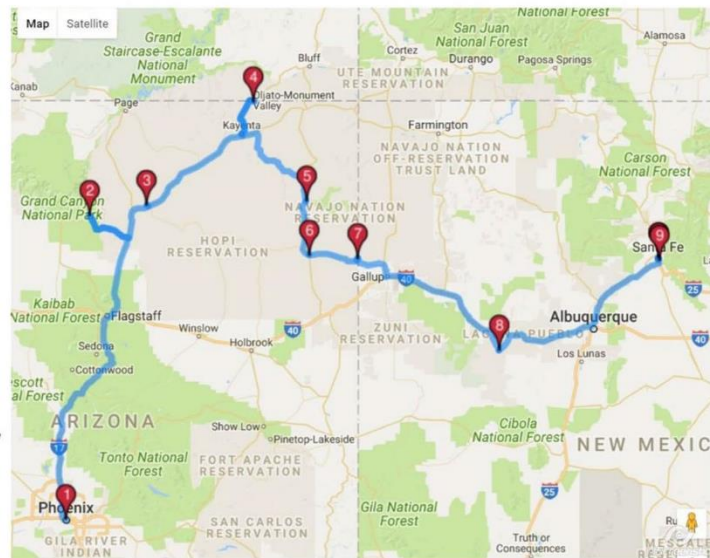
- 2 Desert View Watch Tower
- 3 Explore Navajo Museum
- 4 Monument Valley Tribal Park

Day 3

- 5 Canyon De Chelly, AZ
- 6 Hubble Trading Post, AZ
- 7 Window Rock, AZ

Day 4

- 8 Sky City Tour - Pueblo of Acoma, New Mexico
- 9 Native Arts Tour of Museum of Indian Arts and Culture, Santa Fe, NM
- 10 IAIA Museum of Contemporary Arts
- 11 La Fonda Hotel, Santa Fe, NM




Day 5

- 1 Hotel Santa Fe, NM
- 2 Poeh Cultural Center, Pojoaque Pueblo
- 3 Taos Pueblo, NM
- 4 Buffalo Thunder, Pojoaque Pueblo

Day 6

- 5 Indian Pueblo Cultural Center & Pueblo Harvest Cafe
- 6 Albuquerque International Airport

continued


Sign In | Sign Up

[Experiences](#) | [Destinations](#) | [Trips](#) | [Map](#) | [Travel Tips](#) | [Q](#)


Southwest Driving Tour Part 1

[Share](#) [Add To Bucket List](#)

Day 1

Arizona Tour Stops


Arrive in Phoenix, Arizona early in the evening, with enough time to enjoy dinner at the Orange Sky Restaurant on the 15th 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.



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 Area located at the south rim of the Grand Canyon. At this newly 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 Trailhandler Tours.



4 Days
784 Miles/1261 KM

Route
Phoenix, AZ
To
Albuquerque, NM

Highlights
Monument Valley Navajo Nation Parks & Recreation
The View Hotel - Monument Valley, Arizona
Desert View Watchtower
Hotel Santa Fe - Santa Fe, New Mexico
Pueblo of Taos, New Mexico
Pueblo of Pojoaque, New Mexico
Poeh Cultural Center & Museum - Pueblo of Pojoaque, New Mexico
Buffalo Thunder Resort & Casino - Pueblo of Pojoaque, New Mexico
Santa Fe Portal Native Artists Tour - Santa Fe, New Mexico
Nativo Lodge - Albuquerque, New Mexico
Pueblo of Acoma, New Mexico
Sky City Cultural Center & Haak'u Museum - Pueblo of Acoma, New Mexico
Indian Pueblo Cultural Center - Albuquerque, New Mexico
Pueblo Harvest Cafe - Albuquerque, New Mexico

Best time of year
Year Around


[Navajo Nation >](#)

[Pueblo of Acoma >](#)

[Pueblo of Pojoaque >](#)

[Pueblo of Taos >](#)

[Southwest >](#)



Trip Route

Day 1

- Phoenix International Airport

Day 3


- Desert View Watch Tower
- Explore Navajo Museum
- Monument Valley Tribal Park

Day 2

- Canyon De Chelly, AZ
- Hubble Trading Post
- Window Rock, AZ


Day 4

- Sky City Tour - Pueblo of Acoma, New Mexico
- Native Arts Tour of Museum of Indian Arts and Culture
- IAIA Museum of Contemporary Arts
- La Fonda Hotel dinner



Featured Accommodations & Attractions

Listing	City	Phone	Web
Monument Valley Tours	Monument Valley, Utah	(432) 727-3313	monumentvalleytours.net
Poeh Cultural Center and Museum	Santa Fe, New Mexico	505-455-3334	poehcenter.org
Sky City Cultural Center/Haak'u Museum	Acoma, New Mexico	(800) 747-0181	acomaskycity.org



Interactive Map

NATIVEAMERICA.TRAVEL

Experiences | Destinations | Trips | Map | Travel Tips | Q

Experiences ☐

- Arts and Culture
- History
- Outdoor Adventure
- Family Fun
- Shopping
- Agritourism

Attractions ☐

- Sports and Outdoors
- Arts and Culture
- Historic Landmark
- Scenic Attraction
- Family Entertainment
- Iconic Shopping
- Local Producer
- Tour/Outfitter
- Gaming
- Restaurant
- Event
- Visitor Information

Search as I move the map

The map displays North America, including Canada, the United States, and Mexico. It is overlaid with numerous location pins in blue, orange, and green, each containing a white icon representing a specific experience or attraction. The map also shows geographical features like the Gulf of Alaska, North Pacific Ocean, and various cities and states. The interface includes a search bar and a list of categories on the left side.

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

Home Gallery Map Scene Groups Content Organization

Sandra



NATIVEAMERICA .TRAVEL

Federally Recognized Tribes



Navajo Nation Chapters,
2014 - navajo_political



American Indians and Route
66



American Indians and Route
66



Nevada Tribes

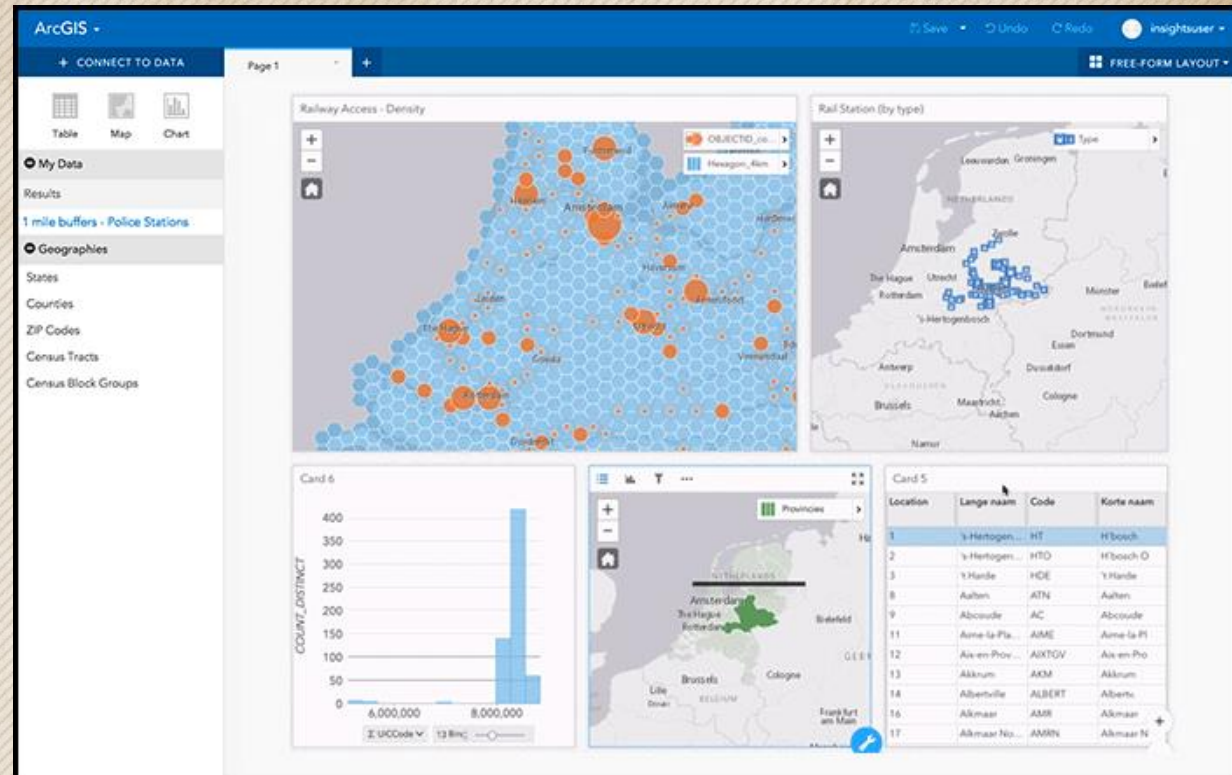
Mission Statement: To define, introduce, grow and sustain American Indian and Alaska Native and Native Hawaiian tourism that honors traditions and values.

[ESRI Portal](#)

[Mapping Indigenous LA: Placemaking through Digital Storytelling](#)

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

Plan this trip

Ohkay Owingeh

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.ainta.org



@OfficialAianta



American Indian Alaska Native Tourism
Association (Aianta)



THANK YOU JOINING OUR WEBINAR TODAY!

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