



AIANTA

American Indian Alaska Native
Tourism Association

Who We Are

As the only organization specifically dedicated to advancing Indian Country tourism across the United States, the American Indian Alaska Native Tourism Association (AIANTA) serves as the voice and resource for tribes and tribal organizations engaged in cultural tourism. At AIANTA, we help tribes develop, sustain, and grow tourism destinations through technical assistance, training and educational resources.

OUR MISSION

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

OUR VISION

To collaboratively create a future that inspires social and economic progress in Indian Country.

OUR PURPOSE

On behalf of all 567 federally recognized tribes to support and promote cultural tourism in Indian Country, we work to provide a national voice and local resources for tribes and tribal organizations to build their capacity and achieve their tourism goals. We provide technical assistance, training and other resources for tribes to support tourism development while working to ensure tribal tourism is represented in planning and decision-making nation-wide.

What We Do

AIANTA ENCOURAGES & SUPPORTS

- Growth of tribal/public/private partnerships to identify tourism assets and build out infrastructure within tribal communities
- Growth of tribal product and business development through the creation of market/export ready experiences to meet the growing demand
- Expansion of markets for tribal tourism products through social and traditional media, NativeAmerica.travel and participation in domestic and international marketplaces to increase visitation to Indian Country and the U.S.
- Creation of best practice standards and guidelines for tribal tourism businesses to achieve market and export ready status

ORGANIZATION PROGRAMS

- Education and Technical Resources for Tourism Development
- Tools for Research and Data Analysis for Destination Mapping
- Creating and Nurturing Regional and National Partnerships
- Providing Training for Domestic & International Marketing
- Providing National Tribal Tourism Leadership

To join AIANTA or for more information, contact Rachel Cromer at 505-724-3578 or rcromer@aianta.org