



AIANTA

American Indian Alaska Native
Tourism Association

INTERNATIONAL TOURISM MARKET

Native Tourism Impacts the Economy in Indian Country and the U.S.A.

Tourism in Indian Country is growing exponentially, with year-over-year growth expected to continue at double digit rates. International tourism offers a particularly exciting future as overseas visitors to Indian Country tend to stay longer and spend more money than other travelers. AIANTA is targeting top markets like Germany, the United Kingdom and Italy for major growth in the future, and investments in these markets not only mean economic growth for Indian Country, but for the U.S. as well.

VISITOR SPENDING

2015



in direct spending to the U.S. by international visitors to Indian Country

2020



in projected direct spending to the U.S. by international visitors to Indian Country*

JOB GROWTH

41,353
U.S. jobs

created in 2015 from growth of international visitors to Indian Country

48,642
U.S. jobs

created in 2020 from growth of international visitors to Indian Country**

VISITORS



in international visitors to Indian Country since 2007



2,303,108 visitors

Projected number of international visitors to Indian County by 2020**

AIANTA targeted markets:



*Projection based on U.S. Travel Association estimates for average spending by International Visitors

**Projections for visitor and job growth based on U.S. Dept. of Commerce, International Travel Association surveys and estimates

AIANTA's International Outreach Program

AIANTA is taking advantage of the economic opportunities that international tourism has to offer. AIANTA leads Indian Country in outreach to international tourism markets, and members are reaping the rewards by accessing the many benefits and services it has to offer.



ONLINE

NativeAmerica.travel showcases Indian Country destinations to overseas travelers.



TRADESHOWS

AIANTA participates in some of the largest travel and tourism tradeshows on the planet, such as ITB Berlin, Showcase USA-Italy, World Travel Market (UK), U.S. Travel Association's IPW and Go West. These tradeshows are opportunities for member tribes to showcase their attractions and make valuable connections with international travel organizations, tour operators and media.



TRAINING FOR MEMBERS

Go International is AIANTA's two-day training workshop that immerses tribes and tribal businesses in the intricacies of the international marketplace, and offers practical steps to capture foreign audiences. AIANTA also offers training during our annual American Indian Tourism Conference and before Showcase USA-Italy and ITB Berlin and other international tradeshows.



PARTNERSHIPS

We reach out on behalf of members and tribes through a rich network of partners that deliver high-value information and opportunities to increase business.



In September 2016, AIANTA won the International Trade Administration's Market Development Cooperator Program Award, which will support AIANTA in efforts to increase international travelers to Indian Country over the next three years. Using this award to target two of Europe's most powerful markets—the UK and Italy—AIANTA expects tribal tourism revenues to increase by millions of dollars.

Why AIANTA?

AIANTA ensures that Native communities share in the many benefits of the travel industry: job growth, revenue, robust culture and thriving communities. Our annual American Indian Tourism Conference, training at regional meetings and other initiatives give tribes the tools and knowledge they need to become renowned international destinations.

Contact Us for More Information

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