



OUR STORIES OUR VOICES



AIANTA
American Indian Alaska Native
Tourism Association





Native people have always told stories.

**Our stories are based on a reverence for the natural world—
honoring the gift of life, our ancestors and all creatures. These
stories root us to our past, and guide us into our future.**

As the only organization dedicated to
advancing Indian Country tourism across the
United States, AIANTA believes in the power of
tribal storytelling.

We work every day to support tribes as they tell
the stories of their past, present and future and
create authentic tribal experiences and unique
travel destinations.



*Our mission is to define, introduce, grow
and sustain American Indian, Alaska Native
and Native Hawaiian tourism that honors
traditions and values.*

Build, sustain, strengthen

To help tribes build their futures while sustaining and strengthening their cultural legacies, Aianta provides technical assistance, builds partnerships and programs, and advocates for Indian Country tourism at state and national levels.

Technical assistance

Technical assistance is the heart beat of our work.

We provide general and tailored technical assistance at regional meetings, as well as our annual conference. From Tourism 101 to the intricacies of international outreach, our experienced team helps tribes create tourism experiences that honor culture, tradition and history.

Our annual American Indian Tourism Conference is an opportunity for tribes to build their cultural tourism capacity. From how to work with international media to reaching domestic tourists and using data to tell compelling stories, our on-the-ground trainings cover everything a tribe needs to know to develop and sustain its own cultural tourism destination.



Aianta creates certificate program

In partnership with George Washington University, Aianta created the Cultural Tourism Certification Program, which is designed to provide tribes and rural communities with the tools they need to create a successful tourism program. The online, professional development course is available to all tribes and tribal organizations, and will introduce participants to best practices and current trends in cultural tourism.

AIANTA Works:

INTERNATIONAL PROGRAM EXPANDS TRIBAL OPPORTUNITIES

As the number of international travelers visiting destinations in Indian Country continues to rise, AIANTA is working hard to ensure that tribes have the capacity to take advantage of and share in the many benefits of international tourism—including job and revenue growth, and community development.

AIANTA represents Native tourism through an expansive international outreach program, which includes participation in some of the world’s largest travel tradeshow: ITB Berlin, Showcase USA-Italy and the U.S. Travel Association’s IPW.

At ITB Berlin, we host tribes that are ready to enter the international market, providing marketing and promotion support, and training.

IMPACT: In less than a decade, the number of international travelers to Indian Country has increased by 1.2 million, a 64 percent jump.

Tribal Highlight

Sitting Bull Visitor Center and Medicine Wheel Park, South Dakota

Located adjacent to the Standing Rock National Native American Scenic Byway, the Sitting Bull Visitor Center is a joint project of the Sitting Bull College and the Standing Rock Sioux Tribe. The office offers individualized tours by reservation and on a first-come, first-served basis. Narrated tours are given along the scenic byway in both North and South Dakota. Stops include Sitting Bull’s burial site, the Standing Rock Monument, the Standing Rock tribal administration building, the new visitor information center, and other points of interest.

IMPACT: With AIANTA’s support, the center has received substantially more earned media coverage of its offerings and continues to grow. Since opening in 2013, nearly one thousand people have visited the center, including many international tourists.

Advocacy

Tribes need a strong voice and a seat at the table—and we are making that possible.

We help tribes cut through the noise of global tourism promotion to elevate their destinations among travelers, tour operators, travel agents, and the media. Through social media, e-newsletters, our destination website, and networking at tradeshow, we expand the reach of tribes across the nation.

We also educate state and federal leaders so they support and facilitate a thriving Indian Country tourism industry. From general information sharing to formal testimony on a specific issue, we make sure officials know what tribes need so they can act in ways that encourage and sustain tribal efforts.

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AIANTA Works:

NATIVEAMERICA.TRAVEL SHOWCASES
NATIVE EXPERIENCES AND DESTINATIONS

NativeAmerica.travel is an online portal to Indian Country destinations. Initiated and supported by AIANTA, the website is a one-stop shop for domestic and international travelers planning their trips to Indian Country. By connecting tribes directly with travelers, Native American, Alaska Native and Native Hawaiian destinations are now more accessible than ever. Each of the 567 federally recognized tribes has its own page, which can be used to tell visitors about the tribe's history, culture and visitor attractions—just one more way AIANTA supports the economic self-determination and tourism efforts of Indian people.

Partnerships and Programs

We build strategic partnerships, both public and private, to extend the reach of tribes and ensure authentic tribal experiences.

With 32 allied agencies and organizations, including the U.S. Travel Association, Southeast Tourism Society, and National Tourism Association, we make sure that tribes have more opportunities to share their stories, attend conferences and build their own mutually beneficial relationships within the tourism industry. We are thankful for our partners, especially the Bureau of Indian Affairs, which has supported us since our founding.

Public Lands Partnership Program injects Native voice into public projects.

AIANTA's Public Lands Partnership Program (PLPP) identifies public lands projects on or near reservation lands and builds alliances with lands agencies to bring Native voices to tourism projects. The program's purpose is to strengthen the tribal tourism industry, build tourism capacity and spur economic development in Indian Country.



AIANTA RECOGNIZED AS NATIONAL LEADER IN ITS FIELD

On May 16, 2016, AIANTA became the first ever Native organization to win the President's "E" Award for contributions to the expansion of U.S. exports, of which tourism is a part.

The award is the highest recognition a U.S. export entity can receive for this work.

"The "E" Awards Committee was very impressed with AIANTA's demonstrated growth in international tourism to American Indian, Alaska Native, and Native Hawaiian lands. AIANTA's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs."

—U.S. SECRETARY OF COMMERCE PENNY PRITZKER

AIANTA Works:

DESERT VIEW WATCHTOWER AT THE GRAND CANYON

Through collaboration among the Grand Canyon Inter-tribal Advisory Council, the National Park Service, Bureau of Indian Affairs, Grand Canyon Association, and the ArtPlace America National Grants Program, AIANTA is helping to create an intertribal interpretive center where visitors can learn about the canyon from tribal perspectives.

Placed high on a hillside, the intent of the watchtower was to provide an unobstructed view of the canyon and a connection with the indigenous tribes that call the canyon home.

Through the years, though, the structure was allowed to deteriorate, in time becoming just a souvenir store.

Now, through the work of AIANTA and tribal partners, the watchtower has been rededicated and tribes are gathering for celebrations, elder and youth programs, and tribal interpretive programs.

IMPACT: Since the watchtower opened, 73 tribal individuals, artists and groups have participated in 131 days of demonstrations. The visitor count in the first year exceeded approximately 500,000.



Tribal Highlight

Pueblo of Acoma, New Mexico

The Pueblo of Acoma is built atop a 367-foot sandstone bluff in a valley studded with sacred, towering monoliths. It is the oldest, continuously inhabited community in North America, and is known for its unique art and rich culture.

The Sky City Cultural Center and Haak'u Museum preserve Acoma traditions while sharing the complex history of the Acoma people. The cultural center offers guided tours, cultural exhibits, and pottery and crafts for sale by local artisans.

IMPACT: In 2014 Pueblo of Acoma was voted best Native American experience by readers of *USA Today*. Additionally, after participating in AIANTA tradeshow, Acoma attracted three new international tour operators, with an average of one to three bookings of 20 to 40 visitors per group.



Photo: Stephen Bugno

Members get more

By becoming a member of AIANTA you are joining a network of tribal leaders promoting and growing the cultural and economic impacts of cultural tourism in Indian Country. As a member, you'll receive many benefits:

- Notices of funding, training, scholarships, and promotional opportunities
- Opportunities to participate in exciting regional projects and technical assistance, such as the Route 66 and Grand Canyon National Park Desert View Heritage Site projects
- Reduced registration rates for the annual American Indian Tourism Conference
- Promotion assistance from AIANTA's public relations staff for your tourism-related events
- Up-to-date information on tribal tourism and recreation news, opportunities, and key tourism issues through AIANTA's quarterly newsletter
- Opportunities to participate in domestic and international travel tradeshow, such as ITB Berlin and Showcase USA–Italy



Interested in becoming a member?
Find out more at www.AIANTA.org.



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