



Why Tourism?

- Tourism empowers cultural perpetuation. When Native Americans tell their own stories, they define the scope of tourism activities on tribal lands, indigenous homelands and in Native communities throughout the U.S.
- Distinctive cultural experiences can deliver travelers to rural and remote areas.
- The growth of a sustained tourism industry can strengthen self-determination and self-governance capabilities and promote greater self-sufficiency.
- Financial benefits from tourism can enhance the ability of Native communities to protect their cultural resources and preserve natural landscapes.
- The indirect economic benefits of tourism spill over into a variety of industries, including farming and food production; traditional and modern forms of visual art, drama, music and dance; infrastructure construction and public works; ecosystem management and the preservation of wildlife and plant species; emerging technologies; communications, branding and sales; and many others.



About Aianta

For nearly two decades, the American Indian Alaska Native Tourism Association (Aianta) has served as the national voice for American Indian nations engaged in cultural tourism. In addition, Aianta provides technical assistance, training and capacity building to Tribal nations and Native-owned enterprises engaged in tourism, hospitality and recreation.

Aianta is supported by a combination of public and private funding, as well as a robust membership program.

To learn more about Aianta or to join us in helping elevate economies through cultural tourism, please visit www.aianta.org, call 505.724.3592 or email info@aianta.org.

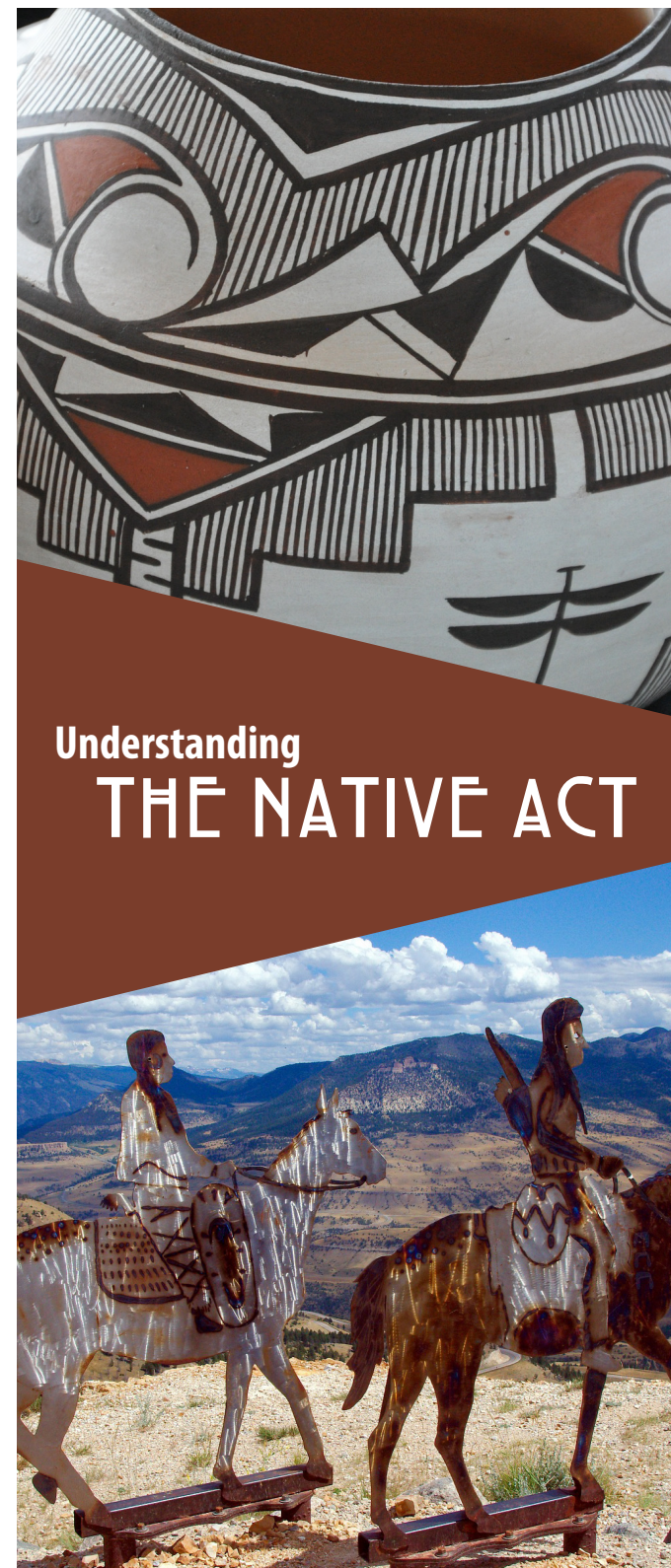
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#DiscoverNativeAmerica, #Aianta



Aianta
American Indian Alaska Native
Tourism Association



NATIVEAMERICA
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Understanding THE NATIVE ACT



The NATIVE Act

The **Native American Tourism & Improving Visitor Experience (NATIVE) Act** serves to establish a more inclusive national travel and tourism strategy and has the potential to deliver significant benefits for tribes, including jobs creation, elevated living standards and expanded economic opportunities.

AIANTA's Goals

To empower Indian tribes and tribal organizations, and Native Hawaiian organizations to participate fully in the tourism industry, if they so choose, through the coordination of technical assistance.

"Travel is an engine for economic and job growth, and it helps communities maintain a level of service that would require more taxes, had it not been for travel-generated tax revenue.

Just a one or two percent decline in travel spending can disrupt a state's economy at every level—not just jobs at hotels, attractions and restaurants, but also the income generated to pay for public services like police, firefighters and school teachers."

**—Roger Dow
President & CEO
U.S. Travel Association**

Purposes of the Act

This Act may be cited as the "Native American Tourism and Improving Visitor Experience Act" or the "NATIVE Act".

SEC. 2. PURPOSES.

The purposes of this Act are—

1. To enhance and integrate Native American tourism—
 - (A) to empower Native American communities; and
 - (B) to advance the National Travel and Tourism Strategy;
2. To increase coordination and collaboration between Federal tourism assets to support Native American tourism and bolster recreational travel and tourism;
3. To expand heritage and cultural tourism opportunities in the United States to spur economic development, create jobs, and increase tourism revenues;
4. To enhance and improve self-determination and self-governance capabilities in the Native American community and to promote greater self-sufficiency;
5. To encourage Indian tribes, tribal organizations, and Native Hawaiian organizations to engage more fully in Native American tourism activities to increase visitation to rural and remote areas in the United States that are too difficult to access or are unknown to domestic travelers and international tourists;
6. To provide grants, loans, and technical assistance to Indian tribes, tribal organizations, and Native Hawaiian organizations that will—
 - (A) spur important infrastructure development;
 - (B) increase tourism capacity; and
 - (C) elevate living standards in Native American communities; and
7. To support the development of technologically innovative projects that will incorporate recreational travel and tourism information and data from Federal assets to improve the visitor experience.

Timeline

2015 - 2016

First introduced by Senator Brian Schatz (D-HI) in 2015, the NATIVE Act gained widespread bi-partisan support before being signed into law in 2016.

2018

On September 18, 2018, at the 20th Annual American Indian Tourism Conference, Tara Sweeney, Assistant Secretary of Indian Affairs, Department of the Interior; Mike Platt, then Assistant Secretary for Legislative and Intergovernmental Affairs for the Department of Commerce and Camille Ferguson, Executive Director of AIANTA, signed a Memorandum of Understanding naming AIANTA as a national facilitator to carry out provisions of the NATIVE Act.

2019

AIANTA is designated a coordinating partner, and charged with fulfillment of section 4353(d) of the Act, which calls for an "organization or entity to serve as a facilitator between the Secretary of the Interior and the Secretary of Commerce and the Indian tribes, tribal organizations, and Native Hawaiian organizations" in order to "identify areas where technical assistance is needed through consultations" and to "provide a means for the delivery of technical assistance..."