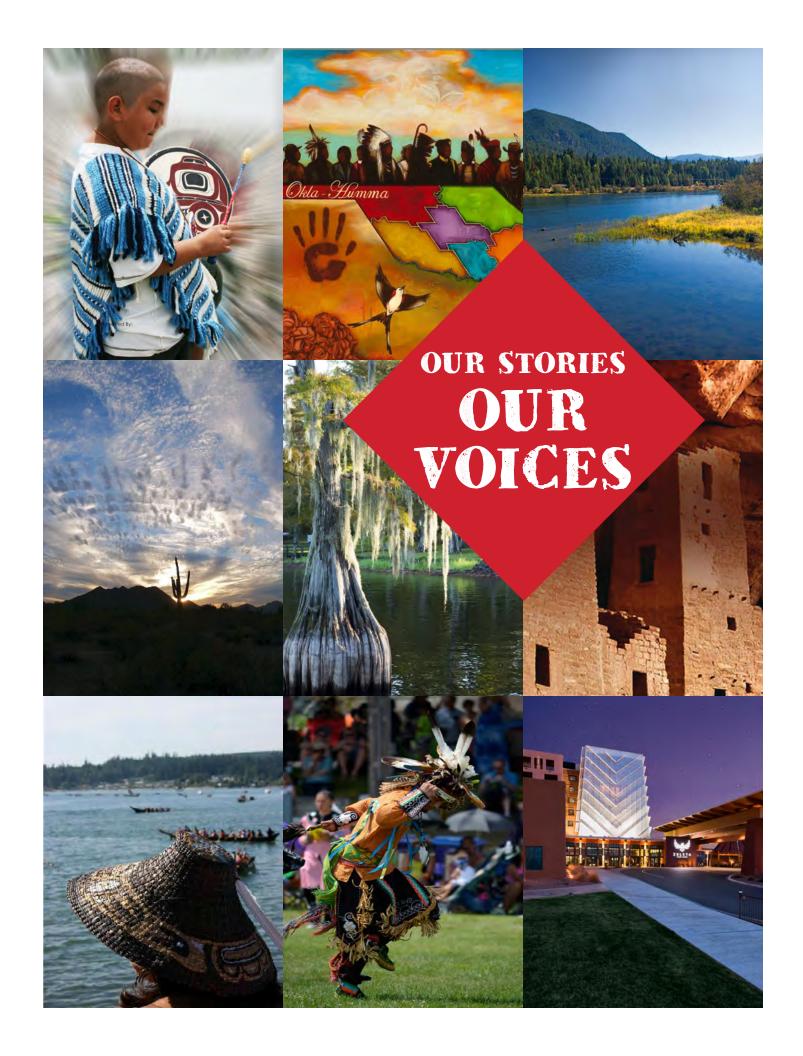




Celebrating Oyrs

2017-2018 Annual Report







Mission Statement

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

About Us

As the only organization specifically dedicated to advancing Indian Country tourism across the United States, the American Indian Alaska Native Tourism Association, Inc. (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.

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September 1, 2018

Dear Members, Partners and Friends:

We are pleased to present the American Indian Alaska Native Tourism Association (AIANTA) annual report. As AIANTA celebrates the 20th anniversary of its annual conference, it is a good time to reflect on the growth of Indian Country Tourism.

For the past 20 years, AIANTA has worked hard to provide a national network of technical assistance, training and state-of-the-art resources to grow, enhance and sustain Tribal tourism.



This past year has been especially productive, culminating in support of the NATIVE Act for the first time via Congressional appropriations support. This report documents the growth and value of Tribal tourism, celebrates the supporters who have helped AIANTA along the way and shares exciting new opportunities.

Our gratitude goes out to our Tribal elders, leaders and to the dedicated people who had the foresight to see tourism as a means for economic development, cultural perpetuation and an authentic voice to amplify the untold histories and cultural stories of American Indians, Alaska Natives and Native Hawaiians.

As the only organization specifically dedicated to advancing Indian Country tourism across the country, AIANTA continually takes an active role working with Tribes and Tribal organizations engaged in cultural tourism. We are proud and excited to continue engaging with our partners, members, Tribes and tourism leaders around the world to grow Tribal capacity, offer education and training opportunities, and expand markets across the globe so that Tribes can realize their full potential in this powerful industry.

Gunałchéesh -- Thank you,

Camille Ferguson
AIANTA Executive Director

AIANTA History

Camille Ferguson first joined AIANTA in 2003 as a member of the Board of Directors. She returned to the organization in 2013 to assume the role of Executive Director.





Facts & Figures

Tourism Statistics & Economic Impact

1.95 Million

Overseas visitors to Indian Country (2016)

2.4 Million

Overseas visitors to Indian Country (projected, 2021)

180%

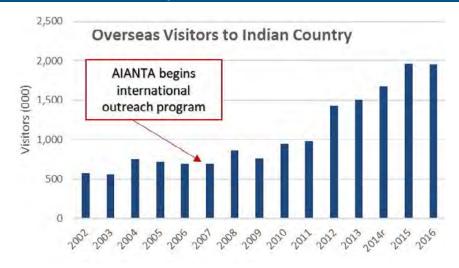
Increase in visitors since 2007

\$8.5 Billion

Direct spending by international visitors in Indian Country (2016)

41,353

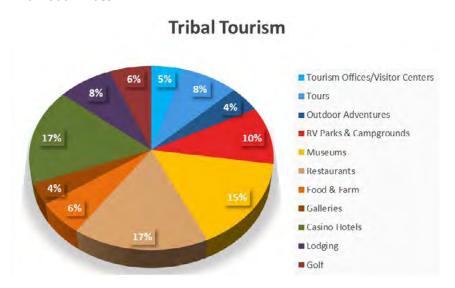
Jobs created by growth in international visitors to Indian Country (2015)



*Data courtesy of U.S. Department of Commerce, National Travel & Tourism Office

Native-Owned Businesses

AIANTA is working directly with Tribes to identify tourism assets available throughout Indian Country. With the data, AIANTA is creating a tourism asset database which will standardize and optimize the collection of tourism data across all Tribal enterprises. The data, being aggregated through a central tourism database, is maintained by AIANTA and updated with the input of individual Tribes.





20 Years At-A-Glance

1999

First American Indian
Tourism Conference (AITC)
Hosted by New Mexico Indian Tourism
Association, Bureau of Indian Affairs (BIA)
and Department of the Interior
Albuquerque, New Mexico

2000

AITC hosted by Oneida Nation of Wisconsin Green Bay, Wisconsin

Federal agencies initiate MOU with Western States Tourism Policy Council (WSTPC) and include Indian Country and AIANTA in the language

Newly created Circle of Tribal Advisors to the National Council of the Lewis & Clark Bicentennial (NCLCB) includes members from recognized and non-recognized Tribes

Alanta signs MOU with Circle of Tribal Advisors in partnership with NCLCB

2001

AITC hosted by Three Affiliated Tribes Bismarck, North Dakota

2002

AITC hosted by Tlingit & Haida Tribes Juneau, Alaska

AIANTA is incorporated as a non-profit in Wisconsin with Great Lakes Inter-Tribal Council (GLITC) as a sponsoring organization Hired first Tourism Consultant

2003

AITC hosted by Gila River Indian Community Phoenix, Arizona

2004

AITC hosted by Oneida Nation of Wisconsin Green Bay, Wisconsin

2005

AITC hosted by Seminole Tribe of Florida Hollywood, Florida

2006

AITC hosted by Quinault Nation Ocean Shores, Washington

Launched AIANTA website

2007

AITC hosted by Eastern Band of Cherokee Indians Cherokee, North Carolina

Opened national office in Albuquerque, New Mexico

First Executive Director hired

AIANTA begins tribal tourism international outreach program in cooperation with U.S. Department of Commerce

2008

AITC hosted by Coeur d'Alene Tribe Worley, Idaho

Outreach by Native Music Rocks & AIANTA in New York City

2009

AITC hosted by Pueblo of Pojoaque

AIANTA obtains 501(c)(3) status
AIANTA creates *Discover Native America*magazine in six languages

AIANTA participates for the first time in world's largest international tourism marketplace--ITB Berlin

2010

AITC hosted by Tulalip Tribes Tulalip, Washington

Cooperative agreement initiated with BIA

First Native America section included in Discover America magazine published by Brand USA

2011

AITC hosted by Ft. McDowell Yavapai Apache Nation Scottsdale, Arizona

AIANTA re-enters cooperative agreement with BIA

AIANTA initiates MOU with National Park Service (NPS) Intermountain Region





20 Years At-A-Glance

MOU including AIANTA renewed with Western States Tourism Policy Council (WSTPC) and federal agencies

2012

AITC hosted by Crow Nation Billings, Montana

AIANTA hires first Membership Coordinator

U.S. President's National Travel and Tourism Strategy includes AIANTA

AIANTA participates in IPW (formerly International Pow Wow)—U.S. Travel Association's international marketplace for the first time

AIANTA re-enters cooperative agreement with BIA

AIANTA initiates MOU with the U.S. Department of the Interior

AIANTA initiates MOU with National Geotourism Council

AIANTA participates in Destination Capitol Hill with U.S. Travel Association

AIANTA's Tribal Tourism scholarship program begins

First financial audit

2013

AITC hosted by Cherokee Nation Tulsa, Oklahoma

AIANTA attends China International Travel Mart (CITM) in partnership with Brand USA American Indians and the Civil War published in collaboration with NPS

AIANTA Board President appointed to U.S. Department of Commerce Travel and Tourism Advisory Board (TTAB)

AIANTA's Enough Good People Awards formally established

Native Hawaiian tourism included in AIANTA mission and vision

2014

AITC hosted by Tunica Biloxi Tribe Marksville, Louisiana AIANTA hires IT & Website Coordinator

AIANTA helps shape the Native American Tourism and Improving Visitor Experience (NATIVE) Act sponsored by Senator Brian Schatz (HI) and encourages bill co-sponsors

AIANTA initiates project to build Tribal destination website NativeAmerica.travel

AIANTA awards first Tribal Tourism
Scholarships

AIANTA booth receives Top 10 Award at ITB Berlin International Marketplace

Facilitation of Grand Canyon Desert View project in partnership with NPS, Grand Canyon National Park, Grand Canyon Inter-Tribal Advisory Council, Grand Canyon Association, National Park Service Youth Programs, National Park Service Denver Service Center, Bureau of Indian Affairs, ArtPlace America National Grants Program, OSIYO Group

AIANTA awarded Route 66 NPS matching grant

Board of Directors regional outreach begins

AIANTA takes financial operations in house

AIANTA completes five-year strategic plan

AIANTA Board President participates in U.S. Senate Democratic Outreach & Steering Committee Roundtable with other tourism leaders

AIANTA co-sponsors
Southeast Tourism Society (STS)
Congressional Summit
AIANTA joins National Indian Gaming
Association (NIGA) on Economic
Development Committee

Resolutions or letters of support for permanent funding for AIANTA received from Standing Rock Tribe, Midwest Association of Sovereign Tribes (MAST), Inter-Tribal Council of Nevada (ITCN) and U.S. Representative Don Young (AK)

Board President testifies before U.S. Senate Committee on Indian Affairs Oversight Hearing: Economic Development Encouraging Investment in Indian Country

AIANTA initiates MOU with
Native American Rights Fund (NARF)

AIANTA re-enters cooperative agreement with BIA





2015

AITC hosted by Southern Ute Indian Tribe Ignacio, Colorado

AIANTA hosts Taste of America at ITB Berlin

AIANTA expands international outreach to include Visit USA Italy

AIANTA launches new database of Indian Country tourism assets

ArtPlace America collaborates with AIANTA to support Tribal placemaking at the Grand Canyon Desert View Watchtower

Tribal Interpretation Project with Bureau of Land Management begins
AIANTA Board President is appointed to second term on TTAB

AIANTA holds outreach programs in three regions (Alaska, Southwest and Midwest)

AIANTA initiates MOU with National Tour Association (NTA)

NativeAmerica.Travel website launched

NATIVE Act of 2016 introduced in the U.S. Senate by Senator Brian Schatz and 11 co-sponsors

Companion NATIVE Act of 2016 bill introduced in the U.S. House of Representatives by Rep. Markwayne Mullin with eight co-sponsors

MOU with NIGA initiated

AIANTA receives media coverage in *Travel*Weekly, the Associated Press and the

"World's Greatest!" television show

2016

AITC hosted by Tulalip Tribes Tulalip, Washington

Cultural Heritage Tourism Workshop launched with the George Washington University (GW)

American Indians and Route 66 published in collaboration with NPS

Hired Public Lands Manager

Hired Development Director

Alanta receives U.S. President's "E" Award for organizations contributing significantly to increase U.S. exports

Initiates partnership via letter of intent with GW for education and training programs

American Indians and Route 66 Guidebook researched, produced and published

Awarded Market Development Cooperator Program Grant from U.S. Department of Commerce

Native American Tourism and Improving Visitor Experience (NATIVE) Act of 2016 passed and enacted

Phase II of destination website launched

Board President testifies before U.S. House of Representatives

Subcommittee on Indian, Insular and Alaskan Affairs

Partnered with Tribal Business Journal (TBJ) to create advertising/advertorial program

AIANTA receives media coverage in *Men's*Journal, Cheap-O-Air Blog, LA Times,
Indian Country Today, Native Peoples
Magazine

Resolution of support for NATIVE Act implementation from All Pueblo Council of Governors (APCG) and 30+ Tribes and organizations received

2017

AITC hosted by Oneida Nation of Wisconsin Green Bay, Wisconsin

In partnership with Brand USA, AIANTA co-hosts first fam (familiarization) tour for Italian journalists

AIANTA hosts first Go International training for Tribes

International Outreach Coordinator hired

Launched Agritourism Pilot in partnership with the Food & Farm Communications Fund

Public Lands Inter-Agency Working Group formed

National Trails MOU put in approval process

MOU initiated with Indigenous Tourism



20 Years At-A-Glance

Association of Canada (ITAC)

BLM Letter of Intent for NATIVE Act projects enters approval process

Resolutions of support received from the Inter-Tribal Council of Nevada, Inter-Tribal Council of the Five Civilized Tribes and Affiliated Tribes of Northwest Indians (ATNI), with unanimous vote of 56 Tribes, and Alaska Federation of Natives (AFN) for implementation funding for the NATIVE Act

Letter of support for implementation funding of the NATIVE Act received from Governor Jay Inslee and Governor's Office of Indian Affairs, Washington State

Outreach to Rocky Mountain Tribal Leadership Council and Arizona Tribes with Arizona Governor's Conference on Tourism Partnered with First Nations Development Institute for three educational webinars

Executive Director testifies before the U.S. House Interior Appropriations Subcommittee requesting implementation funding of the NATIVE Act

2018

20th Anniversary AITC hosted by Pueblo of Isleta Albuquerque, New Mexico

AIANTA hosts second Go International training for Tribes

AIANTA co-hosts first Pacific Northwest fam trip for Italian journalists and tour operators in partnership with Brand USA Indian Country Tourism recognized through federal appropriations for Fiscal Year 2018 and 2019 via NATIVE Act implementation

AIANTA initiates MOUs with Route 66
Road Ahead Partnership and the National
Center for American Indian Economic
Development (NCAIED) and updates MOU
with NIGA

Initiates MOU with Department of the Interior and Department of Commerce

Initiates cooperative agreement with Department of the Interior and National Park Service

AIANTA/Federal Inter-Agency Working Group expanded and meetings established.





AIANTA Partners & Members

New Partnerships

In FY2017-2018, AIANTA strengthened its existing relationships while also attracting new partners to expand our reach. New partners include:

- The Route 66 Road Ahead Partnership
- National Park Service/National Trails Intermountain Region
- U.S. Department of the Interior & U.S. Department of Commerce

AIANTA History

2010

The first Native America section is included in *Discover America* magazine published by Brand USA

2015

AIANTA launches new database of Indian Country tourism assets

Building Strategic Partnerships

AIANTA is dedicated to creating strong relationships between Tribes, the tourism industry and federal and congressional leaders. We thank all our partners for helping us amplify the voice of Tribal tourism.

Our Partners Through the Years

American Association of Parks and Recreation American Indian Law Center American Recreation Coalition ArtPlace America Coalition of Large Land Based Tribes (COLT) The George Washington University International Institute of Tourism Studies **Grand Canyon Association Grand Canyon National Park** Historic Hotels Hobbs Straus Dean & Walker LLP Indian Pueblo Cultural Center Indigenous Tourism Association of Canada International Tourism Marketing (ITM) Inter-Tribal Council of Nevada Inc. Intertribal Transportation Association Kilpatrick Townsend and Stockton Midwest Alliance of Sovereign Tribes National Center for American Indian **Enterprise Development (NCAIED) National Congress of American Indians** National Geographic Society Sustainable Destinations

Destinations
National Indian Gaming Association
National Scenic Byways
National Tour Association
National Trails Intermountain Region
National Tribal Geospatial Information
Support Center

Native American Finance Officers Association Native American Rights Fund

Native American Tourism of Wisconsin
New York University
Northern Arizona University
Powers Pyles Sutter & Verville PC
Recreation One Stop
Route 66 The Road Ahead Partnership
Southeast Tourism Society
Southwestern Association for Indian Arts
(SWAIA)/Santa Fe Indian Market
Standing Rock Sioux Tribe
U.S. Department of Commerce
Office of Travel and Tourism Industries
International Trade Administration

U.S. Department of the Interior Bureau of Indian Affairs Tribal Technical Assistance Programs Bureau of Land Management National Park Service

U.S. Bureau of Reclamation U.S. Fish and Wildlife Service U.S. Forest Service

U.S. Small Business Administration

U.S. Travel Association United South and Eastern Tribes University of Wisconsin at Stout Western States Tourism Policy Council



AIANTA Partners & Members

Leaders in Tourism

AIANTA is grateful to our members who are working to advance Tribal tourism. AIANTA members from Tribes, the tourism industry, other national nonprofits, federal, state and local governments, and colleges and universities form a significant resource network that shares information and experience to support one another.

Tribes & Tribal Enterprises

Ak-Chin Indian Community
Alaska Native Voices Educational
Institute, Huna Totem Corporation
Blackfeet Manpower & Campgrounds
Central Council Tlingit & Haida Indian
Tribes of Alaska
Cherokee Nation
Chickeloon Native Village

Chickaloon Native Village Chickasaw Country Choctaw Country Citizen Potawatomi Nation

Coeur D'Alene Casino & Resort, Coeur D'Alene Tribe

Confederated Tribes of the Colville Confederated Tribes of Umatilla Coyote Valley Band of Pomo Indians Discover Salt River, Salt River Pima-Maricopa Indian Community

Eastern Shoshone Tribe

Grace Hospitality, Yavapai-Prescott Indian Tribe

Grand Canyon Resort, Hualapai Indian Tribe

Hilton Santa Fe Buffalo Thunder, Pueblo of Pojoaque

Hoonah Indian Association

Hyatt Regency Tamaya, Pueblo of Santa Ana

Indigenous Tourism Association of Canada

Isleta Resort & Casino, Pueblo of Isleta Jilkaat Kwaan Cultural Tours, Chilkat Indian Village

Kake Tribal Tourism LLC Kodiak Brown Bear Center, KONIAG Alaska Native Corporation Lac du Flambeau Business Development Corporation

Legends Casino Hotel, Yakama Nation Mandan, Hidatsa & Arikara Nation Tourism

Menominee Indian Tribe of Wisconsin Mississippi Band of Choctaw Indians Moenkopi Legacy Inn & Suites, Hopi Tribe The Muscogee (Creek) Nation

Native American Tourism of Wisconsin Native American Travel LLC, Seminole Tribe of Florida

Navajo Nation Hospitality Enterprise Navajo Nation Tourism

Navajo Parks & Recreation Department Nevada Indian Territory

Nez Perce Tribe Enterprise Board Organized Village of Kasaan

Paragon Casino Resort, Tunica-Biloxi Tribe of Louisiana

Pedro Bay Corporation Pueblo of Pojoaque

Quileute Oceanside Resort

Radisson Inn Green Bay, Oneida Nation of Wisconsin

San Manuel Band of Mission Indians Saint Regis Mohawk Tribe Seneca Nation of Indians Shoshone Bannock Hotel, Shoshone-Bannock Tribes

Standing Rock Sioux Tribe

Port Madison Enterprises, Suquamish Tribe

TDX St. Paul Island Tour, TDX Alaska Native Corporation

The People's Center, Confederated Salish & Kootenai Tribes

Tulalip Tribes

United Houma Nation

Ute Mountain Ute Tribe

Ute Tribal Enterprise, Ute Indian Tribe
Washoe Tribe of Nevada & California
We-Ko-Pa Resort, Fort McDowell Yavapai
Wind River Hotel & Casino, The Northern
Arapaho Tribe

Native-Owned Businesses

Adventurous Antelope Canyon Photo Tours

Alaska Native Heritage Center Alaskan Dream Cruises Antelope Canyon Navajo Tours

Exhibit Solutions

Native Hawaiian Hospitality Association Navajo Tours USA

Opiq Adventures, LLC.

AIANTA History

In 2015, AIANTA members and Tribal tourism entities are offered an exciting new marketing tool with the launch of NativeAmerica. travel, the first-ever consumer-facing website promoting authentic experiences in Indian Country.





AIANTA Partners & Members

AIANTA Members

- Are leaders in the travel, tourism and recreation industry who elect AIANTA leadership
- Network with other Tribal professionals and industry leaders
- Keep up-to-date with Tribal tourism and recreation news, opportunities and issues
- Receive notices of funding, training, scholarships and promotional opportunities
- Can promote new services, products and events in AIANTA newsletters
- Are listed in the online Membership Directory
- Participate in regional projects and technical assistance opportunities
- Support advocacy efforts in Washington, D.C.
- Enjoy reduced registration rates at the AITC and other events
- Can receive AIANTA Destination Awards.
- Are eligible to serve on one of AIANTA's ad-hoc committees.

Passport To Pueblo Country
Pine Ridge Area Chamber of Commerce
Tribal Business Journal
Tribal Print Source

Businesses/Organizations

Albuquerque Hispano Chamber of Commerce Alcatraz Cruises LLC AMERICA Journal American Indian Chamber of Commerce of Arizona

American Indian Chamber of Commerce of New Mexico

American Indian Resource Center, Inc. Arizona Office of Tourism

BHW1 Advertising

City of Gallup Tourism

Colorado Tourism Office

Florida Governor's Council on Indian Affairs, Inc.

Fort Belknap Community Economic Development Corporation

Hawaii Tourism Authority

Indian Arts & Crafts Association

Kilpatrick Townsend & Stockton LLP

MacLeod Farley & Associates

Montana Office of Tourism and Business Development

National Federation of Tourist Guide Associations

Niagara Falls National Heritage Area, Inc.

Office of Hawaiian Affairs Powers Pyles Sutter & Verville PC Red Cloud Indian School Heritage Center South Dakota Missouri River Tourism South Dakota Tourism

Southeast Tourism Society

Southwestern Association for Indian Arts

Tauck

The Cascade Loop

Tourism Cares

Travel South Dakota Tourism

Vision Maker Media

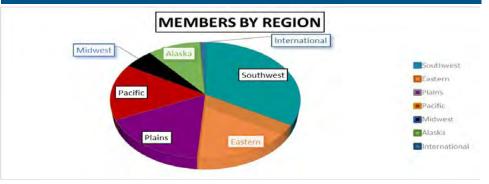
VisitABQ.org

Western National Parks Association

Woodland Indian Art

Wyoming Office of Tourism

Members by Region





Scholarship

To support the next generation of Tribal tourism industry leaders AIANTA introduced its Hospitality and Tourism Scholarship Program in 2013. Native students pursuing a degree in Hospitality and Tourism Management, Culinary Arts and other related fields can apply for scholarships set at \$500 per semester and \$1,000 per academic school year.

AIANTA has raised nearly \$40,000 for the program and has awarded a total of 14 scholarships to Native students.

Alanta also supports the next generation of tourism industry leaders through an internship program with the National Indian Youth Council (NIYC) and the Southwestern Indian Polytechnic Institute (SIPI).

2012

AIANTA raised more than \$8,000 for its scholarship program at its first silent auction and Destination Awards ceremony at the AITC in Billings, Montana.

2013

Kyle Tafoya, Pueblo of Jemez (Central Community College) Jennifer Abeita, Laguna/Choctaw Tribes (Southwest Indian Polytechnic Institute)

2014

Del Curfman, Crow Nation (Institute of American Indian Arts) Jordan Dresser, Northern Arapaho (University of San Francisco)

2015

Hajshrei Brown, Navajo Nation (Arizona State University)

Dedric Lupe, White Mountain Apache Tribe (University of San Francisco) Shiann Nanalook, Alaska Native, Togiak (Fort Lewis College in Durango, Colorado).

2016

Shawn M. Aragon, Pueblo of Acoma (New Mexico State University)

Marcus Seymour, Pueblos of Acoma and Laguna (Institute of American Indian Arts)

Vanessa Fernando, Pueblo of Laguna (New Mexico State University) Tracee Abeita Torres, Pueblo of Isleta (University of New Mexico).

2017

Myron Lee, Navajo Nation (Southwest Indian Polytechnic Institute) Monica Gregory, Colville Confederated Tribes (Washington State University Nicole Russell, Echota Cherokee Tribe of Alabama (University of South Alabama)

Graduates

Jennifer Abeita - Associates Degree in Culinary Arts (Southwest Indian Polytechnic Institute)

Tracee Abeita Torres - Bachelor of Business Administration (University of New Mexico)

Shawn M. Aragon - Bachelor of Science in Hotel, Restaurant and Tourism Management, (New Mexico State University)

Del Curfman - Bachelor of Fine Arts in Studio Arts (Institute of American Indian Arts)

Jordan Dresser - Master of Arts in Museum Studies (University of San Francisco)

Vanessa Fernando - Bachelor of Science in Hotel, Restaurant and Tourism Management, (New Mexico State University)

Myron Lee - Associates Degree in Culinary Arts (Southwest Indian Polytechnic Institute)

Dedric Lupe - Master of Arts in Museum Studies (University of San Francisco)



Indian Country Training

AIANTA is committed to laying a sustainable foundation for tourism development and fostering growth, and we work closely with our members, partners and the tourism industry to provide the educational support Tribes need to build authentic cultural tourism experiences. In FY2017-2018, AIANTA initiated a number of programs for Indian Country participants.

Go International

Responding to the needs of Indian Country organizations and enterprises wanting to attract an international audience, AIANTA produced its second annual Go International training in Albuquerque, New Mexico, January 22-23, 2018. More than 40 people participated in the two-day program, which was designed to help businesses learn how to build capacity, develop product and gain the skills needed to be ready for the international marketplace.

Agritourism

Food sovereignty is a growing movement in Indian Country, as agritourism provides another way for Tribes to gain income from their farms and ranches. To support the growth of agritourism, AIANTA launched a Tribal agritourism page, provided tailored trainings at the American Indian Tourism Conference (AITC) and developed three case studies of Tribal agritourism programs published at AIANTA.org in partnership with the Food and Farm Communications Fund.

Webinars

To further facilitate Tribal learning, especially for Native communities located in remote communities, AIANTA developed three training webinars in partnership with First Nations Development Institute.

Subjects included *Trends, Challenges and Opportunities in Tribal Agritourism Development, Using New Media to Control the Message* and *Using NativeAmerica.travel to Promote Tourism and Your Agritourism Products.*

More than 100 participants registered for each webinar.

Professional Certificate in Cultural Heritage Tourism

AIANTA partnered with the George Washington University to launch an online professional Cultural Heritage Tourism Certificate program.

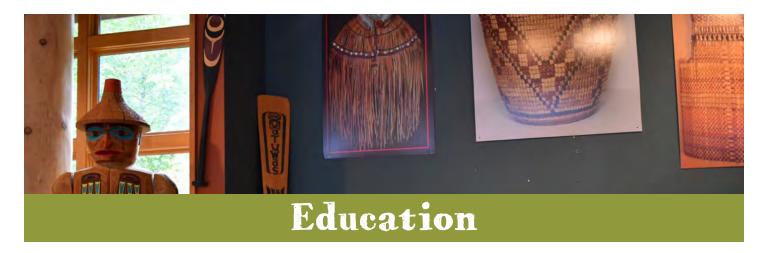
The six-module program provides participants with the knowledge to leverage tourism as an engine for community and economic development.

The inaugural certificate program drew 46 registrants with 39 participants receiving certificates.

"I highly recommend the course for all who are involved in any aspect of Tribal tourism!"

--Dorothy FireCloud, Superintendent of Montezuma Castle and Tuzigoot National Monuments, National Park Service





Regional Outreach

AIANTA reaches audiences across the nation and the globe with increased support from regional board members who actively assist in meetings within their regions.

Nationally, AIANTA staff and board of directors attended such events as the Southeast Tourism Society's Congressional Summit on Travel and Tourism, the National Indian Gaming Association's annual convention, the National Congress of American Indians and Affiliated Tribes of Northwest Indians, as well as serving on national committees. Internationally, participation at ITB Berlin, Showcase USA-Italy, WTM London and IPW contributed to our strong global outreach efforts.

In FY2017-2018, our direct outreach efforts resulted in exposure to approximately 172,2550 individuals in Indian Country and the tourism industry including federal, Tribal, industry, international and consumer contacts.

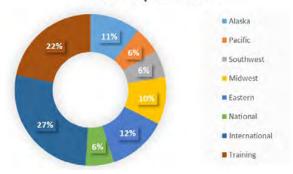
Travel for the purpose of providing training to AIANTA staff and board of directors represents 22 percent of all of the organization's travel. Further, 77 percent of travel was related to national and international outreach efforts, providing information on AIANTA's programing and resources to help tourism development and capacity building.

Between September 2017 and August 2018, AIANTA received 32 percent of its total travel expenses as in-kind relief for outreach and technical assistance for tourism development from Tribal and industry partners across the nation.

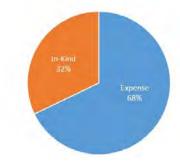
AIANTA History

In 2014, AIANTA's Board of Directors began an organized outreach program to provide training and education programs to Tribal enterprises around the nation.

Travel Expenditures



Outreach and Training Expenditures







American Indian Tourism Conference

AITC Conference

To help Tribes develop and grow their tourism capacity, AIANTA brings together Tribes, thought leaders and tourism industry professionals at its annual American Indian Tourism Conference (AITC). For FY2017-2018, the conference celebrated its 19th anniversary in Green Bay, Wisconsin in partnership with the Oneida Nation of Wisconsin.

As the only national conference on tourism in Indian Country, AITC is a premier showcase for sharing knowledge, experience and best practices from tourism programs around the United States.

Every conference features mobile workshops, networking events and expert speakers and presenters in order to create a quality educational forum to help attendees with their travel and tourism initiatives.

At the annual conference, AIANTA also hosts a silent auction, the proceeds of which go to AIANTA's scholarship program—supporting Native students in their tourism and hospitality studies.

Tribal Destination of the Year

Destination Awards

2017-2018: Talking Stick Resort
Salt River Pima-Maricopa Indian Community

2016-2017: Icy Strait Point Huna Totem Corporation

2015-2016: Acoma Sky City Cultural Center & Haak'u Museum
Pueblo of Acoma

2014-2015: Chickasaw Country of Oklahoma

2013-2014: Indian Pueblo Cultural Center 2012-2013: Cherokee Nation Cultural Tourism; Pyramid Lake Paiute Tribe (Honorable Mention) 2017-2018: Stewart Father's Day Powwow

Best Cultural Heritage Experience

2016-2017: Puye Cliffs
Pueblo of Santa Clara

Pueblo of Santa Clara

2015-2016: Alaskan Dream Cruises 2014-2015: Alaska Native Voices, Huna

Totem Alaska Corporation 2013-2014: The Poeh Center, Pojoaque

Pueblo Standing Rock Tribal Tourism 2012-2013: Chickasaw Cultural Center; Arizona Indian Festival (Honorable Mention)

Conference Sponsors

Arizona Office of Tourism
Bureau of Indian Affairs
Cherokee Nation Businesses
Chickasaw Country
Choctaw Country
Eastern Band of Cherokee Indians
Indigenous Tourism Association of
Canada

Inn of the Mountain Gods
Navajo Parks & Recreation
Department
Nevada Indian Territory
Paragon Casino Resort
Port Madison Enterprises
Puyallup Tribe of the Puyallup
Reservation

Radisson Green Bay, Oneida Nation of Wisconsin
Society of American Indian

Government Employees Tribal Business Journal Vision Maker Media

Excellence in Customer Service

2017-2018: Donovan Hanley, Navajo Nation Hospitality

2016-2017: Tina Whitegeese, Hilton Buffalo Thunder, Pueblo of Pojoaque

2015-2016: Grand Canyon Skywalk (Monica Sedillo, Elroy Havaton, Rory Majenty)

2014-2015: CIRI Alaska Tourism Corporation

2012-2013: Dawn Melvin, Arizona Department of Tourism



Enough Good People

"Through all the fits and starts, challenges and triumphs, we never doubted that good things would happen because there were, in every situation, enough good people to push or pull or argue us through to the next step." – Louis Adams, Salish

2017-2018

Marcie Metropolus, Great Lakes Inter-Tribal Council – (In Memoriam) In recognition of her dedicated work to AIANTA

Danny Marti, Kilpatrick Townsend Stockton LLC

Keith Harper, Kilpatrick Townsend Stockton LLC

Great Lakes Inter-Tribal Council, Inc.

2016-2017

Principal Chief Bill John Baker, Cherokee Nation Senator Brian Schatz of Hawaii

2015-2016

David Uberuaga, Former Superintendent, Grand Canyon National Park

Joe Garcia, Former Governor, Ohkay Owingeh and former President of the National Congress of American Indians.

Kristen Lamoureux, PhD
Ron Erdmann, former Deputy
Director of Research, Office of
Travel and Tourism Industries, U.S.
Department of Commerce.

2014-2015

Diane Chalfant, former Deputy Superintendent, Grand Canyon National Park

Vicki Dixon, former Program Analyst, Intergovernmental and External Affairs, Office of the Secretary, Department of the Interior

John Echohawk, Executive Director, Native American Rights Fund (NARF)

LeRoy Gishi, Chief, Division of Transportation, Bureau of Indian Affairs (BIA)

Jana Prewitt, former Director of External and Intergovernmental Affairs, Office of the Secretary, Department of the Interior and AIANTA Consultant

2013-2014

Bill Hardman, Southeast Tourism Society

Gail Adams, former U.S. Department of the Interior, Office of Intergovernmental and External Affairs

Julia Washburn, Associate Director for Interpretation and Education, National Park Service

Martha Redbone, Singer/Songwriter/ Artist **Sammye Meadows**, former AIANTA Public Lands Partnership Consultant

Tex G. Hall, Past Chairman, Mandan, Hidatsa & Arikara Nation; Past President, National Congress of the American Indian

Sandra Necessary, former International Trade specialist, U.S. Department of Commerce









in international visitors to Indian Country since 2007 2,303,108 visitors Projected number of international visitors to Indian County by 2020**

Expanding Our Global Reach

Recognizing that Indian Country is a unique part of the visitor experience in America, AIANTA is ensuring Natives share in the benefits of attracting international travelers, who stay longer and spend more than other travelers.

Ever since AIANTA attended its first international tradeshow (ITB, Berlin) in 2009, the organization has been connecting Tribal tourism destinations and experiences with overseas buyers and media.

Tradeshow Participation

As international interest in the United States continues to grow—it is forecasted that there will be more than 2.4 million overseas visits to Indian Country by 2021—AIANTA continues to increase its presence at international trade shows.

In FY2017-2018, AIANTA attended and hosted Tribes at some of the largest and most influential travel tradeshows around the world, thanks in part to our partnerships with the Bureau of Indian Affairs (BIA) and the Department of Commerce Market Development Cooperator Program (MDCP).

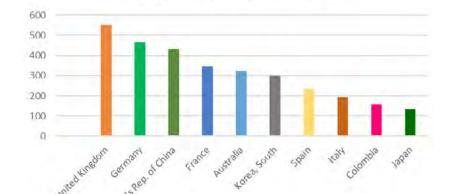
AIANTA History

2009

AIANTA attends its first international tradeshow, ITB in Berlin, Germany. ITB is one of the world's premier travel trade shows, connecting buyers and suppliers from around the world.

2010

Native America was included in Discover America magazine, the respected visitor guide published by Brand USA.



Top Markets to Indian Country



ITB Berlin

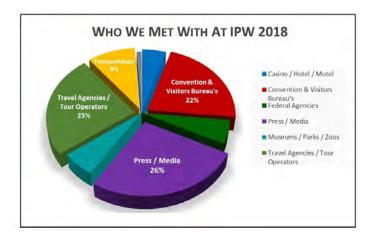
For the tenth consecutive year, AIANTA hosted Tribal partners at ITB Berlin, which attracts more than 170,000 visitors, 113,000 tourism professionals and 11,000 companies from 180 countries.

For nearly three months before the show, AIANTA provided extensive training, including conference calls, webinars and tourism marketing to provide Tribal partners with the highest caliber of training and education available in the industry.

IPW Denver

AIANTA, along with other federal partners, represented Indian Country tourism in the BIA booth at the U.S. Travel Association's Annual IPW in Denver, Colorado.

The U.S. travel industry's premier international tourism marketplace, IPW welcomed more than 1,100 exhibitors, including destinations, hoteliers and airlines.



Visit USA-Italy Showcase

AIANTA participated in Showcase USA-Italy for the fourth time in 2018. Organized by U.S. Commercial Service Italy and Visit USA Association Italy, Showcase USA-Italy is the only marketing event dedicated to promoting Italian tourism to the United States. AIANTA delegates met with more than 30 tour operators, 80 travel agents and 25 journalists.

World Travel Market

AIANTA continued to expand its international outreach in Europe by attending the premiere tourism trade show, World Travel Market (WTM) in London.

With more than 5,000 exhibitors, World Travel Market attracts 51,000 travel professionals, key industry buyers, journalists, digital influencers, students and tourism ministers yearly.

International Familiarization Trips

Pacific Northwest Fam Trip

AIANTA—in partnership with numerous Tribal enterprises, Brand USA and U.S. Commercial Service Italy—hosted a familiarization (fam) tour focused on Indian Country throughout the Pacific Northwest in May 2018. In total, AIANTA staff accompanied a delegation of six Italian journalists and travel buyers.



Public Relations & Media

Public Relations

AIANTA provides a strong voice for Tribes by sharing Indian Country's unique tourism stories and experiences to a media audience in the U.S. and abroad. Our public relations efforts for FY2018 resulted in:

- · Nearly 50 million media impressions
- Nearly 50 earned media stories

Key Placements

Sitka Historical Park Gets Benefit of Native Knowledge

U.S. News & World Report; July 14, 2018

Reach: 14 million

Route 66 Might Be iconic, But the Real Story — One of American Indians — Has Been Lost Along the Way

Mic Network; March 9, 2018

Reach: 2 million

RV Sales Are Up, But So Are Rentals and Shares

Skift; May 24, 2018 Reach: 222,000

Web Site Puts the Pow in Pow Wow

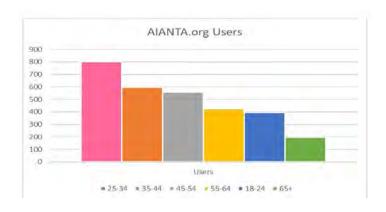
Travel Industry Today; June 12, 2018

Reach: 4,000 (Canada)

AIANTA.org

AIANTA's flagship website, AIANTA.org provided detailed information on the organization's outreach efforts. For FY2017-2018, the site attracted:

- More than 33,000 pageviews for FY2017-2018
- Gender mix: 59 percent female/41 percent male
- Users Geography: U.S. (72%); Canada (3.5%); Brazil (3.3%); and France (2%)
- A younger audience: 25-34 years (26%); 35-44 (20%); 45-54 years (19%); 55-64 years (15%); other (20%)



Social Media

AIANTA's social media efforts continue to speak to an ever-increasing audience. For FY 2018, AIANTA delivered:

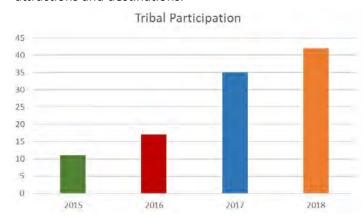
- 4,511 Facebook likes
- 973 Twitter followers
- 70 Instagram followers
- A reach of nearly 70,000 users on Facebook
- A reach of nearly 55,000 users on Twitter



Native America. travel

Destination Website

In 2015, AIANTA introduced NativeAmerica.travel, the first-ever, consumer-facing destination website dedicated to Indian Country tourism. The site connects Tribes directly to travelers with inspiring narratives and images inviting them to explore Indian Country. Each federally recognized Tribe can claim a page on the website and contribute an unlimited number of experiences, accommodations, attractions and destinations.



Target Users

Cultural Heritage Travelers

Travelers who visited a gallery/museum, historic location, national park or cultural/ethnic heritage site

International Visitors

Visitors looking for itineraries beyond a single destination

Baby Boomer Adventurers

Seeking authentic Native American experiences adjacent to National Parks and public lands

Adventure/Eco Travelers

Generally a younger audience seeking unique, photo-ready outdoor experiences

Families

Looking to experience the diversity of Native American Tribes and their respective cultures

Tribal Partners

Bear River Band
Cherokee Nation
Chickasaw Nation
Choctaw Nation of Oklahoma
Coeur D'Alene Tribe
Comanche Nation
Confederated Salish and Kootenai
Tribes
Eastern Band of Cherokee Indians
Fort Belknap Indian Community

Fort McDowell Yavapai Nation

Mandan Hitatsa & Arikara Nation

The Hualapai Tribe

Lower Brule Sioux Tribe

Nez Perce Tribe
Oneida Nation of Wisconsin
Organized Village of Kasaan
Pueblo of Cochiti
Pueblo of Jemez
Pueblo of Pojoaque
Pueblo of Santa Ana
Reno Sparks Indian Colony
Salt River Pima Maricopa Indian
Community
Seminole Tribe of Florida

Mille Lacs Band of Ojibwe

Navajo Nation

Moapa Band of Paiute Indians

Shoshone-Bannock Tribes
Sitka Tribe of Alaska
Standing Rock Sioux Tribe
Turtle Mountain Band of
Chippewa
United Houma Nation
Village of Aniak
Walker River Paiute Tribe
Washoe Tribe of Nevada and
California
Wrangell Cooperative Association
The Yurok Tribe

Seneca Nation of Indians



National Coalitions & Initiatives

AIANTA History

2012

The U.S. President's National Travel and Tourism Strategy includes AIANTA

2014

In 2014, AIANTA helps shape the Native American Tourism and Improving Visitor Experiences (NATIVE) Act sponsored by Senator Brian Schatz (HI)

2016

AIANTA's Board President provides testimony on the NATIVE Act at a Hearing before the U.S. House Subcommittee on Indian, Insular and Alaska Native Affairs

2018

Indian Country Tourism is recognized through federal appropriations for Fiscal Year 2018 and 2019 via NATIVE Act implementation

Native American Tourism and Improving Visitor Experience Act

Successful Legislative Work Leads to NATIVE Act Funding

With AIANTA's persuasive leadership and the support of U.S. Tribes, Tribal organizations, and the tourism industry, Congress voted to provide \$4.4 million in Fiscal Year (FY) 2017-2018 funding to begin carrying out the NATIVE Act. FY2018-2019 federal appropriations measures that await passage continue funding the NATIVE Act at \$3.4 million.

The NATIVE Act calls for a Tribal tourism nonprofit with AIANTA's mission to facilitate implementation, and AIANTA has adopted a NATIVE Act strategic plan and is negotiating a cooperative agreement with the Bureau of Indian Affairs to obtain FY2017-2018 funding to implement the Act.

The NATIVE Act mandates and encourages:

- 1. Enhancement and integration of Native American tourism into federal management planning
- 2. Increased coordination and collaboration between Tribes and Federal agencies' tourism assets
- 3. Expanded heritage and cultural tourism opportunities in the U.S.
- 4. Federal agencies providing funding and technical assistance to Indian Tribes, Tribal organizations, and Native Hawaiian organizations to spur important infrastructure development, increase tourism capacity, and elevate living standards in Native American communities.



Supporting Congressional Legislation and National Tribal Coalitions & Initiatives

AIANTA understands that the success of Indian Country tourism is influenced by the many Federal laws, regulations and policies that support or detract from Tribal self-governance and self-determination.

Consequently, in 2018, AIANTA reviewed and chose to support key initiatives, including the Explore America Act, the priorities of the Native Farm Bill Coalition and the NCAI Partnership for Tribal Governance.

The Explore America Act

The Explore America Act—sponsored by Senator Brian Schatz—authorizes the Secretary of the Interior to strengthen cultural heritage tourism through the Preserve America Program. It directs the National Park Service Director to partner with gateway communities, including Native American communities, to leverage local cultural and historic heritage tourism assets.

Agritourism

Agritourism is a growing sector of rural development, so AIANTA joined the Native Farm Bill Coalition and its 160+ members to protect and serve the interests of Tribes in all aspects of the Farm Bill of 2018, including funding formulas, 638 pilot programs and inclusion in policy and advisory bodies within the Department of Agriculture.

NCAI Partnership Initiatives

Strengthening Tribal self-governance, amending P.L. 102-477 to include all relevant federal agencies, and assisting Tribes to tailor their own Tribal workforce development plans are National Congress of American Indians (NCAI) Partnership initiatives that AIANTA seeks to understand and support with the intent of helping Tribes see tourism's employment potential and incorporate development strategies for tourism workforce readiness.

1999

The first American Indian
Tourism Conference (AITC) is
hosted by New Mexico Indian
Tourism Association, Bureau
of Indian Affairs (BIA) and
Department of the Interior in
Albuquerque, NM

2012

AIANTA participates in Destination Capitol Hill with U.S. Travel Association.

2016

AIANTA receives U.S. President's "E" Award for organizations contributing significantly to increase U.S. exports

2016

Awarded Market Development
Cooperator Program Grant
from the U.S. Department of
Commerce



Financial

Tylor Roth & Company PLLP Certified Accounts have audited the financial statements of American Indian Alaska Native Tourism Association, Inc. as of and for the year ended September 30, 2016, and have issued this report dated March 21, 2018, which contained an unqualified opinion on those financial statements.

"Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The accompanying schedule of expenditures of federal awards is presented for purposes of additional analysis as required by U.S. Office of Management and Budget Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations, and is not a required part of the financial statements.

We have audited American Indian Alaska Native Tourism Association, Inc.'s compliance with the types of compliance requirements described in the OMB Compliance Supplement that could have a direct and material effect on each of American Indian Alaska Native Tourism Association, Inc.'s major federal programs for the year ended September 30, 2017. American Indian Alaska Native Tourism Association, Inc.'s major federal programs are identified in the summary of auditor's results section of the accompanying schedule of findings and questioned costs.

Opinion on Each Major Federal Program

In our opinion, American Indian Alaska Native Tourism Association, Inc. complied, in all material respects, with the types of compliance requirements referred to above that could have a direct and material effect on each of its major federal programs for the year ended September 30, 2017."

AMERICAN INDIAN ALASKA NATIVE TOURISM ASSOCIAT	ION INC.			
SCHEDULE OF EXPENDITURES OF FEDERAL AWARD	OS			
(Year ending September 30, 2017)				
Federal Grantor/Pass through Agency Program Title	Total Federal Expenditures			
Organizational Development & Operations	488,597			
International Outreach Community Outreach	96,082 73,995			
Public Lands Partnership	69,655			
Annual Conference	50,000			
Destination Website	35,056			
Regional Outreach	17,553			
	830,938			
Direct Programs				
US Department of Commerce Office of Planning, Coordination and Management				
Discover Native America: Tribal Tourism Marketing	4,337			
Total Expenditures of Federal Awards	835,275			

Statement of Activities for the Year				
Ending September 30, 2017			2017	2016
(With Comparative Total For 2016)		Temporarily		
	Unrestricted	Restricted	Total	Total
Revenue and other support				
Federal grants	\$835,275	S	\$835,275	\$1,064,881
Conference registrations and fees	113,788		113,788	95,750
Sponsorships		68,000	68,000	76,500
Private grants		63,000	63,000	
Membership dues	27,657		27,657	23,941
Contributions	3,318	12,701	16,019	8,879
Other	3,630		3,630	12
In-kind contributions	18,889		18,889	4,333
Net assets released from restrictions	330,897	330,897		
Total revenue and other support	1,333,454	-187,196	1,146,258	1,274,296
Exnense				
Program services				
	837,487		837,487	1,201,142
Supporting services				
Management and general	312,040		312,040	187,250
Fund-raising	102,827		102,827	82,383
Total expense	1,252,354		1,252,354	1,470,775
Change in net assets	81,100.00	(187,196.00)	(106,096)	(196,479.00)
Net assets, beginning of year	351,320	297,305	648,625	845,104
Net assets, end of year	\$432,420	\$110,109	\$542,529	\$648,625





BIA Funding

AIANTA has been supported by the Bureau of Indian Affairs through a cooperative agreement since 2011. However, over the years funding support has fluctuated and AIANTA has sought alternative funding.

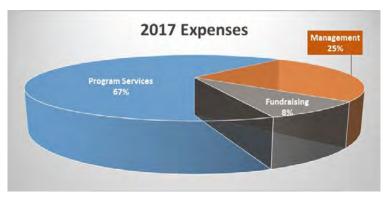
Expenses

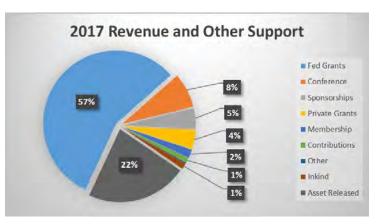
67 percent of AIANTA expenses are used for programs including education, international, public lands and the destination mapping program. AIANTA invested 8 percent for fundraising activities and 25 percent for management.

Revenue & Other Support

2017 AIANTA diversified revenue sources can be attributed to the growth in the program funds from the annual AITC conference, sponsorships, donations and increased membership. New programs contributing include the cultural certificate programs and webinars. Private grants awarded include the ArtPlace America, Marketing Development Cooperators Program, Food Farm Communications Fund and the First Nations Development Institute.









2017-2018 AIANTA Staff (L-R): Gail Chehak, Sandra Anderson, Camille Ferguson, Hannah Peterson, Rachel Cromer-Howard, Sherrie Bowman, Chunyu Lin

AIANTA Staff

Camille Ferguson, Executive Director
Hannah Peterson, Development Director
* Monica Poling, Public Relations & Media Manager
Sandra Anderson, IT & Website Development Coordinator
Sherrie L. Bowman, Education & Events Specialist
Gail E. Chehak, Outreach & Content Development Coordinator
* Ariel Richardson, Administrative Assistant

*New to AIANTA staff, not shown

FY 2017-2018 Consultants & Advisors

Jana Prewitt, Legislative Consultant
Lael Eckohawk, Legal Advisor
Scott Sypolt, Akerman LLP, Legal Advisor
Julie Heizer, MDCP Advisor, U.S. Department of Commerce
Brad Hess, MDCP Advisor, U.S. Department of Commerce
Paul G. Moorehead, Powers Pyles Sutter & Verville PC, Legal Advisor
Dan Moore, Pandion Consulting and Facilitation, Agritourism Consultant

AIANTA Board of Directors

OFFICERS

President Sherry L. Rupert Vice President Rachel Moreno Secretary James Surveyor Treasurer Lora Ann Chaisson

ALASKA REGION

Rachel Moreno (*Tlingit*)
Sitka Tribe of Alaska Tribal Council
Mario Fulmer (*Tlingit*)
Alaska Native Voices Educational Institute

EASTERN REGION

Lora Ann Chaisson (*United Houma Nation*)
United Houma Nation Tribal Council

MIDWEST REGION

Crystal Holtz (Oneida Nation of Wisconsin)
Radisson Hotel & Conference Center Green Bay
Bethann Cassie Molkentin (Stockbridge-Munsee Band of Mohicans)
Mille Lac Corporate Ventures

PACIFIC REGION

Jamie SiJohn (Spokane Tribe of Indians)
Tribal Strategist/BHW1 Advertising
Pohai Ryan (Native Hawaiian)

PLAINS REGION

Gayle Skunkcap (*Blackfeet Nation*)

Blackfeet Nation Campgrounds & Manpower One Stop
Leslie Shakespeare (*Eastern Shoshone*)
Eastern Shoshone Business Council

SOUTHWEST REGION

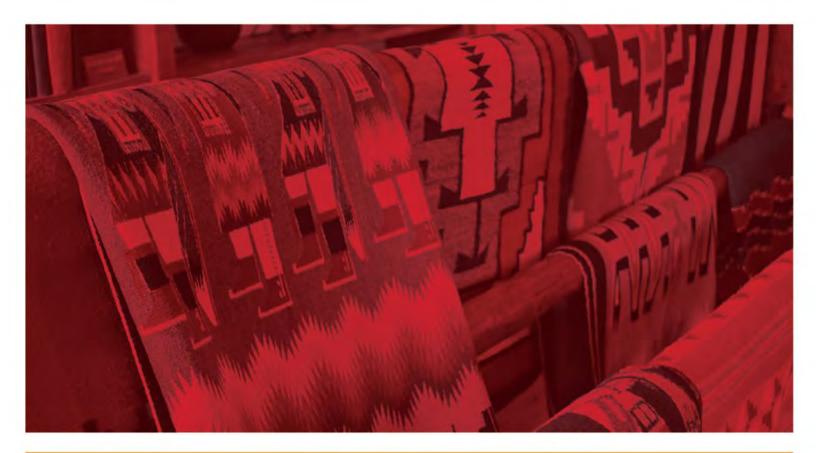
Sherry L. Rupert (*Paiute/Washoe*) Chairperson, Nevada's Indian Territory Emerson Vallo (*Pueblo of Acoma*) Tourism Consultant

AT LARGE

Travis Owens (*Cherokee Nation*)
Cherokee Nation Businesses
James Surveyor (*Hopi/Cheyenne-Arapaho*)
Manager, Moenkopi Lodge

Jackie Dorothy (Northern Arapaho)*
Wind River Hotel & Casino
Christopher Thompson (Saint Regis Mohawk Tribe)*
Director of the Office of Economic Development, Saint Regis Mohawk Tribe
Sonja Tanner (White Earth Chippewa)*
Opus Tours

^{*} Served partial term





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