



**AIANTA**  
American Indian Alaska Native  
Tourism Association

Welcome  
Session A1 – Tourism Basics:  
How to Understand and Benefit from Domestic and  
International Tribal Tourism Research and Data  
Tuesday, September 18, 2018  
10:30am - 12:00pm

To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended



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## 2017 Overnight Visitor Research

Presented on September 18, 2018



# A Thought Starter



# Introduction/ Methodology

- ✓ Longwoods **Travel USA®** currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- ✓ This report provides an overview for visits to American Indian Communities. 2017 was the first year this data was captured.
- Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA®** survey:
  - Selected to be representative of the U.S. adult population
- For visiting American Indian Communities, 2,438 trips or **1%** of the overnight trips.



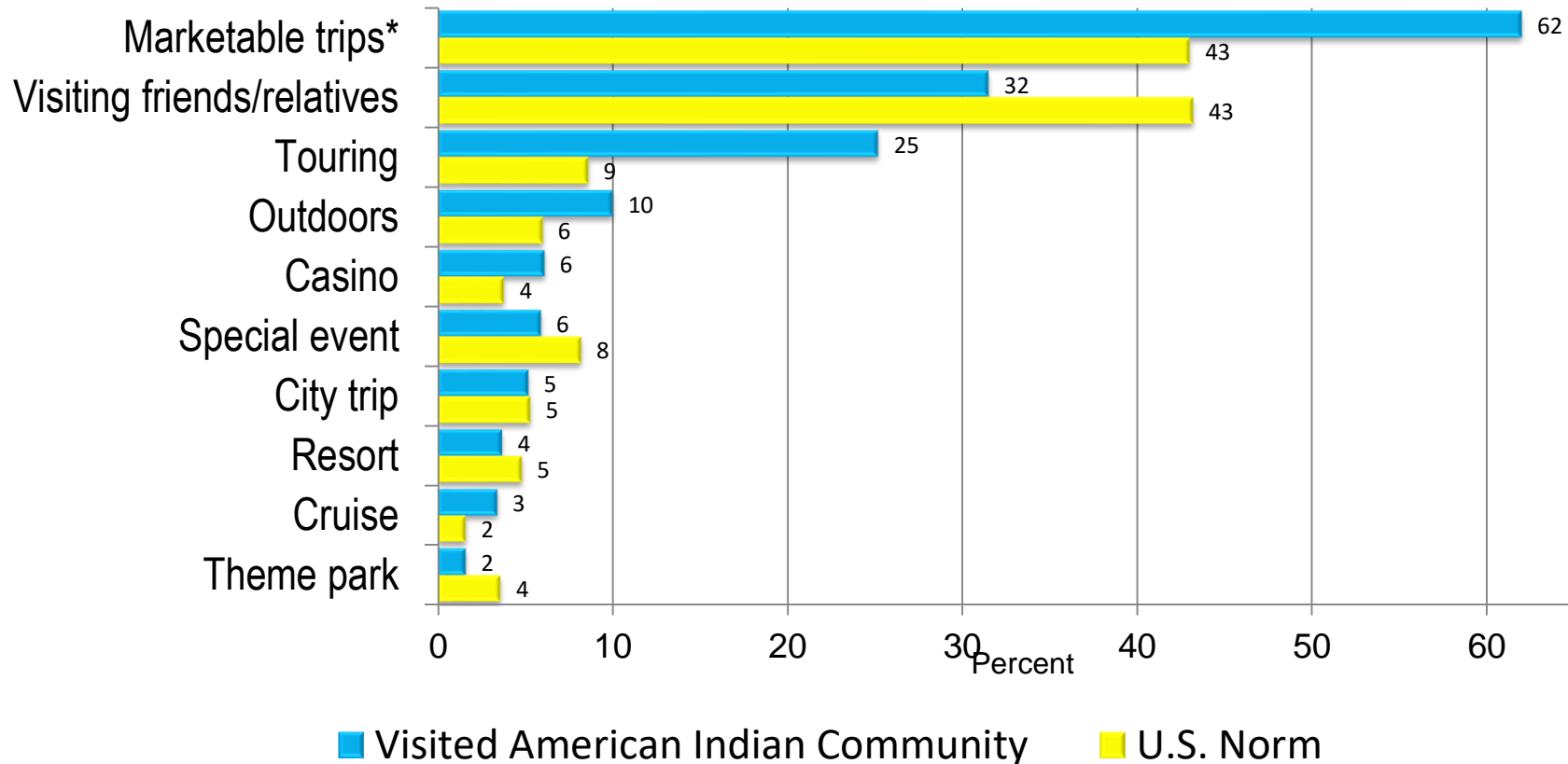


## Overnight Trip Characteristics



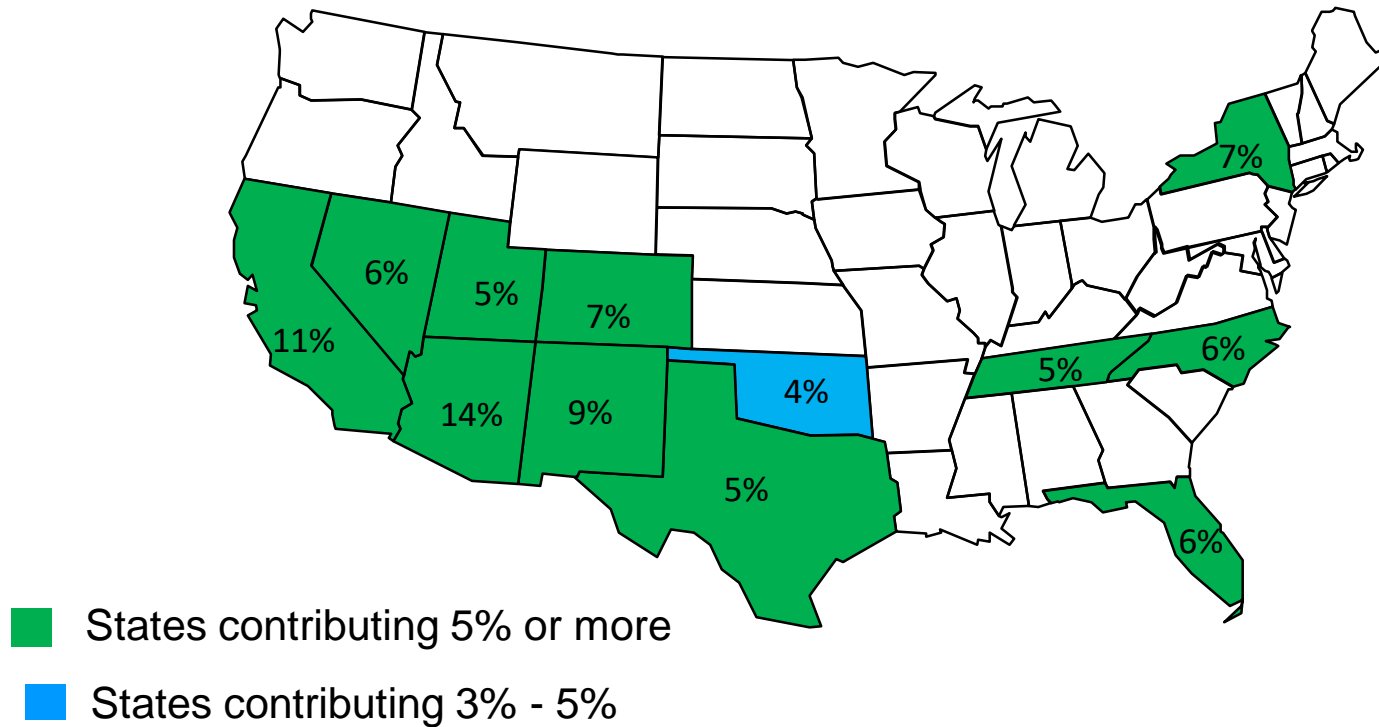
# Main Purpose of Leisure Trip that included an American Indian Community

Base: Overnight Person-Trips

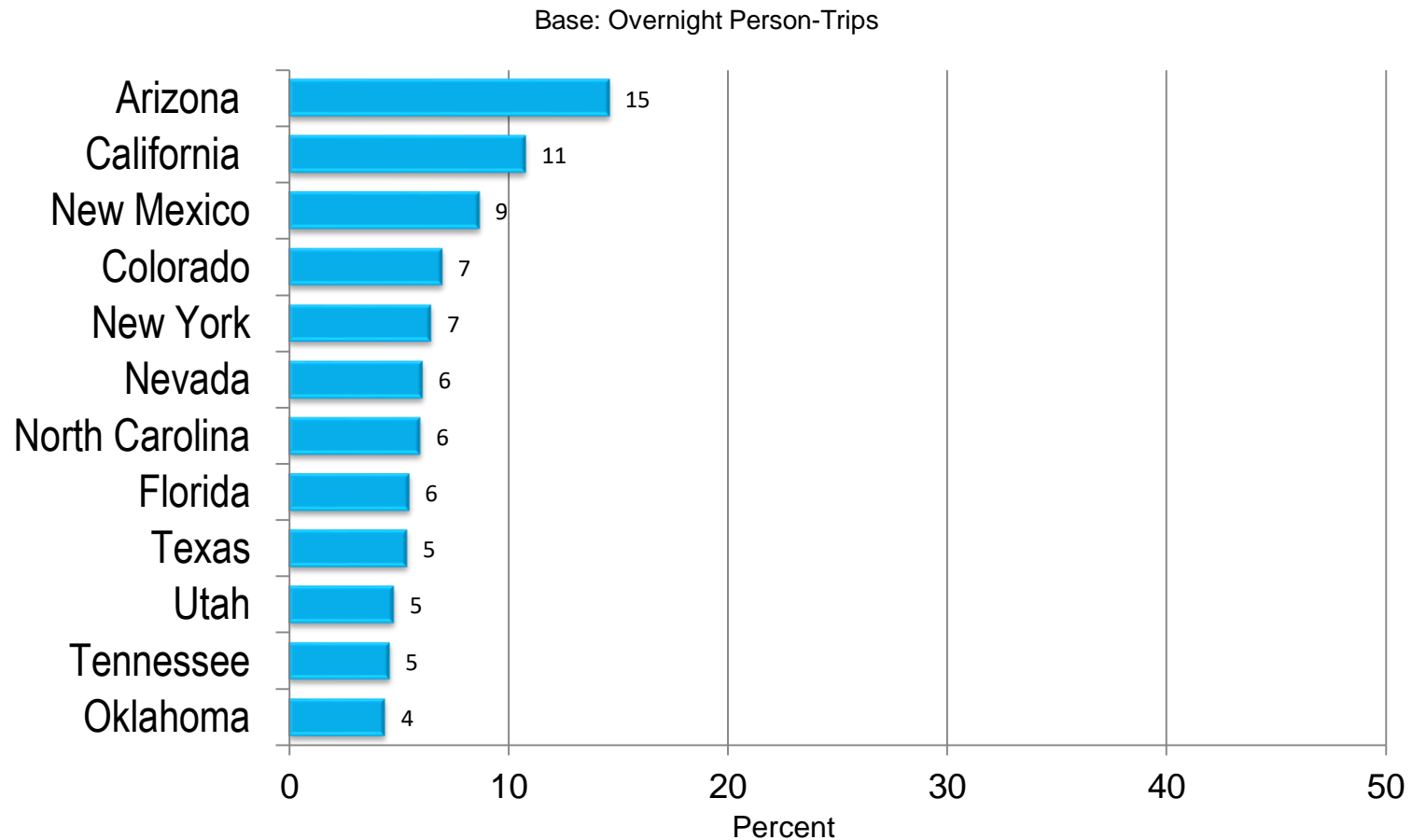


# Percentage of American Indian Community Visitors by State

Base: Overnight Person-Trips

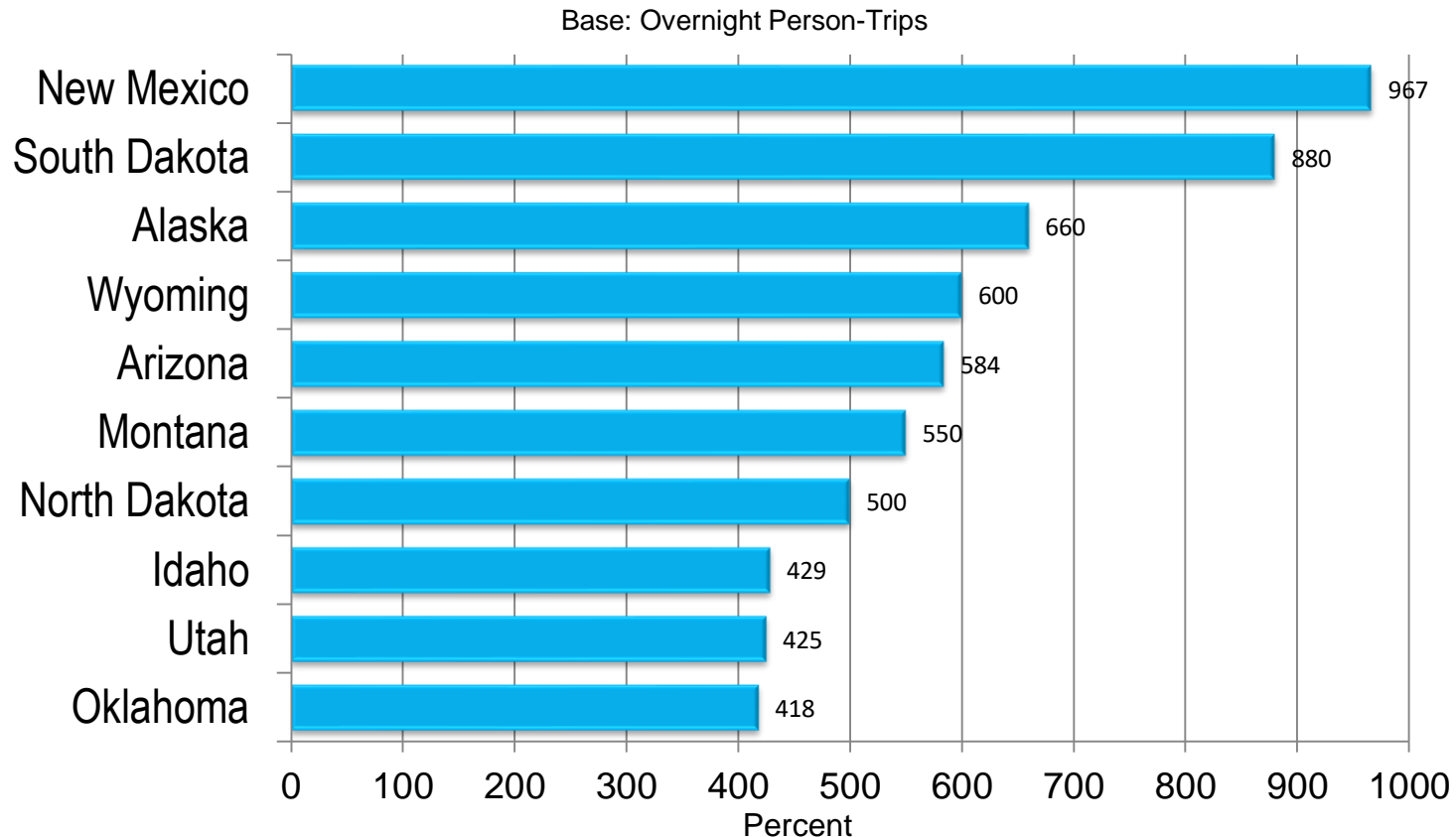


# Percentage of American Indian Community Visitors by State





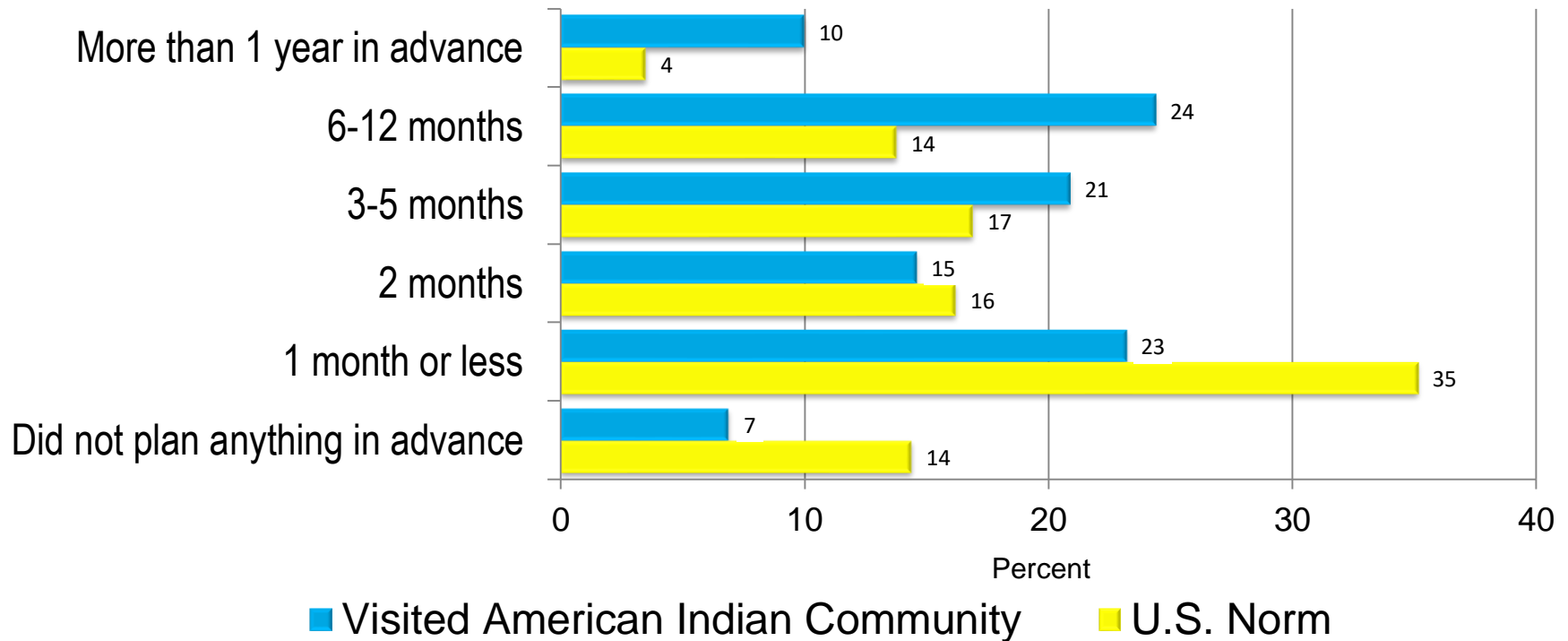
# American Indian Community Visitors to New Mexico are 9.5 Times More Likely Than Normal Visitors to Visit New Mexico



Index of a Trip that Included an American Indian Community  
Compared to the Total Visiting the State

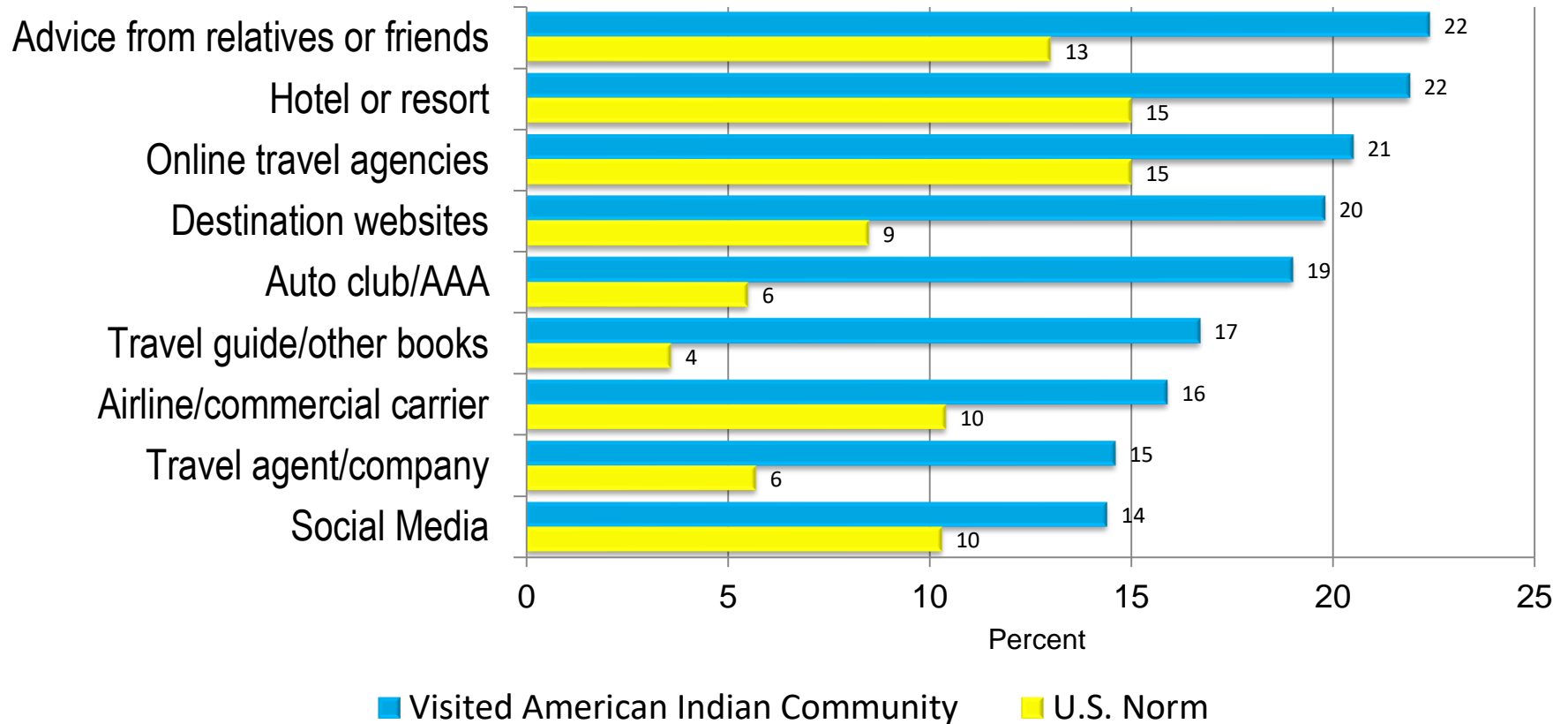
# Trips are Planned Out Over a Longer Time

Base: Overnight Person-Trips



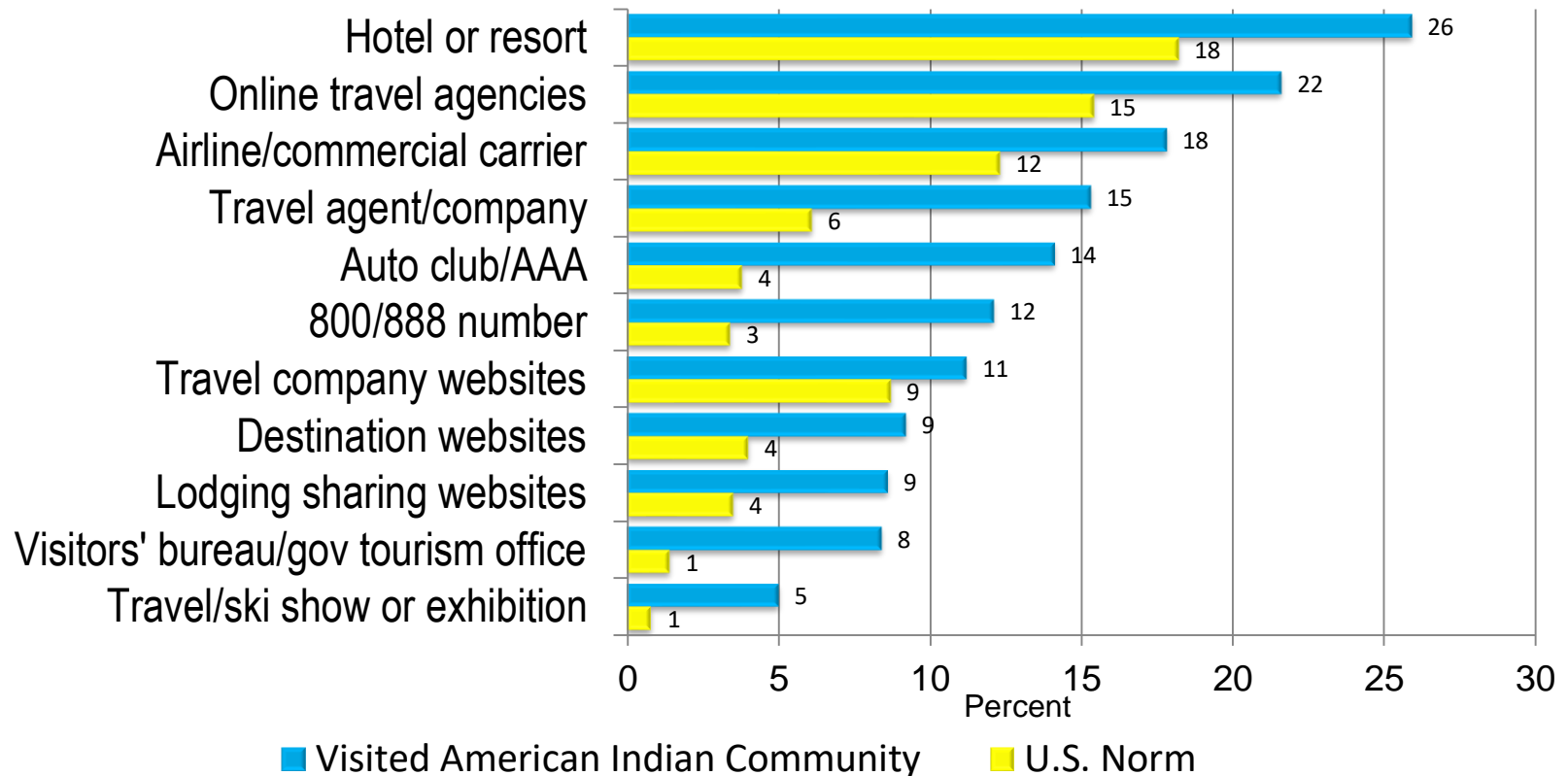
# Higher Usage of Trip Planning Sources

Base: Overnight Person-Trips

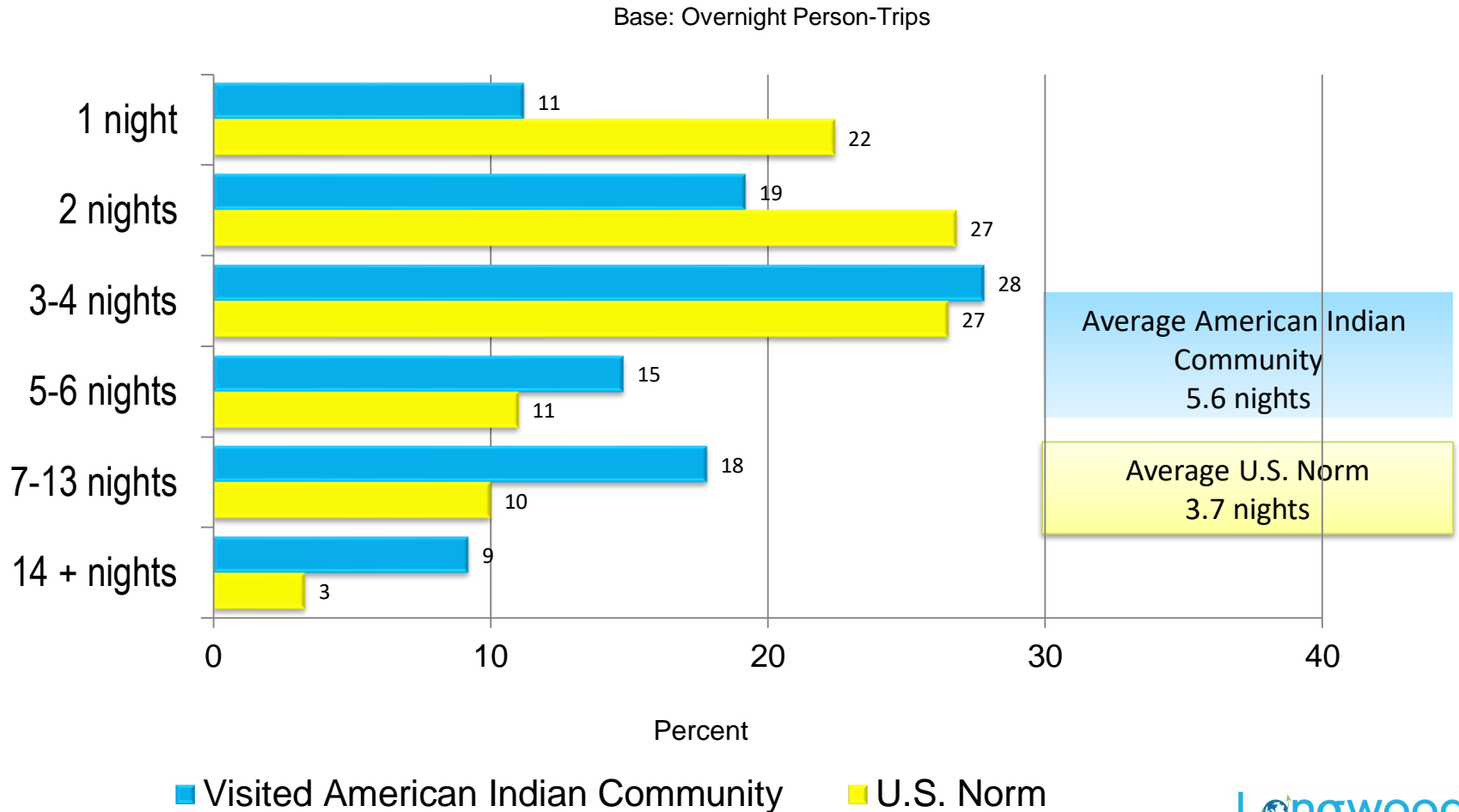


# Higher Usage of Various Booking Sources Compared to U.S. Norm

Base: Overnight Person-Trips

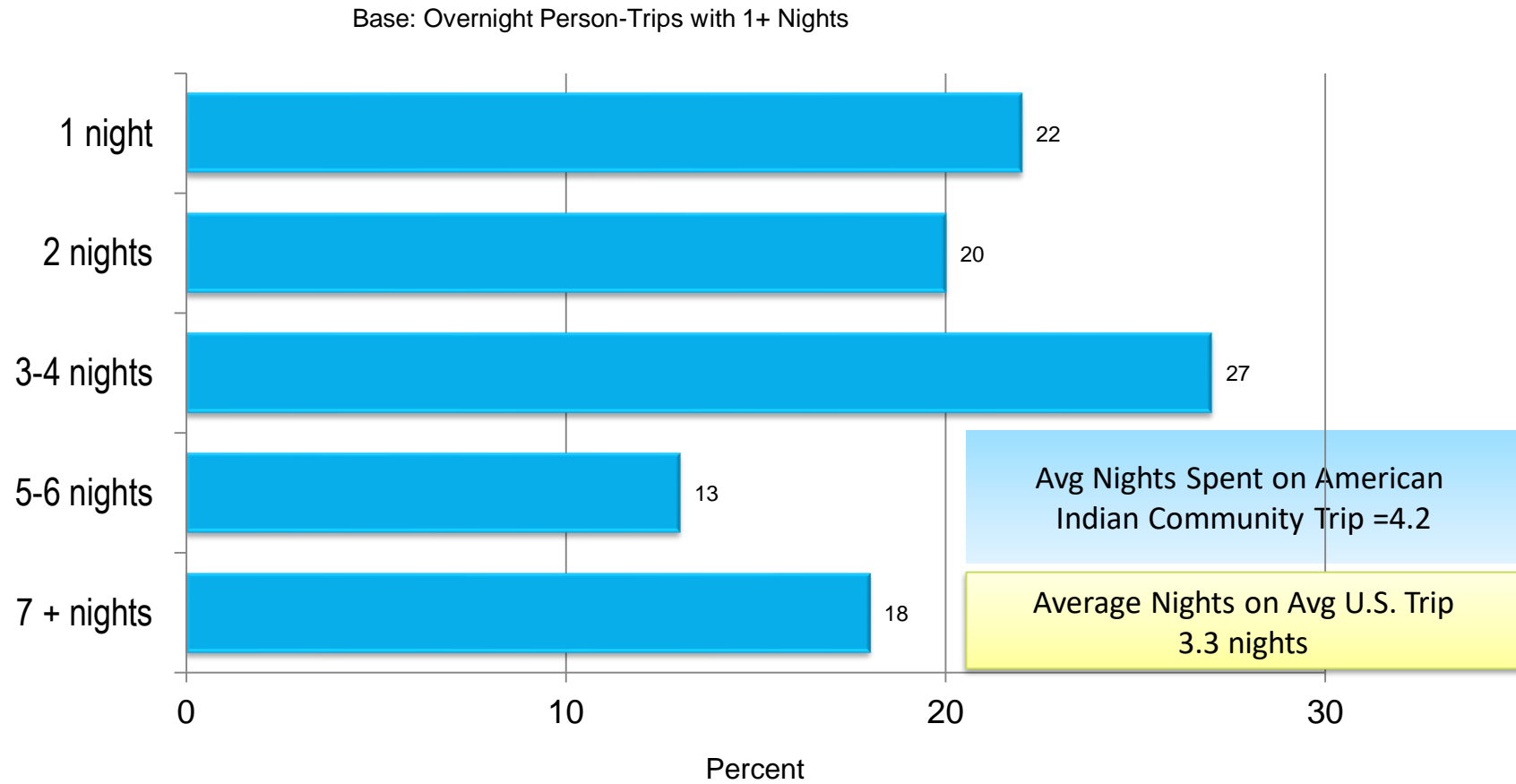


# Total Nights Away Are Higher on Trip that included an American Indian Community

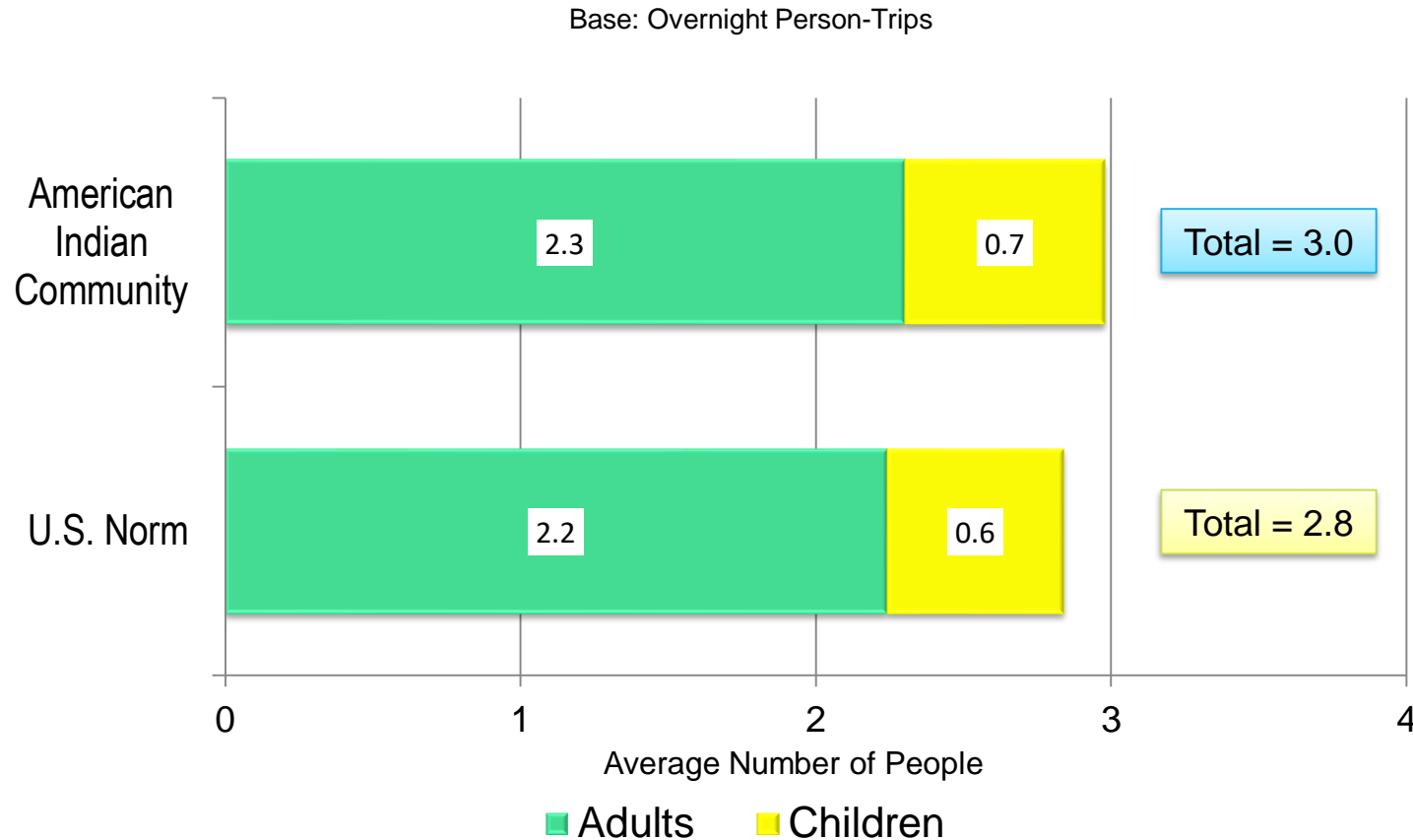




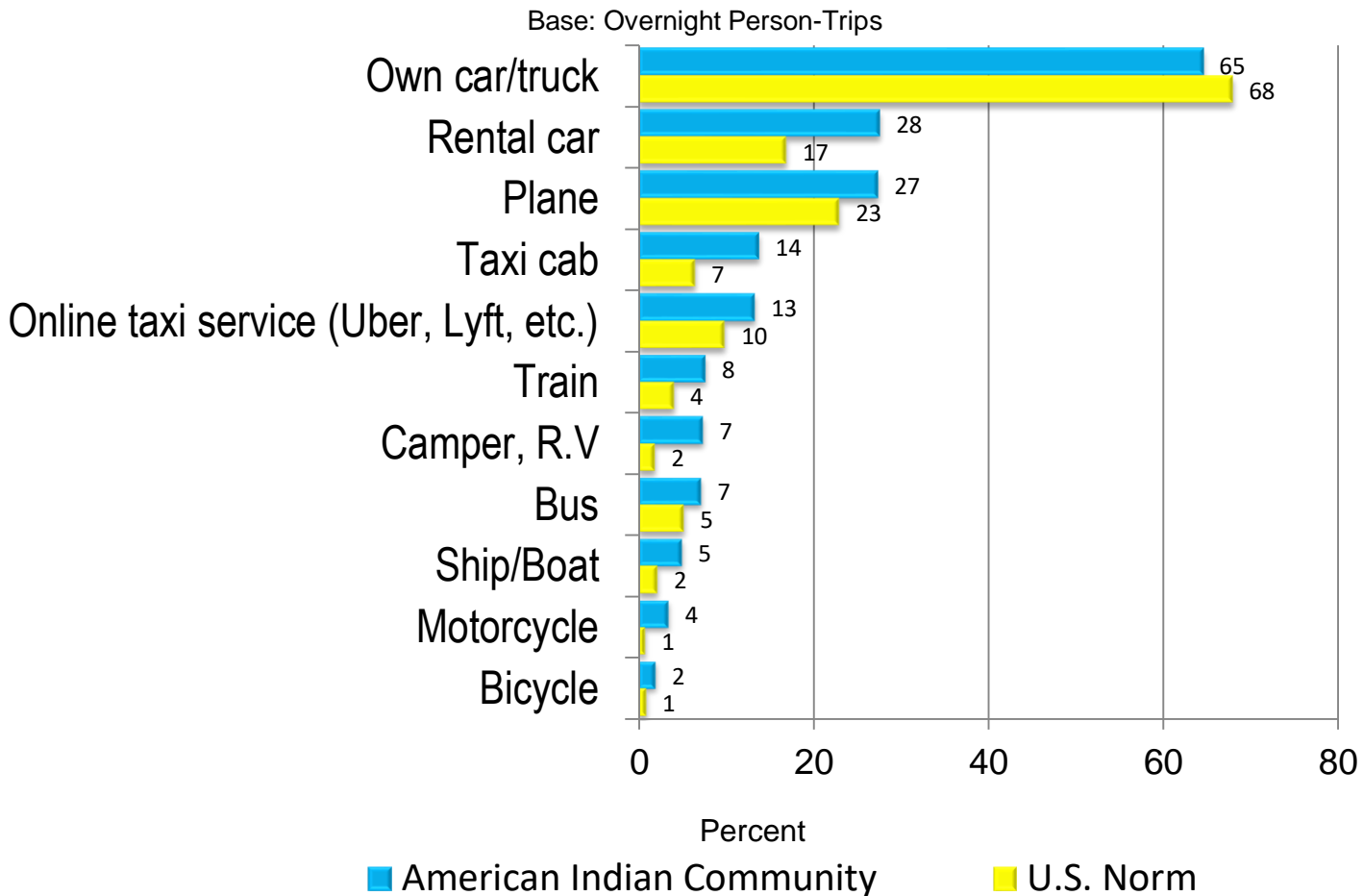
# Number of Nights Spent on an American Indian Community Trip are Higher than Average U.S. Trip



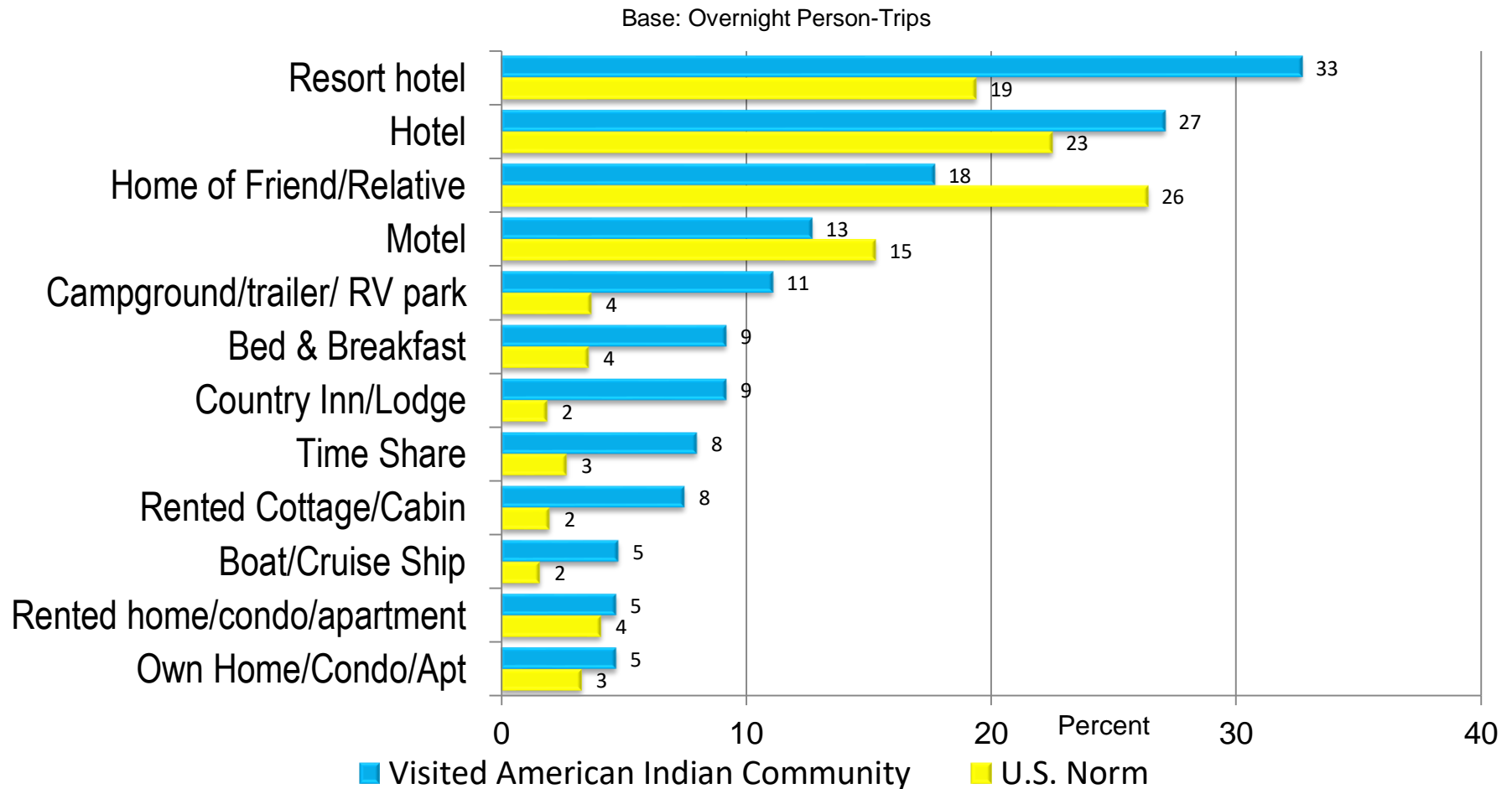
# Travel Party Size is Slightly Higher for a trip that Included an American Indian Community



# Use of Rental Car and Plane are Higher Than U.S. Norm

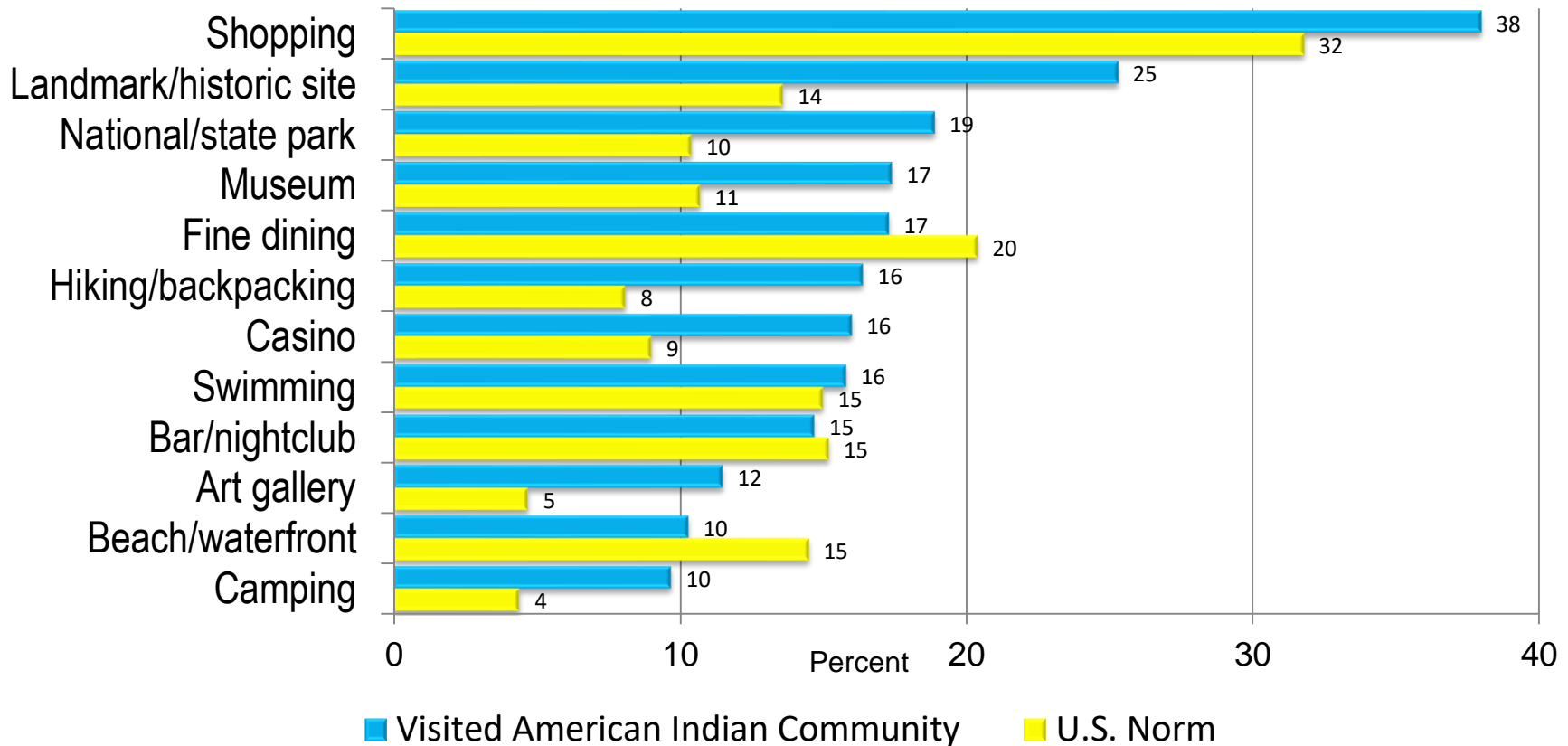


# Higher Usage of Commercial Accommodations



# Activities and Experiences are Generally Higher for a Trip that Included an American Indian Community

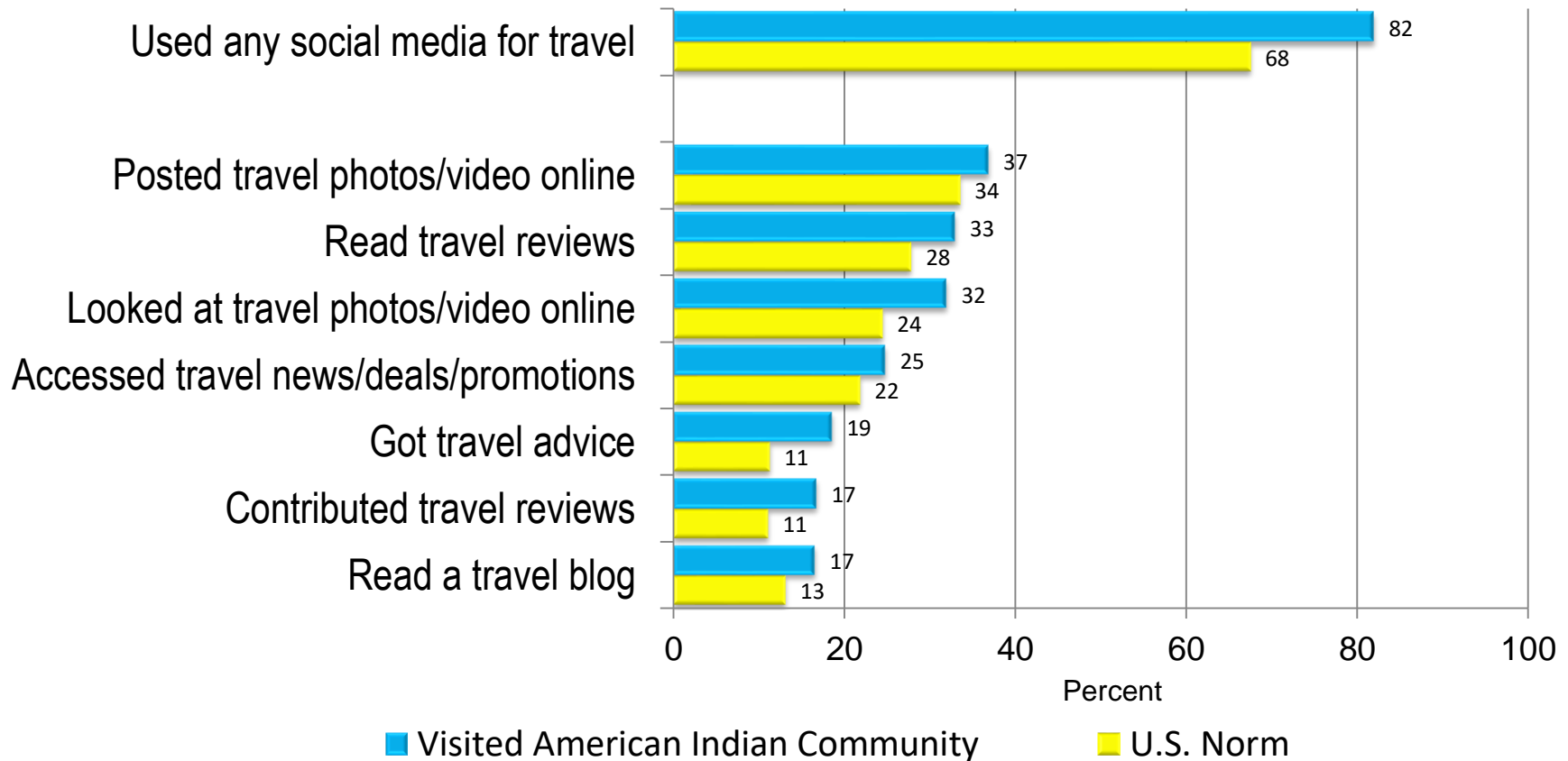
Base: Overnight Person-Trips





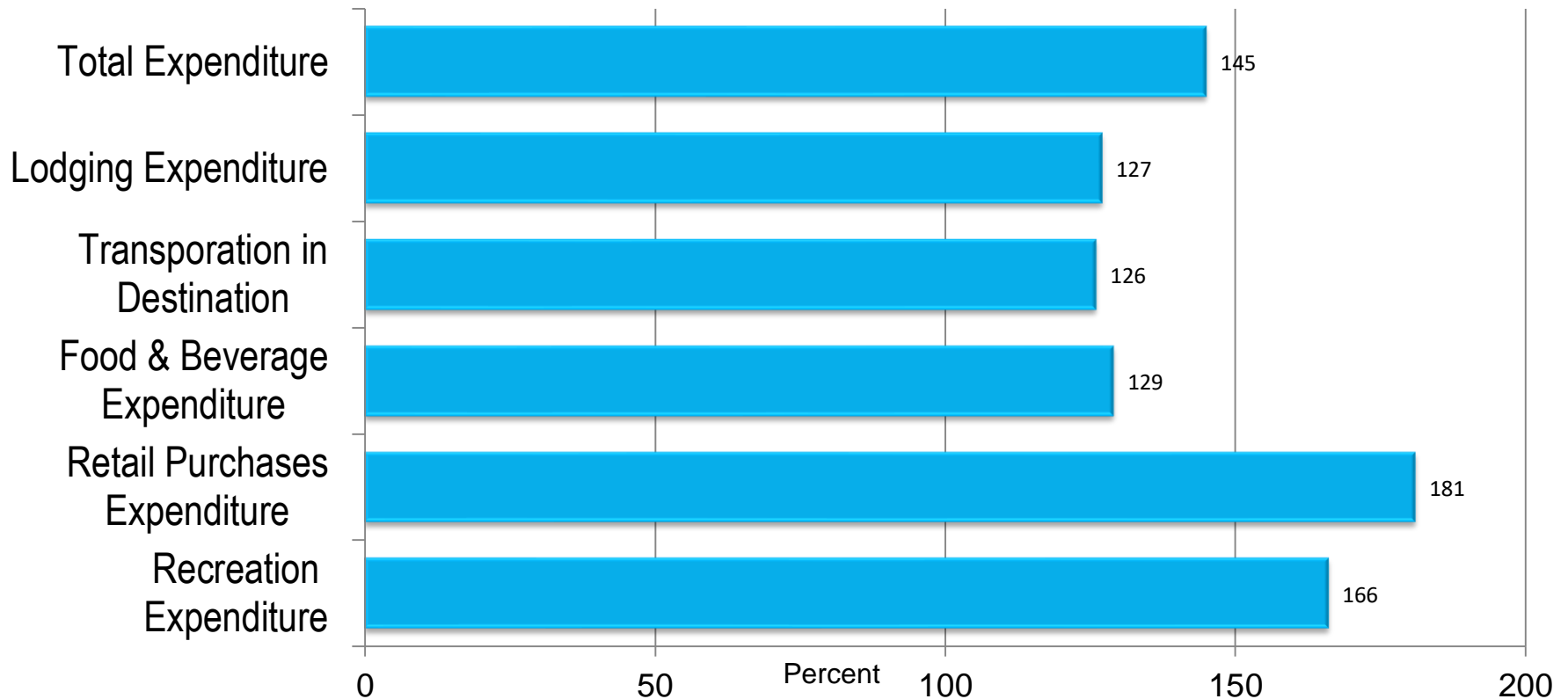
# Online Social Media Usage is Higher Than U.S. Norm

Base: Overnight Person-Trips



# Expenditures on Trips to an American Indian Communities are Higher than the Typical Trips

Base: Overnight Person-Trips



Index of Spending for a trip that include an American Indian Community compared to the Total U.S. Traveler



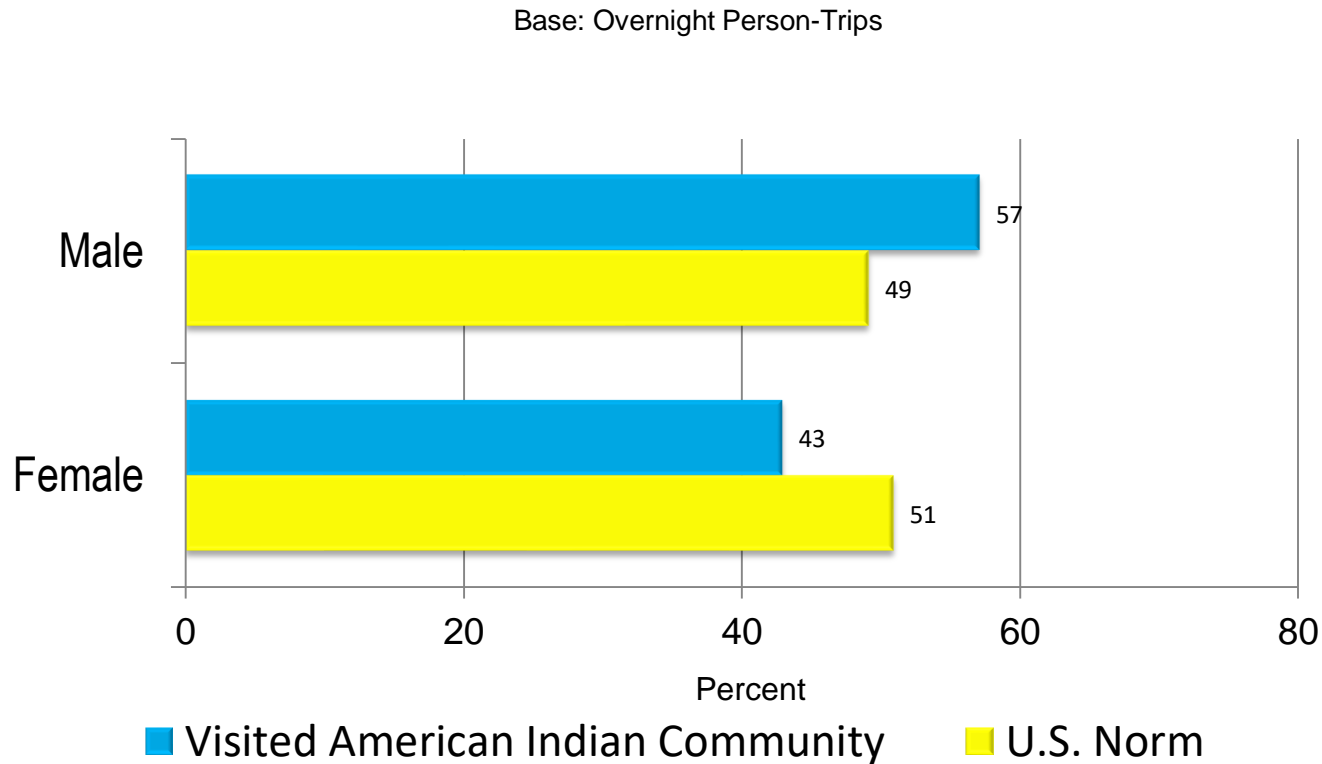
## Demographic Profile of Overnight Visitors



# Demographics of American Indian Community Visitors

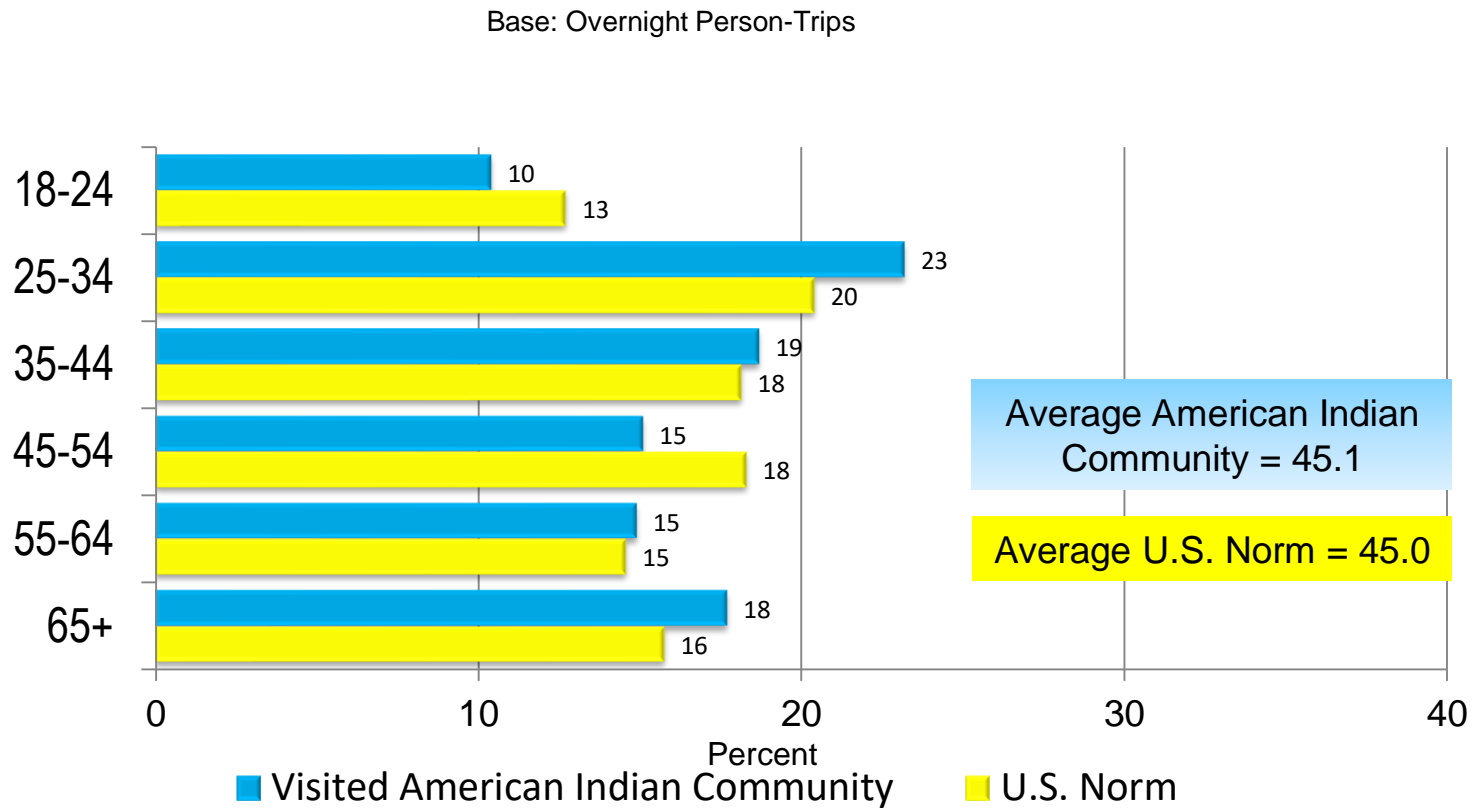
Demographics are similar to the U.S. Norm.

# Gender for a Respondent on a Trip that Included an American Indian Community



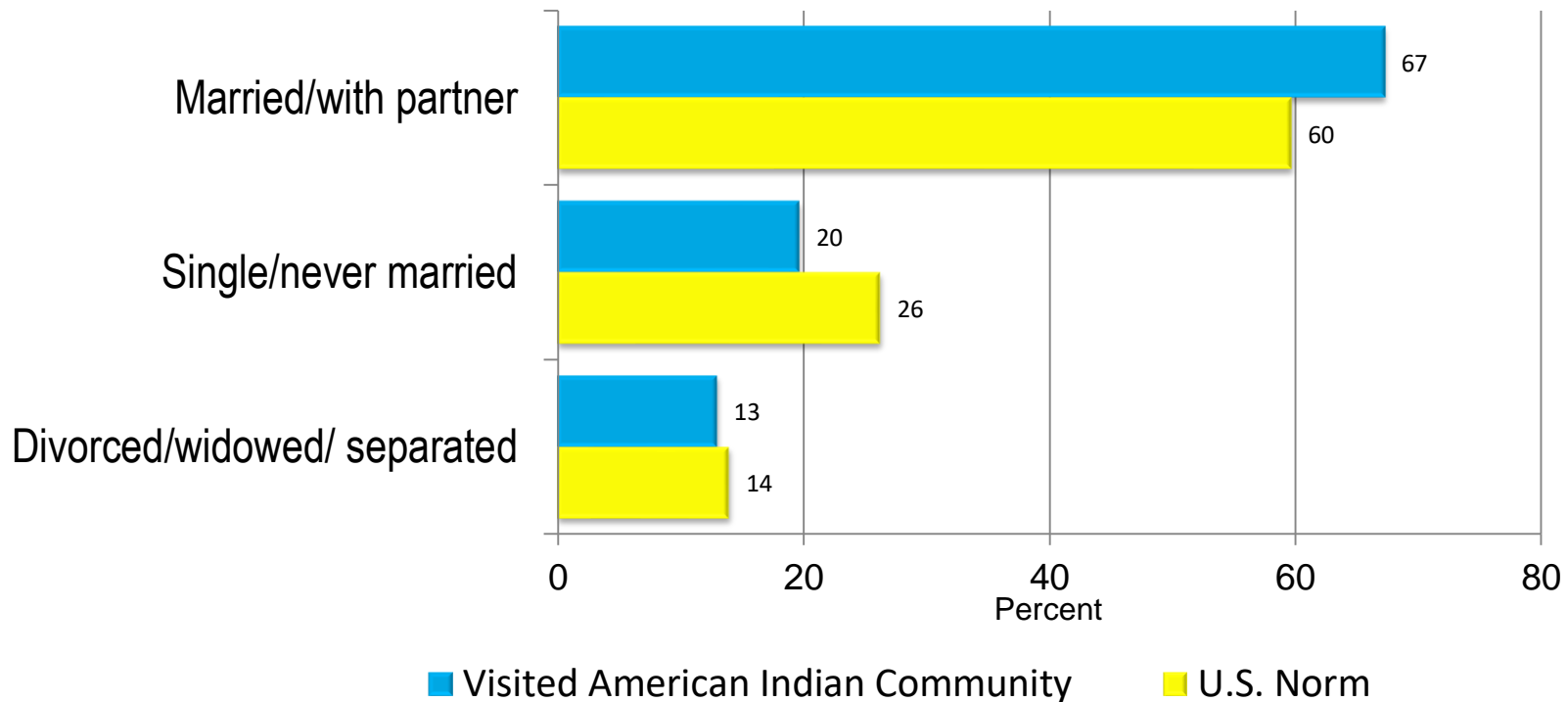


# Age for a Respondent on a Trip that Included an American Indian Community

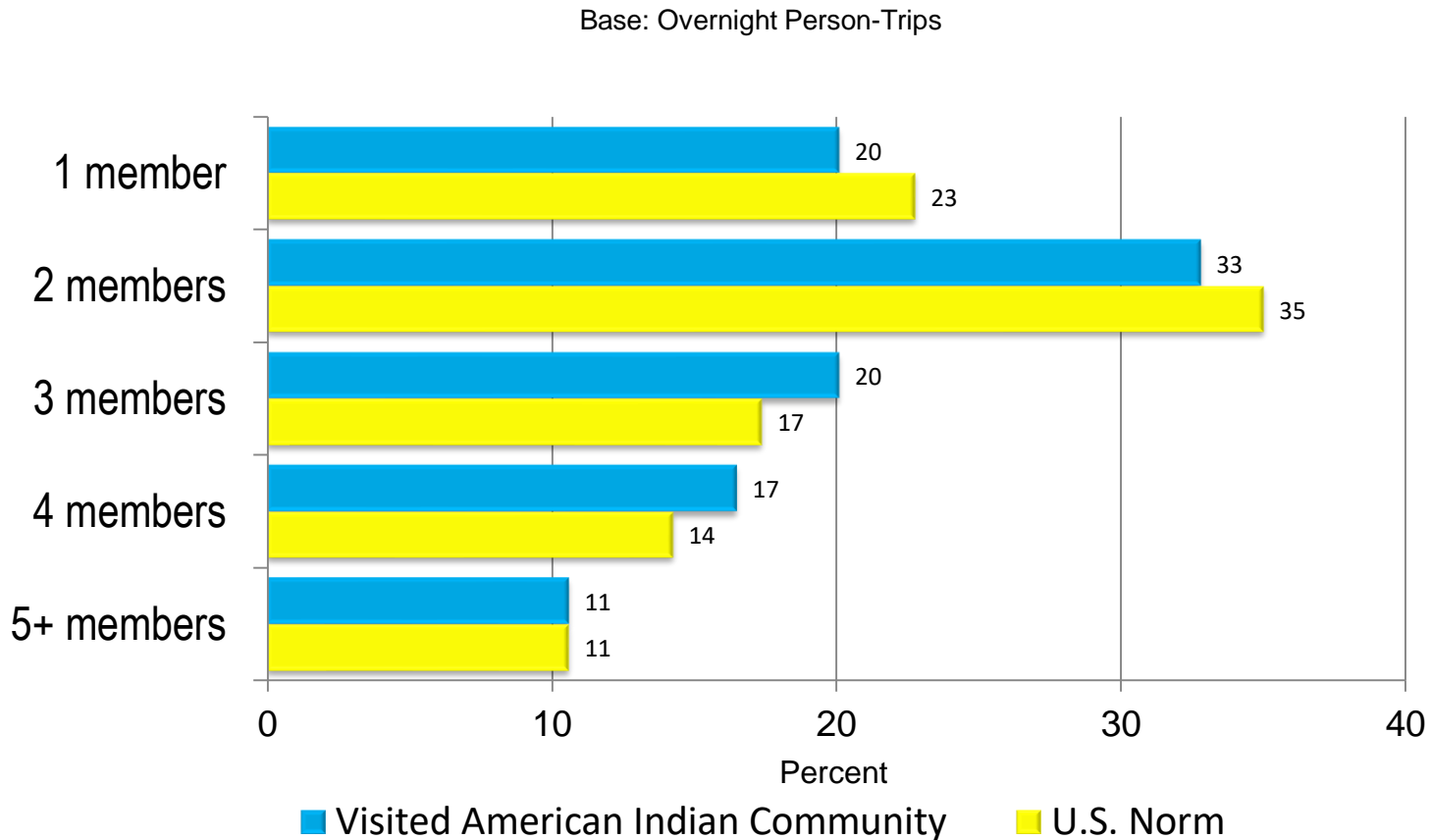


# Marital Status for a Respondent on a Trip that Included an American Indian Community

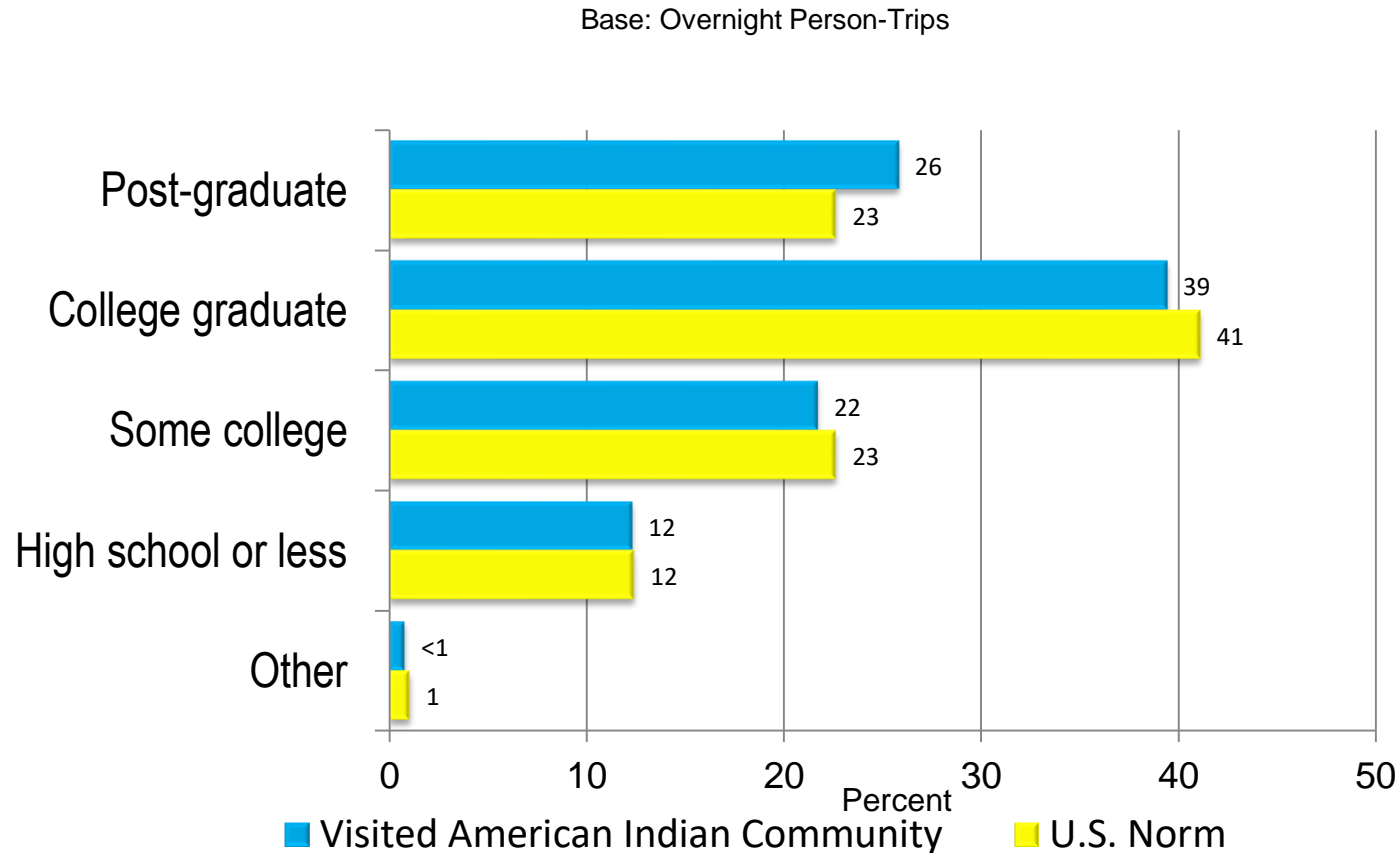
Base: Overnight Person-Trips



# Household Size for a Respondent on a Trip that included an American Indian Community

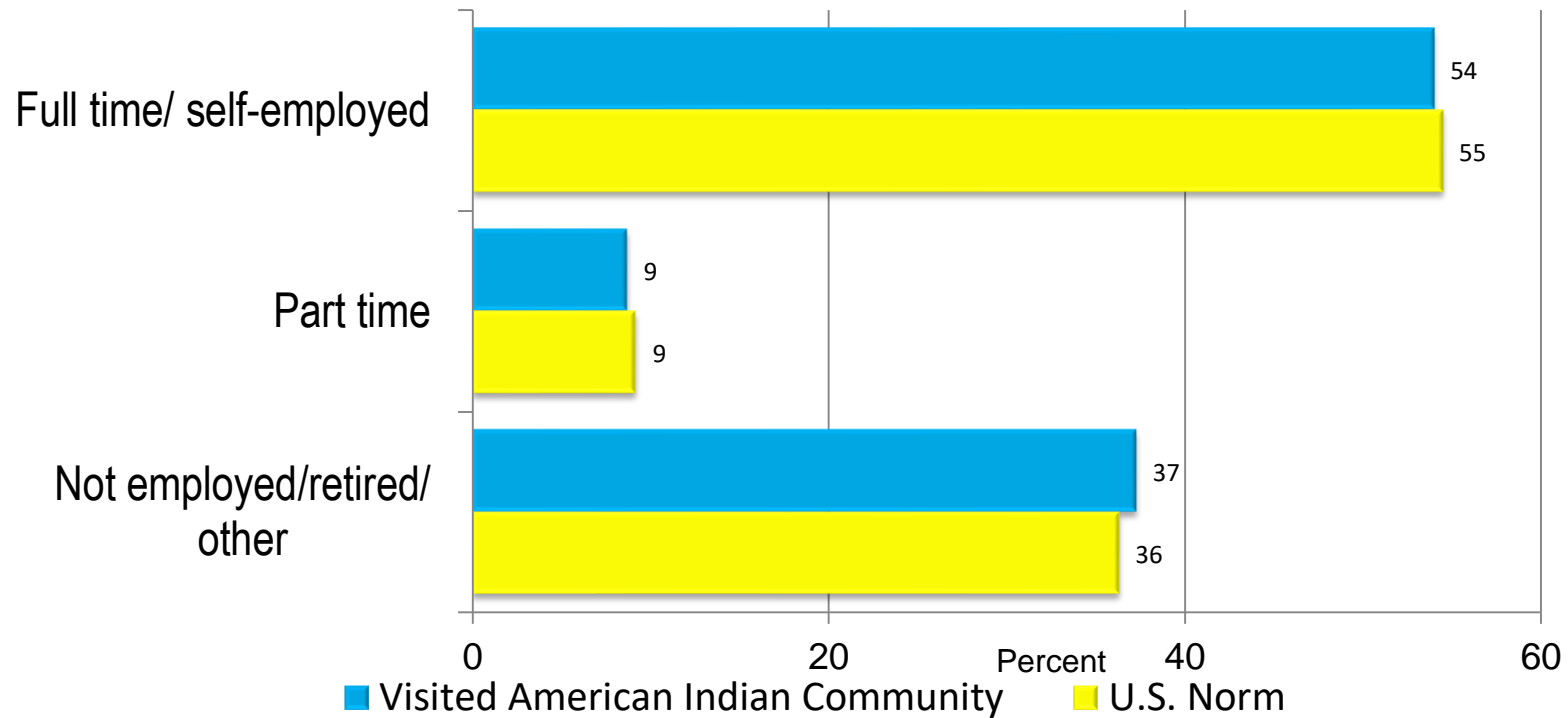


# Education for the Respondent on a Trip that included an American Indian Community



# Employment for a Respondent on a Trip that Included an American Indian Community

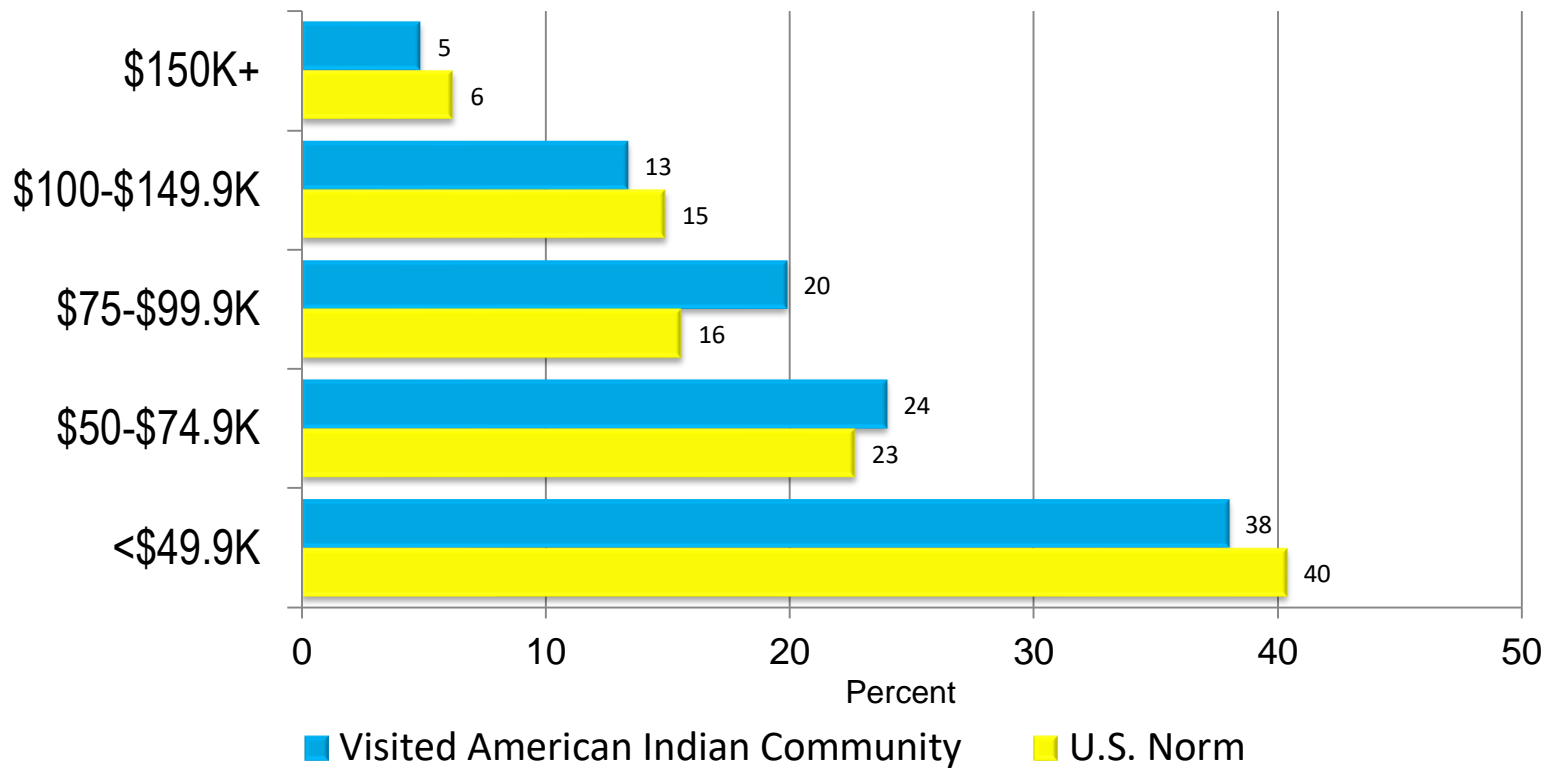
Base: Overnight Person-Trips





# Household Income for a Respondent on a Trip That Included an American Indian Community

Base: Overnight Person-Trips





## Key Findings



# Key Findings

- 1% of the total U.S. travelers visited an American Indian Community.
- The top states for overnight travelers that visited an American Indian Community were Arizona, California, Texas, and New Mexico.
- The states that have highest propensity to visit an American Indian Community are the states of New Mexico, South Dakota, and Alaska.

## Key Findings (Cont'd)

- Visitors to an American Indian Community tend to plan their trip much further out than the typical traveler.
- These American Indian Community travelers:
  - ✓ spend more on their trip.
  - ✓ high users of travel information.
  - ✓ spend more nights out on their trip.
  - ✓ more likely to stay in a resort hotel or other hotel and less likely to stay with friends/relatives. Better revenue for the destination.

# Marketing Implication

- DMOs should promote visits to American Indian Communities. These visitors are generally more valuable to the DMO than regular visitors. Increasing this number will provide economic benefit.

# A Final Thought

