



Welcome
Session A6- Tourism Planning:
Tribal Tourism and Public Lands: Opportunities
and Resources for Collaboration
Tuesday, September 18, 2018
1:45pm- 3:15pm

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



AIANTA
American Indian Alaska Native
Tourism Association





**NATIONAL
CONSERVATION
LANDS**

BLM Tourism & Community Service Program





**NATIONAL
CONSERVATION
LANDS**

Bureau of Land Management

Largest Public Land Agency in the U.S. – 245 million surface acres

10% of our nations surface land area located within a 1 hr drive from rural and urban communities

Hike, bike, off-road, hunt, fish, kayak, camp, swim, watch wildlife

Mountains, rivers, grasslands, ocean beaches, deserts, deep forests

More cultural and heritage resources than any other public land agency

including paleontological resources





**NATIONAL
CONSERVATION
LANDS**

National Conservation Lands - 34 million acres

National Monuments

National Conservation areas

Conservations Lands of the California Desert

National Scenic & Historic Trails

Wilderness Areas

Wild and Scenic Rivers





**NATIONAL
CONSERVATION
LANDS**

Where is This Going?



What is Travel and Tourism?

The Federal Government's Role?

What is BLM's & its Role?

*What is the BLM Travel and
Tourism Action Plan?*

How is this relevant to your work?

Will it help me get things done?

What happens next?



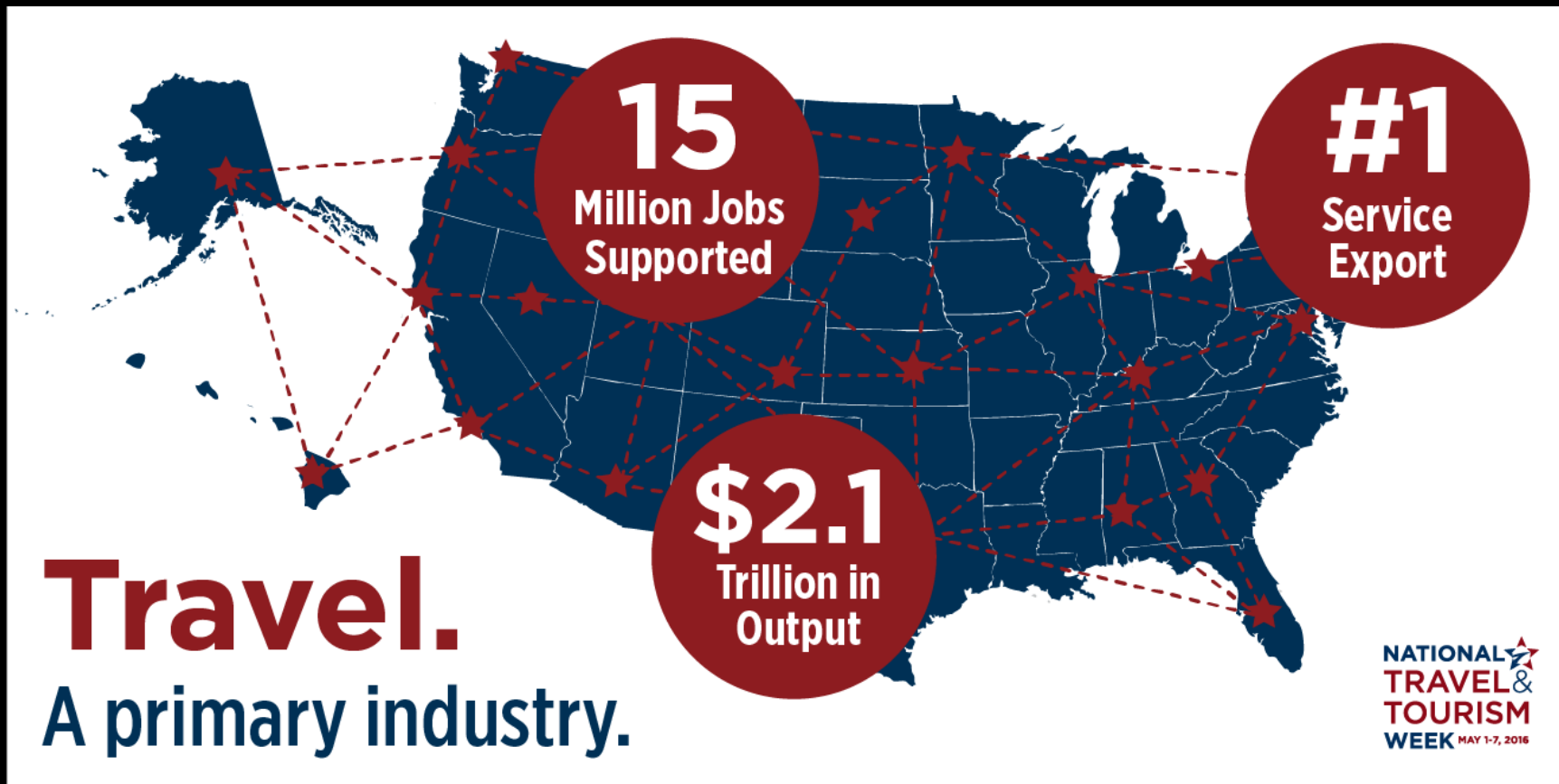
**NATIONAL
CONSERVATION
LANDS**

*Tourist - one person that travels 50 miles or more from home
(one way)*





**NATIONAL
CONSERVATION
LANDS**








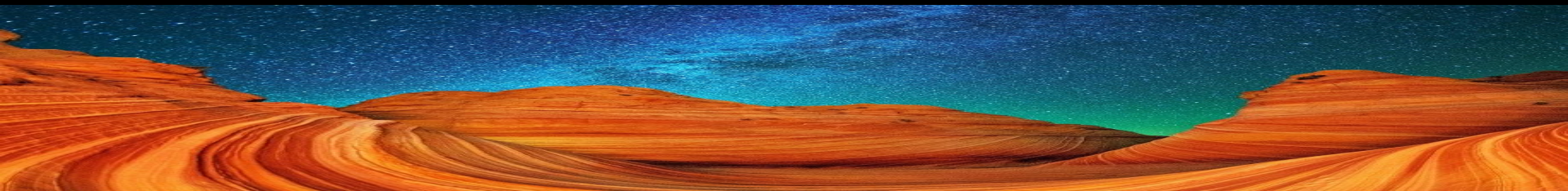
**NATIONAL
CONSERVATION
LANDS**

Direct Spending Domestic & International

\$718.4 Billion in 2017

\$2.8 Billion/day 
\$118.2 Million/hour 
\$2.0 Million/minute 
\$32,800/second

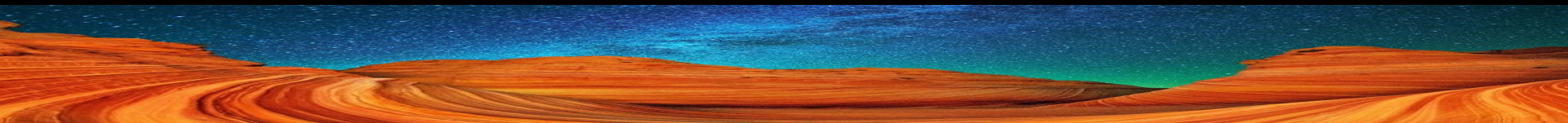
Generated 112.3 Billion in Tax Revenue





Travel and Tourism Industry

- Promotes, advocates, informs, markets and brands
- Social Media pros
- Project visitor trends and behaviors
- Dominated by small business
- Measures and records economic, social & cultural benefits
- Partner to achieve results
- Structured from local to international
- Highly Diverse
- Strive to create connections between visitor and destination
- Rediscovered U.S. Great Outdoors natural and cultural attractions





**NATIONAL
CONSERVATION
LANDS**

What Visitors?



U.S. International Representation:

13 Offices Covering 21 Markets, Expanding to 25 Markets



Brand USA currently has a trade representative for the GCC and plans to establish an international representation office to support this market during FY15.



U.S residents took 1.7 billion leisure trips in 2014

Three out of four domestic trips taken for leisure purposes (78%)

U.S. Road-trips on the rise





Travel and Tourism

- One of the top 10 industries in 49 States & DC
- Generates 14.8 million jobs

7.9 million jobs direct to travel industry

6.9 million jobs indirect to related industries





**NATIONAL
CONSERVATION
LANDS**

Why a Federal National Travel & Tourism Program?





Executive Order 13497

**Created a National Travel & Tourism
Office for the U.S.**

**Ordered a National Travel & Tourism
Strategy for the U.S.**

- Domestic and International Visitors
- Work Across the Federal Government
- Work with Travel & Tourism Industry Partners
- Federal Agencies Develop Detailed Action Plans to Implement





National Travel & Tourism Strategy for the U.S.

Promote domestic & international tourism throughout the U.S.

Increase U.S market share, supporting job creation across the nation

Communicate tourism opportunities in the U.S. to a larger domestic and international audience

Make travel and tourism a **Priority**



National Travel & Tourism Strategy for the U.S.

Coordinate efforts among federal agencies, Brand USA

Work with partners in a collaborative effort to meet demand and provide an outstanding American experience

Develop detailed implementation plans

Ensure that government services meet demand and our resources are protected for future generations.”



**NATIONAL
CONSERVATION
LANDS**

Brand USA

Congress Passes the Travel Promotion Act

Public Private Partner for US Government

Market the U.S. to The world

IPW Partnerships

Brand USA Case Study

- 6-week video [campaign](#)
- **Tactics Employed:** A/B testing, retargeting, logo upfront, campaign optimizations
- **Results:**
 - 28.9 million video views
 - 6.7 million views (15 seconds or longer)
 - 12% higher view through rate (phase 1 to phase 2)
 - 21% higher view through rate (phase 1 to phase 3)





NATIVE Act - 2018

Enhance and integrate Native American tourism

Empower Native American communities

Increase coordination and collaboration with
Federal tourism assets

Expand heritage and cultural tourism
opportunities in the U.S.

***Highlights the Special Role of Public
Lands.***



Key Partners: Tribes

BLM- AIANTA – BIA Letter of Intent: September 2017

Tribal Naming Initiative:

- Improve Visitor Experience
- Provide Economic Benefits
- Provide Cultural Benefits

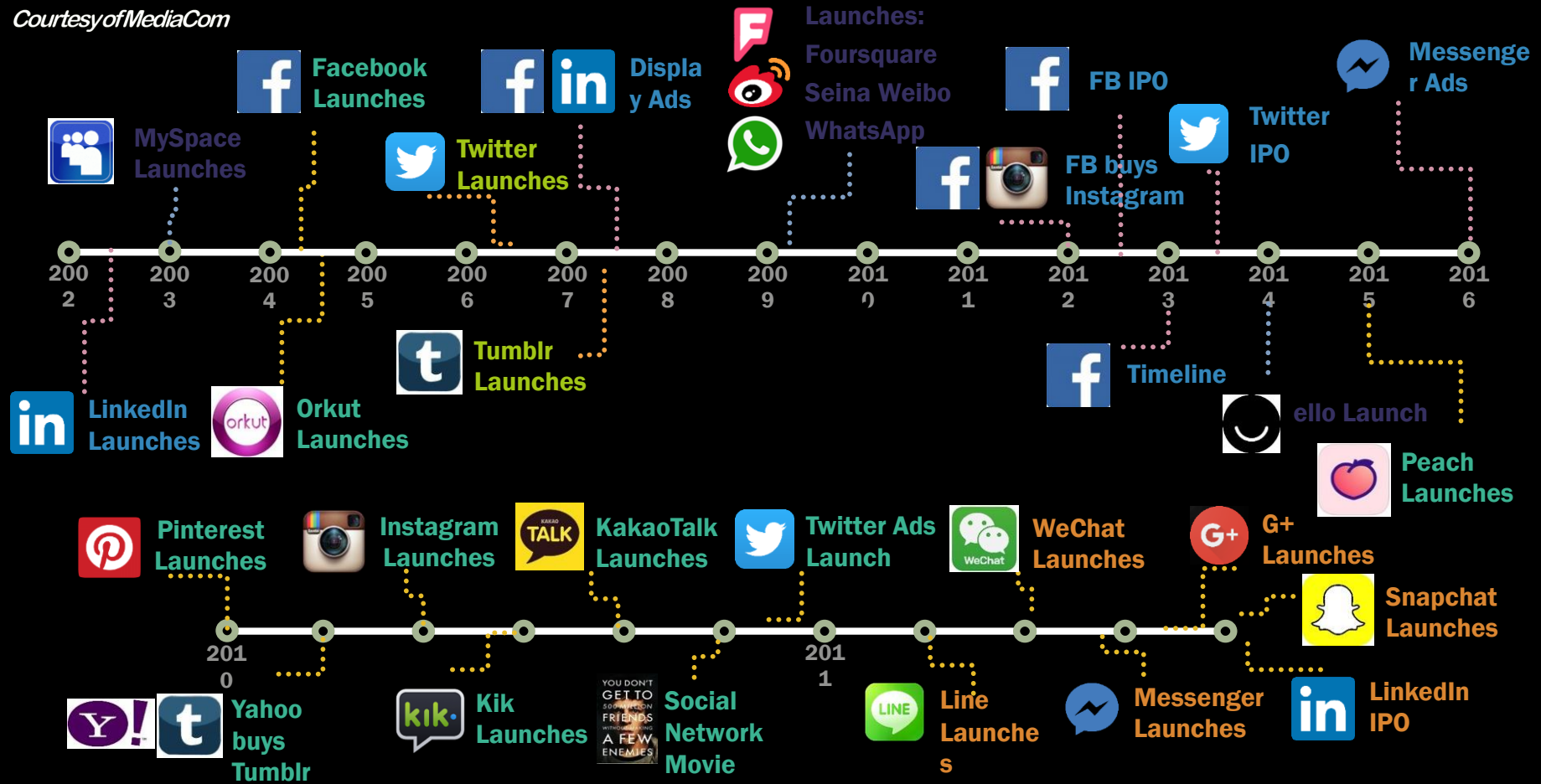


Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, ToMA
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Post, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads, etc.)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e., social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreaches to influencers, reshares	Earned impressions, earned reach, Social UGC	Referrals, influencer activity, positive word of mouth, NPS

Social Networks Timeline

Courtesy of MediaCom





**NATIONAL
CONSERVATION
LANDS**

What is BLM's Role in Implementing the National Strategy?



BLM's Challenge: *“The National Strategy recognized that the role of government is to create the conditions for growth by ensuring that government services meet demand and our resources are protected for future generations.”*





**NATIONAL
CONSERVATION
LANDS**

What do we really know about who's coming? What they want?

The costs?

The benefits?

Do we plan.....

or do we just react?



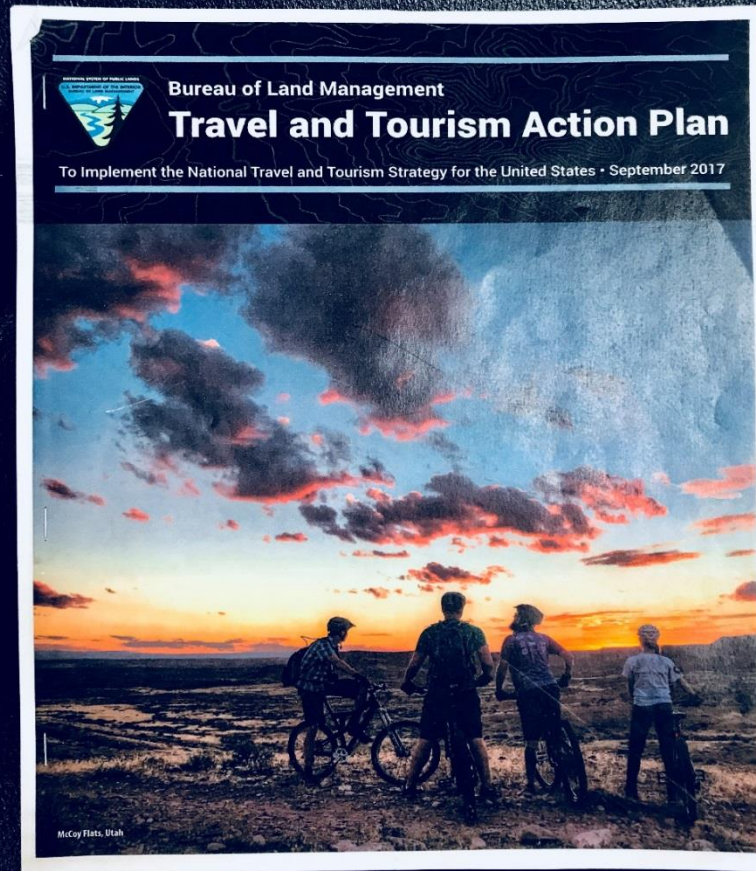


**NATIONAL
CONSERVATION
LANDS**

BLM's National Travel & Tourism Action Plan



The BLM's TTAP provides guidance on how BLM will manage travel and tourism and meet the intent of Executive Order 13597 by implementing the National Strategy.





**NATIONAL
CONSERVATION
LANDS**

AIANTA Mission

*“Define, Introduce, Grow and
Sustain*

*American Indian, Alaska Native
& Native Hawaiian Tourism*

Traditions and Values”





BLM's Approach

Sustainable Tourism

*“Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of **visitors**, the **industry**, the **environment**, And **host communities**.”*



- Conserve and enhance visitor settings and visitor experiences
- Provide outstanding visitor services
- Contribute to the economy and communities
- Help provide economic, social and cultural benefits for our tourism partners and visitors



Connect Highly Diverse Visitors to Unique Places

Critical Role for Visitors and Tourism Partners

- Conserve World Class

Visitor Settings & Experiences

- Inspire a Personal Connection with “Their Places” = **Advocacy**
- Build Capacity to Manage by Working with **Travel & Tourism Partners**





Visitor Settings

Primitive? Semi-Primitive? Developed? Motorized? Non-motorized?



**NATIONAL
CONSERVATION
LANDS**



9.76 MILLION 
Acres of  **NATIONAL
CONSERVATION
LANDS**



U.S. Department of the Interior
Bureau of Land Management
California 2017



Visitor Experience

Type of activities? Noisy or Quiet? How many people and when? Structured or open?



**NATIONAL
CONSERVATION
LANDS**

Canyon of the Ancients National Monument

Anasazi Heritage Center

Tribal Partnerships

Partner Visitor Services and Local Attractions Highlighted





**NATIONAL
CONSERVATION
LANDS**

Who are BLM's Key Audiences ?





**NATIONAL
CONSERVATION
LANDS**

Key Audience: Internal BLM

All BLM Programs

National

State

Local





**NATIONAL
CONSERVATION
LANDS**

Key Audience: Internal BLM

ALL BLM Land and Water Programs

Where ever they influence, or are influenced by, Travel and Tourism

Recreation
Wildlife
Heritage & Cultural
Education
Interpretation
Volunteers

Range
Minerals





**NATIONAL
CONSERVATION
LANDS**

Key Audience: Federal Travel & Tourism Partners

Department of Commerce : National Travel & Tourism Office

Tourism Policy Council

State Department

Department of Transportation

Department of Agriculture: USFS

DOI: FWS, BIA, NPS

US Army Corps of Engineers

**Advisory Council
on Historic Preservation**

Small Business Administration





**NATIONAL
CONSERVATION
LANDS**

Key Audience: Travel & Tourism Industry Partners

Brand USA

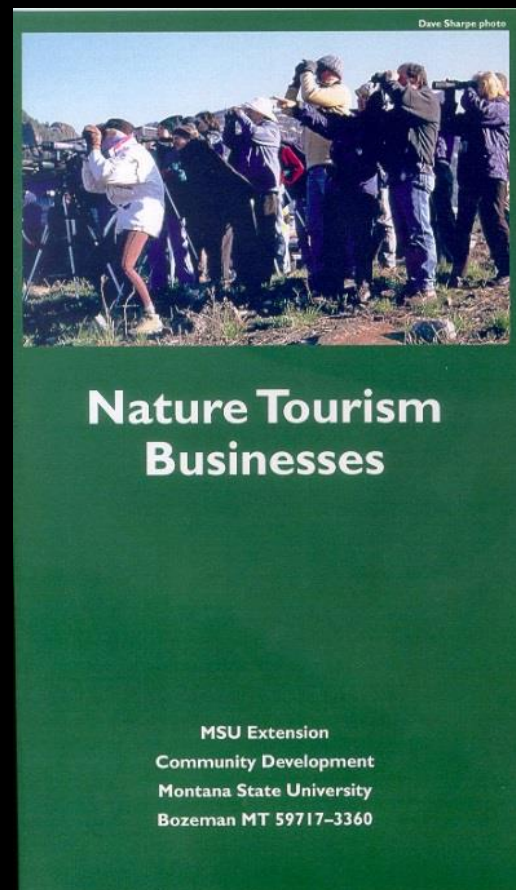
U. S. Travel Association

National Tourism Advisory Council

**Tribes and the American Indian Alaska Native
Tourism Association (AIANTA)**

**International and Domestic travel and tourism
providers**

**National Geotourism Council &
local geotourism councils**





**NATIONAL
CONSERVATION
LANDS**

Key Audience: Travel & Tourism Industry Partners

State Tourism Departments

**Western States Tourism Policy
Council**

Southeast Tourism Society

**National & local conservation
organizations**

Communities and CVBs

Individual local businesses

Recreation permittees





How is BLM Structuring Actions?

Promote the United State

Enable and Enhance Travel and Tourism to and within the U.S.

Provide World-Class customer Service and Visitor Experience

Coordinate Across Government

Conduct Research and Measure Results





**NATIONAL
CONSERVATION
LANDS**

What Is Next?





What's it going to take?

Plan for and manage travel & tourism in partnership with federal, state, tribal and private travel and tourism partners

Establish long-term tourism provider networks with Tribes

To *Co-Provide* the visitors to BLM's landscapes with

Richer

Deeper

More Accurate Stories and Experiences *Together*



**NATIONAL
CONSERVATION
LANDS**

Welcome to the Wild!



VISIT U.S.

EXPLORE	YOUR BLM PARTNERSHIP
DISCOVER	THE AUTHENTIC
JOURNEY	OFF THE BEATEN PATH
CONNECT	WITH FRIENDS
CLEAR	YOUR CALENDAR
CHOOSE	YOUR PATH-TRAIL-RIVER
FOLLOW	YOUR HEART
SAVOR	THE MOMENT
SHARE	YOUR ADVENTURE