



# AIANTA International Outreach Opportunities [Go International]

January 29, 2019

Presented by Camille Ferguson, Executive Director



**AIANTA**  
American Indian Alaska Native  
Tourism Association

# Welcome to Go International!

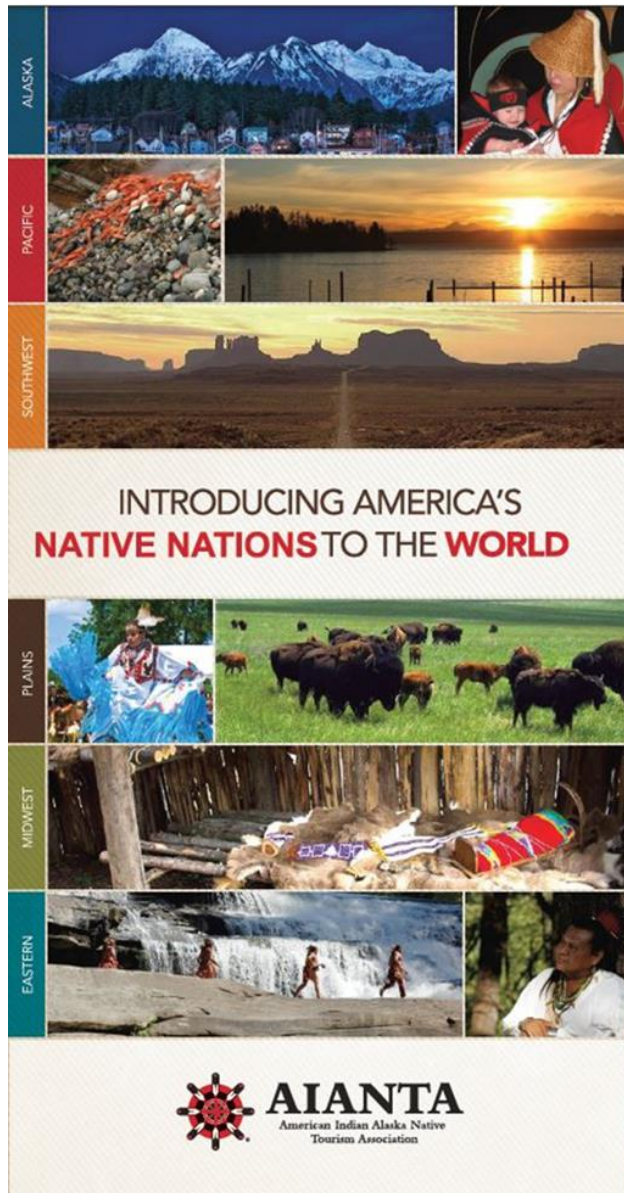
## ■ Purpose

- To provide technical assistance training on the international tourism market to the USA, and Visitors to Native American Communities
- To introduce international travel and trade show opportunities through AIANTA programs
- To train on what to expect and how to showcase and promote your business in the international market place

## ■ Our Goal

- To increase awareness of Indian Country Tourism in the USA
- To increase economic opportunities to tribe and tribal businesses
- To fulfill our mission to build, grow and sustain American Indian Alaska Native Tourism and Native Hawaiian tourism in the USA





**Our Mission :** *To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.*

“AIANTA is dedicated to the development of an American Indian tourism industry that promotes the authenticity of our cultural presentations and history.”





## Who Aianta Serves

# What we do

- Technical Assistance and Training
- Marketing Indian Country Tourism to the World
- Form and Nurture Partnerships
- National Voice



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# Technical Assistance & Training

## American Indian Tourism Conference (AITC)

Sept. 16-19, 2019

Hard Rock, Tulsa Oklahoma

## Go International

January 28-29, 2019

Albuquerque, NM

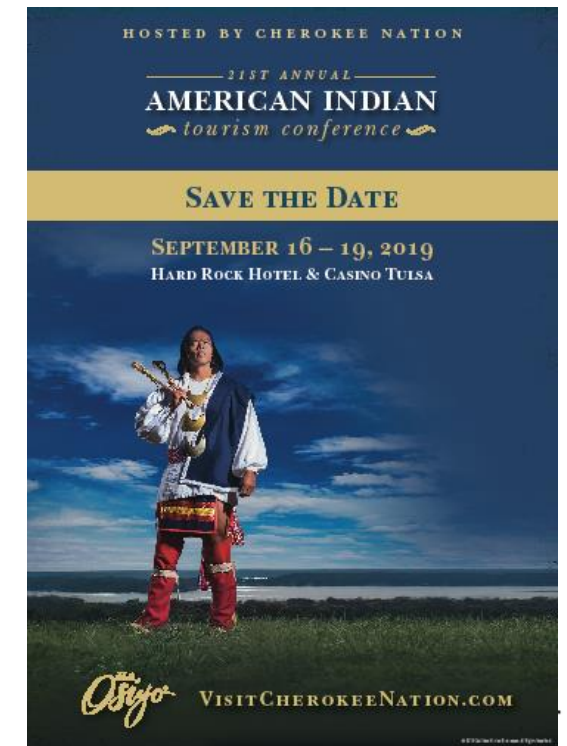
## Certificate Program

Oct. 2019

6 weeks, online format

## Webinar Training

Schedule as Announced



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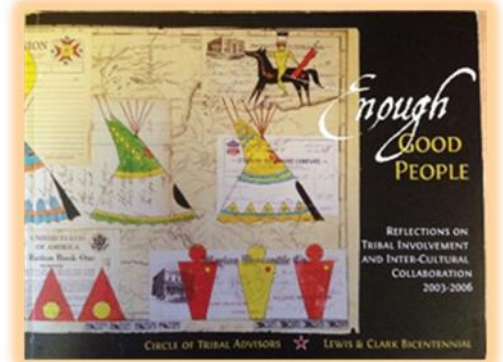
# AIANTA's International Outreach Opportunities:

- Participate with us in some of the world's most powerful markets:
  - Showcase USA-Italy (March, 2019)
  - ITB Berlin (March 6-12, 2019)
  - U.S. Travel Association's IPW (June 1-5, 2019)
  - Go West Summit (February 25-28, 2019)
  - WTM London (November 4-6, 2019)

# Public Lands Partnership Program

*The role of the AIANTA Public Lands Partnership Program is to manage and grow dynamic, mutually beneficial networks of partners in support of tribal tourism related to America's public lands.*

- **Lewis & Clark Bicentennial “Enough Good People”**
- **American Indians and the Civil War**
- **Grand Canyon National Park - Desert View**
- **American Indians and Route 66 Travel Guide**
- **Anza Trail Travel Guide – NEW FY 2018/19**





# Itinerary Development : Southwest Region

## Trip Route

### Day 1

- 1 Talking Stick Resort - Orange Sky Restaurant

### Day 2

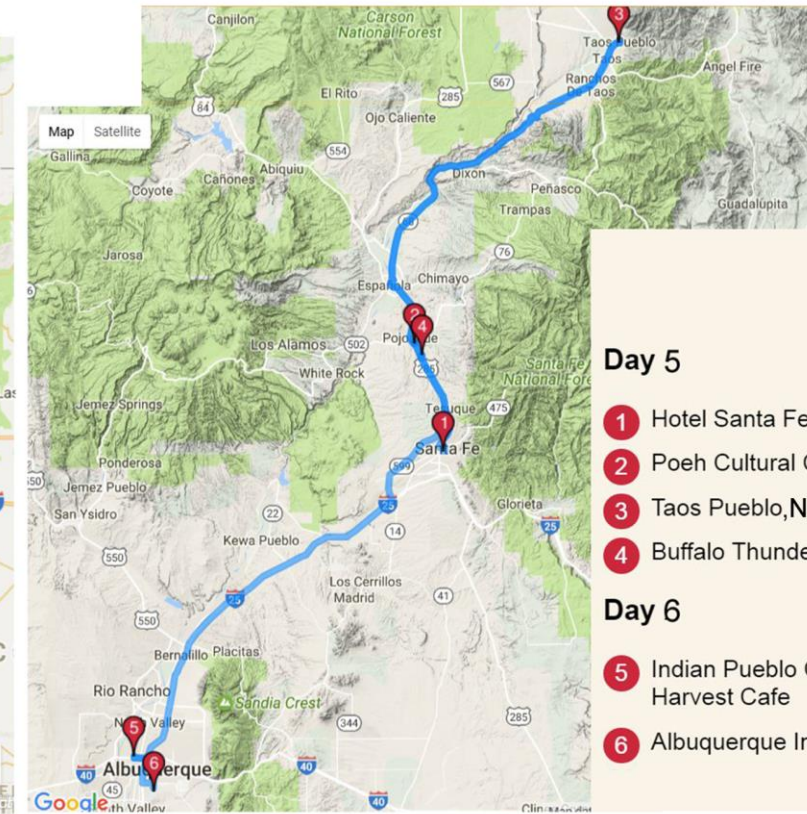
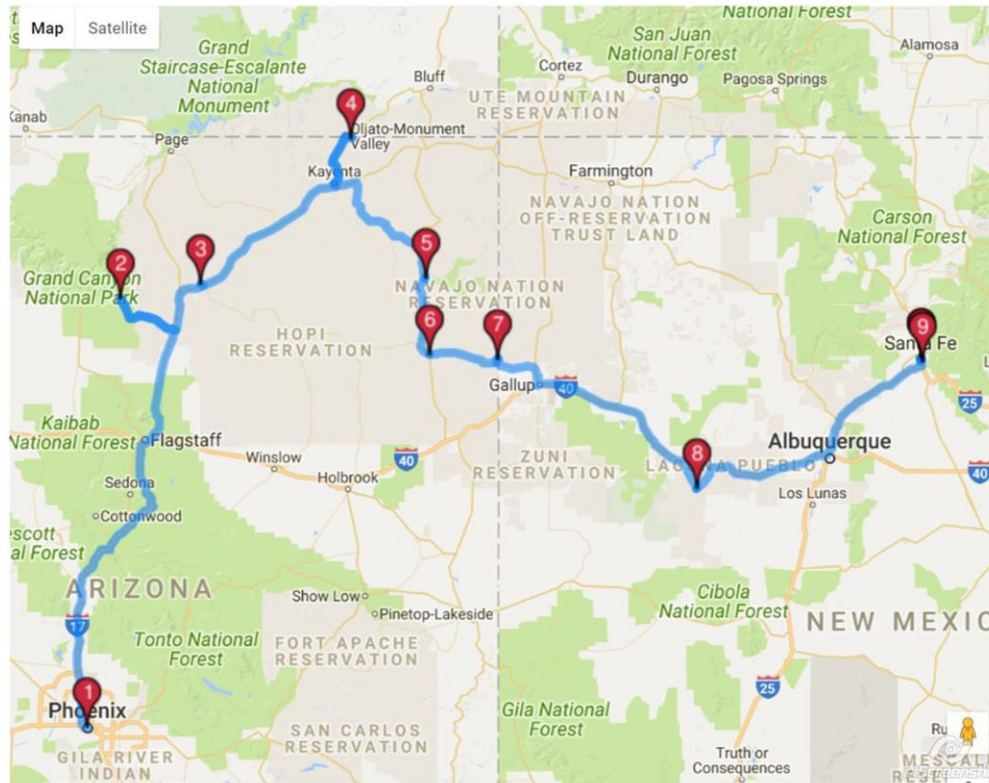
- 2 Desert View Watch Tower
- 3 Explore Navajo Museum
- 4 Monument Valley Tribal Park

### Day 3

- 5 Canyon De Chelly, AZ
- 6 Hubble Trading Post, AZ
- 7 Window Rock, AZ

### Day 4

- 8 Sky City Tour - Pueblo of Acoma, New Mexico
- 9 Native Arts Tour of Museum of Indian Arts and Culture, Santa Fe, NM
- 10 IAIA Museum of Contemporary Arts
- 11 La Fonda Hotel, Santa Fe, NM



### Day 5

- 1 Hotel Santa Fe, NM
- 2 Poeh Cultural Center, Pojoaque Pueblo
- 3 Taos Pueblo, NM
- 4 Buffalo Thunder, Pojoaque Pueblo

### Day 6

- 5 Indian Pueblo Cultural Center & Pueblo Harvest Cafe
- 6 Albuquerque International Airport

# Itinerary Development : Pacific Region

### Trip Route

**Day 1**

- 1 Talking Stick Resort - Orange Sky Restaurant

**Day 2**



- 2 Desert View Witch Tower
- 3 Explore Navajo Museum
- 4 Monument Valley Tribal Park

**Day 3**

- 5 Canyon De Chelly, AZ
- 6 Hubble Trading Post, AZ
- 7 Window Rock, AZ

**Day 4**

- 8 Sky City Tour - Pueblo of Acoma, New Mexico
- 9 Native Arts Tour of Museum of Indian Arts and Culture, Santa Fe, NM
- 10 IAI Museum of Contemporary Arts
- 11 La Fonda Hotel, Santa Fe, NM

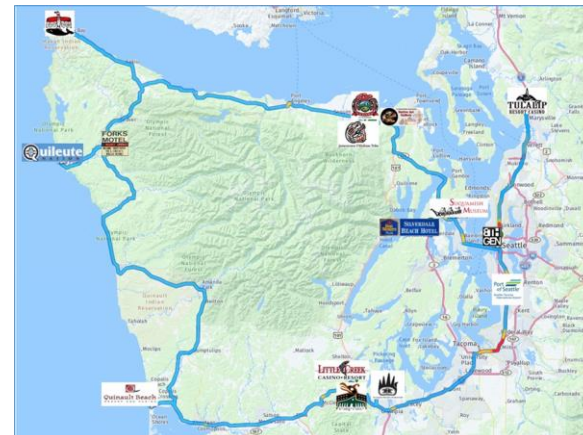


**Day 5**

- 1 Hotel Santa Fe, NM
- 2 Poeh Cultural Center, Pojoaque Pueblo
- 3 Taos Pueblo, NM
- 4 Buffalo Thunder, Pojoaque Pueblo

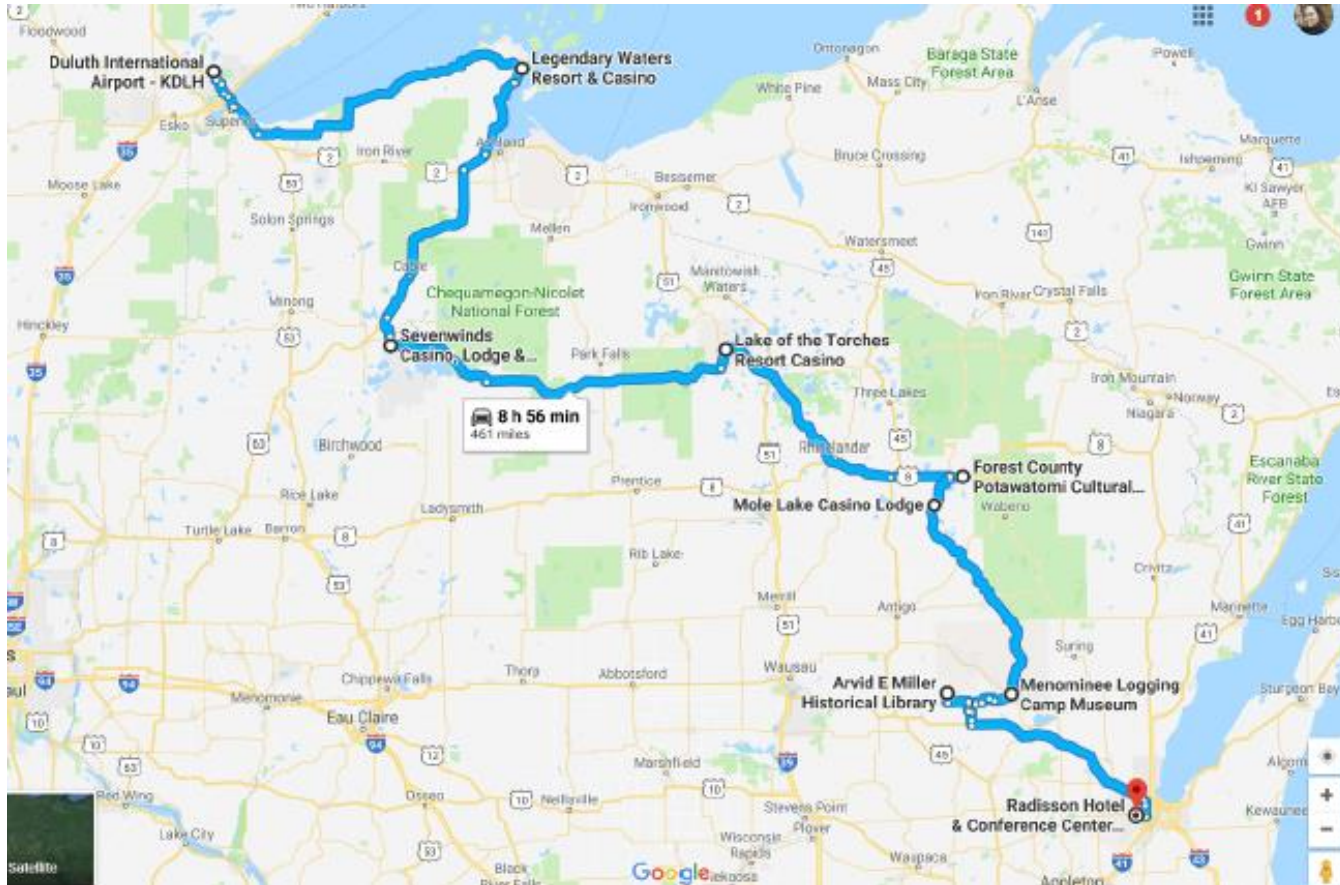
**Day 6**

- 5 Indian Pueblo Cultural Center & Pueblo Harvest Cafe
- 6 Albuquerque International Airport





# Itinerary Development : Midwest Region



AIANTA and NATOW are hosting a FAM tour in May 2019, in partnership with Brand USA and the 11 Sovereign Nation in Wisconsin. This tour will take visitors on a 9 hour journey and over 500 miles.



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# Marketing Indian Country to the World

**Reached 46 Countries via social media and website**

**Created 50 million media impressions**

**Attracted more than 33,951 website visitors to AIANTA.org**

**Place more than 100 earned media stories**

**Distributed 22 news releases**

**Placed 25 paid advertisements**

**Attracted 4,300 Facebook likes**

**Participated in 40 speaking engagements nationally and globally  
engaging with approximately 214,000 individuals in Indian Country  
and the tourism industry**



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NATIVEAMERICA  
.TRAVEL

Experiences Destinations Travel Tips



## Destinations



Alaska



California



Great Basin



Great Plains



Hawaii



Midwest



Northeast



Northwest



Rocky Mountains



Southeast



Southern Plains



Southwest

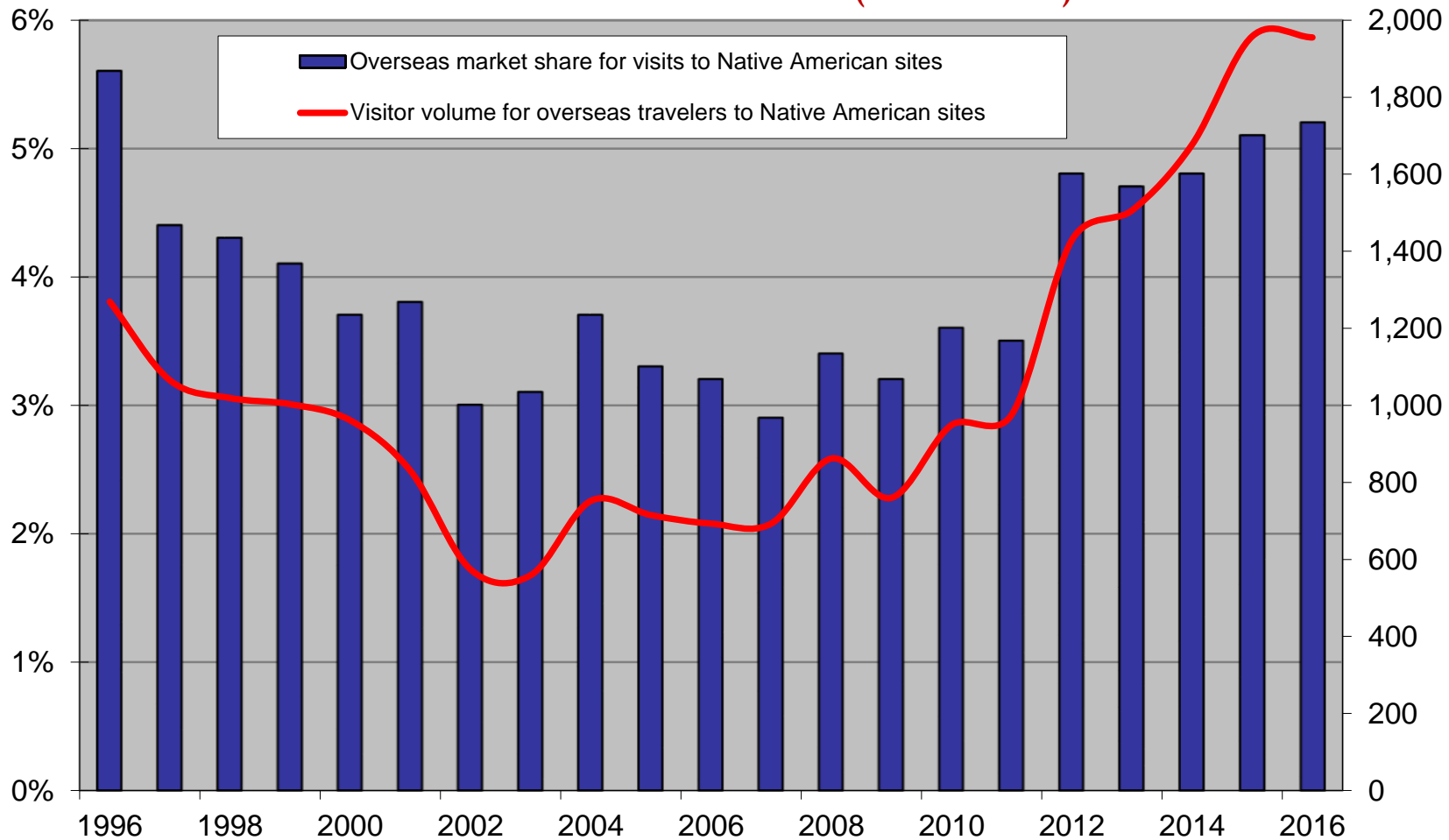
Explore all 12 Native American Destination Areas

## Featured Experiences



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## Trends in Total Overseas \* Visitors to American Indian Communities (1996-2016)



\* Overseas includes all countries except Canada & Mexico



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# Facilitate Native American Tourism and Improving Visitor Experience Act (NATIVE Act)



# Implementation to date

- AIANTA completed Implementation Plan and initiated tasks within the plan
- AIANTA facilitates Inter-agency meetings held monthly
- The MOU between the DOI and AIANTA completed in September.
- AIANTA has signed letters of intent with BLM and National Trails and is working on implementation
- AIANTA is organizing human resources to implement the provisions, beginning with outreach and engagement with tribes



# Continue..

- \$4.4 Million in Federal Appropriations was approved in FY 2018 budget, funding added to BIA Indian Services and BIA-DOT, transferred to BIA/DOT. BIA drafted plan and is creating scope of work and should have an agreement in September.
- As we did in FY2018, AIANTA submitted FY 2019 appropriations requests to Senator Murkowski (AK), Udall (NM), Hoeven (ND), Merkley(OR) and Tester (MT) on the Interior Appropriations Subcommittee as well as Senator Schatz (at his invitation—Senate Appropriation Committee member). On the House Interior Appropriations Subcommittee, AIANTA submitted FY19 requests to Congressmen Amodei (NV), McCollum (MN), Kilmer(WA) and Cole (OK). At his invitation, AIANTA also submitted a request to Rep. Don Young.
- AIANTA received formal request for submitting FY/20 appropriation request



# You can still join us at ITB Berlin 2019!

- **We've extended the deadline to register for ITB Berlin for Go International participants**
- If you are interested in ITB Berlin, or any of our international opportunities, set up a meeting with Monica Poling

Monica can be reached on site, or at: 505-724-3578 or [mpoling@aianta.org](mailto:mpoling@aianta.org)

**We invite you to join the**  
**American Indian Alaska Native Tourism**  
**Association**

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**@OfficialAianta**



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Thank You!

