

Promoting Your Destination on NativeAmerica.travel

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IT & Website
Development
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3rd Go International
January 28-29, 2019



NATIVEAMERICA
.TRAVEL



Featured Experiences



Featured Destinations



AIANTA
American Indian Alaska Native
Tourism Association



NATIVEAMERICA .TRAVEL

- First destination website to promote Indian Country tourism to the world.

- **Mission:** To offer travelers an experience while reflecting the compelling stories of Indian Country



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Featured Experiences

The Excitement of
Indian Relay

Red Earth Festival

King Kamehameha Day

Featured Destinations

Alaska

Great Basin

Southeast



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Why NativeAmerica.travel?

- To entice and draw tourists to visit Indian Country
- To correct misrepresentations of Native Americans by educating the general public through museums and cultural centers
- To offer a starting point for trip-planning and to utilize the website as a means to market tribal museums and cultural centers
- Platform for Economic Development

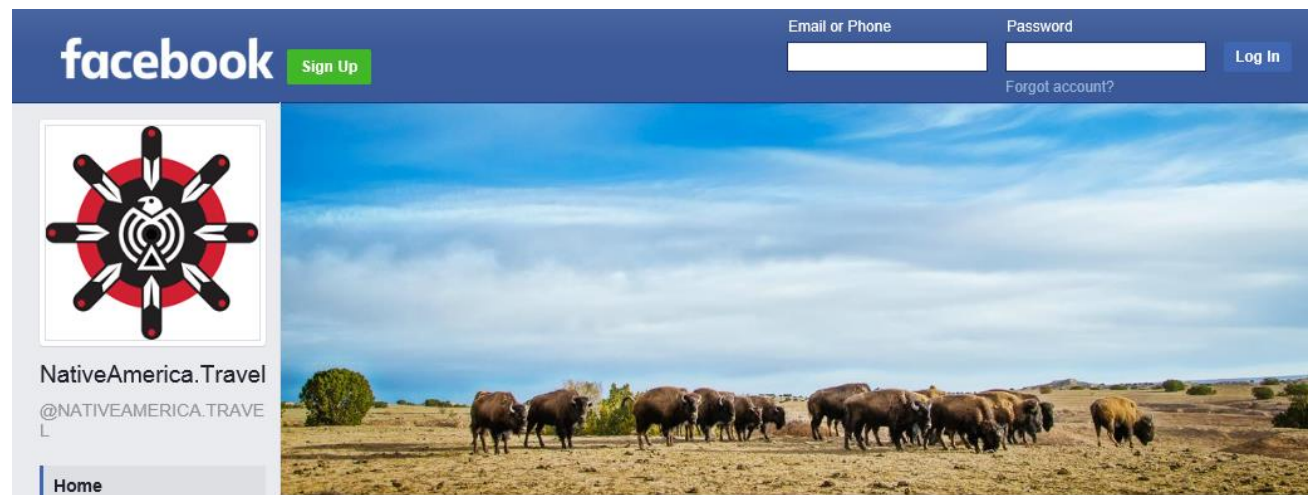
Educational tool for visitors

Bucket List

[Edit Account](#) [Edit List](#)



...and
inspires
them to visit
Indian
Country.



Objective:

Learn about NativeAmerica.travel tools

- Experiences/Destinations
- Booking Widget – FareHarbor
- Interactive Map
- ArcGIS Online/ESRI Functionality
- Itinerary Builder
- Voice Recorder
- Bucket List

Analytics

Dec 2018- – Jan
2019

Total Lubmarine - Monthly report

Dec 15, 2018 - Jan 17, 2019

All Users
100.00% Sessions

Visits

2,439

% of Total: 100.00% (2,439)



Bounce Rate

59.49%

Avg for View: 59.49% (0.00%)



Unique Visitors

1,928

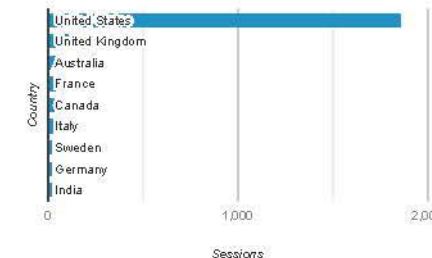
% of Total: 100.00% (1,928)



Visits by Channel



Top Country



Unique Pages Views

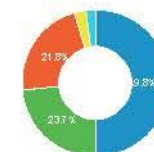
4,874

% of Total: 100.00% (4,874)



Bounce rate by channel

Organic Search Direct
Paid Search Social
Referral



Contact Requests

Year	NativeAmerica.Travel signup (Goal 1 Starts)	NativeAmerica signup Comp
2019	568	
2018	404	

Type of visitors

New Visitor Returning Visitor



Traffic Sources

google / organic google / cpc
(direct) / (none)
bing / organic
facebook.com / referral
aianta.org / referral Other



KPI's – education, utility, sharing

Source	Referral Path	Sessions	Bounce Rate	% New Sessions	Revenue	Avg. Session Duration	Per Session Value
aianta.org	/nativeamerica_travel/	172	27.91%	59.30%	0.00	262.85	0.00
realclearlife.com	/travel/attention-travelers-youre-exploring-america-wrong/	118	21.19%	84.75%	0.00	261.46	0.00
thestreet.com	/story/13905349/1/the-latest-in-native-american-tourism-cultural-experiences-and-educational-opportunities.html	86	17.44%	60.47%	0.00	425.87	0.00
aianta.org	/	81	17.28%	59.26%	0.00	374.74	0.00
moradam.com	/	80	0.00%	100.00%	0.00	0.00	0.00
m.facebook.com	/	71	73.24%	85.92%	0.00	38.73	0.00
duckduckgo.com	/	59	40.68%	84.75%	0.00	206.73	0.00
facebook.com	/	59	89.83%	96.61%	0.00	61.97	0.00
99-reasons-for-seo.com	/seo2.php	34	100.00%	94.12%	0.00	0.00	0.00



Who Can Join?

- All federally and state recognized tribes and Native Hawaiians
- American Indian, Alaska Native, and Native Hawaiian (AIANNH)-owned, tourism-related business
 - Restaurants, Attractions, Activities, Lodging
- Tourism-related business that serves the interests of AIANNHs
 - Adventure tours with indigenous guides
 - Trading posts selling American-Indian made art
- Tourism-related business that features AIANNHs
 - Museums, Cultural Centers, Galleries, Historical sites
- Tourism-related business located on or near a tribal nation with approval from that tribal nation

- Arts & Culture
 - Museums
 - Cultural Centers
 - Galleries
 - Historic Exhibits
 - Art Exhibits
 - Theatre
 - Sculptures
- Authentic Shopping
 - Local Retailers
 - Arts & Crafts Markets
 - Traditional Crafts Shops
 - Native Flea Market
 - Bookstores
 - Bait Shops
- Casinos
- Events
 - Powwows
 - Rodeos
 - Potlaches
 - Festivals
 - Concerts
 - Livestock Exhibitions
 - Feast Days (public)
 - Food Festivals, Tasting Events
 - Celebrations, Anniversaries
 - Demonstrations (art, crafts, dance)
 - Ceremonial Dances
 - Re-enactments
 - Games, Tournaments
 - Fishing Derbies
- Horse Shows
- Historic Landmarks
 - Historic Landmarks
 - Cultural Landmarks
 - Historic Buildings
 - Statues
 - Memorials
 - Monuments
 - Battlefields
 - Forts
 - Birthplace/Home of Celebrated Figures
- Tribal Sites
- Natural Landmarks
- Local Artisans/Producers
 - Orchards
 - Fish Hatcheries
 - Weavers
 - Jewelers
 - Artists
- Outdoors
 - Sanctuaries
 - Preserves
 - Wilderness Areas
 - Forests/Parks
 - Horseback Riding
 - Scenic Overlooks
 - Hiking Trails
 - Natural Landmarks
- Sailing
- Canoeing
- Restaurants
 - Roadside Food Stands
 - Native Cuisine
- Scenic Attractions
 - Gardens
 - Scenic Turnouts
 - Scenic Overlooks
 - Harbors
 - Scenic Byways
- Tours & Outfitters
 - Hiking Tours
 - Hostels
 - Shops
 - Guided Tours
 - Cultural Education Tours
 - Museum Tours
 - Dude Ranches, Farm Stays
 - Bus Tours
 - Outfitters
 - Guides
 - Spas/Health Retreats
 - Hayrides
 - Game Ranches
 - Horseback Riding
 - Self-Guided Tours (Audio, Video)
 - Interpreted Trails, Roads, Highways

What Can I List?

The site features
dozens of unique
Indian Country
Experiences...

...involving
over 220 tribes
and native-
owned
businesses

Bareback horse racing

SraiWi Family Experience

Experiences

Show Filter Options 



- A non-business specific location-based activities including accommodations and local cuisine that would inspire web users to plan a trip.
- Must include: name of experience, brief description/guide, photo(s)
- Related listings will be used to support each experience and give users a direct path to booking

Destinations



Alaska



California



Great Basin



Great Plains



Hawaii



Midwest



Northeast



Northwest



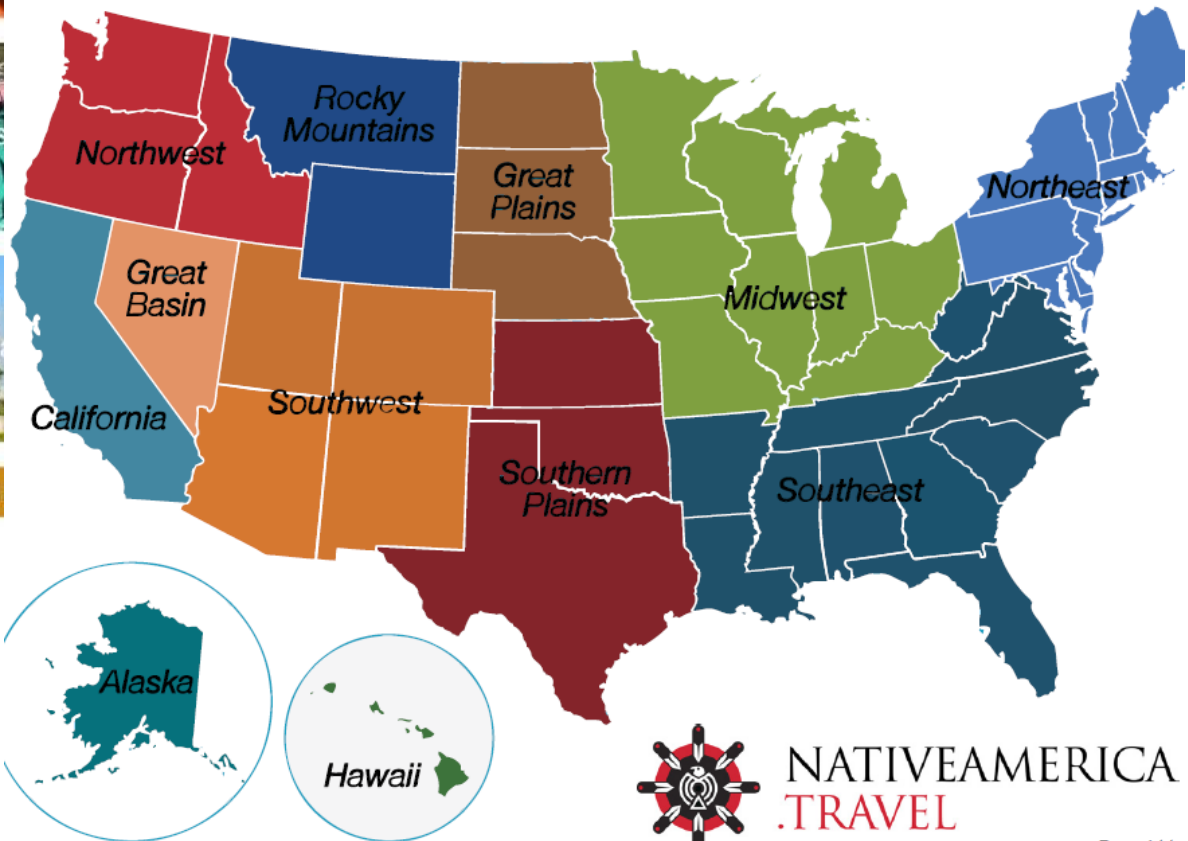
Southeast



Southern Plains

Explore all 12 Native American

...across
12 regions



Klamath River Jet Boats

Koyukuk River Tribal Tours



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Goal - Each new user to understand all tools & sections of NativeAmerica.travel

1 - Fareharbor

The screenshot displays the NativeAmerica.travel website. The header includes the site name and navigation links: Experiences, Destinations, Trips, Map, Travel Tips, and a search icon. The main content area is titled 'Southwest' and features a map of the United States with the Southwest region highlighted. Below the map, the climate is listed: Winter 44°/18° and Summer 90°/59°. A 'Use my location' button is visible on the left. A sidebar on the right shows a vertical list of travel options, each with a 'Book' button. The main content area also includes a section for 'Book Southwest Adventures' with a featured image of Monument Valley and Simpson's Trailhandler Tours. At the bottom, there is a section for 'Featured Tribes'.

NATIVEAMERICA TRAVEL

Experiences | Destinations | Trips | Map | Travel Tips | Q

Use my location

Major Airports: Salt Lake City, UT (SLC)
Albuquerque International Sunport, NM (ABQ) Phoenix, AZ (PHX) Denver, CO - International (DEN)

Southwest

Climate

Winter 44°/18° Summer 90°/59°

°F °C

Book Southwest Adventures

Monument Valley
Simpson's Trailhandler
Tours

Featured Tribes

Book

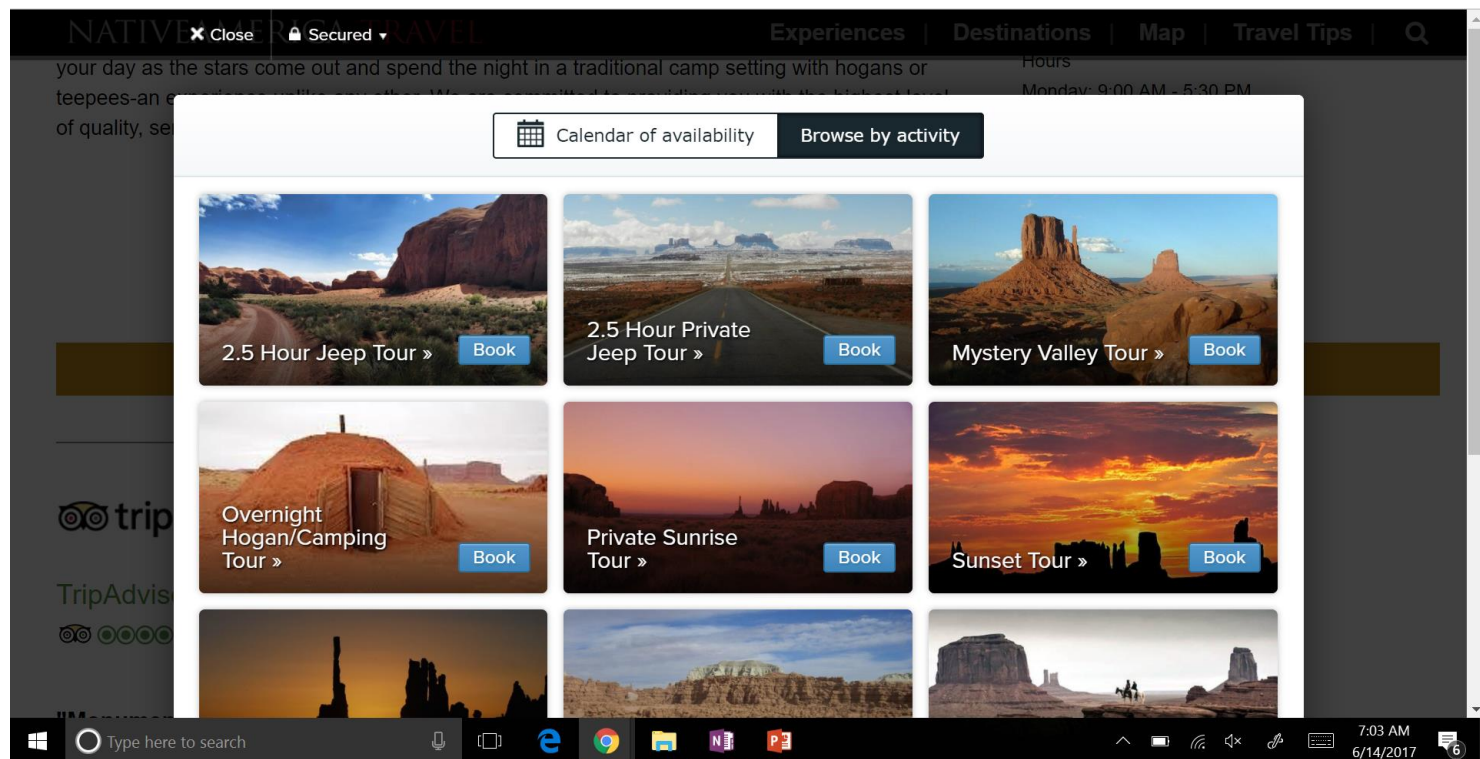
Book

Book

Book

Booking Widget – FareHarbor

- Allow partners of NativeAmerica.travel & FareHarbor to sell their tourism products
- Customer Service-focused model with free & unlimited 24/7 support
- Unlimited product trainings & free integration of software onto all client websites
- Feature Rich reporting – track commissions



Fareharbor continued....

[Choose a different activity](#)

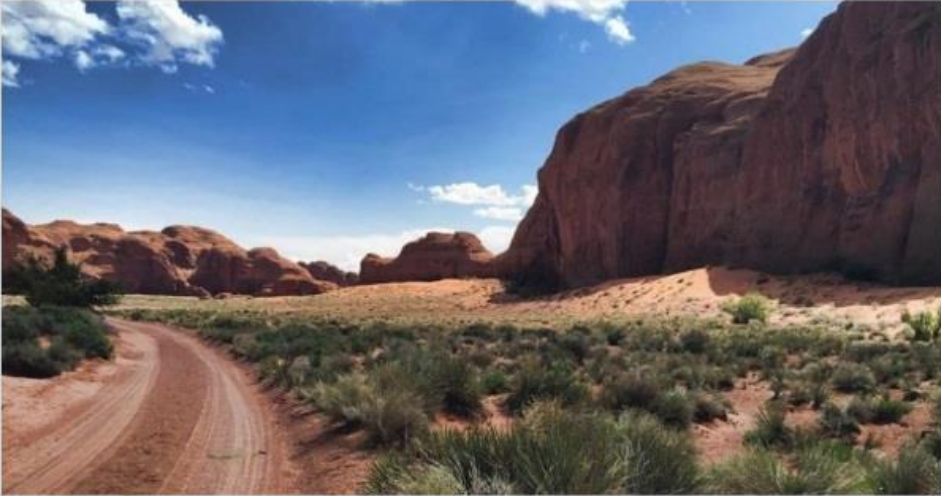
October ▾ 2017 ▾ »

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Click a date to browse availability

2.5 Hour Jeep Tour


📍 Meet: The View Hotel Lobby within the Navajo Nation Tribal Park in Monument Valley, UT



2.5 Hour Jeep Tour

Navajo Loop and Off the Beaten Track Tour (2.5 hours): A complete package of 30+ miles secluded off-roads lets you discover the restricted area in the backcountry of Monument Valley. This land is a notable sacred site for the Dineh - the Navajo - who are the Keepers of Monument Valley - a sacred unforgettable homeland and motherland to them. In addition to - the history of the Anasazis, the "Ancient Ones", well known for their imaginative ability,

Tips | 🔍



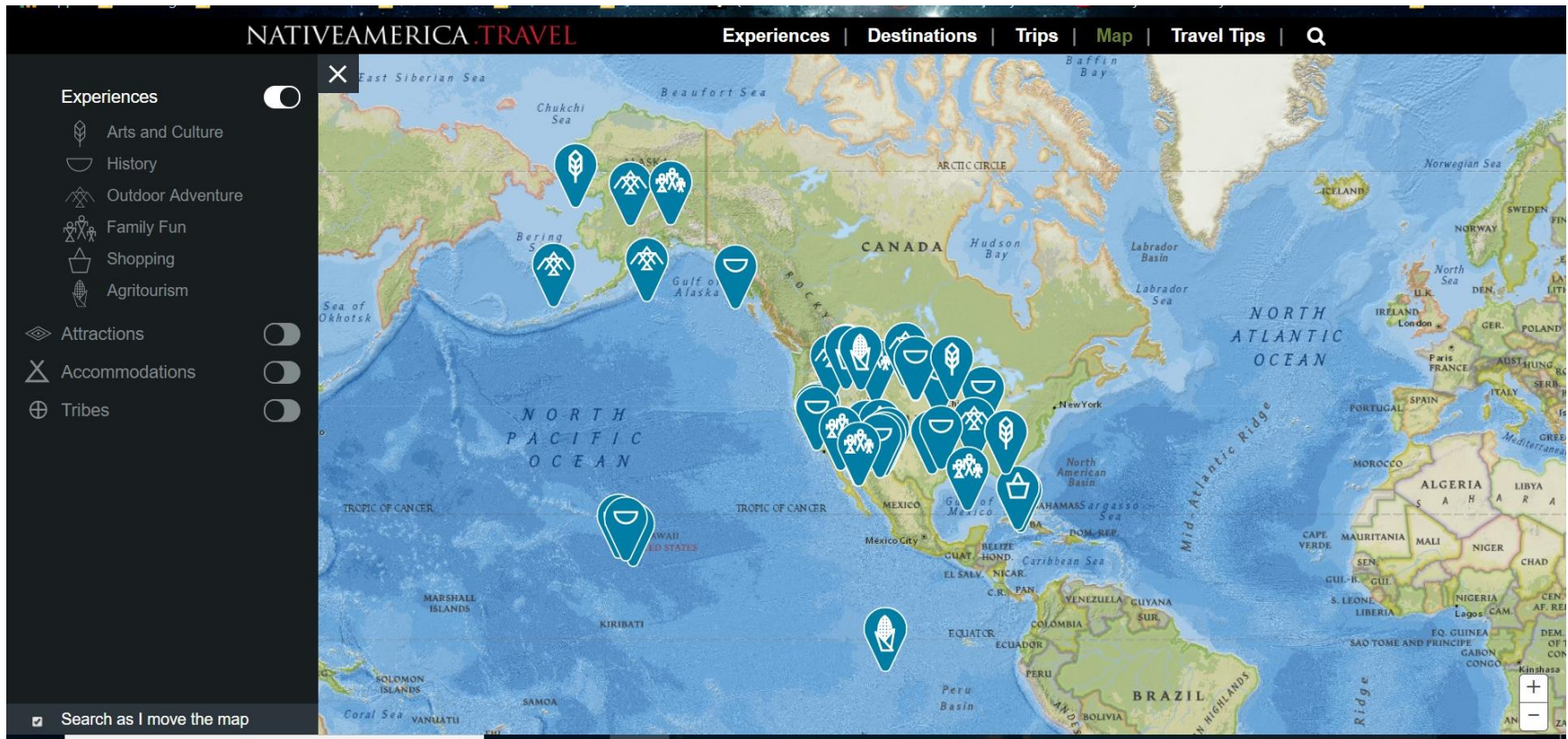


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Goal - Each new user to understand all the tools & sections of NativeAmerica.travel

- Visitor map = educational tool for visitors
- ArcGIS Online for Tribes = map your cultural assets

2- Map



<https://nativeamerica.travel/map>

ArcGIS Online/ESRI Functionality

- NativeAmerica.travel portal – utilize data related to their cultural assets/listings, add/subtract data layers using ArcGIS Online
- Maps can be downloaded for tourism and community planning or used as visitor maps

Home Gallery Map Scene Groups Content Organization  Sandra 



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Federally Recognized Tribes



Navajo Nation Chapters,
2014 - navajo_political



American Indians and Route
66



American Indians and Route
66



Nevada Tribes

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

[ESRI Portal](#)

[Mapping Indigenous LA: Placemaking through Digital Storytelling](#)



Story Map by Seminole Tribe of Florida

Seminole Tribe of Florida Attractions

The STOF Homepage [f](#) [t](#) [l](#)

Tourism Points of Interest



- [Tourism points of Interest/Attractions](#)
- [Seminole Royalty](#)

Goal - Each new user to understand all the tools & sections of NativeAmerica.travel

4 – ITINERARY BUILDER

The screenshot displays the NativeAmerica.travel website interface. At the top, the logo features a red and black circular emblem with a white center, followed by the text 'NATIVEAMERICA .TRAVEL'. To the right are links for 'Sign In' and 'Sign Up'. Below the header is a black navigation bar with white text for 'Experiences', 'Destinations', 'Trips' (highlighted in purple), 'Map', 'Travel Tips', and a search icon. The main content area is titled 'Trips' and includes a filter bar with three dropdown menus: 'Location', 'Theme', and 'Itinerary Length'. Below the filters, three trip cards are visible. The first card, '3-Night Northern Nevada Indian Territory Adventure - Part 1', shows a landscape with mountains and a lake. The second card, '3-Night Northern Nevada Indian Territory Adventure - Part 2', shows a sunset over a lake. The third card, 'Navajo Cultural Tour', shows a person sitting on a wooden platform in front of a large, ancient stone structure. Below these cards, a row of four smaller, partially visible trip cards is shown.

<https://nativeamerica.travel/itineraries/3-night-northern-nevada-indian-territory-adventure-part-1>

Itinerary Builder



Discover Native America: Arizona to New Mexico

Showcasing Indian Country of the Southwest, AIANTA along with Brand USA and tribal partners throughout the Southwest, has created a new 6-day itinerary that explores Native America in Arizona and New Mexico.

Beginning in Phoenix, Arizona and ending in Albuquerque, New Mexico, this experiential driving tour takes visitors through Navajo Nation, Acoma Pueblo, Santa Fe, Taos Pueblo, Pojoaque Pueblo, and other Pueblos from around New Mexico.

The Tour was developed by AIANTA, with sponsorship support from Brand USA and in partnership with U.S. Commercial Service Italy for the initial purpose of a familiarization press tour with Italian travel media, and Native tour guides.
(May 28-June 2, 2017)

Trip Route

Day 1

- 1 Talking Stick Resort - Orange Sky Restaurant

Day 2

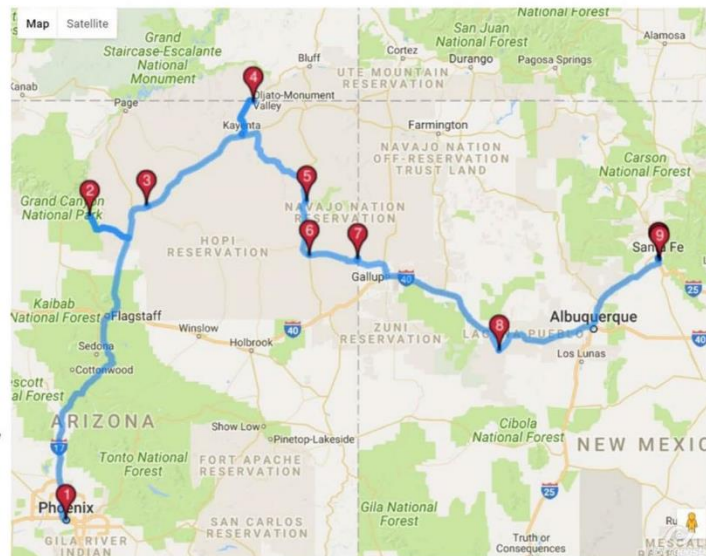
- 2 Desert View Watch Tower
- 3 Explore Navajo Museum
- 4 Monument Valley Tribal Park

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


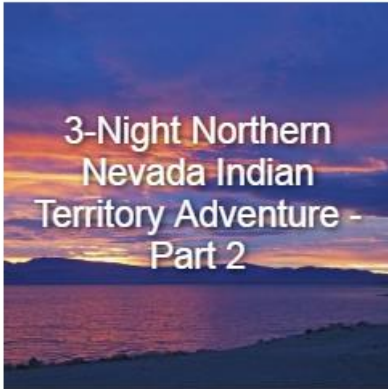




- 5 Indian Pueblo Cultural Center & Pueblo Harvest Cafe
- 6 Albuquerque International Airport



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Trips

Location	Theme	Itinerary Length
 <p>3-Night Northern Nevada Indian Territory Adventure - Part 1</p>	 <p>3-Night Northern Nevada Indian Territory Adventure - Part 2</p>	 <p>Navajo Cultural Tour</p>
 <p>Pipemaking Traditions</p>	 <p>Southwest Driving Tour Part 1</p>	 <p>Southwest Driving Tour Part 2</p>



<https://nativeamerica.travel/itineraries/3-night-northern-nevada-indian-territory-adventure-part-1>



International Tribal Tourism Outreach

ITB Berlin

AIANTA participated in ITB-Berlin for the seventh consecutive year. All segments of the industry participate: tour operators, booking agents, travel agents, airlines, destinations, hotels, car rental companies, suppliers, buyers, destinations and media.

Showcase USA-Italy

AIANTA introduced Indian Country tourism to the Italian market for the first time at Showcase USA-Italy. Showcase USA-Italy, organized by the U.S. Commercial Service and Visit USA Association Italy, is the ideal event for both new-to-market companies and repeat exhibitors wishing to form new partnerships and reconfirm placements with existing clients.


U.S. Travel Association's IPW

AIANTA, funded by the Bureau of Indian Affairs (BIA), represented Indian Country tourism as part of the BIA booth on Federal Row at the U.S. Travel Association's Annual IPW Travel and Trade Show (formerly International Pow Wow)




Dec 15, 2018 – January 17, 2019

For our partners, we built a simple online registration process



[Sign In](#) | [Sign Up](#)

Experiences | Destinations | Trips | Map | Travel Tips | 

Create an account to save your
Bucket List to NativeAmerica.travel

Email

Password

Password confirmation

OR


Add a tribe or native-owned business to
NativeAmerica.travel

Continue to partner sign up

Already have an account? [Sign in](#)


[Forgot Password?](#)


This site brought to you by








AIANTA
American Indian Alaska Native
Tourism Association

[Manage Your Tribe Page](#) | [Add an Accommodation](#) | [Add an Attraction](#) | [Privacy](#) | [Terms of Use](#)

Ratings and Reviews Powered by  **tripadvisor**

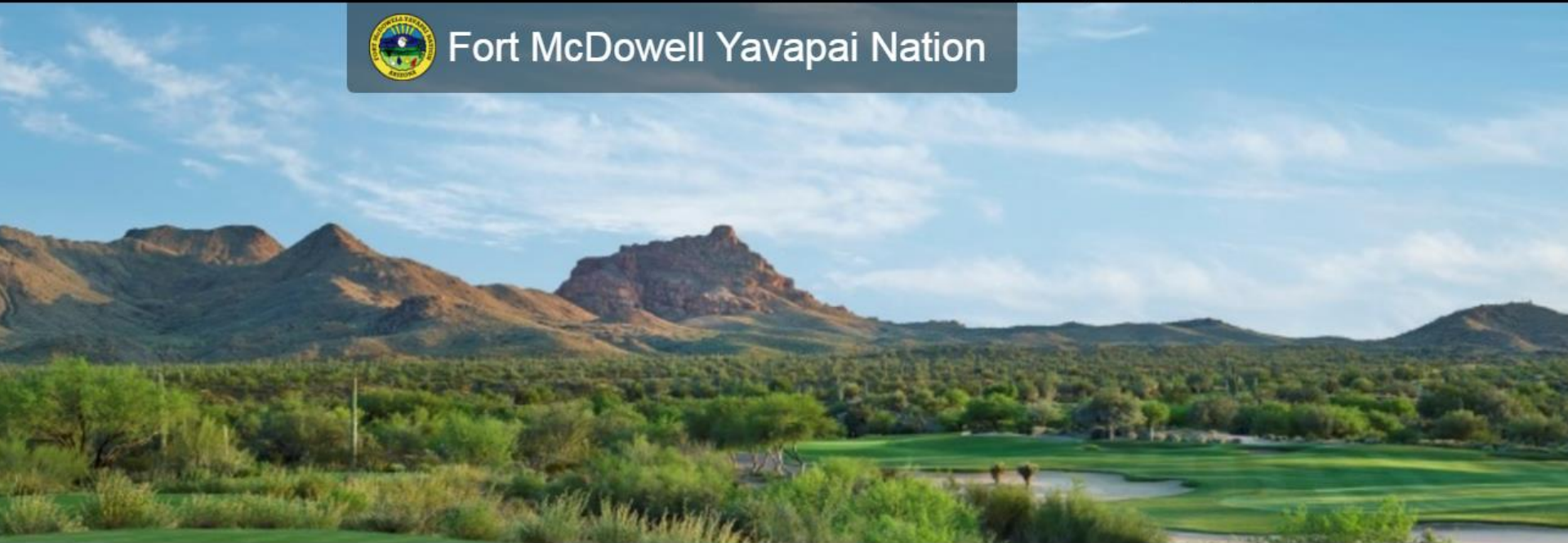


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Fort McDowell Yavapai Nation



Fort McDowell Yavapai Nation Information

[Share](#) [Add To Bucket List](#)

The Fort McDowell Yavapai Nation was created by Executive Order on September 15, 1903. The reservation is a small parcel of land that was formerly the ancestral territory of the once nomadic Yavapai people, who hunted and gathered food in a vast area of Arizona's desert lowlands and mountainous Mogollon Rim country. Fort McDowell has won two important victories that made history and reaffirmed our



Fort McDowell Yavapai Nation

fmyn.org [✉](#)
rcarmelo@fmyn.org
(480) 789-7106

Travel Info

Time Zone: Mountain Standard Time

Fort McDowell is located only 20 minutes from



<https://nativeamerica.travel/tribes/fort-mcdowell-yavapai-nation>

Voice Recorder/Bucket List

Navajo Nation

Cancel

Update Tribe

Tribe Admins

Select Admins...

* Name

Navajo Nation

Record the pronunciation of your tribe name ?

REC



Make the Indian Pueblo Cultural Center your first stop to discover Pueblo culture.

Share

♥ Add To Bucket List



Plan this trip ➞

Ohkay Owingeh >

As the gateway to the 19 Pueblos of New Mexico, the Indian Pueblo Cultural Center is a necessary



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Future planning...

- **Premium attraction and accommodation listings**
 - More photos, videos and coverage available for a fee
- **Featured tribes and experiences**
 - Optimize listings at a cost to partners
 - Search results for a fee
 - Outreach to Corporate and other partner sponsorships (incented with flexible opportunities for presence on the website in return for more robust partner-support)
- **Create automated quarterly and annual web analytics reports**
 - At a cost for listings partners to download
 - Reports should include user statistics for listing pages and overall website.
- **Provide downloadable map data and training resources**
 - How to utilize GIS data for tourism and general community planning.



**Thank you.
Questions?**

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