2019 President’s Report
Presented by Emerson Vallo

2019 American Indian Tourism Conference

#AITCTulsa

The AIANTA Mission

To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.
2018/2019 AIANTA Board of Directors

- Pacific Region
  - Jamie Sijohn
  - Edmund Sherman
- Southwest Region
  - Emerson Vallo, President
  - James Surveyor, Secretary
- Plains Region
  - Leslie Shakespeare
  - Jason Morsette
- Midwest Region
  - Crystal Holtz
- Eastern Region
  - Lora Ann Chaisson, Treasurer
  - Darrell Waldron
- Alaska Region
  - Rachel Moreno, Vice President
  - Mario Fulmer
- At-Large
  - Travis Owens
  - Camille Ferguson

Board Affiliations

- Emerson Vallo
  - Commissioner, New Mexico Tourism Department

- Rachel Moreno
  - Member, Cultural Tourism Network, Alaska Travel Industry Association

- James Surveyor
  - Board Member, Hopi Endowment Education Fund

- Lora Ann Chaisson
  - Tribal Council Member, Houma Nation

- Crystal Holtz
  - Previous Board Member, Native American Tourism of Wisconsin

- Mario Fulmer
  - Member, Cultural Tourism Network, Alaska Travel Industry Association
Board Affiliations

- Leslie Shakespeare
  - Eastern Shoshone Business Council

- Jason Morsette
  - Board Member, North Dakota Native Tourism Alliance

- Jamie SiJohn
  - Member, Affiliated Tribes of Northwest Indians

- Edmund Sherman
  - President, Oregon Native American Chamber Board of Directors

- Darrell Waldron
  - Executive Director, Rhode Island Indian Council

- Travis Owens
  - Board Member, Preservation Oklahoma

- Camille Ferguson
  - U.S. Travel Association
  - National Advisory Committee on Transportation, Tourism Infrastructure

Strategic Planning
2018/2019 AIANTA Board of Directors Retreat

• Board Orientation
  • Non Profit Board Role and Responsibilities
• Update of By-laws
• Building Organizational Capacity
• Legislative Priorities
  • FY 2020 Appropriations for NATIVE Act Implementation
• FY 19 Cooperative Agreement Budget Approval

Regional Outreach
Regional Outreach - Board

- RES 2019 – Anaheim, CA
- IPW – Anaheim, CA
- ITB – Berlin, Germany
- Bureau of Indian Affairs Providers Conference – Anchorage, AK
- National Congress of American Indians Mid-Year (NCAI) – Sparks, NV
- Economic Development Initiative – Provo, Utah
- National Indian and Native American Employment/PL 102-477 Training – Durant, OK
- U.S. Travel Association Quarterly Board Meeting – Washington DC
AIANTA Represented on U.S. Travel Association Board

• Camille Ferguson – At-large Member
  • Representing AIANTA and the Sitka Tribe of Alaska

• U.S. Travel Association
  • Over 1,200 member organizations
  • 1 of 26 At-large Directors

• Advocacy
  • Inclusion of Tribal Tourism Legislative Priorities
  • Serve as a conduit between U.S. Travel Association and Indian Country

2019 Executive Director’s Report
Presented by Sherry L. Rupert

2019 American Indian Tourism Conference
#AITCTulsa
NATIVE Act Implementation

• FY 2018 and 2019 Appropriations Approved by Congress
• MOU Signed with U.S. Department of Interior (DOI) and U.S. Department of Commerce (DOC) (9/18)
• 5-Year Cooperative Agreement Signed with the Bureau of Indian Affairs (3/19)
• Work Plan Approved by DOI and DOC (8/19)

Education - International Outreach

• World Travel Market—London
• Go International
• ITB – Germany
• Showcase USA – Italy
• IPW – Anaheim
  • 1st Tribal Row with 5 Tribal Partners in Attendance
  • Post-IPW Fam with Brand USA and NATOW
• Brand USA Travel Week – London – NEW!!
Marketing and Public Relations

• 10 Native American Experiences for 2020
• Native American Tours
• 20 Pre-Columbian Sites in the United States
• Monthly Newsletters
  • Director’s Corner
• NativeAmerica.travel
First State of Indian Country Tourism Report

Tourism Outlook

- Increase greatly (5% or more)
- Increase somewhat (less than 5%)
- Stay about the same
- Decrease somewhat (less than 5%)
- Decrease greatly (5% or more)

International Visitation

- China
- United Kingdom
- Italy
- Germany
- Mexico
- Canada
First State of Indian Country Tourism Report

Tourism Challenges

- The U.S. economy 7%
- The global economy 5%
- Inadequate/underfunded marketing 18%
- Infrastructure issues (construction, renovation, basic facilities) 12%
- Lack of accommodations 8%
- Travel challenges (access, distance, no suitable air/rail hub nearby) 10%
- Staffing issues (recruitment, retention, pay expectations) 7%
- Operational costs 9%
- Lack of stable federal/regional funding 5%
- Government officials do not prioritize tourism in policy decisions 9%

$7.681 Billion

Total Receipts
American Indian, Alaska Native, Native Hawaiian Hospitality-Sector Businesses
• $7.681 Billion in total receipts for all AIANNH hospitality-sector businesses (2012)
• 17% Growth in paid employees across all AIANNH hospitality-sector businesses (2012 over 2007)

Thank You!

Sherry L. Rupert, Executive Director
srupert@aianta.org