

AIANTA
American Indian Alaska Native
Tourism Association

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 AIANATA 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



U.S. Travel Association



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

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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



Explore California's Tribal Culture in a Redwood Canoe (California)

California's Yurok Tribe, whose ancestral home sits alongside the Klamath River and California's famed Redwood Forests, will start offering a new tour program in 2020. Designed to educate visitors about tribal culture along the Klamath River, the Redwood Canoe Adventure Tour will commence in May 2020. Guests will learn about Yurok tribal culture while paddling down the river in a traditional redwood canoe. According to the Tribe, this is the only location in the world offering redwood canoe tours. An experienced Yurok guide teaches guests about the culture of the tribe, the language and the ecosystem of the river. Eventually, the tribe plans for residents to open ancillary businesses, such as gift shops and related boat rides in nearby waterways. visitspokane.com

Follow in the Footsteps of Lewis & Clark: Then Visit the Earth Lodge Village (North Dakota)

North Dakota's Reunion Bay, known for its boating and fishing activities, is the site where Captain Meriwether Lewis and Second Lieutenant William Clark constructed Fort Mandan to settle in for a long winter season (from November 1804-April 1805), while establishing diplomatic relations with tribes throughout the area. It is also where Lewis and Clark hired interpreter Charbonneau and his teenage wife, Sakakawea (Sagoyewew), who would travel with the expedition to the Pacific Ocean and back.

Here, visit a traditional Earth Lodge Village, operated by the Mandan, Hidatsa and Arikara Nation (Three Affiliated Tribes), located along Lake Sakakawea, the Killdeer Mountain and Four Bears Scenic Byway. The village offers a Native American experience, including cultural performances and demonstrations from interpreting guides and authentic food offerings. Rent a tipi for the night, hike the area trails and round out your trip by kayak or canoe in Four Bears Bay. rehabitation.com/tribal-tourism

Four-Nation Commemoration of the Mayflower Landing at Plymouth (Massachusetts)

After the Mayflower landed at Plymouth in 1620, the Puritans would not have survived without the assistance of the Wampanoag people who have made their home in southeastern Massachusetts for more than 12,000 years. In 2020, the United States will commemorate the 400th anniversary of the landing at Plymouth, and organizations from four nations, the U.S., the U.K., the Netherlands and the Wampanoag Nation, including the federally recognized Tribes of Aquinnah and Mashpee, will share stories of America's founding from their own perspectives. The Wampanoag Ancestors Walk will include Tribal members carrying the names of the original 49 villages of the Wampanoag Nation. plymouth400.org

Trace Cherokee History Beyond the Trail of Tears (Oklahoma)

During a 20-year span in the mid 1800s, more than 100,000 Native Americans were forced to move hundreds of miles west of their ancestral homes. The arduous journey, often made in the harshest of conditions, is known as the Trail of Tears. But the history of the Cherokee people is an enduring one, stretching well beyond the Trail of Tears. With the opening of the Cherokee National History Museum inside the 150-year-old Cherokee National Capitol building, visitors are able to experience the Tribe's history from pre-European contact all the way through its revitalization after the American Civil War. Many artifacts are on loan from such notable facilities as the Smithsonian Institution, Gilcrease Museum, Oklahoma Historical Society and Cherokee National Archives. visittheheritage.com

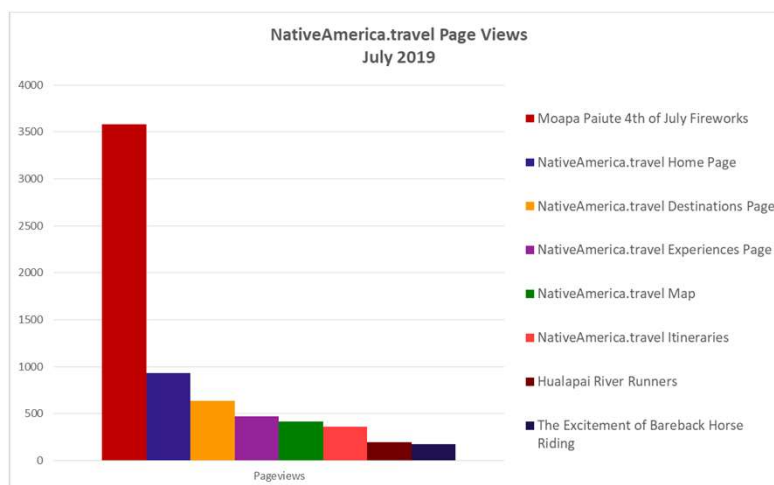
NativeAmerica.travel

These experiences and many more can be found on NativeAmerica.travel, the leading resource for travelers planning trips to Native American destinations.

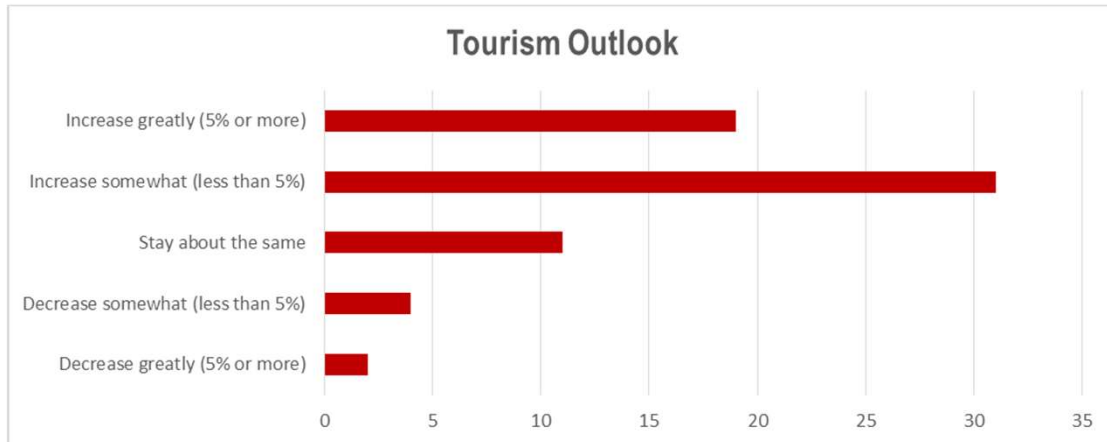
The website is operated by the American Indian Alaska Native Tourism Association (AIANTA), an organization charged with providing technical assistance and training to tribal tourism entities throughout the United States.



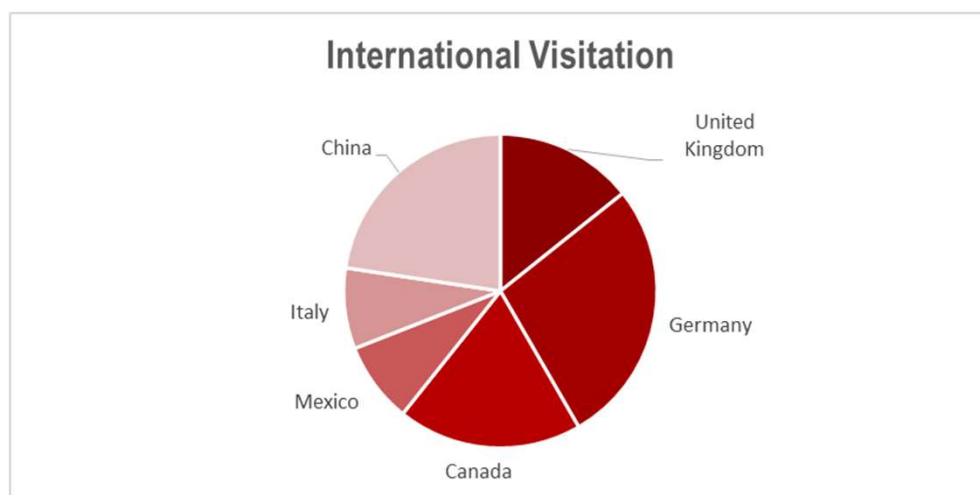
NativeAmerica.travel



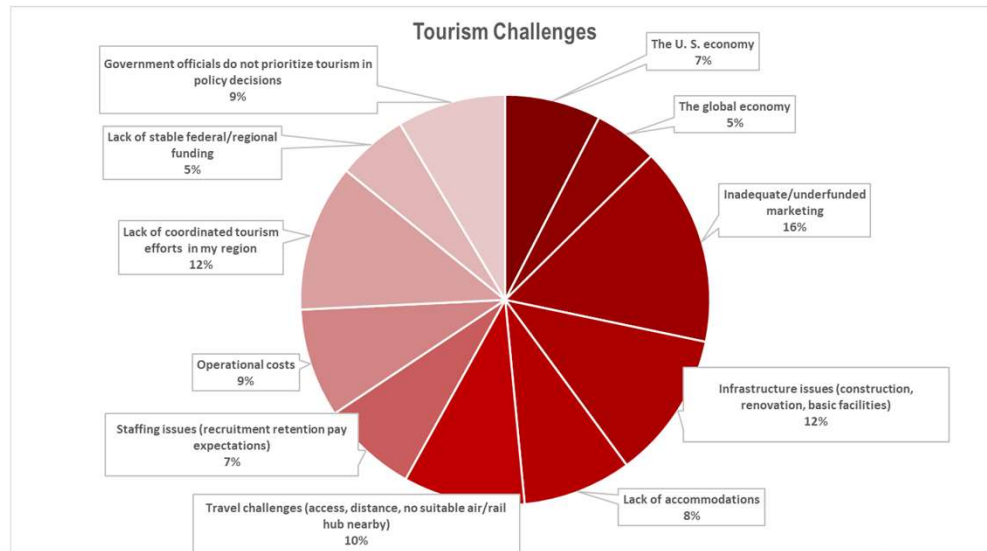
First State of Indian Country Tourism Report



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\$7.681 Billion

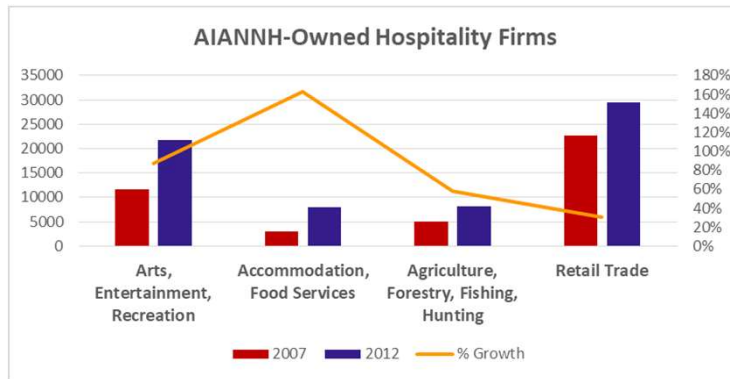
Total Receipts

American Indian, Alaska Native, Native Hawaiian

Hospitality-Sector Businesses



American Indian Alaska Native Hawaiian-Owned Hospitality Firms



- 67,248 American Indian, Alaska Native and Native Hawaiian (AIANNH)-owned hospitality businesses in the U.S. (2012)
- \$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
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