The Purpose of the Lewis and Clark National Historic Trail is to commemorate the 1804 to 1806 Lewis and Clark Expedition through the identification; protection; interpretation; public use and enjoyment; and preservation of historic, cultural, and natural resources associated with the expedition and its place in U.S. and tribal history.
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

Established 1978
4,900 miles
16 states
15 Indian reservations
6,157 miles of auto route
1,439 miles of water trails

Trail is Administered by the National Park Service.

Park headquarters are in Omaha, Nebraska.

Management relies on close partnerships with key stakeholders:

- States
- Tribes
- Federal land managers
- Volunteers
- Nonprofit groups
- Private sector
Our Purpose is to commemorate the 1804 to 1806 Lewis and Clark Expedition through the identification; protection; interpretation; public use and enjoyment; and preservation of historic, cultural, and natural resources associated with the expedition and its place in U.S. and tribal history.

- Lewis and Clark National Historic Trail Foundation Document
Our Mission:
To **preserve the remnants of the historic route** of the 1804-1806 Corps of Discovery Expedition located along the Lewis and Clark National Historic Trail, and to provide for comprehensive interpretation of its history, including the American Indian perspective, to allow for better visitor understanding and appreciation of its significance.

Preservation

- Awareness
- Research and identification, and documentation of historic sites
- Natural and Cultural Resources Stewardship
- Environmental and Cultural Compliance
Our Mission:
To preserve the remnants of the historic route of the 1804-1806 Corps of Discovery Expedition located along the Lewis and Clark National Historic Trail, and to provide for comprehensive interpretation of its history, including the American Indian perspective, to allow for better visitor understanding and appreciation of its significance.

Interpretation
• Wayfinding signage
• Interpretive signage
• Visitor centers
• Exhibits
• Digital story-maps
• Ranger-led educational programs
• Social media campaigns
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

HONORING TRIBAL LEGACIES

TM
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

Tribal Perspectives on Lewis and Clark National Historic Trail

AIANTA
American Indian Alaska Native Tourism Association

NATIONAL PARK SERVICE

LEWIS AND CLARK
NATIONAL HISTORIC TRAIL
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

Goals of AIANTA/NPS Cooperative Agreement

- Increase public access to tribal perspectives and experiences along the trail
- Empower tribal communities along the trail to expand tourism and recreation
- Spur economic development, increase jobs, and increase tourism revenues
- Preserving cultural heritage

Phase 1:
Identify tribal tourism products specific to the trail for content development, itinerary development, and logistic planning

Phase 2:
Develop piloted approach to capture tribal content specific to historic and present tribal connection to the trail

Phase 3:
Content development to encourage local, regional, domestic, and international visitors to grow tribal tourism along the trail

→ LewisandClark.Travel
→ NativeAmerica.Travel

Tribal Perspectives on Lewis and Clark National Historic Trail
Geotourism is tourism that sustains or enhances the geographic character of a place, its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism encompasses a range of travel including culture and heritage, history, food, nature, adventure, the outdoors, water, music, and arts.
How does Geotourism work?

- Always starts with listening to stakeholders along the trail
- Establishment of Geotourism Stewardship Council
- Build consensus on tourism priorities and opportunities, as well as threats
- Develop MapGuide and other marketing tools using user-generated content that tells local stories from a local perspective
Where has this been done?

- Sierra Nevada
- Greater Yellowstone
- Tennessee River Valley
- Heart of the Continent
- Crown of the Continent
- Mississippi River
- Four Corners Region
- Sedona Verde Valley, Arizona
- Scenic, Wild Delaware River
- US Gulf Coast States
- Lakes to Locks Passage

Vision for the Program

By the year 2025, the Lewis and Clark National Historic Trail will be better known locally, nationally, and globally for its historic value and tourism offerings, due to a stronger and more diverse community of tourism stakeholders collaborating to protect, manage, and promote sustainable tourism along the Trail.
Geotourism Program Objectives

1. A strong and active community of public and private stakeholders working to conserve the land and legacy of the LCNHT

2. Increased domestic and international awareness of the trail legacy and its tourism assets

3. Thriving tourism communities with visitors that appreciate their authentic sense of place

4. Strong participation of Native American tribes along the Trail, sharing their stories with travelers and leveraging tourism in a way that is compatible with their goals and sentiments

Objective 1 - A strong and active community of public and private stakeholders working to conserve the land and legacy of the LCNHT

Strategic Activities

1. Establish and facilitate an active LCNHT Geotourism Coalition

2. Designation & Creation of a Network of LCNHT Visitor Centers

3. Designation & Creation of a Network of Official LCNHT Communities

4. Establish a LCNHT Geotourism Coalition Supporter Program to designate businesses and points of interest on the Mapguide
Objective 2 - Increased domestic and international awareness of the trail legacy and its tourism assets

Strategic Activities
1. Promote thru-discovery of the entire LCNHT
2. Promote sectional discovery of the LCNHT
3. Create thematic trails within the LCNHT for special interest groups
4. Work with tour operators and local businesses to develop and offer LCNHT Packages to their clientele
5. Utilize social media and digital marketing to promote the LCNHT
6. Work with BRAND USA to develop and promote the LCNHT internationally

Objective 3 - Thriving tourism communities with visitors that appreciate their authentic sense of place

Strategic Activities
1. Provide trainings and materials to help small businesses and points of interest featured on the site learn how to leverage the trail and website to market and grow their business
2. Develop sustainable tourism planning and training tools for LCNHT Communities and tribes
3. Assist visitor centers enhance visitor planning services
4. Work with communities and tribes to identify, document, sustain, and promote their cultural values to visitors
Objective 4 - Strong participation of Native American tribes along the Trail, sharing their stories with travelers and leveraging tourism in a way that is compatible with their goals and priorities

Strategic Activities

1. Work with tribal contacts established during outreach workshops to assist with site nominations and encourage participation
2. Work with tribal representatives to develop “Tribal Trip Plans”, thematic trails and Tribal Voices on the Program Website
3. Promote press trips and tour operator familiarization trips along the trail that focus on the stories, history and heritage of tribes along the trail

Get Involved
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

Explore by Region

Ohio River
Indiana, Kentucky, Ohio, West Virginia, and Pennsylvania

Missouri Traverse
Illinois, Kansas, Nebraska, Missouri, Iowa

Great Plains
North and South Dakota

Plains to Peaks
Montana and Idaho

The Columbia River
Oregon and Washington
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

What Can Be Nominated to the Site?

- Locally owned and family businesses
- Events, ceremonies, and festivals
- Cultural experiences such as heritage sites, museums, theaters, music,
- Artist studios and galleries, craft workshops, and shops featuring handmade items
- Operators of outdoor experiences such as rafting, hiking, biking, hunting
- Historic sites such as trails, old homes, or places that features local architecture
- Scenic routes including hiking trails, bike routes, water ways, birding trails
- Local artist or artisan, storyteller, outdoor guide or historian
Benefits

• Businesses, attractions, and points of interest who participate in the Sustainable Tourism program will be featured on this website.

• You will have the ability to create your own page, upload your own content, and edit it at your convenience.

• Approved participants will then receive an official Lewis and Clark National Historic Trail Sustainable Tourism decal to display at their storefront or other public area, as well as a digital badge to add to their website or social media channels.

Get Started

Step 1: Go to lewisandclark.travel
Step 2: Click “nominate a place”
Step 3: Register for the site
Step 4: Click verification email
Step 5: Click “Add Nomination”
Step 6: Complete online form
Step 7: Click “Create a Nomination”
Lewis and Clark National Historic Trail Experience
Retrace the Expedition and Explore New People, Places, and Stories

**Lewis and Clark National Historic Trail Sustainable Community Partnership Program**

**Community Partnership Program Goals**

- Educate local residents about the Trail;
- Build community-based constituencies of people who feel connected to the Trail;
- Engage active participation in sharing the sites, attractions, heritage, and stories that make the region unique;
- Improve destination marketing and tourism promotion for participating communities;
- Encourage communities to develop their own projects that support the objectives of the Geotourism program, such as volunteer events, festivals, and other events.
Community Partnership Benefits

**Destination Marketing**
- Promotion on www.lewisandclark.travel website and other LCNHT communications channels;
- Recognition as LCNHT Community through digital badge for community destination;
- In-destination signage;
- Press release distributed in conjunction with Geotourism program.

**Increased Community Engagement**
- Opportunities for residents to share stories about their place and local narratives about Lewis and Clark through LCNHT website;
- Enhanced partnership with National Park Service and other Geotourism Program supporters;
- Connection to other LCNHT Communities.

Community Partnership Program Criteria

1. Community is located on the trail (within 20 +/- miles)
2. Participation in the program is endorsed by official community/tribal cultural OR tourism agency
3. Community showcases—or intends to showcase—its connection to the trail
Get Started

1. Begin online application for community partnership program
2. Help us get the word out to your tourism and heritage partners about how to create a nomination to the site
3. Let us know how we can help you leverage the trail and this program
4. Visit us at AIANTA Conference for more information
How else can Lewis and Clark National Historic Trail support tourism in your community?

Thank you

Dan Wiley
Dan_Wiley@nps.gov

Gabriel Seder
g.seder@solimarinternational.com