



American Indian Alaska Native Tourism Association (AIANTA)

NativeAmerica.travel

NativeAmerica.travel is the leading travel resource for travelers planning a visit to Indian Country.

The site features dozens of unique Indian Country experiences and more than 220 Native-owned businesses.

Each federally recognized and state-recognized tribe can claim a dedicated page to showcase and promote their attractions, from hotels and resorts, RV parks and campgrounds to museums, cultural centers, annual events, sporting activities and much more.

Tribes, tribal enterprises and Native-owned hospitality businesses are encouraged to share their unique cultural experiences by securing a **complimentary listing** now.

For more info, visit **NativeAmerica.travel/admin**.

For nearly two decades, the American Indian Alaska Native Tourism Association (AIANTA) has served as the national voice for American Indian nations engaged in cultural tourism. In addition to serving as the voice for Indian Country tourism, AIANTA provides technical assistance and training to Tribal nations and Native-owned enterprises engaged in tourism, hospitality and recreation.

Education & Training

Education is the heartbeat of our work at AIANTA.

Go International: This two-day training held every January introduces Tribes and tribal businesses to the international tourism market.

The American Indian Tourism Conference: In partnership with a tribal organization, AIANTA hosts the only national conference dedicated to Indian Country tourism every September.

Cultural Heritage Tourism Certificate Program: Every fall, in partnership with the George Washington University, AIANTA presents an online certificate program, designed to help tourism professionals and tribal planners hone their cultural tourism skills.

Visitor Outreach

AIANTA oversees an extensive global outreach program.

Listening Sessions: To continue to identify, advocate for and provide the training needs to support the growth of Indian Country tourism, AIANTA is organizing a series of formal listening sessions and information gathering sessions around the country.

Domestic Trade Shows: AIANTA maintains a robust presence at the top Native association trade shows around the country, including the National Indian Gaming Association, the National Congress of American Indians, the National Center for American Indian Enterprise Development and many more.

International Marketing: AIANTA's international outreach efforts include attendance at key shows in the U.K., Germany and Italy, including Brand USA Travel Week, Showcase USA Italy, ITB--Berlin, as well as the U.S. Travel Association's international trade show, IPW.

American Indian Alaska Native Tourism Association
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AIANTA's Impact

Education: AIANTA produces the annual American Indian Tourism Conference, which attracts more than 300 Tribal leaders, tourism professionals and industry partners every year.

International Marketing: Since AIANTA began its international marketing program, overseas visitors to Indian Country destinations have nearly tripled. In 2018, Indian Country welcomed nearly 2 million overseas visitors, a new record.

Leadership: AIANTA worked in partnership with Indian Country tourism leaders to gather support for the passage of the Native American Tourism Improving Visitor Experience (NATIVE) Act, mandating that federal agencies with tourism functions include tribal enterprises in their tourism plans.

Media Impressions: In 2018, AIANTA's PR efforts resulted in nearly 50 million impressions for the tribal tourism industry.

Partnerships: AIANTA played a significant role in helping Grand Canyon National Park re-purpose Desert View Watchtower from a standard gift shop to an inter-tribal cultural heritage center celebrating each of the Canyon's 11 historic tribes. Total visitation to the facility surpassed 675,000 in 2017, accounting for more than 10 percent of the Park's record-breaking 6.2 million visitors that same year.

AIANTA's Mission & Brand Pillars

Mission

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



Define

From *Tourism 101* to the intricacies of international marketing, AIANTA's experienced tourism team develops expert workshops, webinars and other tailored educational trainings to help tribes build cultural heritage programs that honor their culture, traditions and history.



Introduce

With domestic and international travelers expressing an increased interest in participating in authentic experiences, AIANTA showcases Indian Country tourism through multiple outreach streams including social media channels, targeted media positioning, digital communications, exploratory fam tours as well as a robust international marketing program.



Grow

To spur growth in tribal tourism, AIANTA has partnered with numerous allied agencies, organizations and industry associations, including Department of the Interior, National Park Service, the Bureau of Indian Affairs, Department of Commerce, the National Travel & Tourism Office, the U.S. Travel Association, Brand USA and many others. Connecting these partners with tribal tourism enterprises helps drive expanded networks and greater awareness for the industry as a whole.



Sustain

To facilitate a thriving Indian Country tourism industry, AIANTA also works with state and federal leaders, educational institutions and other tourism industry leadership to keep them informed on the state of the tribal tourism industry. From basic information-sharing to formal testimony, AIANTA strives to ensure officials know what tribes need so they can act in ways that encourage and sustain tribal tourism efforts.