



# AIANTA

American Indian Alaska Native  
Tourism Association



More Free Webinars

AIANTA Webinar Series

[www.aianta.org/webinar-series](http://www.aianta.org/webinar-series)

## Building a Better Tourism Website

### Presenters:

**Monica Poling**, Marketing & PR Manager, AIANTA

**Maureen Chavez** (*Acoma Pueblo*), Visitor Outreach Manager, AIANTA

### Moderator:

**Bianca Mitchell** (*Acoma Pueblo/Navajo*), Education Manager, AIANTA



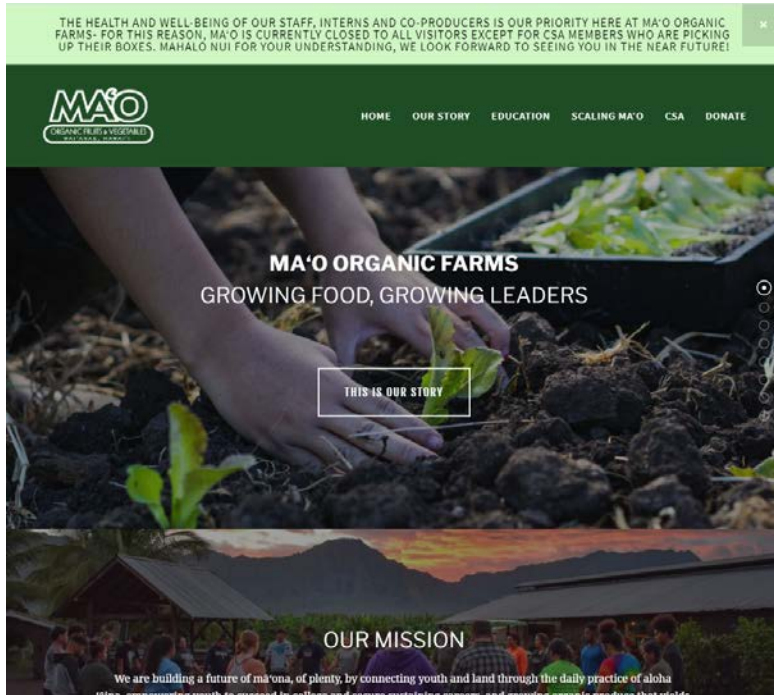
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# Important Website Elements



# Navigation



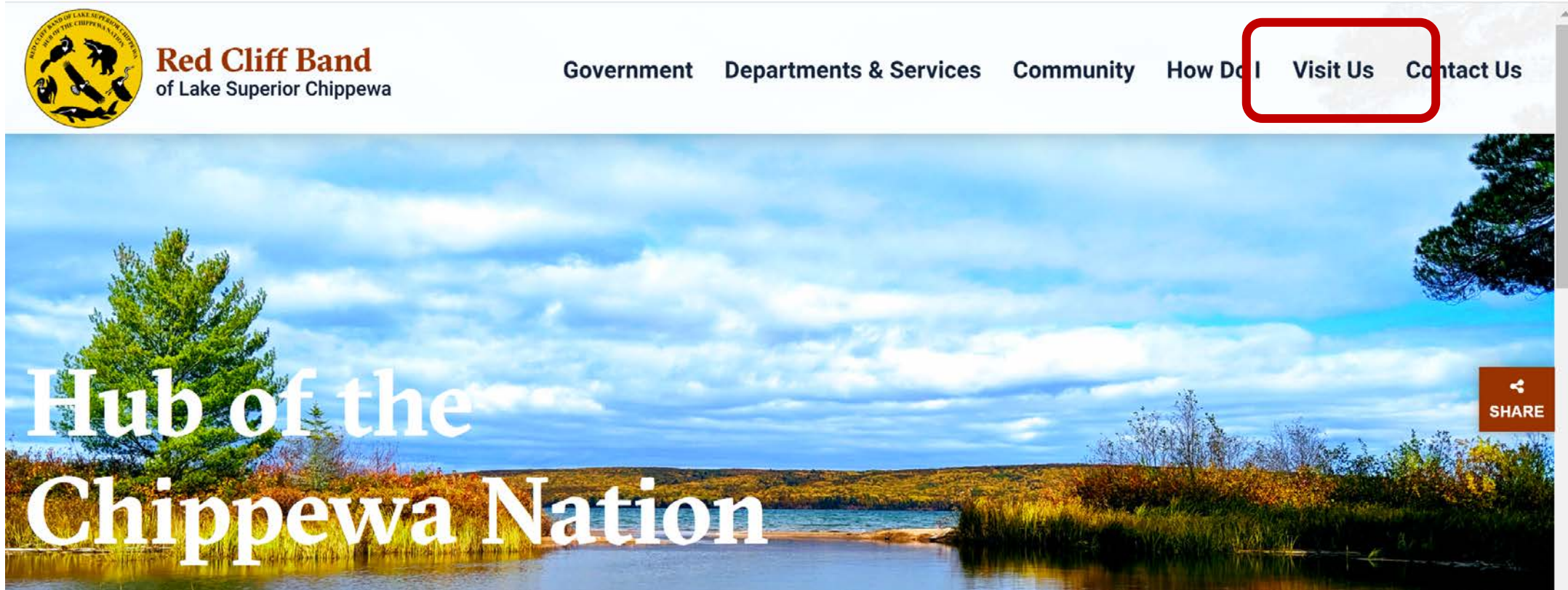
Ma'o Organic Farms

[www.maoorganicfarms.org](http://www.maoorganicfarms.org)

- Design should be easy to navigate.
- Visitors should always know exactly where they are on the website and how to get where they want to go.
- There is a fine line between an interactive menu and an annoying one – functionality is key.



# Navigation



Red Cliff Band of Lake Superior Chippewa

[www.redcliff-nsn.gov](http://www.redcliff-nsn.gov)

# Visual Design



Discover Navajo

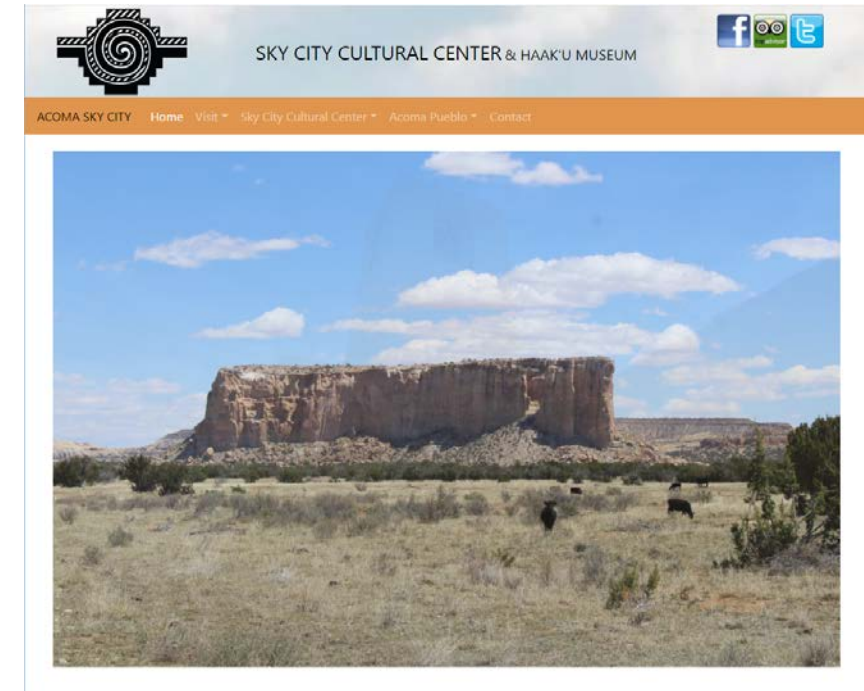
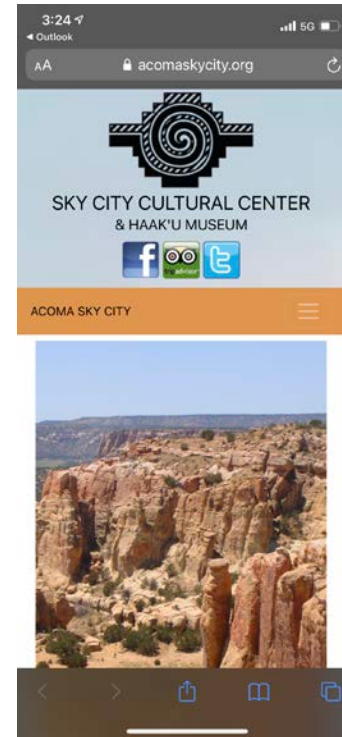
[www.discovernavajo.com](http://www.discovernavajo.com)

- You have 1/10<sup>th</sup> of a second to impress your visitor/potential customer – and let them know that your website and business are trustworthy and professional.
- Utilize great graphics to make your website more appealing.
- Don't go overboard with too many graphics
  - Scrolling text, animation and flash intros should be used sparingly and only to emphasize a point for maximum effect.



# Web AND Mobile Friendly

- Your website should work on all browsers & mobile devices.
- Be sure to TEST it, don't assume it works.
- Utilize meta tags, alt tags & work with someone fully versed in SEO (Search Engine Optimization).



**Sky City Cultural Center & Haak'u Museum**

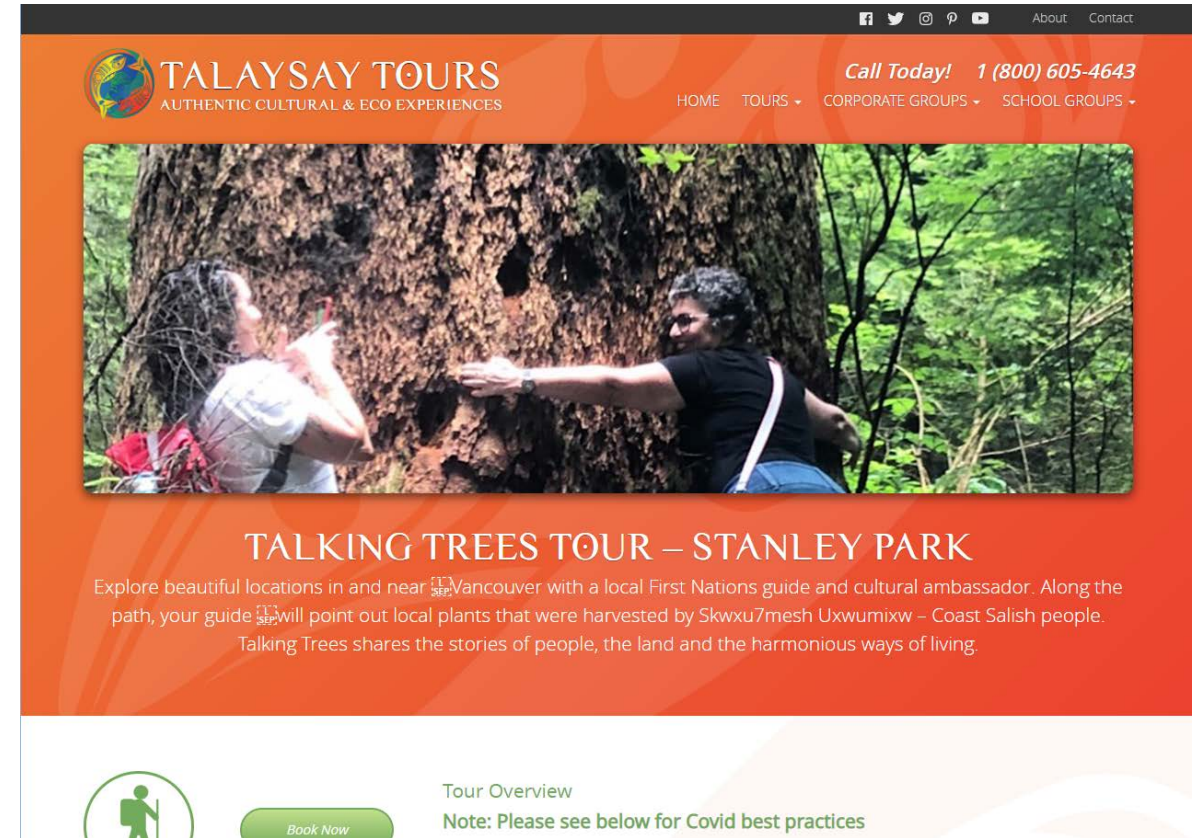
[www.acomaskcity.org](http://www.acomaskcity.org)



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# Information Accessibility

- Not all visitors have time to peruse your whole site.
- Many only need a number, address or one piece of information – make sure information is easy to find.
- Help visitors find what they need before they get frustrated and go to another site for answers.



**Talaysay Tours**

[talaysay.com/tours/talking-trees-tour/](https://talaysay.com/tours/talking-trees-tour/)



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# Intuitiveness

- What are the same questions you hear over and over again?
- Answer these questions throughout your website.
- Or create an FAQ page with relevant links.



**Go Native America**

[www.gonativeamerica.com/native-american-issues-faqs](http://www.gonativeamerica.com/native-american-issues-faqs)



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# Branding

- Your website should be a reflection of your business and your brand.
- Your visitors should feel a visual connection between your logo, print material, website and brick-and-mortar location.
- Tying everything together adds a level of credibility and improves the general impression of your business.



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# Site Shaming

- **BIG ! LOTS**
- **BIG LOTS !**
- Big confusion!!
- They feature an exclamation point, but all we see are ????



**BIG!LOTS**

**BIG  
LOTS!**

**BIG ! LOTS (or is it BIG LOTS !)**

[www.biglots.com](http://www.biglots.com)



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# Turn Around Time

- Websites take time to get up and running.
- If your website isn't operational, it won't bring you business.
- Work with a company you can trust to get your site built on time.
- On the other hand, your site doesn't have to be extensive to start.
- Get the basics up there as soon as possible.



Opiq Adventures

[www.opiqadventures.com](http://www.opiqadventures.com)

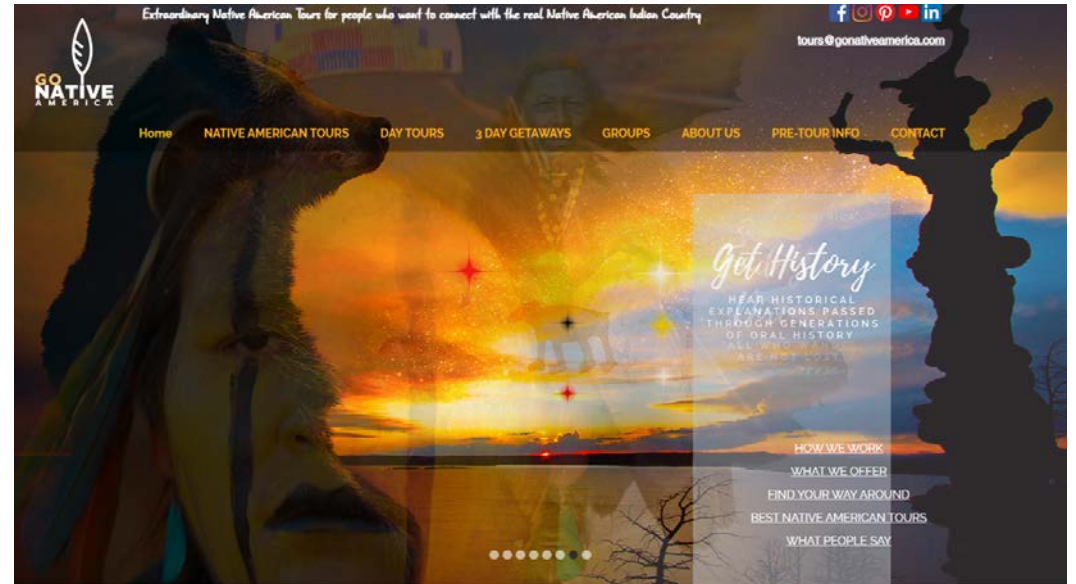


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# Interaction

- Engage your visitors immediately
- Hold their attention through EVERY page.
- Influence them to contact you – “conversion.”
- Be careful with the fine line between “interaction” and “annoyance”
  - The level of interaction should never outweigh the benefit.



**Go Native America**

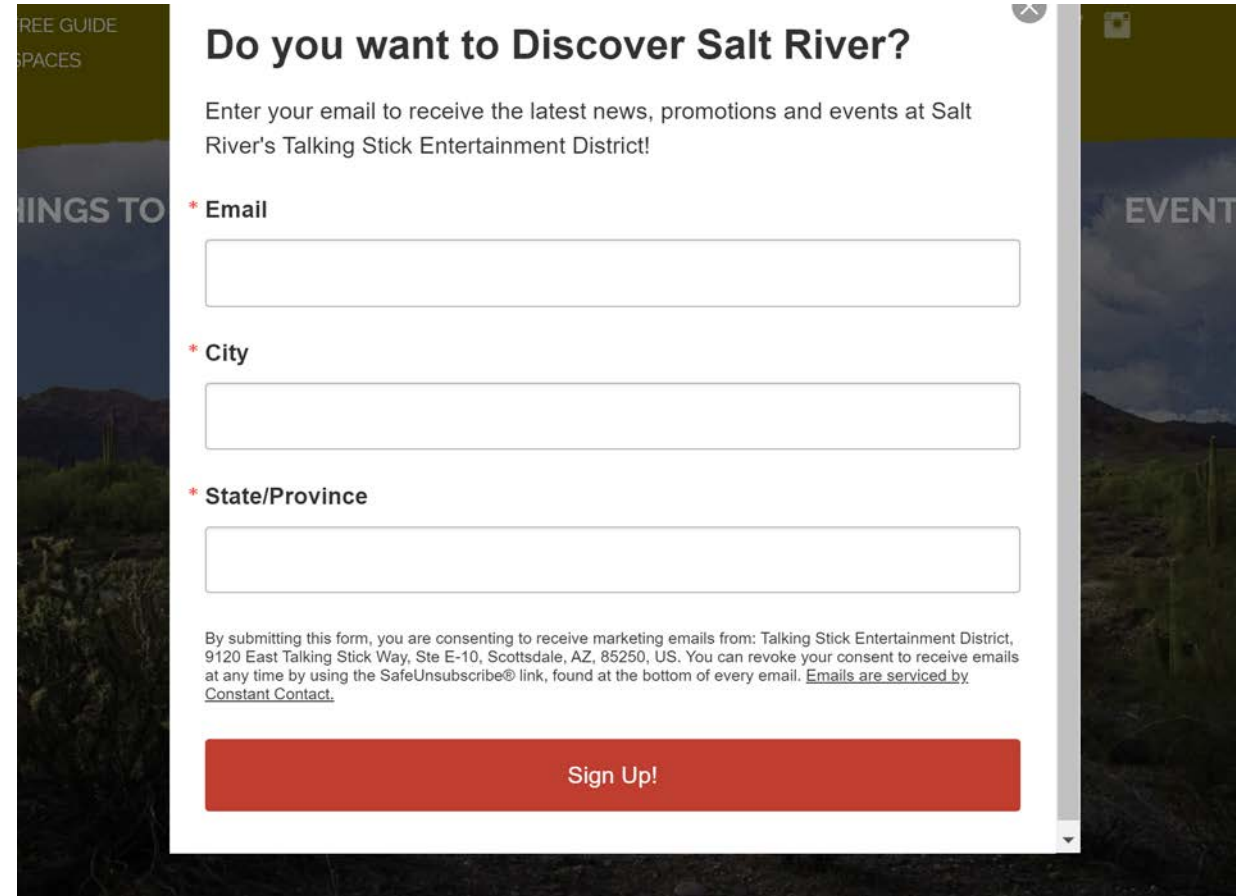
[www.gonativeamerica.com](http://www.gonativeamerica.com)



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# Conversion

- Your site is a potential goldmine of customer information.
- How can you capture this data?
  - Newsletter signup.
  - Enter to win...something.
  - Download a case study or original research.
  - Register for a webinar.
  - Complete a survey.
  - Encourage a social media follow.
  - Solicit feed back
  - Update your contact us page.
  - Have customers complete a purchase.



**Do you want to Discover Salt River?**

Enter your email to receive the latest news, promotions and events at Salt River's Talking Stick Entertainment District!

\* Email

\* City

\* State/Province

By submitting this form, you are consenting to receive marketing emails from: Talking Stick Entertainment District, 9120 East Talking Stick Way, Ste E-10, Scottsdale, AZ, 85250, US. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

**Sign Up!**

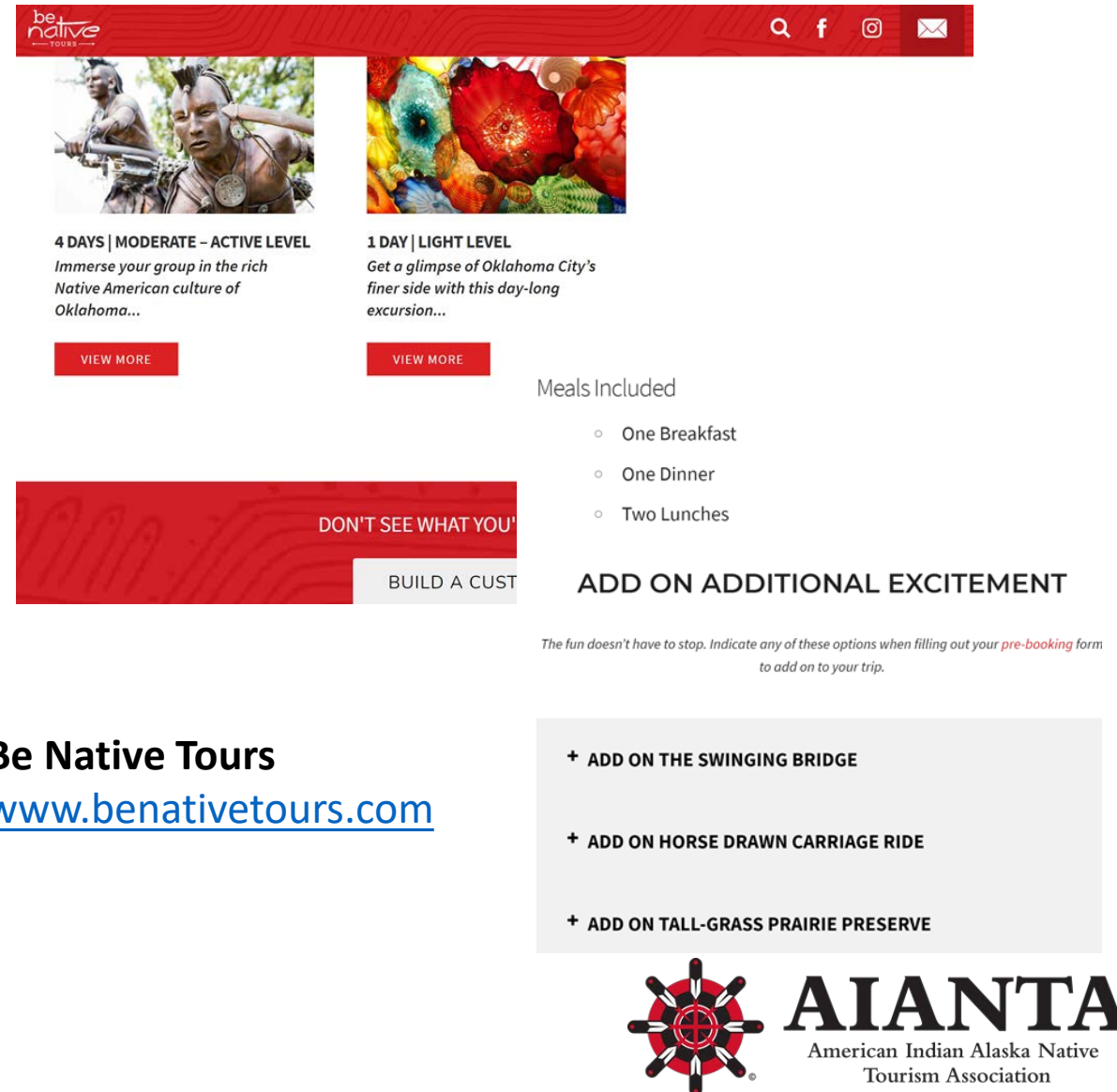
**Discover Salt River**  
[www.discoversaltriver.com](http://www.discoversaltriver.com)



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# Looking for More Revenue?

- Provide custom tour programs
  - Native, non-Native and/or mixed itineraries
- Be Native Tours (Chickasaw Nation)
  - Features custom-built, one-day or multi-day itineraries that include lodging, food and activities.
  - Offers the service of a local guide
  - Includes add-on options to encourage visitors to stay longer.



The screenshot displays the Be Native Tours website. At the top, there's a red header with the 'be native' logo and social media icons. Below the header, two tour cards are featured. The first card, titled '4 DAYS | MODERATE - ACTIVE LEVEL', shows a Native American man on a horse and describes an immersive group experience in Oklahoma. The second card, titled '1 DAY | LIGHT LEVEL', shows a colorful abstract image and describes a day-long excursion in Oklahoma City. Both cards have a 'VIEW MORE' button. To the right of these cards, a section titled 'Meals Included' lists 'One Breakfast', 'One Dinner', and 'Two Lunches'. Below this, a section titled 'ADD ON ADDITIONAL EXCITEMENT' lists three options: 'ADD ON THE SWINGING BRIDGE', 'ADD ON HORSE DRAWN CARRIAGE RIDE', and 'ADD ON TALL-GRASS PRAIRIE PRESERVE'. At the bottom, the 'Be Native Tours' logo and website URL 'www.benativetours.com' are displayed, followed by the 'AIANTA' logo and the text 'American Indian Alaska Native Tourism Association'.

be native  
AMERICAN INDIAN ALASKA NATIVE TOURISM ASSOCIATION

4 DAYS | MODERATE - ACTIVE LEVEL  
Immerse your group in the rich Native American culture of Oklahoma...

VIEW MORE

1 DAY | LIGHT LEVEL  
Get a glimpse of Oklahoma City's finer side with this day-long excursion...

VIEW MORE

Meals Included

- One Breakfast
- One Dinner
- Two Lunches

ADD ON ADDITIONAL EXCITEMENT

The fun doesn't have to stop. Indicate any of these options when filling out your *pre-booking form* to add on to your trip.

+ ADD ON THE SWINGING BRIDGE

+ ADD ON HORSE DRAWN CARRIAGE RIDE

+ ADD ON TALL-GRASS PRAIRIE PRESERVE

Be Native Tours  
[www.benativetours.com](http://www.benativetours.com)

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# Looking for More Revenue?

- Or offer single-day or half-day programs.
- Great Spirit Circle Trail
  - Manitoulin Island, Ontario, Canada.
  - Ojibwe, Odawa and Pottawatomi.
  - Great idea to offer “reviews” on you site.



GREAT SPIRIT CIRCLE TRAIL  
The Way Sightseeing Should Be

Home About More 705.377.4404 



Great Spirit Circle Trail

[www.circletail.com](http://www.circletail.com)



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# Content



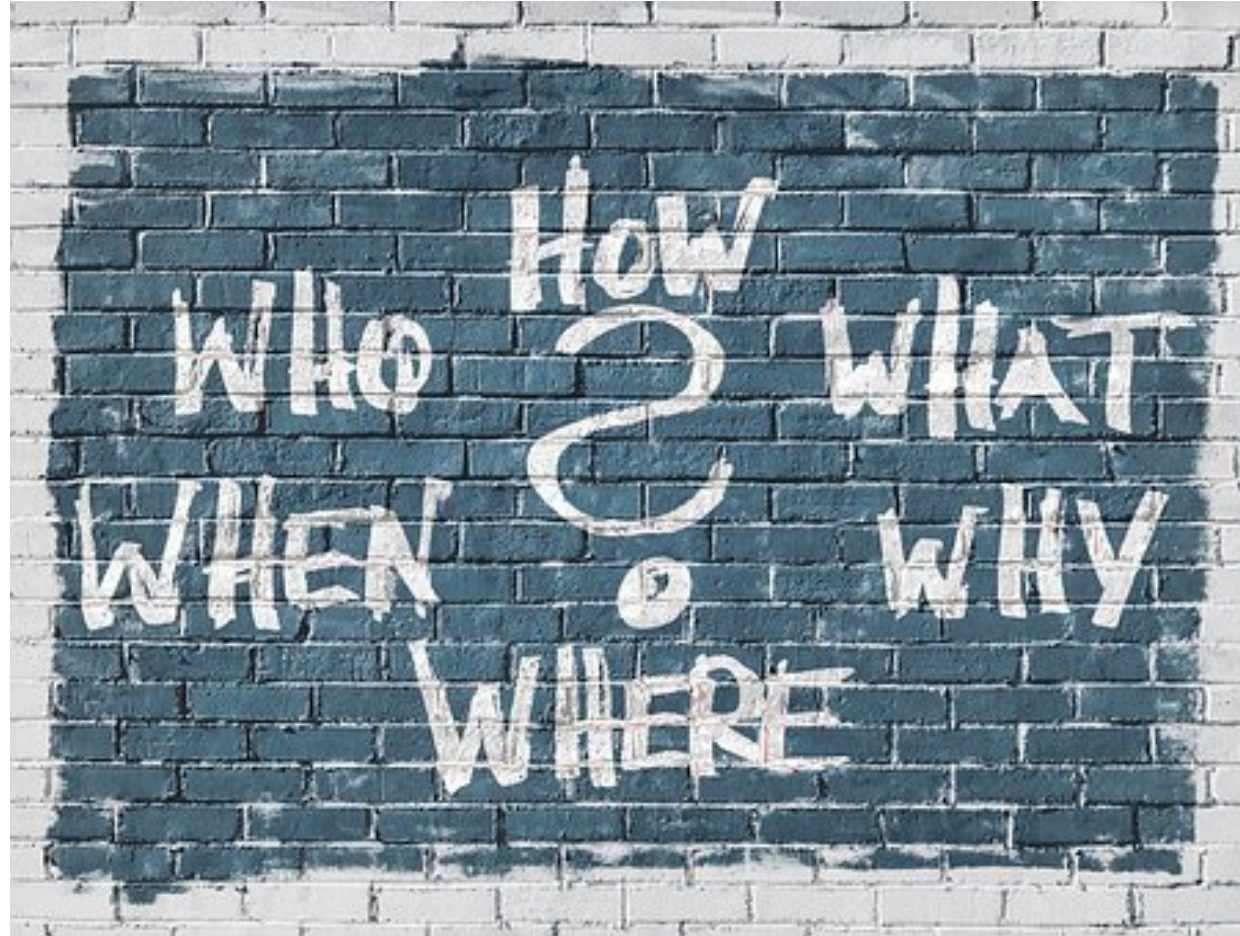
# Content

## Back to Basics

- Who
- What
- Where
- When

AND

- Why



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# Content



**Woman Tours**

[www.womantours.com](http://www.womantours.com)

- Content is the backbone of your site.
- It is the main reason visitors come to and stay on your site.
- Text should be informative, easy to read and concise.
- Content is also the most important factor in gaining search engine placement.

# Content

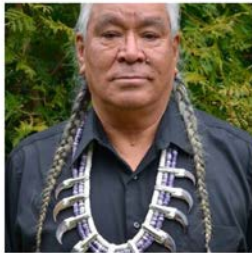
## Who, What, Where, When and Why

### Redhawk Native Artists

Dancers, Speakers, Performers & Educators

For bookings, please email:  
[native@redhawkcouncil.org](mailto:native@redhawkcouncil.org)

Remember to include the name of the desired artist, performer or speaker  
Along with details about your event, organization, etc.



Redhawk Native Artists

[www.redhawkcouncil.org](http://www.redhawkcouncil.org)

- Tells us who you are right on the home page.

### About Us

The Redhawk Native American Arts Council is a not for profit organization founded and maintained by Native American artists and educators residing in the New York City area. Since 1994, the Council is dedicated to educating the general public about Native American heritage through song, dance, theater, works of art and other cultural forms of expression. The council represents artists from North, South, Central American, Caribbean and Polynesian Indigenous cultures.

Redhawk Council produces four of the largest Native American heritage celebrations in the Northeast. The arts council also hosts festivals, workshops, theater presentations and educational programs, addressing stereotypes and fostering an awareness of Native cultures from a historical standpoint, with a focus on contemporary cultural practices.

Sharing Native Art Forms



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# Content

## Who, What, Where, When and Why

### Hear the Echoes of Our Ancestors Jet Boat Tour

From: \$150.00



Nez Perce Tourism

[nezpercetraditions.com](http://nezpercetraditions.com)

BOOK NOW →

#### Hear the Echoes of Our Ancestors Tour Information

Join Nimiipuu (Nez Perce) guide(s) on a 3-hour jet boat trip up the Snake River into Hells Canyon. Experience the places our ancestors call home and learn the importance of "Tscemicum" (She-mi-ni-cum) where the waters meet. Gain insight into the power place of Nimiipuu, learn the teachings of why our waters are sacred. Nimiipuu guides will help

- Engaged and entertaining
- You get a clear sense of the “who” (Stacia Morfin) is behind this company.

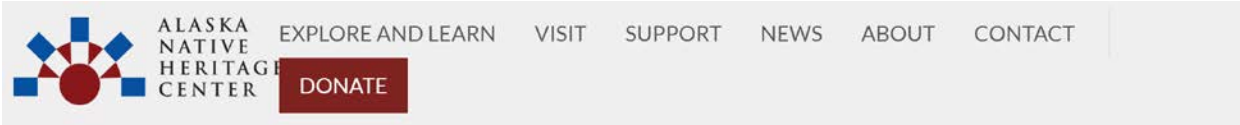


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# Content

## Who, What, Where, When and Why



Alaska Native Heritage Center  
[www.alaskanative.net](http://www.alaskanative.net)

## Celebrate Your Storytellers

- They will bring your experiences to life.
- And create lasting memories.

# Content

## Who, What, Where, When and Why



The screenshot displays the Cherokee North Carolina website. At the top, a navigation bar includes links for PLAY, STAY, and EVENT. The main content area features several articles:

- Take a Journey to the Home of the Eastern Band of Cherokee Indians**
  - The Qualla Boundary – The Original Home of the Cherokee**

The Qualla Boundary is the home of the [Eastern Band of Cherokee Indians](#). Cherokee people do not live on a reservation, which is land given to a native American tribe by the federal government. Instead, in the 1800's, the tribal members purchased 57,000 acres of property. This land, called the Qualla Boundary, is owned by the Eastern Band of Cherokee Indians and kept in trust by the federal government. Qualla Boundary encompasses untouched mountains, rivers, and forests and is located next to the [Great Smoky Mountains National Park](#).
  - How the Eastern Band of Cherokee Indians Formed**

The Cherokee have a rich and storied history. In the early 1800's, the Cherokee structure to include a written constitution. Cherokee courts and schools were established. Cherokee scholar named Sequoyah invented a written [Cherokee language](#). In 1828, the Cherokee language newspaper began publishing. Unfortunately, despite the Cherokee's efforts to assimilate into European culture, the federal government of the United States decided it was necessary to maintain a strong allied relationship with the Cherokee nation. In 1838 the desecration of gold gave the government an excuse to forcefully remove Cherokee in the South. The native people were marched on what would historically become known as the Trail of Tears to Oklahoma. Between 25% and 50% of the Cherokee tribe died on the Trail of Tears.
  - The Connection between the North Carolina and Oklahoma**

Some members of the Eastern Band of Cherokee Indians living in modern day...
- 5 Scenic Overlooks Around Cherokee To Visit This Fall**

Date: 9.3.2020




**Cherokee North Carolina**  
[www.visitcheokeenc.com](http://www.visitcheokeenc.com)

- What can I do when I'm there?
- Will I'll be bored?
- Showcase all (or at least a lot) of what you offer in one easy to navigate location.

# Content

## Who, What, Where, When and Why

 COUNTRY

PLAN

SEE & DO

STAY

EAT

SHOP

Search by Keyword



captivating history and culture of...



### Turner Falls Park

Visit Davis, Oklahoma, OK

Nestled within the Arbuckle Mountains, Turner Falls Park is the oldest park in Oklahoma complete with natural caves, hiking trails, a stone castle and 77 foot waterfall creating natural swimming pools for all to enjoy. Discovered by Mazeppa...



### AMTRAK Heartland Flyer

Visit Purcell, Oklahoma, OK

Take a Trip by Train! Sit back, relax and enjoy the unique scenery unfolding outside the windows of Oklahoma's Heartland Flyer. The AMTRAK Heartland Flyer is a passenger rail service between Oklahoma City and Fort Worth, Texas. The Heartland...

### Chickasaw Country

[chickasawcountry.com/family-attractions](http://chickasawcountry.com/family-attractions)

## Celebrate Your Community

- People are almost always looking for more than one thing to do.
- Give them plenty of reasons to visit, even if it isn't all about you.



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# Content

## Who, What, Where, When and Why

- Itineraries are a great way to showcase the “what”.



The screenshot displays the website for the Navajo Cultural Tour. At the top, there is a navigation bar with links: HOME, NAVAJO TOURISM DEPARTMENT, DISCOVER NAVAJO MAP, PRINTABLE MAP, CALENDAR, and CONTACT US. Below this is a banner with the text "DISCOVER ADVENTURE RELAX EXPERIENCE". The main heading is "NAVAJO CULTURAL TOUR". To the left, there is a sidebar with links for "Navajo Cultural Tour", "Navajo History", "Navajo Culture", and "Navajo Arts". Below the sidebar is contact information for the Navajo Tourism Department. The main content area features a map of the tour route and a section titled "DAY 1" describing the starting point in Tuba City, Arizona, and the "Explore Navajo Interactive Museum". A photograph of the museum is also included.

Navajo Cultural Tour

Navajo History

Navajo Culture

Navajo Arts

CONTACT US:  
Navajo Tourism Department  
P.O. Box 663  
Window Rock, AZ 86515  
United States of America  
Phone: 928-810-8501  
Fax: 928-810-8500

DISCOVER ADVENTURE RELAX EXPERIENCE

NAVAJO CULTURAL TOUR

EXPLORE

TWIN ARROWS CASINO RESORT.

MAKE YOUR HOTEL RESERVATION TODAY!

UPCOMING

Navajo Nat @ Navajo N DISCOVER

**DAY 1**

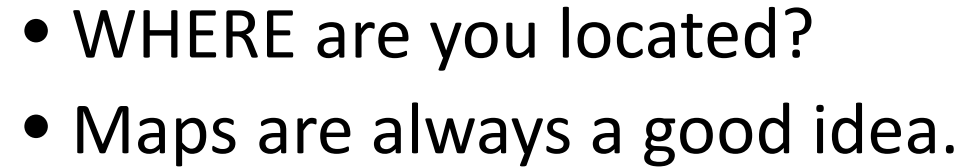
Tuba City, Arizona – the starting point of the Navajo Cultural Tour, is easily accessible to travelers, at no more than a two hour drive from Monument Valley, the Grand Canyon, or Flagstaff. It is a great tour to learn and experience the Navajo (Diné) Culture.

Visit the latest Northern Arizona Attraction; the remarkable [Explore Navajo Interactive Museum](#) in Tuba City. First exhibited at the 2002 Winter Olympics in Salt Lake City, Explore Navajo has been called the “Western Gateway” to Navajo country. Situated in the “hub” of Northern Arizona, this museum is over 7,000 sq. feet, and features Navajo rugs, pottery, stories of creation, and a traditional Navajo Hogan (home).

Along with Explore Navajo, the anticipated and respectfully dedicated [Navajo Code Talkers Museum](#) features machinery and tools used in battle during World War II.

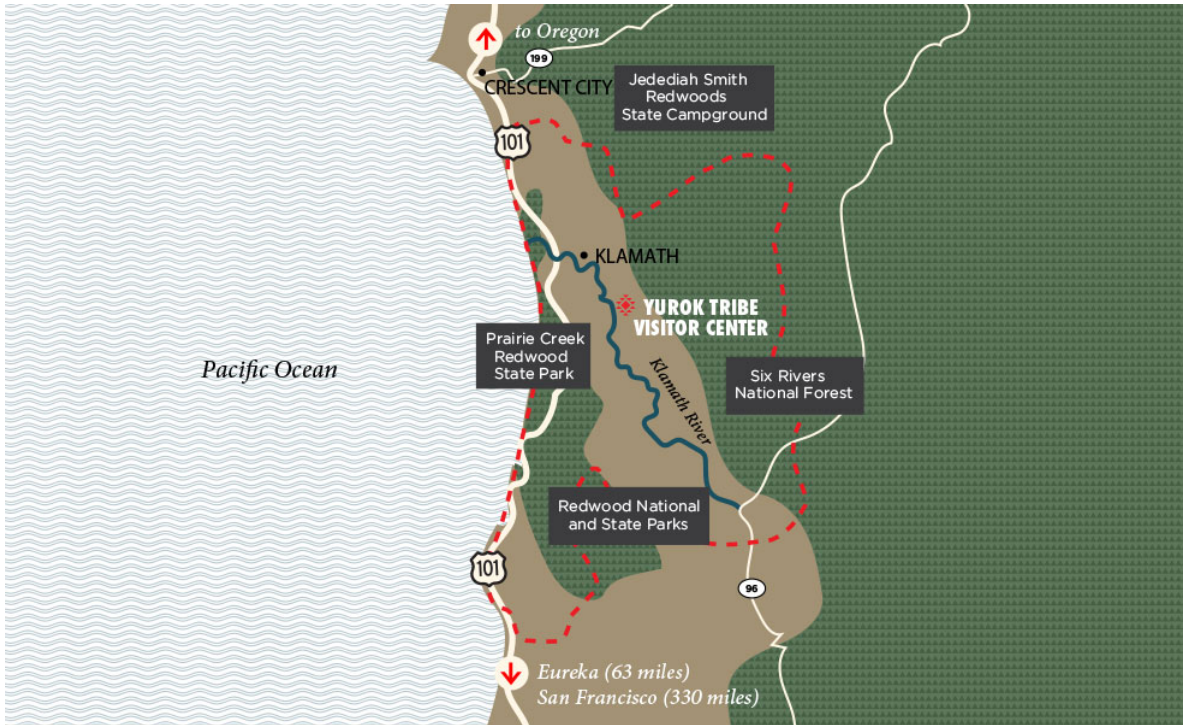
Navajo Tourism Department  
[www.discovernavajo.com](http://www.discovernavajo.com)

# Who, What, **Where**, When and Why



# Content

## Who, What, **Where**, When and Why



- Another great map, showing the proximity to major national parks.

Visit Yurok Country  
[visityurokcountry.com](http://visityurokcountry.com)



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# Content

## Who, What, **Where**, When and Why

The Eureka/Arcata Airport (ACV) is a regional airport located about 16 miles (20 minutes) north of Eureka, with direct flights to San Francisco and Los Angeles.

- It is currently served by United Express.  
(American Airlines is scheduled to begin daily non-stops from Phoenix Sky Harbor Airport in June 2021)
- Rental cars are available and will be open for the arrival of all commercial flights.
- Reservations: 800-241-6522 Flight Information: 800-824-6200

### Nearest Major Airports & drive times to Eureka:

- San Francisco International Airport (SFO) 284 miles - 5.5 hours drive time
- Oakland International Airport (OAK) 285 miles - 5.5 hours
- Sacramento Airport (SMF) 290 miles - 5.5 hours
- San Jose Airport (SJC) 316 miles - 6 hours

- Proximity to major international airports.
- Especially important for tribes wanting to attract international travelers or tour operators.

**Humboldt: California's Redwood Coast**

[www.visitredwoods.com](http://www.visitredwoods.com)



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# Content

## Who, What, Where, **When** and Why



The screenshot shows the website of the Red Cliff Band of Lake Superior Chippewa. The header includes the band's logo and navigation links: Government, Departments & Services, Community, How Do I, Visit Us, and Contact Us. The main content area is titled 'Four Seasons Of Adventure' and lists various activities for each season. A red arrow points to the 'Ziigwan (Spring)' section, which lists activities like Sugar Bush (Maple Syrup Making Season), Fishing Opener, Smelting, Annual Chequamegon Bay Birding & Nature Festival, Orchards Blooming, Plant Sales, Farmer's Markets, and Softball/Baseball Games. A sidebar on the left lists related pages such as Visitor Guide, Legendary Waters Resort & Casino, Campgrounds & Marina, Pow-wow, Red Cliff Cultural Days, Four Seasons of Adventure, Frog Bay Tribal National Park, Mino Bimaadiziwin Farm, Maps Directions, Business Directory, and Red Cliff Merchandise.

- When is the best time to visit?

Red Cliff Band of Lake Superior Chippewa

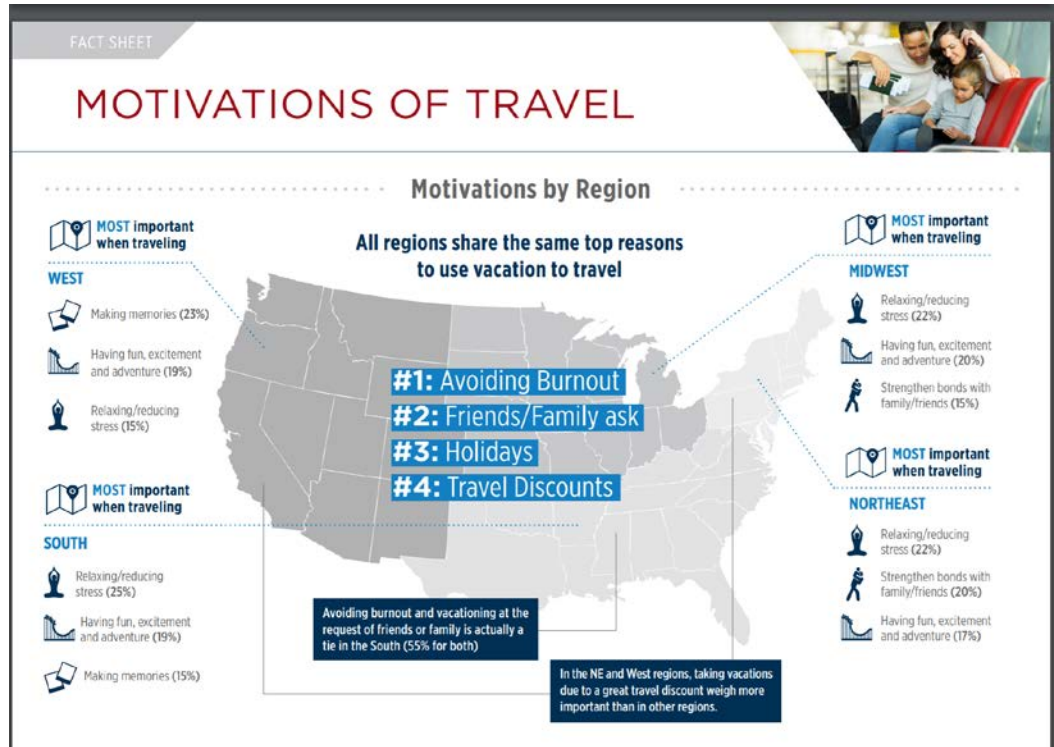
[www.redcliff-nsn.gov](http://www.redcliff-nsn.gov)

Most Importantly...  
Why?





# But first, why do people travel?



- Avoid burnout
- Travel with friends and family
- Holiday travel
- Travel discounts
- Bucket list travel
- Inspired by social media, travel article, etc.

## Brand USA / Motivations of Travel

[www.ustravel.org/sites/default/files/media\\_root/document/Motivations%20for%20Travel%20Fact%20Sheet.pdf](http://www.ustravel.org/sites/default/files/media_root/document/Motivations%20for%20Travel%20Fact%20Sheet.pdf)

# More reasons why people travel



Travel Advisors Destinations ▾ Hotels Cruises Tours Why Virtuoso Inspiration ▾



Soaring above it all in Cappadocia, Turkey.  
Getty Images

## Which of these travel motivators rings true for you?

Why do people leave their homes and voyage all over the globe? The reasons why people love to travel are varied, and very personal.



**Virtuoso**

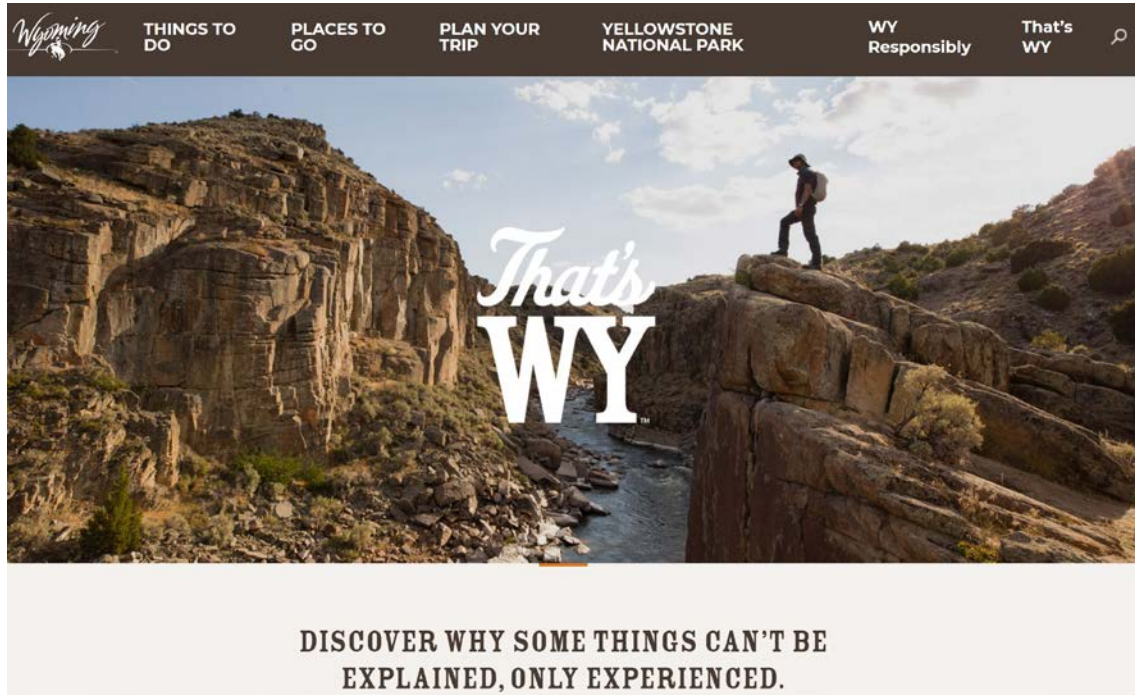
[www.virtuoso.com/travel/articles/10-powerful-reasons-why-people-love-to-travel](http://www.virtuoso.com/travel/articles/10-powerful-reasons-why-people-love-to-travel)

- Challenging themselves
- Learning
- Expanding their perspective
- Getting in touch with themselves
- Appreciating their life
- Building and strengthening relationships
- Having an adventure
- Escaping
- Relaxing and rejuvenating
- Celebrating



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# Why? That's WY



Travel Wyoming

[travelwyoming.com/thats-wy/](https://travelwyoming.com/thats-wy/)

So many ways to answer WHY but the key is to **celebrate the distinctive**

- Cuisine
- People
- Pow Wows/Culture
- Scenery/Nature
- Fun
- History
- Learning
- Language
- Hands-on activities
- Itineraries



# Uniquely You



**Seminole Tribe of Florida/  
Ah-Tah-Thi-Ki Museum**  
[www.ahtahthiki.com](http://www.ahtahthiki.com)



**Icy Strait Point**  
[icystraitpoint.com](http://icystraitpoint.com)



**Agua Caliente Band of Cahuilla Indians Cultural Plaza (2022)**  
[www.accmuseum.org](http://www.accmuseum.org)



**Zuni Pueblo Main Street**  
[zunipueblomainstreet.org](http://zunipueblomainstreet.org)



**Papahānaumokuākea National  
Marine Monument**  
[www.papahanaumokuakea.gov](http://www.papahanaumokuakea.gov)



**Sun Tours**  
[www.glaciersuntours.com](http://www.glaciersuntours.com)



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# Don't Forget Your Artisans



# Notes for Tribes & Artisans



**Hopi Arts Trail**

[www.hopiartstrail.com](http://www.hopiartstrail.com)

## Tribes & Artisans

- Tribes, celebrate your artisans
- Artisans encourage your customers to visit your community (when it is safe).



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# Celebrating Your Artisans



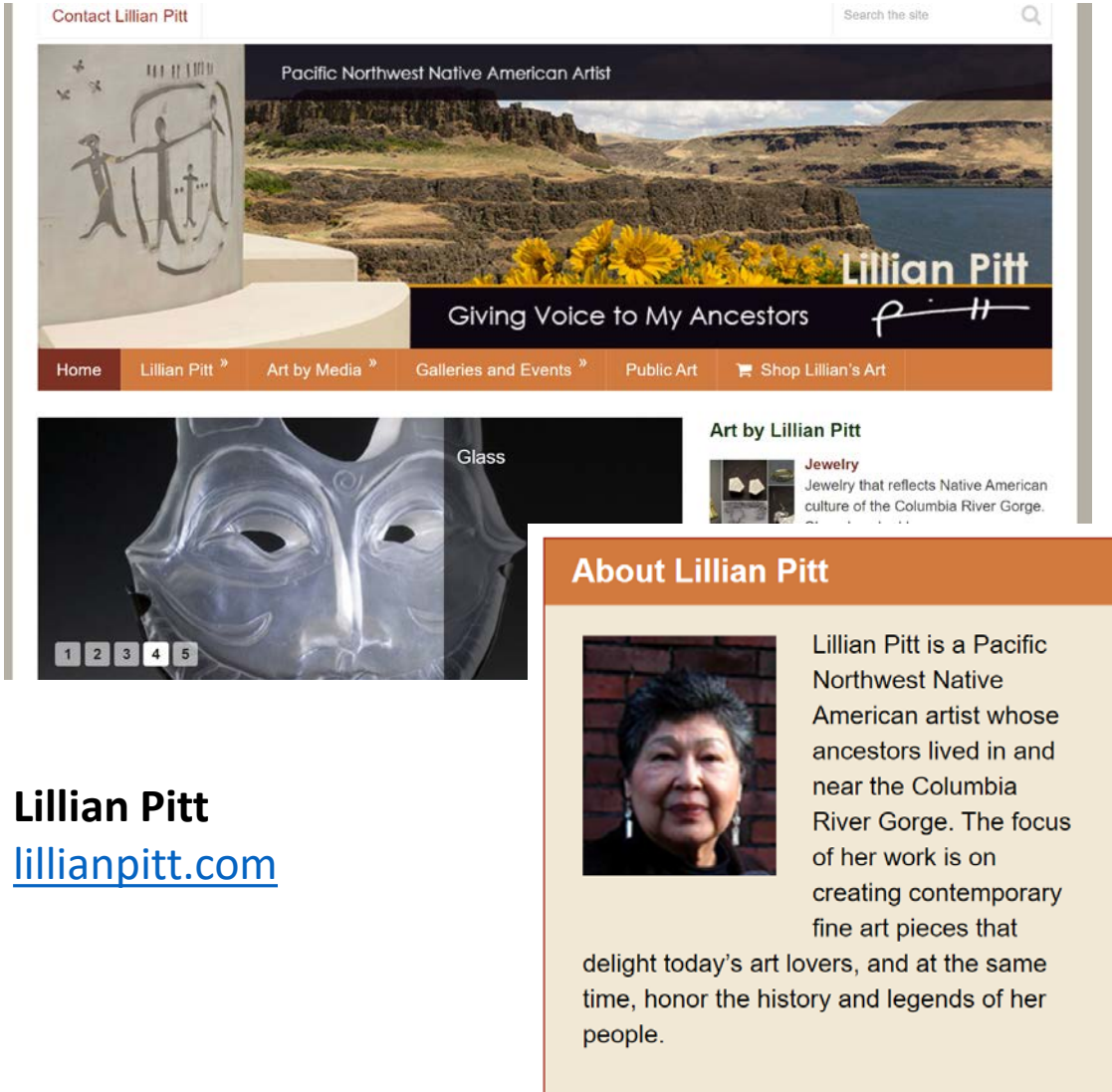
## Oneida Native Holiday Market

- Artisans could encourage their tribes to create a similar program to extend exposure for all

Oneida Nation Arts Program

[www.oneidanationarts.org/artist-business.html](http://www.oneidanationarts.org/artist-business.html)

# Basic Website Info for Artisans



**Lillian Pitt**  
[lillianpitt.com](http://lillianpitt.com)

**Your customers WANT a relationship with you.  
Give them....**

- Your name and your business name
- A brief profile with a headshot
- About you // Why were you inspired to do the art you do?
- Images of your artwork
- Your contact info
  - Website and social media sites
  - Where/how to buy
- Information on upcoming appearances
- Tips on what to see and do in your community if they do come to visit

Questions???







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More Free Webinars

AIANTA Webinar Series

[www.aianta.org/webinar-series](http://www.aianta.org/webinar-series)

## Thank You!



**Monica Poling**  
Marketing & PR Manager  
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**Maureen Chavez**  
Visitor Outreach Manager  
[mchavez@aianta.org](mailto:mchavez@aianta.org)



**Bianca Mitchell**  
Education Manager  
[bmitchell@aianta.org](mailto:bmitchell@aianta.org)



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