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
Important Website Elements
Navigation

- 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
Visual Design

• You have 1/10th 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.

Discover Navajo
www.discovernavajo.com
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.acomaskycity.org
• 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
[Link to Talaysay Tours website]

[Image of Talaysay Tours website]

[Logo of AIANTA, American Indian Alaska Native Tourism Association]
• 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
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.
Site Shaming

• **BIG ! LOTS**
• **BIG LOTS !**

• Big confusion!!

• They feature an exclamation point, but all we see are ????

BIG ! LOTS (or is it BIG LOTS !)

www.biglots.com
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
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
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 feedback.
  • Update your contact us page.
  • Have customers complete a purchase.

Discover Salt River
www.discoversaltriver.com
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.

Be Native Tours
www.benativetours.com
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 your site.

Great Spirit Circle Trail
www.circletrail.com
Content
Content

Back to Basics

• Who
• What
• Where
• When

AND

• Why
• 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.

Woman Tours
www.womantours.com
Content
Who, What, Where, When and Why

Redhawk Native Artists
Dancers, Speakers, Performers & Educators

For bookings, please email:
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

• 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 America, 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
Hear the Echoes of Our Ancestors Jet Boat Tour

From: $150.00

BOOK NOW →

Hear the Echoes of Our Ancestors Tour Information

Join Nimíipuu (Nez Perce) guides 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 “Tsoominicum” (She-mi-nil-cum) where the waters meet. Gain insight into the power place of Nimíipuu, learn the teachings of why our waters are sacred. Nimíipuu guides will help

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

Nez Perce Tourism
nezpercetraditions.com

AIANTA
American Indian Alaska Native Tourism Association
Celebrate Your Storytellers
• They will bring your experiences to life.
• And create lasting memories.

Alaska Native Heritage Center
www.alaskanative.net
Content

Who, What, Where, When and Why

- 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.

Cherokee North Carolina
www.visitcherokeenc.com
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.

Chickasaw Country
chickasawcountry.com/family-attractions
Itineraries are a great way to showcase the “what”.

Navajo Tourism Department
www.discovernavajo.com
Content
Who, What, **Where**, When and Why

- WHERE are you located?
- Maps are always a good idea.

Pine Ridge Area Chamber of Commerce
www.pineridgechamber.com
Another great map, showing the proximity to major national parks.

Visit Yurok Country
visitYurokCountry.com
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
• When is the best time to visit?
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
More reasons why people travel

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

Virtuoso

Why? That’s 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

Travel Wyoming
travelwyoming.com/thats-wy/
Uniquely You

Seminole Tribe of Florida/ Ah-Tah-Thi-Ki Museum
www.ahtahthiki.com

Icy Strait Point
icystraitpoint.com

Agua Caliente Band of Cahuilla Indians Cultural Plaza (2022)
www.accmuseum.org

Zuni Pueblo Main Street
zunipueblomainstreet.org

Papahānaumokuākea National Marine Monument
www.papahanaumokuakea.gov

Sun Tours
www.glaciersuntours.com
Don’t Forget Your Artisans
Tribes & Artisans

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

Hopi Arts Trail
www.hopiartstrail.com
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
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

Lillian Pitt
lillianpitt.com
Questions???
Thank You!

Monica Poling
Marketing & PR Manager
mpoling@aianta.org

Maureen Chavez
Visitor Outreach Manager
mchavez@aianta.org

Bianca Mitchell
Education Manager
bmitchell@aianta.org