Why Tourism?

- Tourism empowers cultural perpetuation. When Native Americans tell their own stories, they define the scope of tourism activities on tribal lands, indigenous homelands and in Native communities throughout the U.S.
- Distinctive cultural experiences can deliver travelers to rural and remote areas.
- Financial benefits from tourism can enhance the ability of Native communities to protect their cultural resources and preserve natural landscapes.
- The indirect economic benefits of tourism spill over into a variety of industries, including farming and food production; traditional and modern forms of visual art, drama, music and dance; infrastructure construction and public works; emerging technologies; communications, and many others.

About AIANTA

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, AIANTA provides technical assistance, training and capacity building to tribal nations and Native-owned enterprises engaged in tourism, hospitality and recreation.

AIANTA is supported with funds appropriated to implement the NATIVE Act through a cooperative agreement with the Bureau of Indian Affairs.

American Indian Alaska Native Tourism Association
2401 12th Street, Albuquerque, New Mexico 87104

www.aianta.org
#DiscoverNativeAmerica, #AIANTA
505.724.3592; info@aianta.org
The **NATIVE Act**

The Native American Tourism and Improving Visitor Experience (NATIVE) Act serves to establish a more inclusive national travel and tourism strategy and has the potential to deliver significant benefits for tribes, including jobs creation, elevated living standards and expanded economic opportunities.

**AIANTA’s Goals**

To empower Indian tribes and tribal organizations, Alaska Native villages and corporations, and Native Hawaiian organizations to participate fully in the tourism industry, if they so choose, through the coordination of technical assistance.

---

The NATIVE Act provides a federal framework for identifying needed planning and infrastructure improvements in cultural tourism-related activities in American Indian, Alaska Native and Native Hawaiian communities. Per the Act, this framework is facilitated in partnership with an organization skilled in working with indigenous communities to identify critical needs in technical assistance, training, networking, marketing and collaboration.

Answering those needs helps expand and enhance cultural tourism offerings, subsequently increasing jobs and economic opportunities in indigenous communities throughout the nation. Increasing cultural heritage tourism opportunities will further attract domestic and international visitors in keeping with the goals set out in the National Travel and Tourism Strategy.