

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

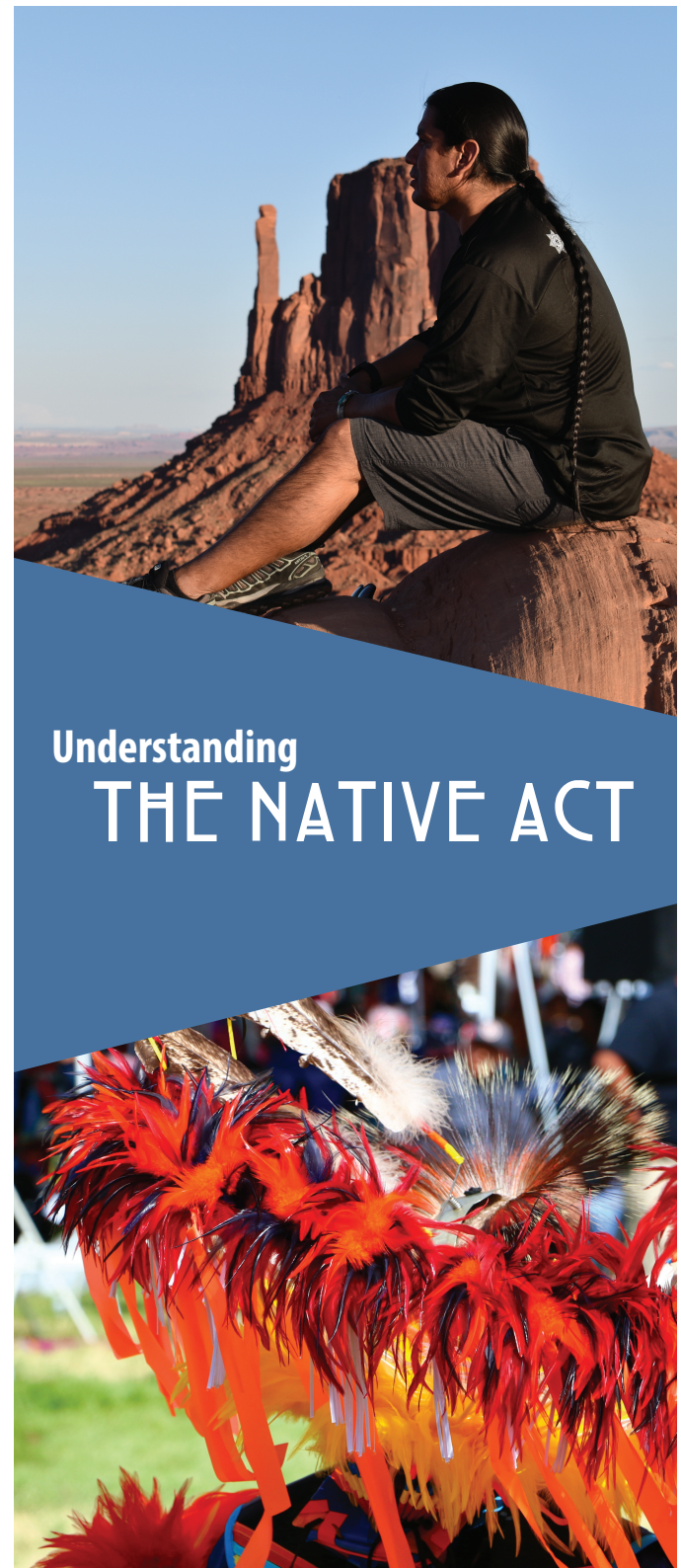


AIANTA
American Indian Alaska Native
Tourism Association



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Understanding THE NATIVE ACT



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.

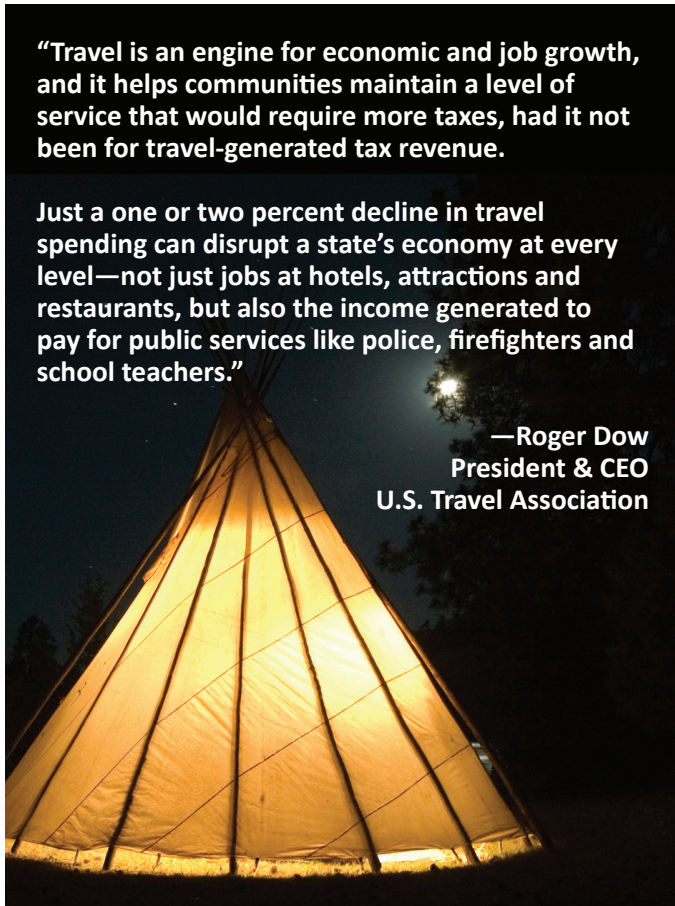
AIANTA's Goals

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.

"Travel is an engine for economic and job growth, and it helps communities maintain a level of service that would require more taxes, had it not been for travel-generated tax revenue.

Just a one or two percent decline in travel spending can disrupt a state's economy at every level—not just jobs at hotels, attractions and restaurants, but also the income generated to pay for public services like police, firefighters and school teachers."

**—Roger Dow
President & CEO
U.S. Travel Association**



Purposes of the Act

This Act may be cited as the "Native American Tourism and Improving Visitor Experience Act" or the "NATIVE Act."

SEC. 2. PURPOSES.

The purposes of this Act are—

1. To enhance and integrate Native American tourism—
 - (A) to empower Native American communities; and
 - (B) to advance the National Travel and Tourism Strategy;
2. To increase coordination and collaboration between federal tourism assets to support Native American tourism and bolster recreational travel and tourism;
3. To expand heritage and cultural tourism opportunities in the United States to spur economic development, create jobs, and increase tourism revenues;
4. To enhance and improve self-determination and self-governance capabilities in the Native American community and to promote greater self-sufficiency;
5. To encourage Indian tribes, tribal organizations, and Native Hawaiian organizations to engage more fully in Native American tourism activities to increase visitation to rural and remote areas in the United States that are too difficult to access or are unknown to domestic travelers and international tourists;
6. To provide grants, loans, and technical assistance to Indian tribes, tribal organizations, and Native Hawaiian organizations that will—
 - (A) spur important infrastructure development;
 - (B) increase tourism capacity; and
 - (C) elevate living standards in Native American communities; and
7. To support the development of technologically innovative projects that will incorporate recreational travel and tourism information and data from Federal assets to improve the visitor experience.



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.