



AIANTA

American Indian Alaska Native
Tourism Association



Lewis and Clark Trail

www.aianta.org/lewis-and-clark

Restarting Tourism Marketing in Indian Country

Thursday, June 10, 2021

**Wildhorse Casino and Resort at the
Confederated Tribes and Bands of the Umatilla Indian Reservation**



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AIANTA's Mission



AIANTA's mission is to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

What We Do

- Leadership
 - Speaking Engagements
- Advocacy
 - NATIVE Act
- Partnerships
- Education and Training
- Visitor Outreach
- Tribal Relations and Outreach
 - Data Collection and Analysis
 - NativeAmerica.travel
- Media Outreach



Visitor Outreach

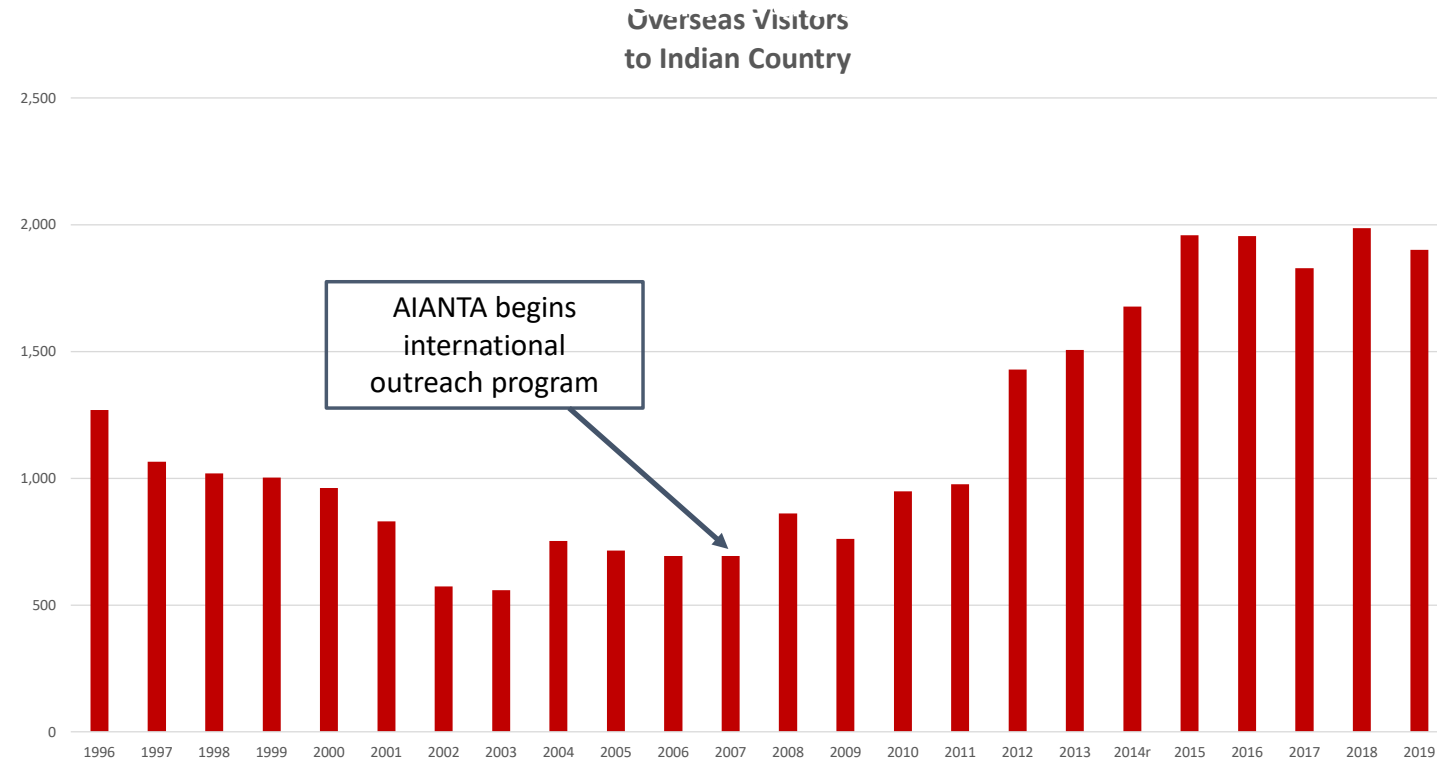
Statistics from NTTO (11/18/20)



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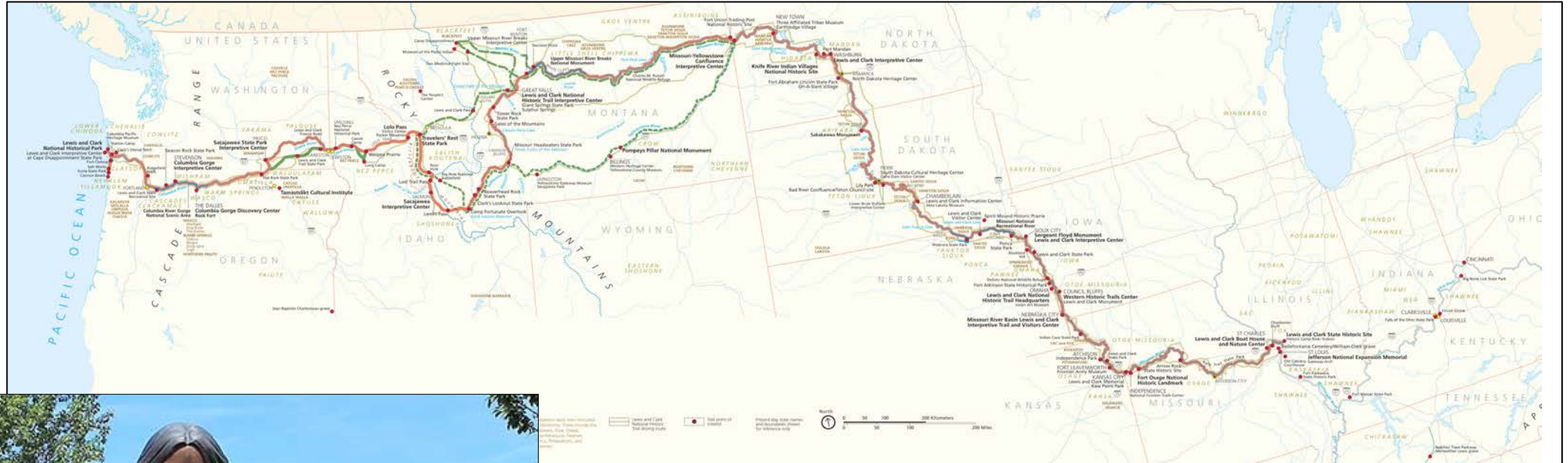
Visitor Outreach

Statistics from NTTO (11/18/20)



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AIANTA and Lewis and Clark Historic Trail Project



Lewis & Clark Trail Webpage:
aianta.org/anza-trail



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Sharing Tourism Products and Marketing Ideas



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Thank You!

Sherry L. Rupert (Washoe, Paiute), Chief Executive Officer, AIANTA
Contact: (505) 724-3592, srupert@aianta.org

Bruce Rettig, Tribal Content Developer, AIANTA
Contact: (530) 577-2005, brettig@aianta.org



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Lewis and Clark Trail

www.aianta.org/lewis-clark-outreach-program/

Developing a Successful Cultural Tourism Website

Presented by Bruce Rettig, AIANTA Tribal Content Developer

The AIANTA Lewis and Clark National Historic Trail Team

Outreach for LewisAndClark.travel and NativeAmerica.travel

Sherry L. Rupert
Chief Executive Officer



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The AIANTA Lewis and Clark National Historic Trail Team

Outreach



Gail Chehak
Tribal Relations and
Outreach Manager



Hannah Peterson
Program Development Director



Lorraine Gala Lewis
Research and
Outreach Specialist



Bruce Rettig
Tribal Content Developer



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What is a “Tribal Content Developer?”

- Produce written content to include in blog posts, social media posts, listings, blurbs, itineraries, guidebook articles, news releases
 - Digital content will include photography and video where appropriate



A strong tourism website is one your most important marketing tools—especially NOW

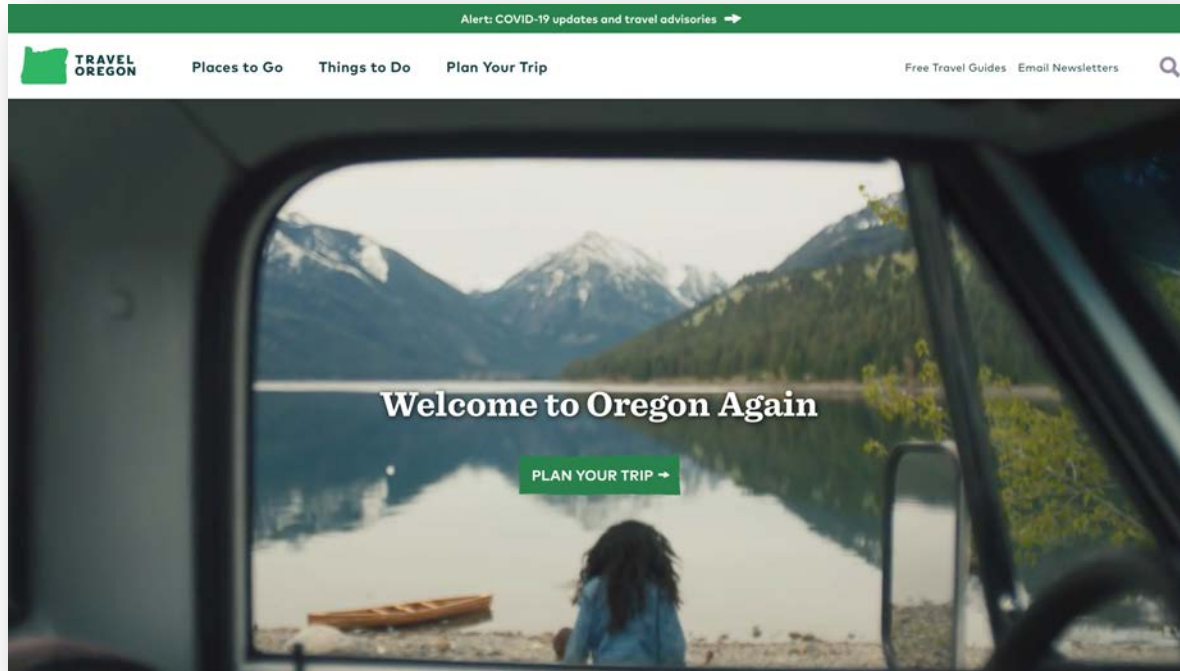


Important website elements

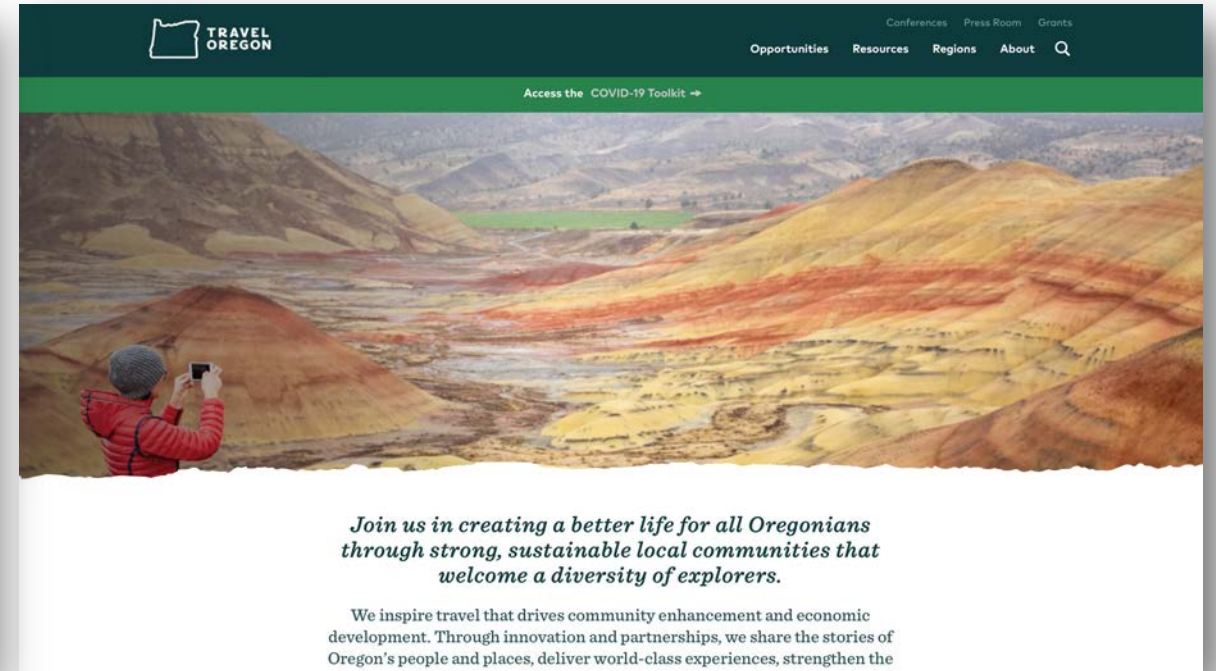


Visibility

How do potential visitors find you?



Travel Oregon | Oregon Vacations & Travel Guide
traveloregon.com



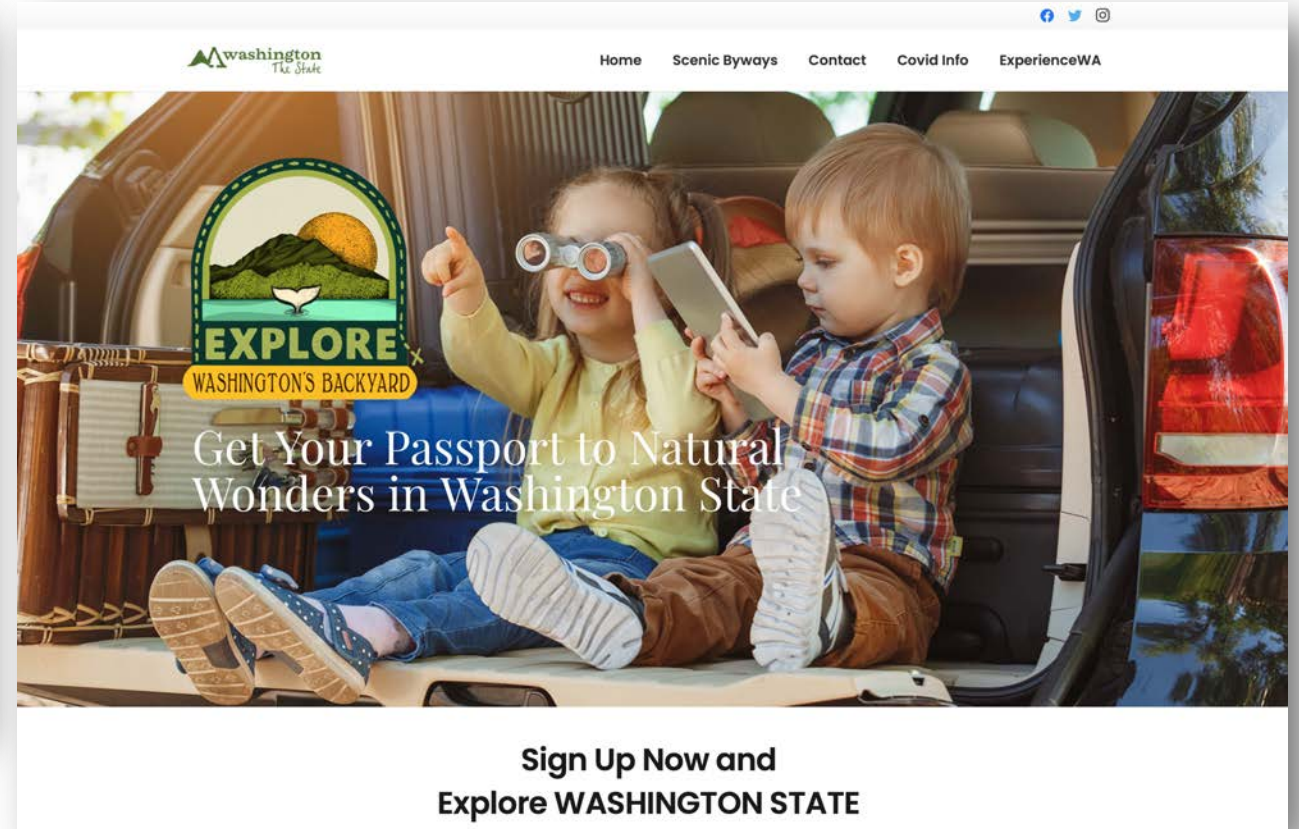
Travel Oregon | Industry Resources
industry.traveloregon.com

Visibility

Tourism vs. Business sites



Washington Tourism Alliance
watourismalliance.com



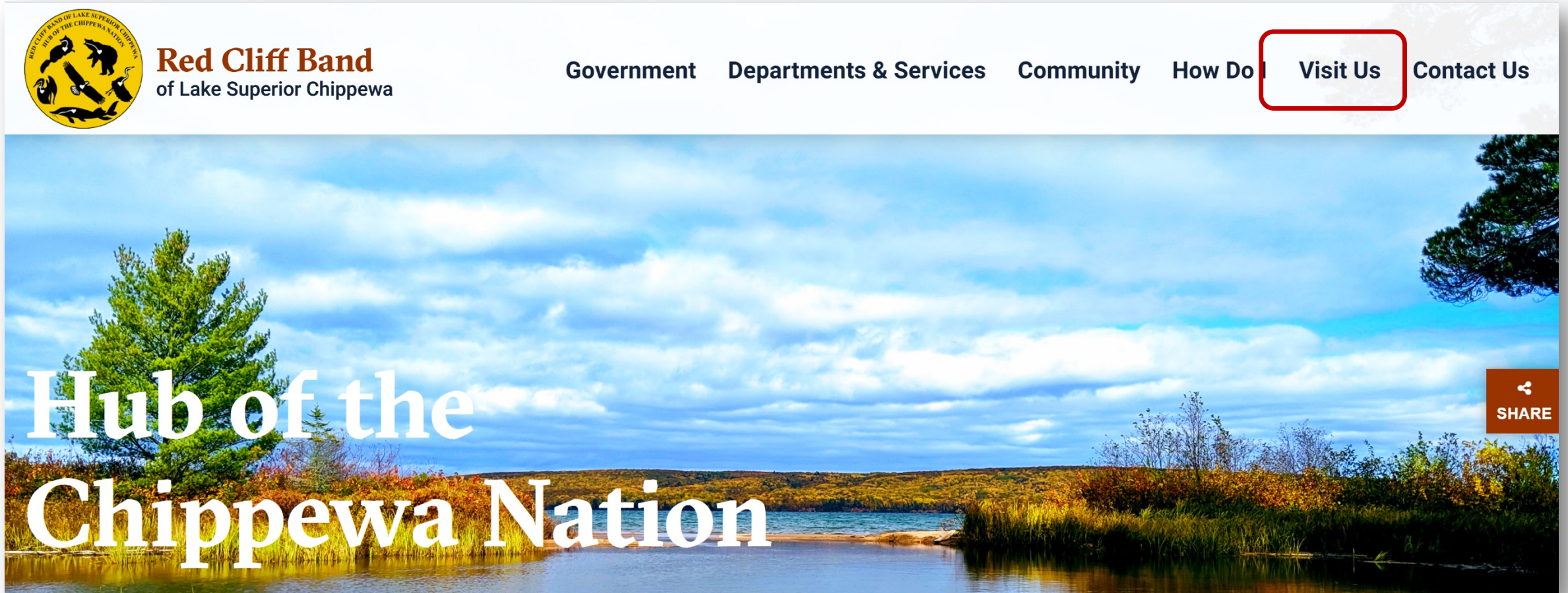
Explore Washington's Backyard
adventures.experiencewa.com



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Navigation

One site? Clearly let visitors know where to find travel information



Red Cliff Band of Lake Superior Chippewa

www.redcliff-nsn.gov



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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.

Confederated Tribes of the Umatilla Indian Reservation
<https://www.ctuir.org/>

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.



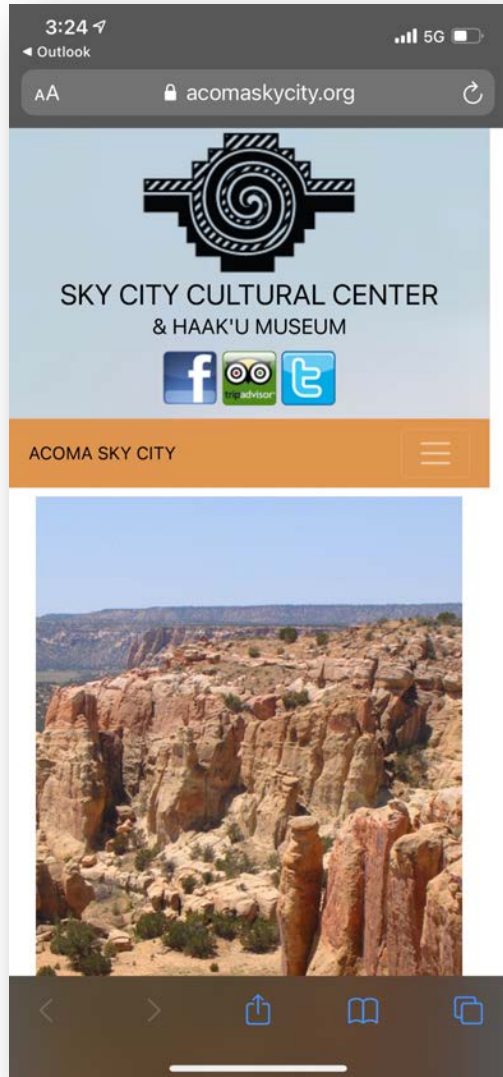
Discover Navajo

www.discovernavajo.com



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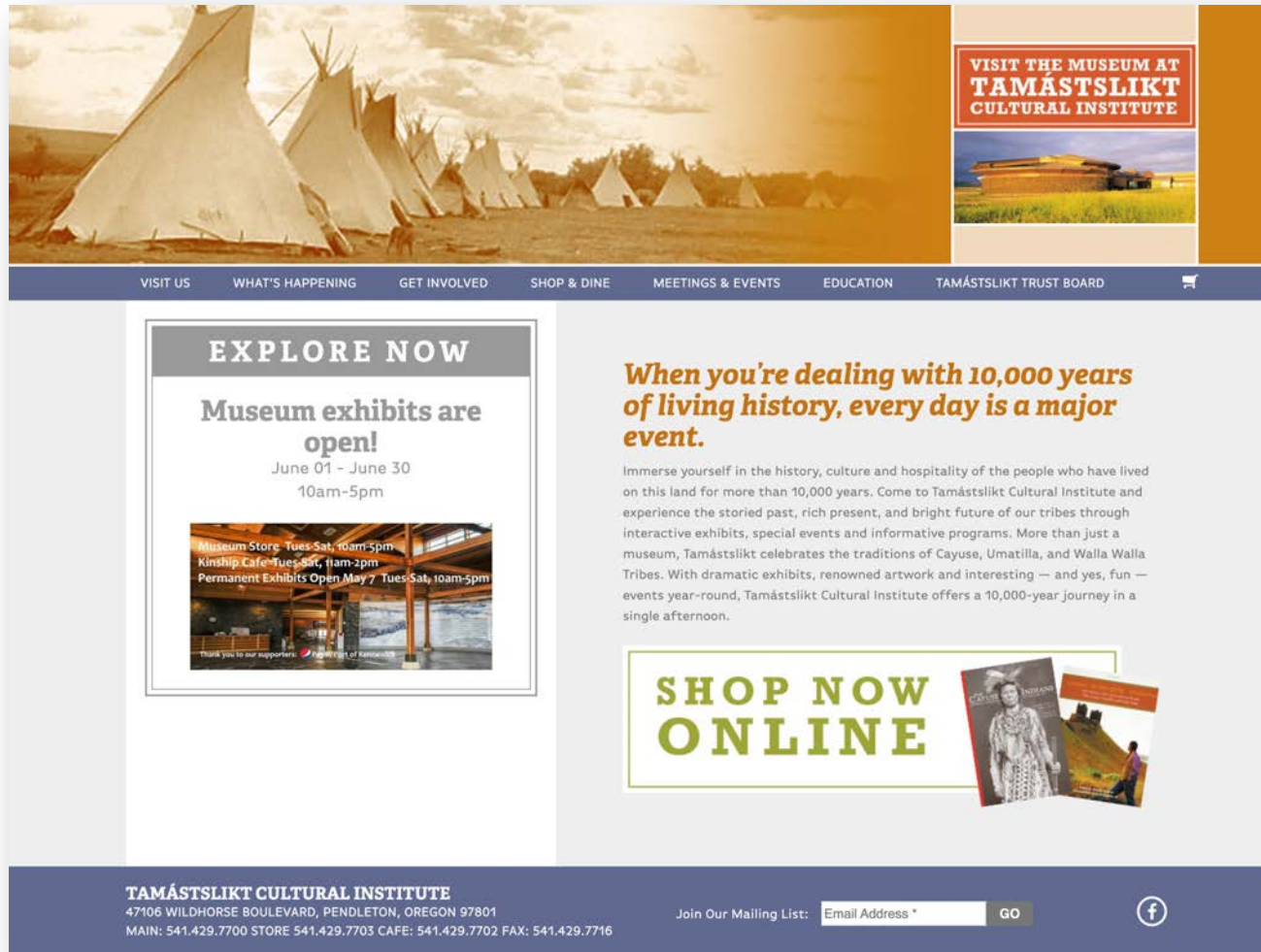
Web AND mobile friendly



Sky City Cultural Center & Haak'u Museum
www.acomaskycity.org

- 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).

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.

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

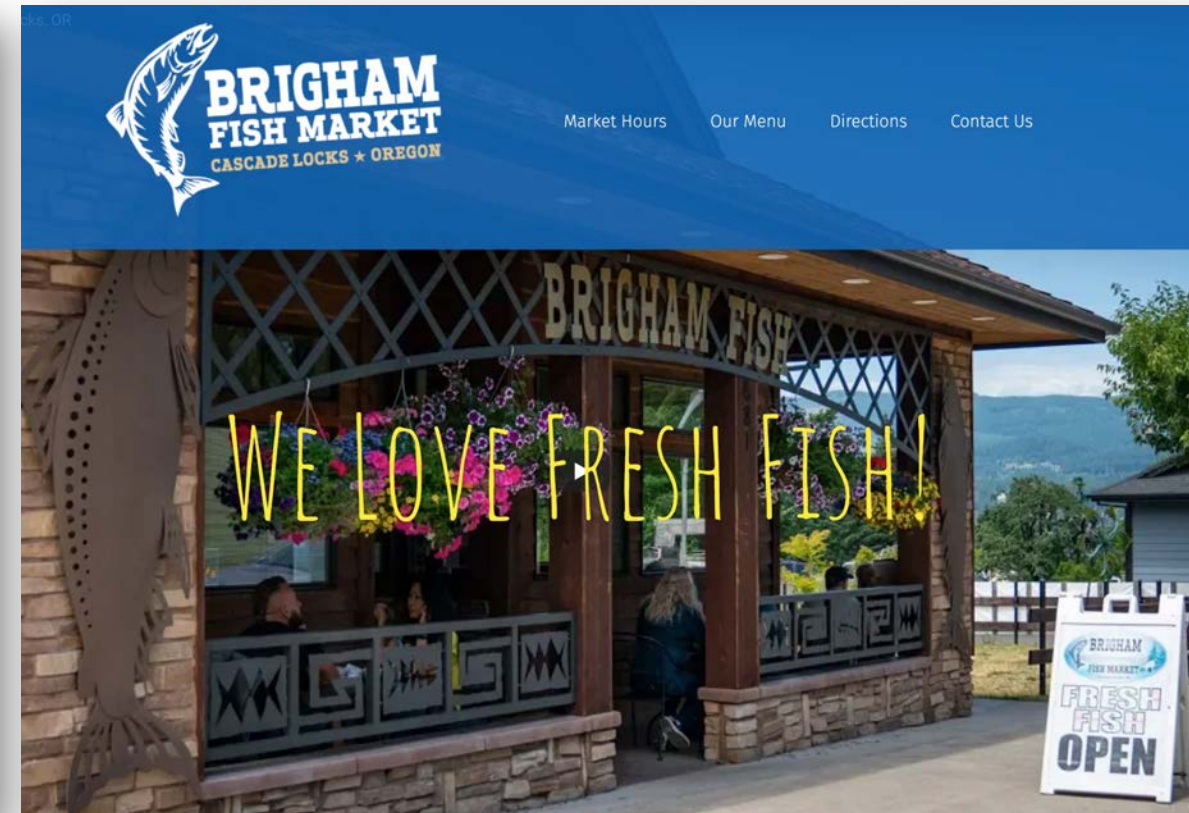
www.gonativeamerica.com/native-american-issues-faqs



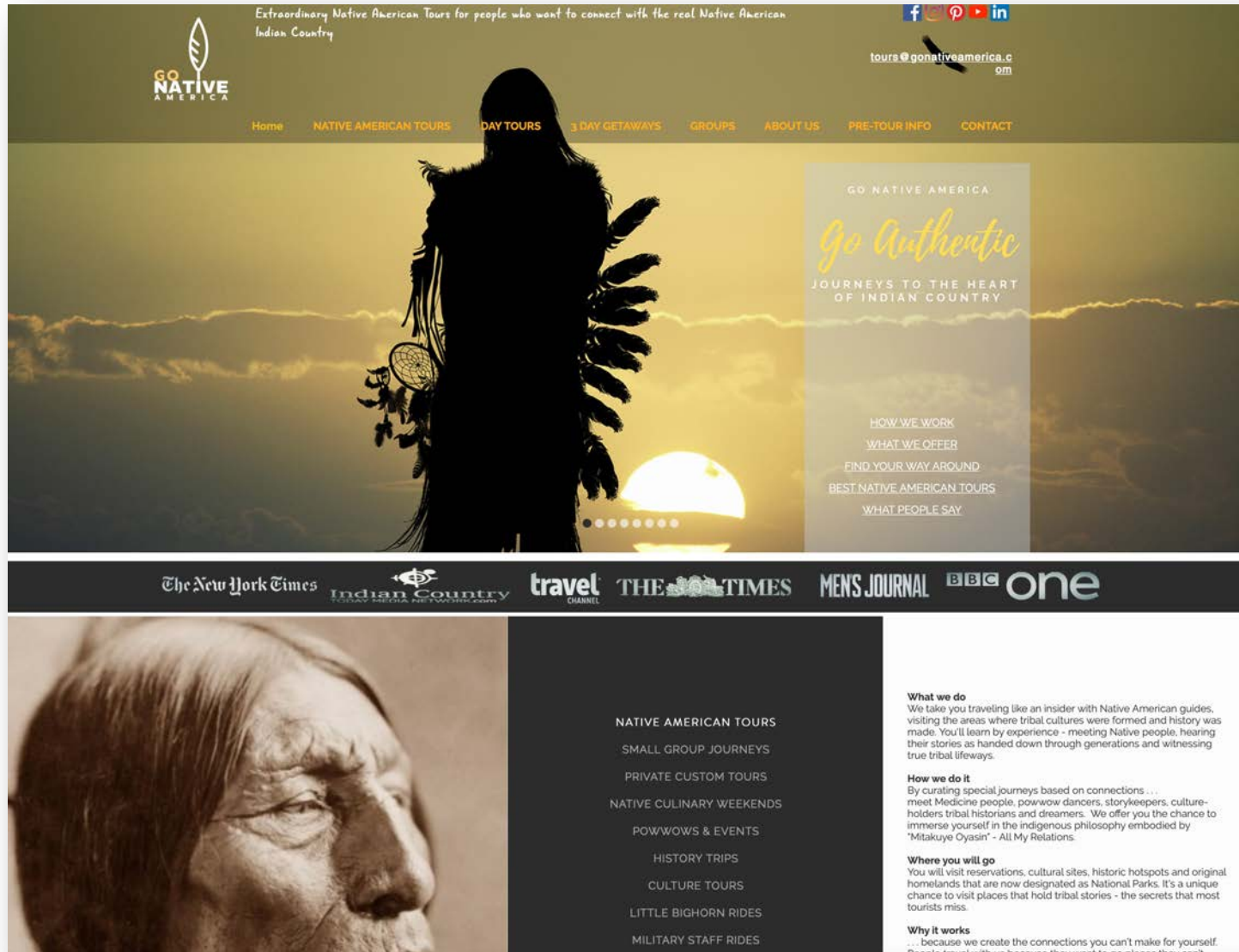
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Branding

- 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.



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



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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

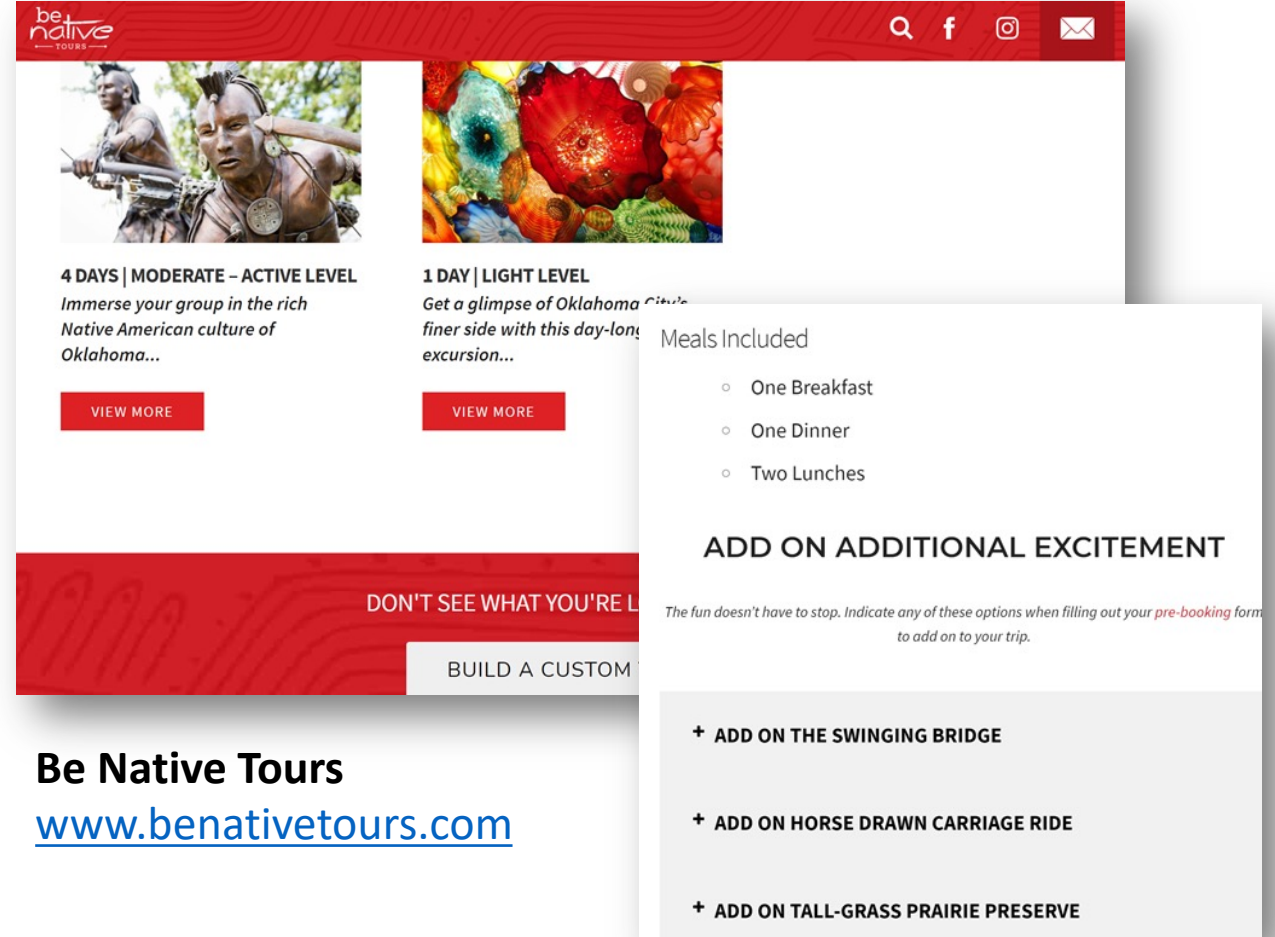
www.discoveraltriver.com



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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. The header is red with the logo 'be native YOURS' and social media icons. Two tour cards are visible: a 4-day moderate-active level tour and a 1-day light level tour. A red banner at the bottom says 'DON'T SEE WHAT YOU'RE L... BUILD A CUSTOM...'. An overlay on the right shows 'Meals Included' (One Breakfast, One Dinner, Two Lunches) and 'ADD ON ADDITIONAL EXCITEMENT' with options like 'ADD ON THE SWINGING BRIDGE', 'ADD ON HORSE DRAWN CARRIAGE RIDE', and 'ADD ON TALL-GRASS PRAIRIE PRESERVE'.

be native
YOURS

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's finer side with this day-long excursion...

VIEW MORE

DON'T SEE WHAT YOU'RE L...
BUILD A CUSTOM...

Be Native Tours
www.benativetours.com

Meals Included

- One Breakfast
- One Dinner
- Two Lunches

ADD ON ADDITIONAL EXCITEMENT

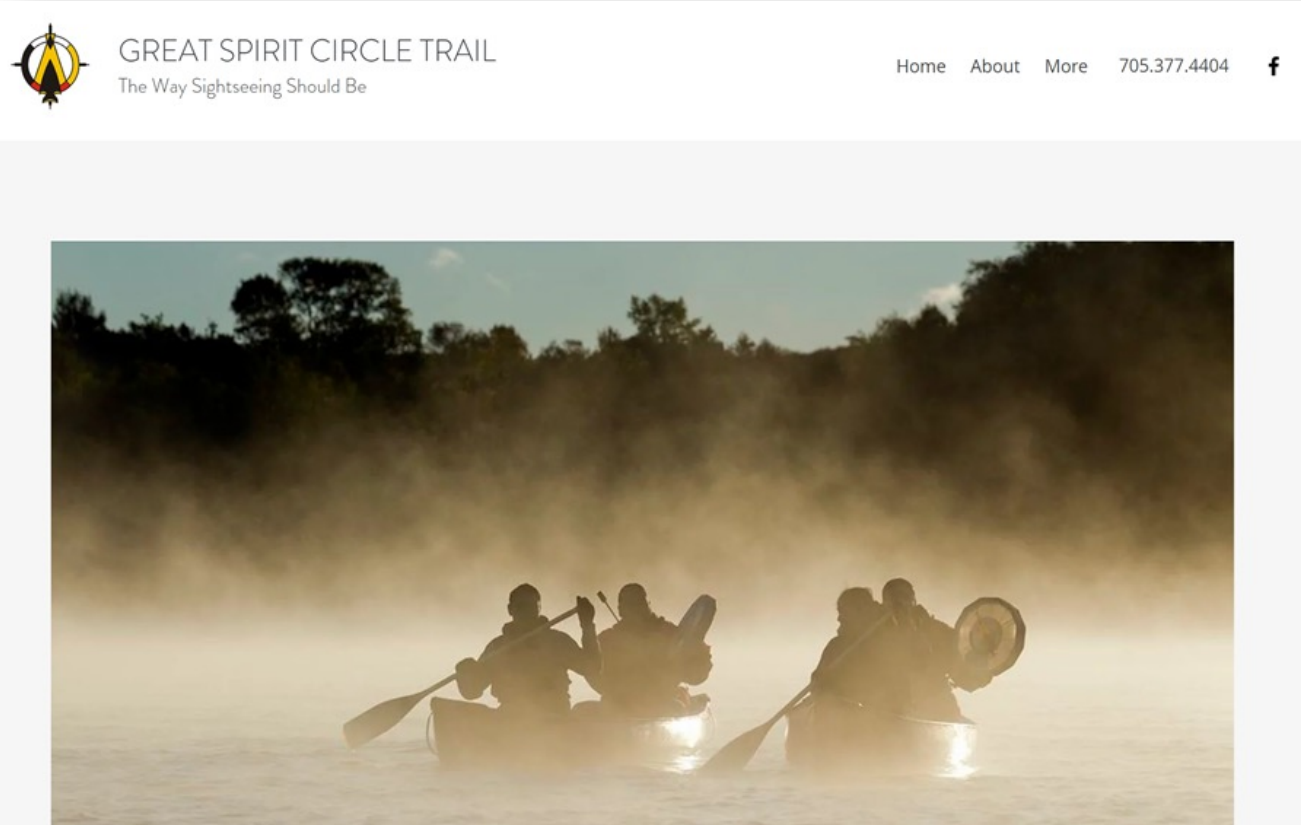
The fun doesn't have to stop. Indicate any of these options when filling out your pre-booking form to add on to your trip.

- + ADD ON THE SWINGING BRIDGE
- + ADD ON HORSE DRAWN CARRIAGE RIDE
- + ADD ON TALL-GRASS PRAIRIE PRESERVE



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Looking for more revenue?



Great Spirit Circle Trail
www.circletrail.com

- 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.

Page content



Content



Welcome visitors

- Is your home page inviting?



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Content Who, What, Where, When and Why



Woman Tours

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

Hear the Echoes of Our Ancestors Jet Boat Tour

From: \$150.00



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.

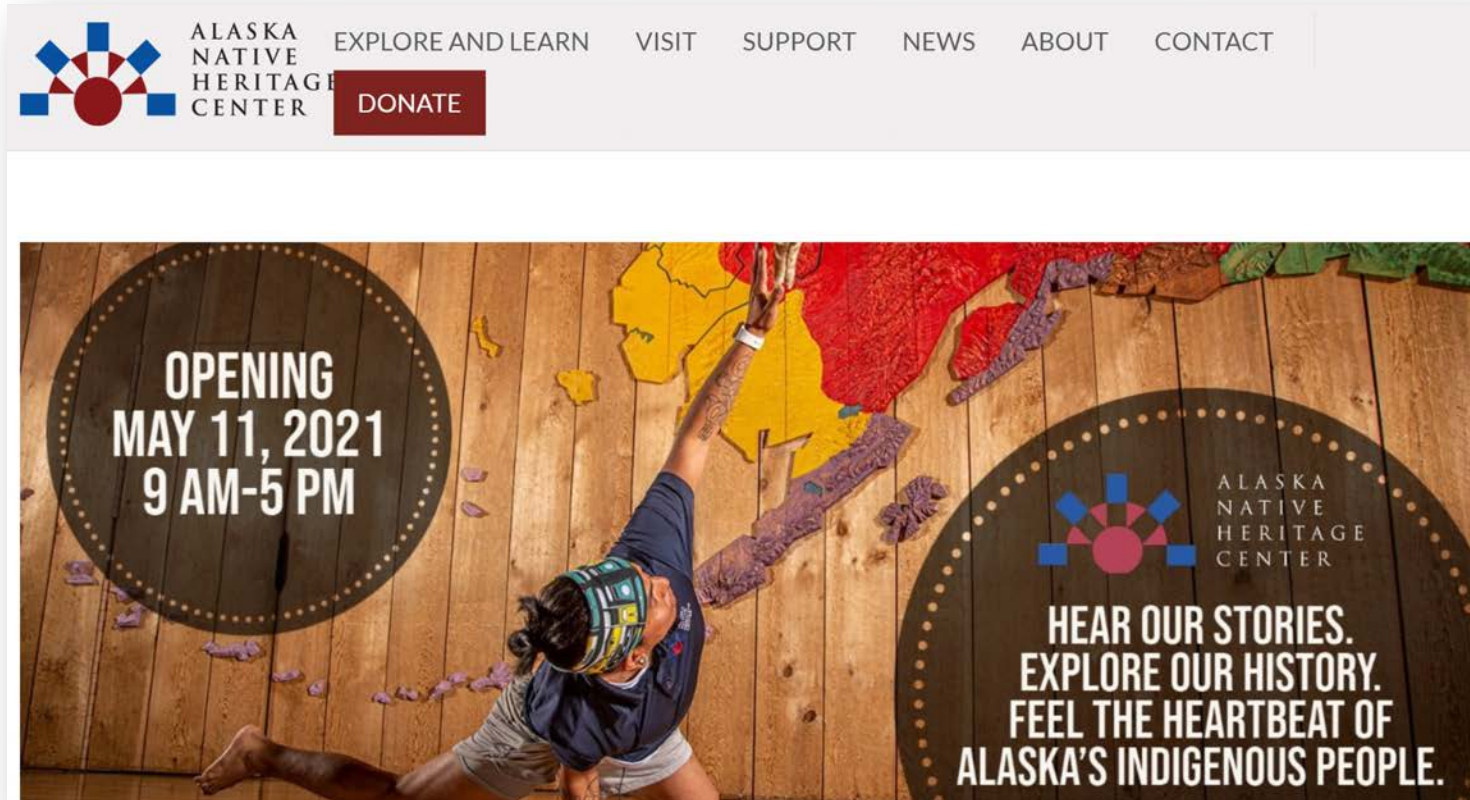
Nez Perce Tourism

nezpercetraditions.com



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Content Who, What, Where, When and Why



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

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 adoption of European culture, the federal government of the United States decided it was not wise 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. 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

PLAY

- ▶ [Attractions](#)
- ▶ [Outdoor Adventure](#)
- ▶ [Culture](#)
- ▶ [Art](#)
- ▶ [Map and Directions](#)



How will Cherokee affect you?

PLAY

STAY

EVENTS

scenic drive on one of our mountain roads. To get put together five suggestions for things to do and see while you are here.

[READ MORE](#)

5 Scenic Overlooks Around Cherokee To Visit This Fall

Date: 9.3.2020



- 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.

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.

Cherokee North Carolina
www.visitchokeenc.com



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Content Who, What, Where, When and Why



The screenshot displays the website for the Navajo Cultural Tour. The header includes navigation links: HOME, NAVAJO TOURISM DEPARTMENT, DISCOVER NAVAJO MAP, PRINTABLE MAP, CALENDAR, and CONTACT US. Below the header, there are tabs for DISCOVER, ADVENTURE, RELAX, and EXPERIENCE. The main content area is titled "NAVAJO CULTURAL TOUR" and features a map of the tour route. A sidebar on the left lists "Navajo Cultural Tour" with sub-links for "Navajo History", "Navajo Culture", and "Navajo Arts". Below this, contact information for the Navajo Tourism Department is provided. The main content area also includes a section for "DAY 1" which describes the starting point in Tuba City, Arizona, and mentions the "Explore Navajo Interactive Museum". A photo of the museum is included. The bottom of the page mentions the "Navajo Code Talkers Museum".

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](tel:928-810-8501)
Fax: 928-810-8500

NAVAJO CULTURAL TOUR

EXPLORE

TWIN ARROWS CASINO RESORT.

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 victory stories, transcript of a Code Talker and exceptionally detailed

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

Navajo Tourism Department
www.discovernavajo.com



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Content Who, What, Where, When and Why



Pine Ridge Area Chamber of Commerce
www.pineridgechamber.com

Visit Yurok Country
visityurokcountry.com

- Where are you located?
- Maps are always a good idea.
- Proximity to major national parks.



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



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Content Who, What, Where, When and Why



- When is the best time to visit?

Ziigwan (Spring)

» Sugar Bush (Maple Syrup Making Season)

» Fishing Opener

Red Cliff Band of Lake Superior Chippewa

www.redcliff-nsn.gov

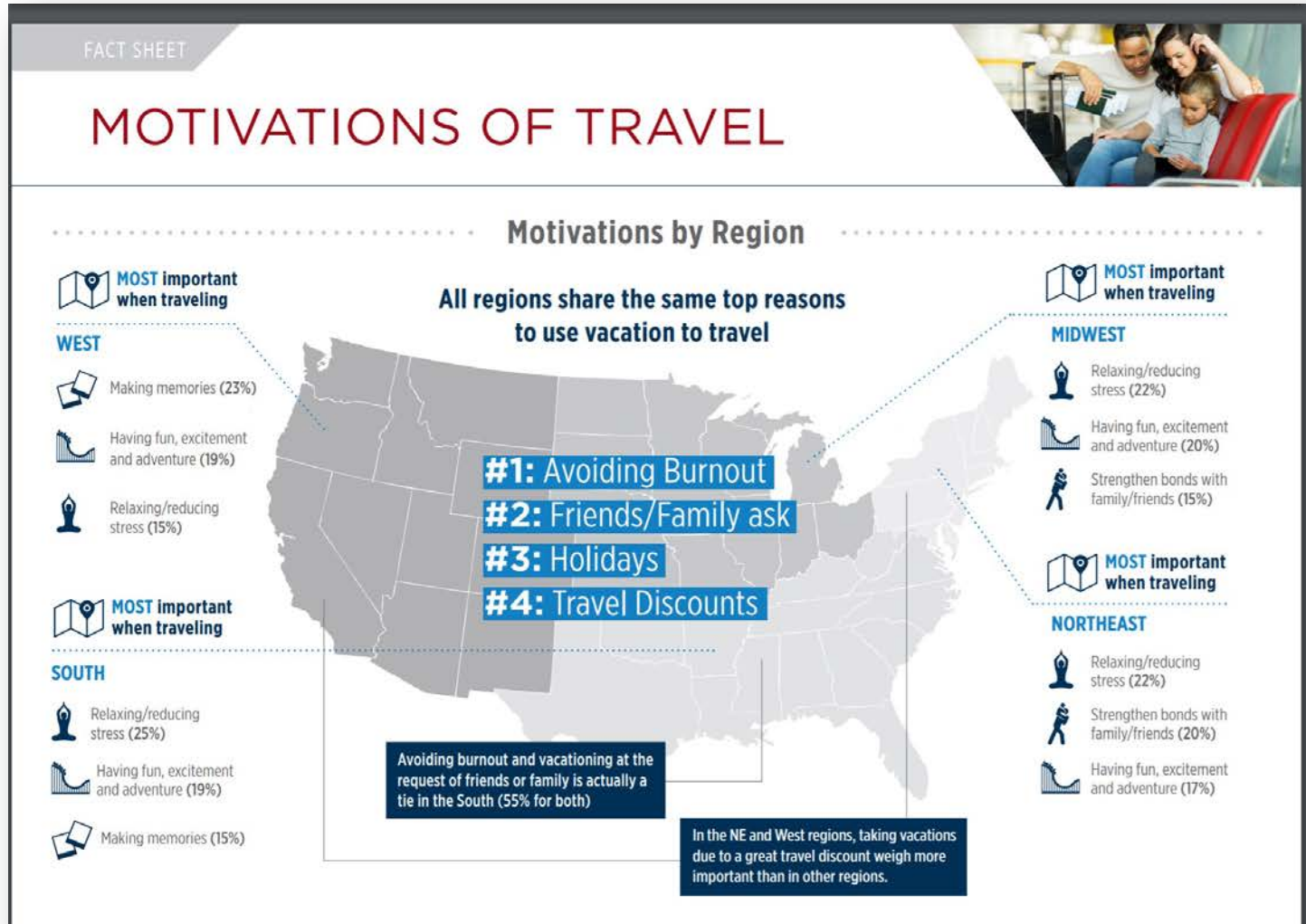


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Most importantly...why?



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




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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.



- 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

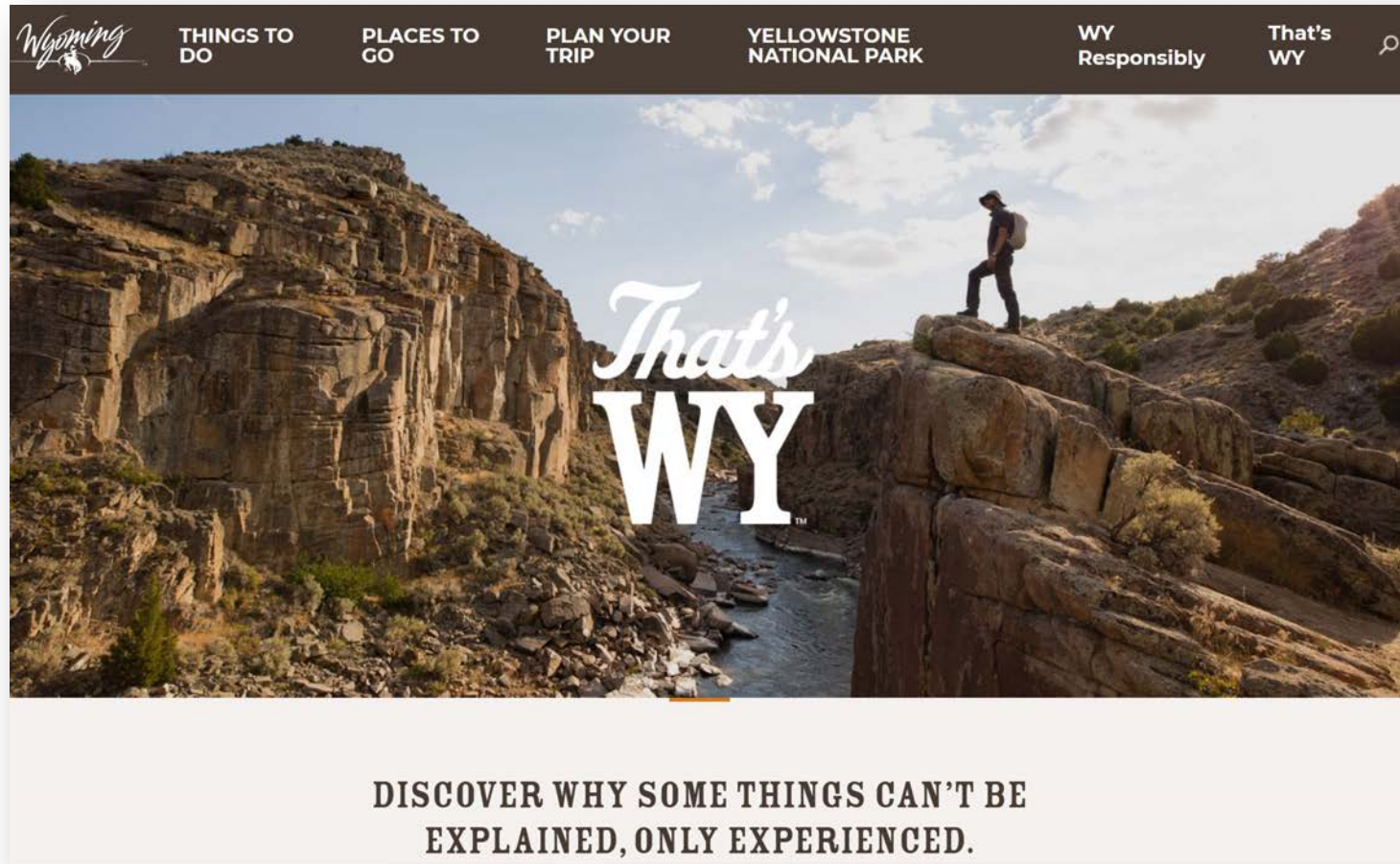
Virtuoso

www.virtuoso.com/travel/articles/10-powerful-reasons-why-people-love-to-travel



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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/



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Website development Planning, design and updates

- 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.
- Most important, keep content updated. Fresh, relevant information is an ongoing process.



Opiq Adventures
www.opiqadventures.com



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Don't forget artists and artisans!



Tribal artists and artisans

CROW'S SHADOW
INSTITUTE OF THE ARTS

Print Gallery News Events About Us Contact Us Donate

Crow's Shadow Institute of the Arts (CSIA) provides a creative conduit for educational, social, and economic opportunities for Native Americans through artistic development.

*Crow's Shadow is open to the public via appointment
If you'd like to stop by, please call ahead.
We'd love to see you, but need to follow all local, county, and state guidelines due to the COVID-19 pandemic
Thank you!*

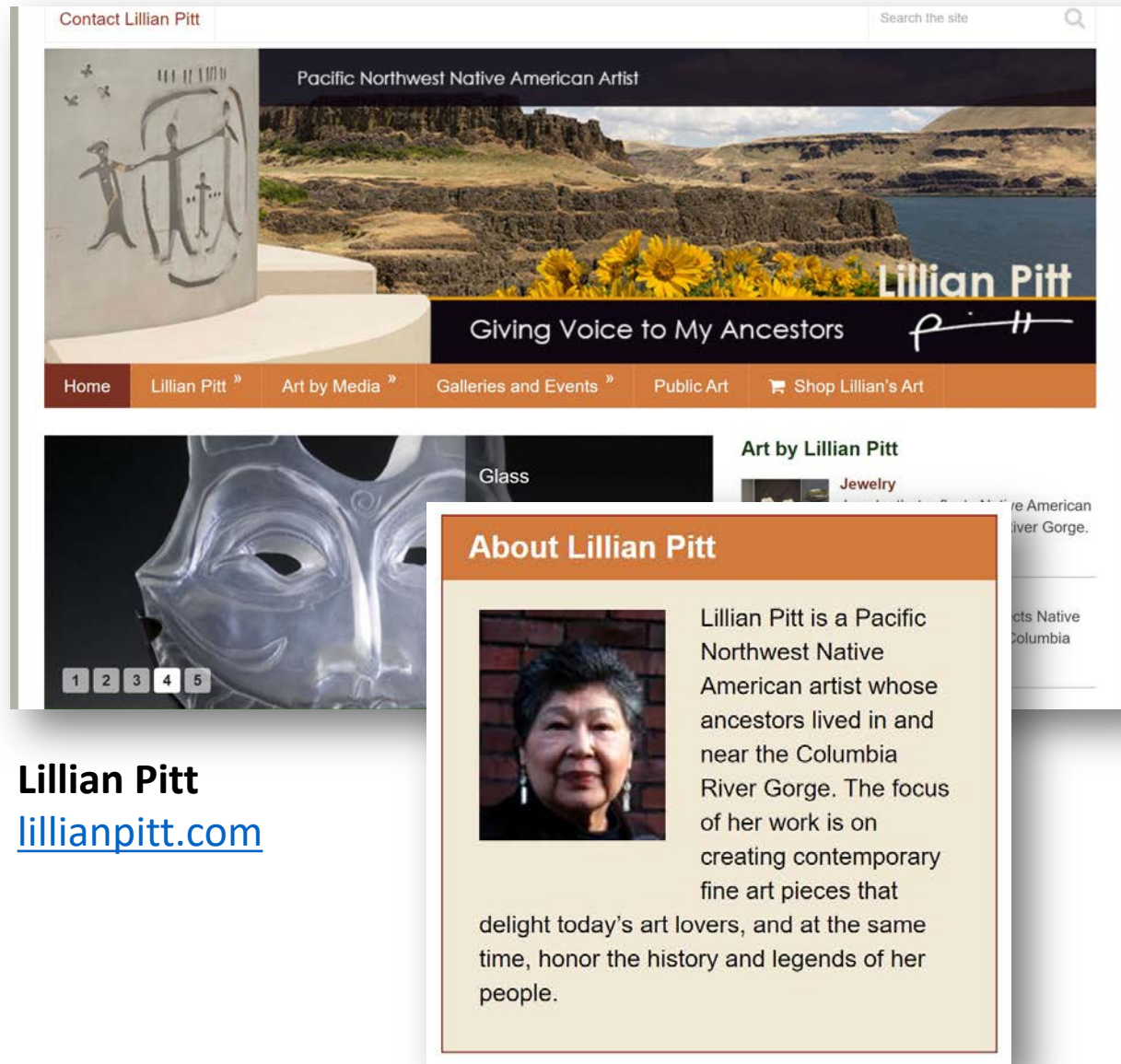
- Celebrate the creative side of your culture.
- Artists and artisans encourage customers to visit your community.
- Their work tells a tribal story.

Crow's Shadow Institute of the Arts (CSIA)
crowshadow.org



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Basic website info for arts and artisans



Lillian Pitt
lillianpitt.com

Your customers want a relationship with you. Give them . . .

- Your name and your business name
- A brief profile with a headshot
- 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



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Lewis and Clark Trail

www.aianta.org/lewis-clark-outreach-program/

Thank you!



Bruce Rettig

Travel Writer/Photographer

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Email: brettig@aianta.org



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Lewis and Clark Trail

www.aianta.org/lewis-clark-outreach-program/

Marketing your Attractions through NativeAmerica.travel and LewisandClark.travel

Presented by Bruce Rettig, AIANTA Tribal Content Developer

NativeAmerica.travel is Indian Country's first destination website

Goal: To offer travelers inspiration while reflecting the compelling stories of Indian Country



Content Every Tribe has a page

NATIVEAMERICA
.TRAVEL

Sign In | Sign Up

Experiences | Destinations | Itineraries | Map | Travel Tips | Blog | Q



Navajo Nation



Navajo Nation Information

 Share  Add To Bucket List

Welcome to the Navajo Nation!

The Navajo Nation extends into the states of Utah, Arizona and New Mexico, covering over 27,000 square miles of unparalleled beauty. The Navajo Reservation is home to more than a dozen national monuments, tribal parks and historical sites, and is peppered with a dozen lakes and ponds - Lake Powell alone has 186 miles of Navajoland shoreline.

Here you can step back in time and see how the



Explore the Map

Navajo Nation

discovernavajo.com 

info@discovernavajo.com


928-810-8501

Travel Info

Time Zone: Mountain Standard Time


The Navajo Nation recognizes Daylight Savings Time, even though the state of Arizona does not. Please be aware of this while on your tour! When it is 2 PM in Arizona, it is 3 PM on the Navajo Nation.

Tribal enterprises, tribally owned businesses are listed

 NATIVEAMERICA
.TRAVEL



Sign In | Sign Up

Experiences | Destinations | Itineraries | Map | Travel Tips | Blog | Q




Salmon King Fisheries

Salmon King Fisheries Information


 Share  Add To Bucket List

Fish caught from the Columbia River are an important piece of tribal history, connecting all past and present generations. Salmon were routinely sold to and traded with neighboring tribes, settlers and explorers.



Native-owned and operated by Sean and Brigitte McConville, Salmon King Fisheries is a commercial, retail and wholesale fishery that sells tribally harvested salmon. Sean and Brigitte are members of The Confederated Tribes of Warm Springs Reservation of Oregon, and The Nez Perce Tribe.

Salmon King Fisheries

salmonkingfisheries.com 
brigitte@salmonkingfisheries.com

3240 Walsey Lane, Suite #2
Warm Springs, Oregon 97761

541-980-5680

*The Confederated Tribes of
Warm Springs >*

Museums and cultural sites

 NATIVEAMERICA
.TRAVEL

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Museum at Warm Springs

Museum at Warm Springs Information

[Share](#) [Add To Bucket List](#)

Entering the Museum at Warm Springs begins with a walk next to a live stream, then into a circular stone drum, and up to an exquisite door with handles shaped like a bustle. The exterior, designed to resemble a traditional encampment among beautiful cottonwood trees, is situated alongside Shitike Creek which empties into the majestic Deschutes River. The impressive museum entry is the first glimpse into the rich, unique culture of the Confederated Tribes of Warm Springs.

The 25,000 square-foot museum provides an impressive sight to the public as well as a safe conservatory for the traditional treasures of the Tribes. Its mission includes educating the public as well as preserving the history, culture and traditions of the Confederated Tribes of Warm Springs. "We wanted the museum to tell the story of our people," explains Delbert Frank, Sr., President of

Museum at Warm Springs


museumatwarmsprings.org liz@museumatwarmsprings.org

2189 Hwy 26
Warm Springs, Oregon 97761

541-553-3331

The Confederated Tribes of
Warm Springs >


Historic and cultural sites

NATIVEAMERICA
.TRAVEL

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Confluence at Cape Disappointment State Park



Confluence at Cape Disappointment State Park Information

[Share](#) [Add To Bucket List](#)

At this site, Lewis and Clark found what they were looking for: the point where the Columbia River meets the majestic Pacific Ocean. Their journey's endpoint is where Confluence's work began, with an installation that draws together the site's bay side and ocean side, interweaving the stories of the Corps of Discovery expedition and the Chinook people in a single, steadily unfolding experience.

Visit the site to find a restored native landscape that integrates artist Maya Lin's artwork with the site's shifting cultural and ecological history. Run your hands along the smooth surface of a fish-cleaning table formed from a single block of native basalt and inscribed with a Chinook creation story. Follow a path of crushed oyster shells inland from the coastal forest, and read the text of a Chinook song of praise along the way. Encounter a group of five cedar driftwood columns surrounding a cedar tree trunk that existed before Lewis and Clark arrived.

Confluence at Cape Disappointment State Park


confluenceproject.org info@confluenceproject.org

Ft Canby Road
Ilwaco, Washington 98624


360-693-0123

Travel Info

Time Zone: Pacific Standard Time




Events and powwows

 NATIVEAMERICA
.TRAVEL

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Stewart Father's Day Powwow

Stewart Father's Day Powwow Information

[Share](#) [Add To Bucket List](#)

Celebrate Father's Day Weekend with the entire family and experience American Indian heritage, history and pride at the Stewart Father's Day Powwow in Carson City, Nevada! The former Stewart Indian School comes alive with over 200 dancers, over 30 arts and crafts vendors, Indian Tacos, and Admission is FREE! The Stewart Father's Day Powwow benefits the preservation of the historic Stewart Indian School. This is an alcohol and drug-free event.

Stewart Father's Day Powwow

StewartIndianSchool.com info@StewartIndianSchool.com


5500 Snyder Avenue
Carson City, Nevada 89701

(775) 687-8333

Travel Info

Time Zone: Pacific Standard Time


Artists and artisans

 NATIVEAMERICA
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Northwest Native Expressions Art Gallery



Northwest Native Expressions Art Gallery Information

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Northwest Native Expressions Art Gallery offers traditional and contemporary art forms created by Northwest artisans. The gallery's collections characterize the high quality craftsmanship that represents the unique forms of Northwest Native American art, culture, and history. Northwest Native Expressions offers artwork in several mediums including limited edition lithographs, masks, clothing, textiles, sculptures, jewelry, drums, artifacts, handcrafts, woven baskets, plaques, wooden boxes, framed prints and music as well as gift and souvenir items - Stop in and see us at the Jamestown S'Klallam Tribal Center. Located near the Northwest Native Expressions Art Gallery is the House of Myth Carving Shed, where local master-carvers create all the wood carved work such as totems, signage and building decor for the Jamestown S'Klallam Tribe.

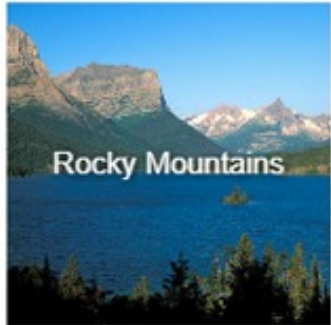
Jamestown S'Klallam Tribe

Northwest Native Expressions Art Gallery

stores.northwestnativeexpressions.com
gallery@jamestowntribe.org
1033 Old Blyn Hwy
Sequim, Washington 98382
360-681-4640

Jamestown Band of

[S'Klallam Indians](#)



The site covers 12 regions





The Northwest region of the United States is densely wooded with a temperate climate, fed by springs and streams that flow from mountain glaciers. Tribes of the Pacific coast are responsible for creating the first totem poles out of red cedar, using them to signify ancestry and commemorate events and people.

- Northwest tribes living along the resource-abundant coastline built cedar plank houses and traveled by canoe.
- Tribes of Oregon, Washington and Idaho forged trails for trade, which Lewis and Clark, early pioneers and European traders followed.
- The Northwest is home to the famous Nez Perce National Historic Trail that marks the 1877 flight of the Nez Perce from their homeland while being pursued by U.S. Army Generals for more than three months and 1,170 miles.



Screenshot

[📍 See All Northwest Experiences on a Map](#)

Experiences



- Arts and Culture
- History
- Outdoor Adventure
- Family Fun
- Shopping
- Agritourism

Attractions



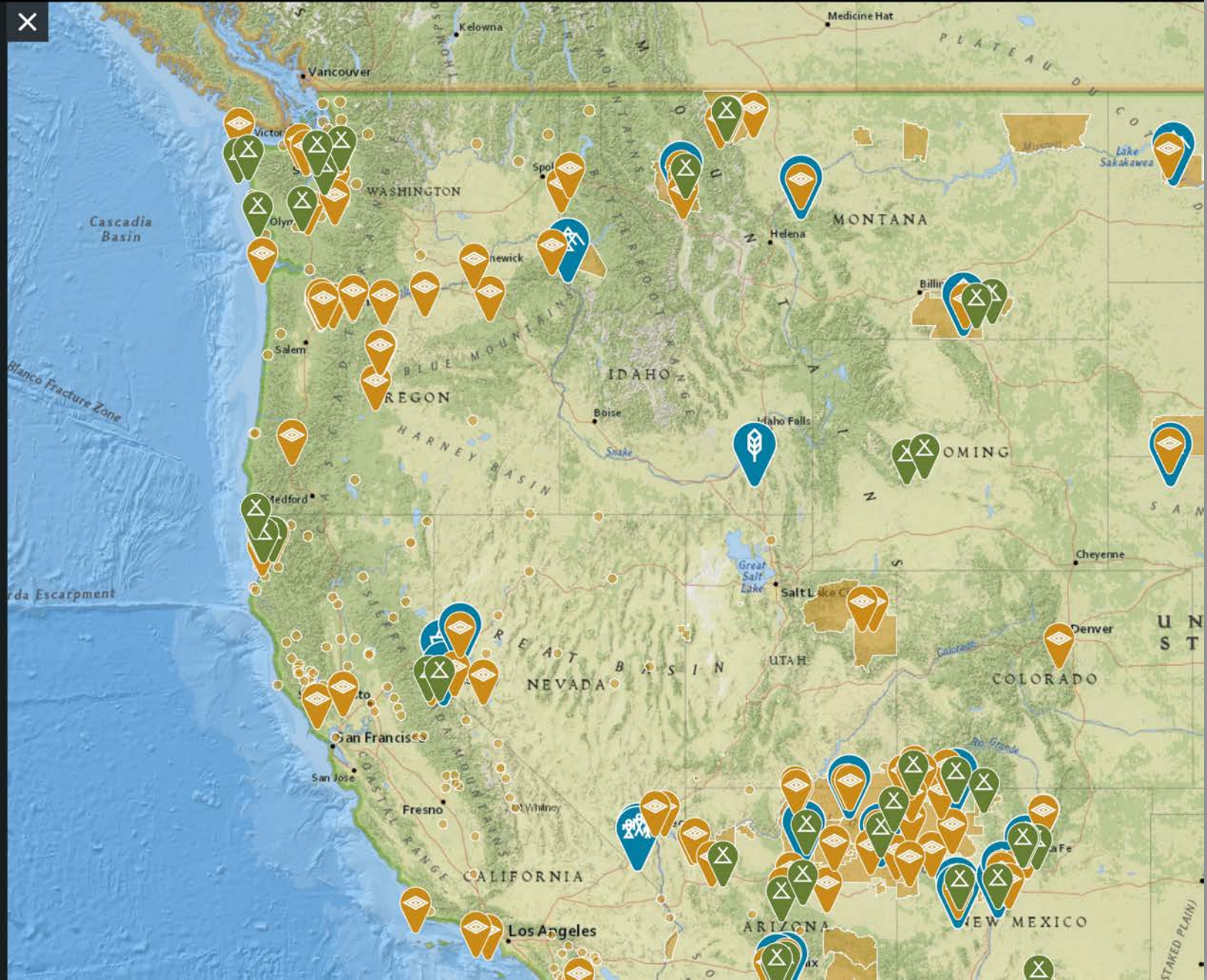
- Sports and Outdoors
- Arts and Culture
- Historic Landmark
- Scenic Attraction
- Family Entertainment
- Iconic Shopping
- Local Producer
- Tour/Outfitter
- Gaming
- Restaurant
- Event
- Visitor Information
- Agritourism

Accommodations



- Hotel
- Casino Hotel
- Motel
- Bed and Breakfast
- RV and Camping
- Resort/Spa
- Specialty Lodging
- Agritourism

Tribes



Discover Native America: Pacific Northwest Tour - Part 1



[Share](#) [Add To Bucket List](#)

Day 1

Olympia / Shelton, Washington

Arrive early in Seattle, Washington and depart to the Evergreen State College Campus in Olympia, WA to visit the Longhouse Education and Cultural Center. 'The House of Welcome' (sg'wig'ia?ltx^w), was the first building constructed on a public campus that is based on Native American traditions that exists to provide service and hospitality to students, faculty, visitors and the surrounding Native Communities. It's primary functions are to provide a gathering place for hosting cultural ceremonies, classes, conferences, performances, art exhibits, and community events. After the tour travel west to Shelton, Washington to visit the 'Home of Sacred Belongings' (k^wedig^ws?altx^w) - The Squaxin Island Museum Library and Research Center to explore the past and present stories of the Squaxin Island Tribe. There you can walk through the 'Hall of the Seven Inlets' a permanent exhibit which depicts the relationship between the people and the seven watersheds of South Puget Sound, as well as, learn about the history, traditional legends and Native language. End your day

Discover Native America: Pacific Northwest Tour - Part 1

2 Days
283 Miles/455 KM

Route

Seattle, Washington
To
Forks, Washington

Highlights

[The Longhouse Education & Cultural Center](#)
[Squaxin Island Museum Library & Research Center](#)
[Little Creek Casino Resort](#)
[Quinalt Beach Resort & Casino](#)

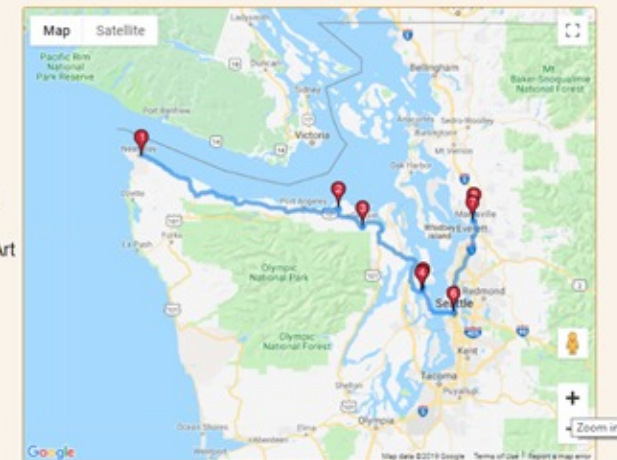
Trip Route

Day 1

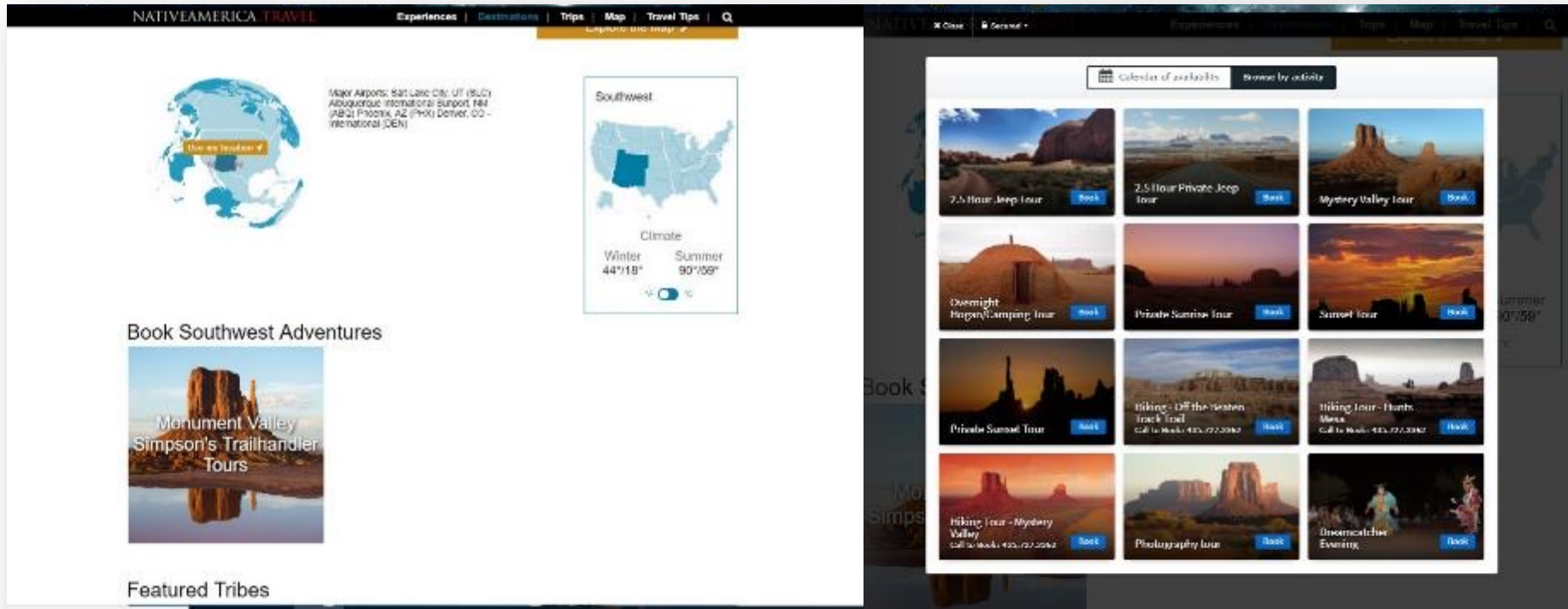
- 1 Makah Museum Cultural & Research Center
- 2 The Cedars at Dungeness Golf Club
- 3 Northwest Native Expressions Art Gallery
- 4 Suquamish Clearwater Casino Resort

Day 2

- 5 Suquamish Museum
- 6 8th Generation at Pike's Place Market
- 7 Hibulb Cultural Center & Natural History Preserve
- 8 Tulalip Resort Casino



Booking Widget – FareHarbor

The screenshot displays the NativeAmerica Travel website interface. The top navigation bar includes links for Experiences, Destinations, Trips, Map, Travel Tips, and a search icon. The main content area is divided into two sections:

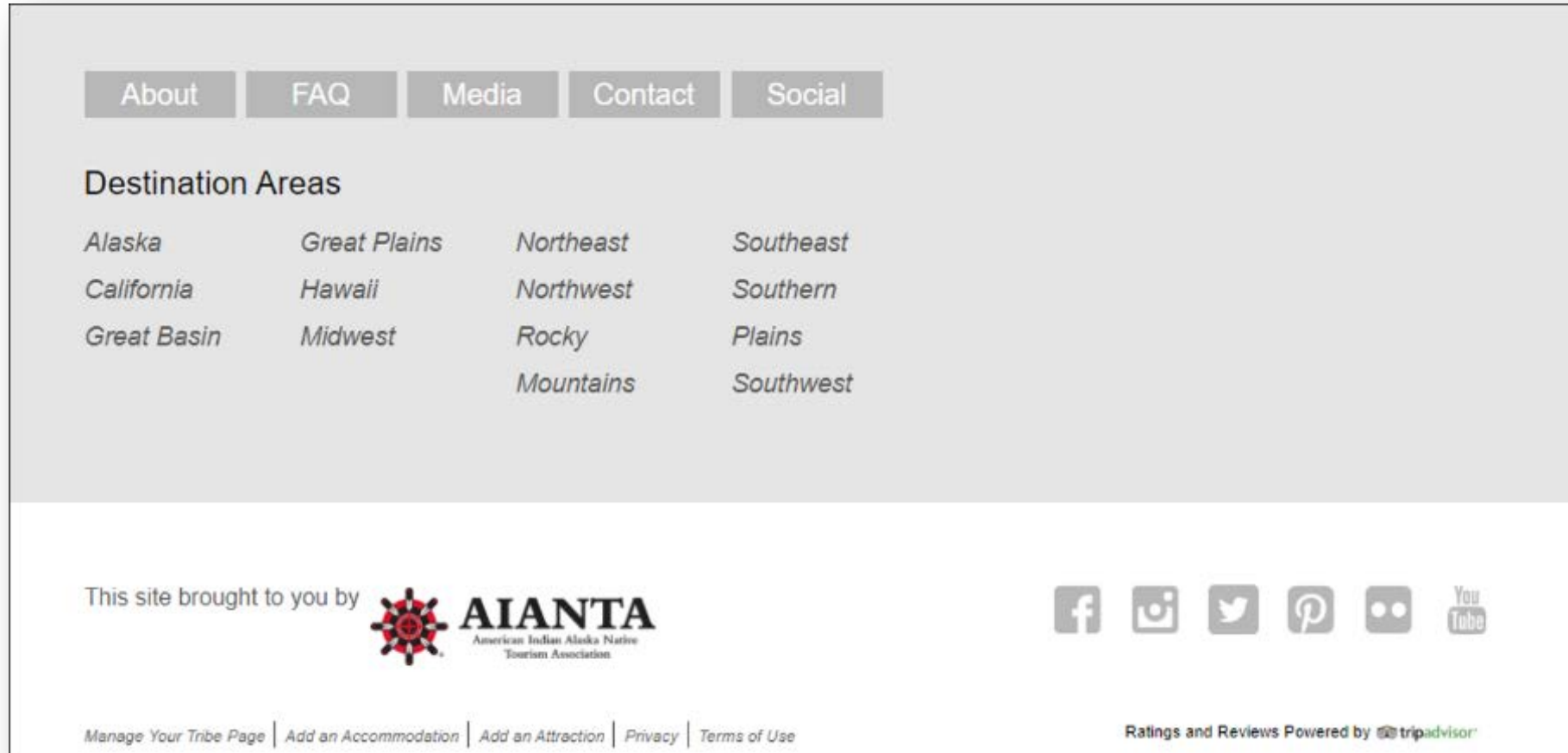
- Southwest Adventures:** This section features a globe icon with a "View on map" button, a list of major airports (Salt Lake City, Albuquerque, Phoenix, Denver, etc.), a map of the Southwest region, and a climate widget showing winter and summer temperatures. Below this is a "Book Southwest Adventures" section with a featured image of Monument Valley and Simpson's Trailhandler Tours.
- Featured Tribes:** This section is partially visible at the bottom of the main content area.

On the right side of the screenshot, there is a "Calendar of availability" and a "Browse by activity" section. This section contains a grid of 12 tour options, each with a "Book" button:

- 7.5 Hour Jeep Tour
- 2.5 Hour Private Jeep Tour
- Mystery Valley Tour
- Overnight Hagan/Camping Tour
- Private Sunrise Tour
- Sunset Tour
- Private Sunset Tour
- Hiking: Off the beaten track trail
- Hiking Tour - Hunts Mesa
- Hiking Tour - Mystery Valley
- Photography tour
- Overnight Hagan Evening




2 ways to create a page



To add your tribe, accommodation or attraction, click on the link found on the bottom of every page.

1) Register at nativeamerica.travel/admin

 NativeAmerica.Travel Dashboard

Promote your tribe or business on NativeAmerica.travel

It's free for tribes and native-owned tourism businesses!

As a NativeAmerica.travel partner, you can list and manage your tribe or native-owned tourism enterprise on our website at no charge to you.

[Sign Up](#)

[Already a Partner?](#)
[Log In](#)

Who should sign up?

The NativeAmerica.travel site is for:


- American Indian tribes, Alaska Natives and Native Hawaiians
- Tribe-owned attractions and accommodations
- American Indian and Alaska Native-owned tourism enterprises
- Native Hawaiian-owned tourism enterprises

What can be listed?

Federally recognized tribes
State recognized tribes

Attractions	Arts and culture
Sports and outdoors	Scenic attraction
Historic landmark	Iconic shopping
Family entertainment	Tour/outfitter
Local producer	Restaurant
Gaming	Visitor information
Event	
Agritourism	


Accommodations	
Hotel	Casino hotel
Motel	Bed and breakfast
Rv and camping	Resort/spa
Specialty lodging	Agritourism





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2) Contact us! brettig@aianta.org

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Contact Us

Fill Required Fields

AIANTA
2401 12th Street NW
Albuquerque, NM 87104

* Name

Title

Organization

* Email

Phone

I am interested in:

- ☐ General Native America information
- ☐ Listing my tribe or business
- ☐ Media/Press

Comments

☐ I am interested in receiving news and updates via email.

Submit →



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Experience Native America Along the Trail

Lewis and Clark
National Historic Trail



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Continuing the journey and new opportunities

This book was made possible by:

Bureau of Indian Affairs

National Council of the Lewis
& Clark Bicentennial

Missouri Historical Society

Tamástsiht Cultural Institute

American Indian Alaska Native
Tourism Association

National Park Service

Lewis & Clark
National Historic Trail



Enough
GOOD
PEOPLE

REFLECTIONS ON
TRIBAL INVOLVEMENT
AND INTER-CULTURAL
COLLABORATION
2003-2006

CIRCLE OF TRIBAL ADVISORS ★ LEWIS & CLARK BICENTENNIAL



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Continuing the journey and new opportunities



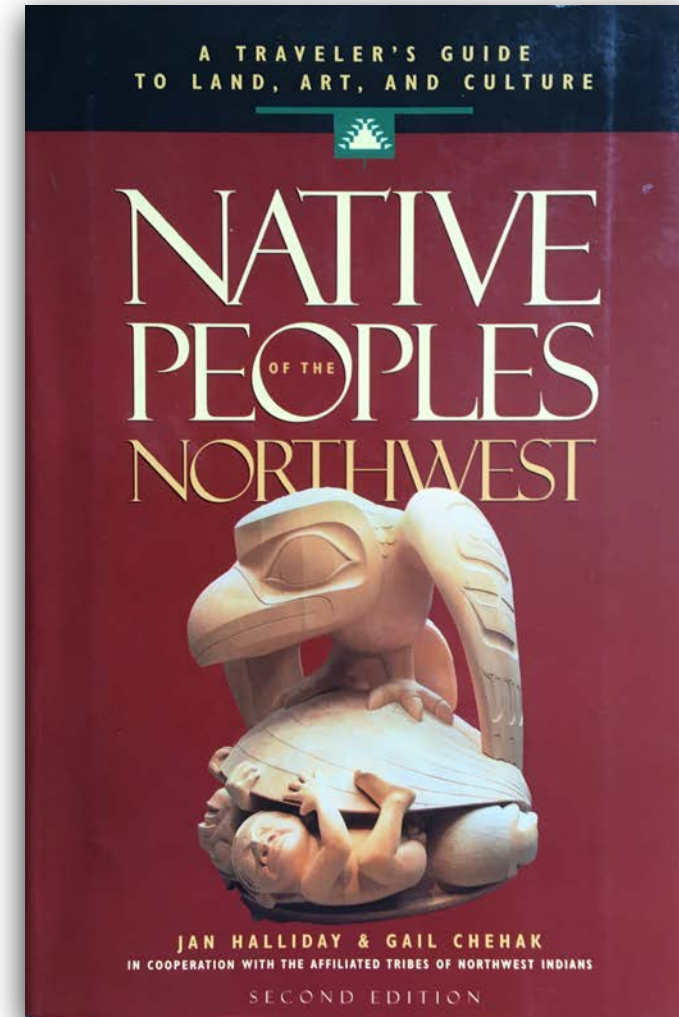
“Through all the fits and starts, challenges and triumphs, we never doubted that good things would happen because there were, in every situation, enough good people to push or pull or argue us through to the next step.”
– Louis Adams, Salish

THANK YOU TO THE GOOD PEOPLE WHO ALWAYS GOT US TO THE NEXT STEP:

Here are the “Good People” who made tribal involvement in the Lewis & Clark Bicentennial possible and successful. We have undoubtedly left someone out and misspelled some names. Please know that your contribution was and is deeply valued. If your name is not on this list, but should be, starting in March 2010, you can go to www.lc-triballegacy.org and add yourself, or someone you know, to the ongoing list of Good People.

Circle of Tribal Advisors of the Lewis & Clark Bicentennial: All Representatives and their Families Corps of Discovery II: 200 Years to the Future: All Employees & Volunteers All Trail State Historical Societies All Trail State Lewis & Clark Bicentennial Commissions All Tribal Chairmen All Tribal Councils All Tribal Veteran Honor Guards All Warrior Societies	George Aguilar, Sr. Akta Lakota Museum & Cultural Center Beatrice Aleck Lonnie Alexander Barbara Allen James Logan Allen Patricia Allen Phill Allen Sylvester Alley Richard Alexander Alliance of Tribal Tourism Advocates (ATTA) Blake Alvarez Hugh Ambrose Moir Ambrose Stephen Ambrose (in memoriam) Stephenie Ambrose-Tubbs American Indian Alaska Native Tourism Association (AIANTA) American Philosophical Society American Rivers Roger Amerman
Leela Abrahamson Rose Ann Abrahamson Absentee Shawnee Tribe Ann McCormack Adams Arikara Old Scout Singers Arleen Adams John Adams Louis Adams Steve Adams Affiliated Tribes of Northwest Indians	

18



LewisAndClark.travel

The Lewis and Clark mission included building relationships with tribes they met along the trail



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Tourism Association

Tribal relationships with Lewis and Clark

Tribal stories of the Lewis and Clark expedition and their importance today





Lewis and Clark National Historic Trail Experience

Retrace the Expedition and Explore New People, Places, and Stories

[About](#) [Interactive Map](#) [Log In](#)

[Home](#)

[Places To Go](#)

[Things To Do](#)

[Where To Stay](#)

[Plan Your Trip](#)



4,900
Miles

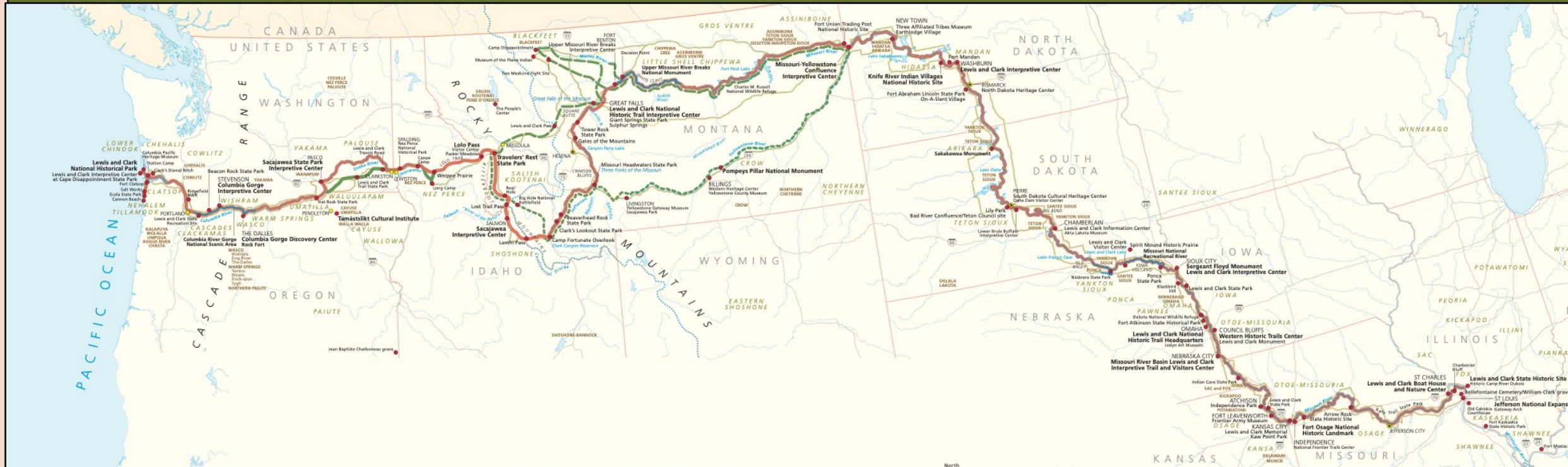
16
States

15
Indian
Reservations

1,439
Miles of Water
Trails

6,157
Miles of Auto Route

- Research, identify and outreach to tribes and tribal enterprises adjacent to the Lewis & Clark National Historic Trail
- Work with tribal contacts to tell the stories of the tribes and tribal destinations through visual and written content development





Experience Native America Along the Lewis and Clark Trail

Native Peoples have a complex relationship with the Lewis and Clark expedition. The stories of the tribes should be more than a backdrop to the Expedition, they are an integral part of the story of the United States. Lewis and Clark were seen as ambassadors to the tribes they encountered. They were instructed to gain the friendship and allegiance of the tribes for military and economic reasons.

One reason the tribes were so helpful to Lewis and Clark was because of Sacagawea, and her infant son Baptiste, who accompanied them. The Expedition passed through the historic territories of more than fifty Indian tribes and bands. Some tribes have moved away from the Trail, but still have an interest in their historic territories. Today, the Lewis and Clark National Historic Trail crosses historic lands of over three dozen sovereign nations.

Visit Indian Country

You can visit many of the tribes Lewis and Clark met along the Trail. The Lewis and Clark Trail not only re-shines a light on key historical moments and tribal lands, but it also showcases the Tribes today. Visit tribal cultural centers, museums, restaurants, attractions and take part in cultural events where the public is invited. Learn about the history of the tribes that lived along the Trail before the Lewis and Clark Expedition and enjoy their tourism experiences available today.



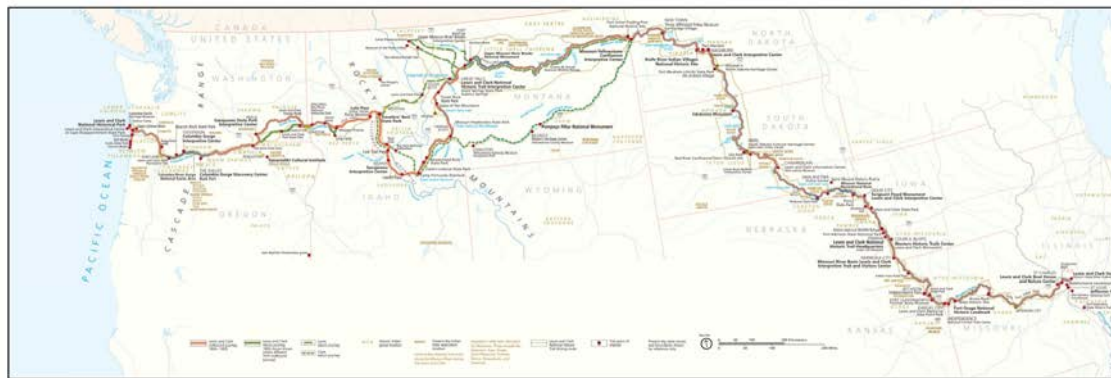
DOWNLOAD PDF

VIEW LARGER MAP

Landing page on
LewisAndClark.travel
“Experience Native America
Along the Trail” branding,
overview copy, and video
introduction.

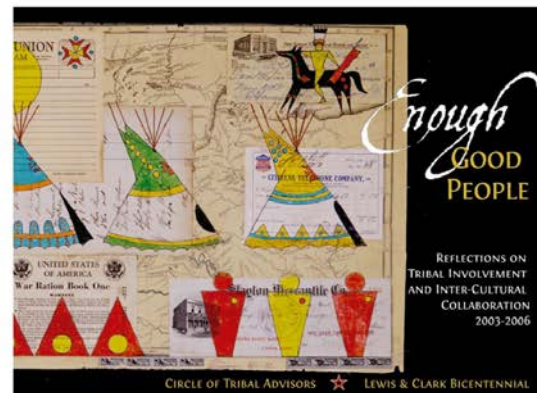


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[DOWNLOAD PDF](#)[VIEW LARGER MAP](#)

Enough Good People

From 2003 to 2006, The Circle of Tribal Advisors worked together during the Lewis and Clark Bicentennial Commemoration in order to tell the American Indian story. This project expands on the groundwork, contributions and learnings from the Circle of Tribal Advisors and offers new opportunities for tribes to share their stories to visitors from around the globe through cultural tourism.



Experience Native America Along the Trail

Lewis and Clark
National Historic Trail



Tribal partners are invited to nominate destinations and experiences along the Lewis and Clark National Historic Trail to be featured on this website. [Nominate a Destination or Experience >](#)

The American Indian Alaska Native Tourism Association (AIANTA) offers more information about tourism experiences on Native lands. [Explore Native America >](#)



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Tourism Association

Landing page on **LewisAndClark.travel**

Lewis and Clark Trail map,
Enough Good People document,
destination/experience
nomination, and a link to
NativeAmerica.travel

Experience Native America Along the Trail

Lewis and Clark
National Historic Trail



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Yakama Nation Museum & Cultural Center – Confederated Tribes and Bands of the Yakama Nation

Experience Native America Along the Lewis and Clark Trail Native Peoples have a complex relationship with the Lewis and Clark expedition. The stories of the tribes should be more than a backdrop to the Expedition, they are an integral part of the story of the United States. Lewis and Clark were seen as ambassadors to [...]



Chief Lookingglass PowWow – Nez Perce Tribe

Powwows are a way of meeting to join in dancing, singing, visiting, renewing old friendships, and making new ones.

Landing page on
LewisAndClark.travel
Featured tribal destinations,
and newsletter signup.



Contact Us

Lewis and Clark National Historic Trail
Geotourism Stewardship Coalition
info@lewisandclark.travel

Connect with us



Newsletter

SUBSCRIBE



Nominate
a Place

[Supporters](#)
[Terms](#) | [Privacy Policy](#) | [Photo Credits](#)



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Next Steps:

- Nominate your tribe or tribal enterprise **now** on **LewisAndClark.travel** and submit your information on **NativeAmerica.travel**

- **Send us your information!**

It can be a rough outline, or list of story ideas for your tribe or tribal enterprise.

What is unique, special—what you want visitors to know and learn.

We can help with the writing and editing.

- Draft a possible photography shoot list or send us your photos.
Let us know what you want to highlight and promote to visitors.



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Tip sheet

Helpful information for writing descriptions and photography



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Submission Tips for NativeAmerica.travel and LewisAndClark.travel

Submitting Copy:

Our senses help define our experiences and memories. The way something looks, sounds, feels, tastes, and smells makes us want it, and remember it. Travel copywriters focus on sensory stimulation to catapult readers into another world. Describe your landscape and community in vivid detail.

How would you imagine a trip to the Hawaiian Islands? A writer may focus on the sweet tropical juice of local pineapples and coconuts, creating a sensual delight based on flavor and aroma. Consider a description about endless miles of white, silky sand with waves lapping at the shore as seabirds call to the golden sunset. Readers visualize the sunset with the feeling of sand beneath their feet as they listen to the call of native birds.

A travel copywriter also shares ways travelers can engage in social activities during their trips. Writing about specific opportunities is a way to position a travel business as a respected authority for travelers



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Lewis and Clark Trail

www.aianta.org/lewis-clark-outreach-program/

Thank you!



Bruce Rettig

Travel Writer/Photographer

Cell: (530) 412-194

Email: brettig@aianta.org



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Lewis and Clark Trail

www.aianta.org/lewis-clark-outreach-program/

Using Audio and Video for Tours and Promotions

Presented by Bruce Rettig, AIANTA Tribal Content Developer

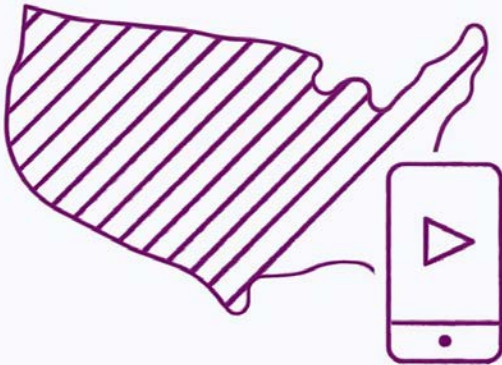
Online video usage is dramatically increasing



Demand for video content

OBERLO

**Internet Users Everywhere
Enjoy Video Content**



85%

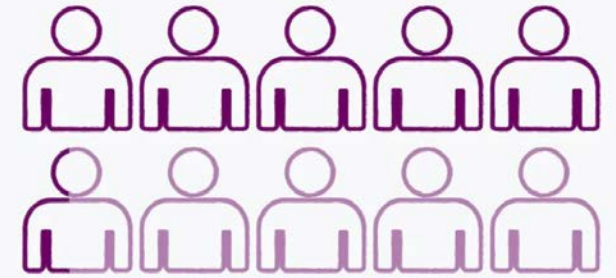
**of all internet users in
the United States**
watched online video
content monthly on any
of their devices.
(Statista, 2018)

OBERLO

**Demand for Video
Content is Increasing**

54%

**of consumers want to
see more video
content** from a brand or
business they support.
(HubSpot, 2018)



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Online video provides potential visitors a
taste of what you have to offer



Bison Coffeehouse

Online videos engage potential visitors,
increasing your website and
social media reach. Keep them short, but
interesting or impactful.



WELCOME TO ICY STRAIT POINT





WORLD'S LARGEST
ZIPRIDER

ADVENTURE PARK &
ZIPLINE COURSE

100% GUARANTEED
WHALE WATCHING
CRUISE

WILDLIFE & BEAR
SEARCH

ACTIVE
ADVENTURES

LEISURELY
JOURNEYS

ATV & JEEP
EXPEDITIONS

Contact Us

1,600,000+ Happy Guests

Hurry – Spots Sell Fast!



The Huna Tlingit are the original inhabitants of Glacier Bay, where they lived for thousands of years. During the peak of the **Little Ice Age**, glacial advance forced the people to relocate to present-day Hoonah. Translated, it means “where the north wind doesn’t blow”.

Fur traders arrived on Hoonah’s shores in the 1880’s. Schools, churches, and stores were built.

In 1912, the Hoonah Packing Company built the first cannery in the area which today is Icy Strait Point. Ownership traded hands several times before the Icy Strait Salmon Company purchased the property in 1932. Since its inception, the cannery has played a key role in the community. Hoonah residents were employed there and when a fire destroyed the town on June 14, 1944, many residents made the cannery their home while the city was rebuilt.



ICY STRAIT
MUSEUM
NANTUCKET

Icy Strait Point



Icy Strait Point Tribal Dance and Cultural Legends



Icy Strait Zipline

Don't forget audio downloads



Stewart Indian School Cultural Center & Museum

The vision becomes reality!

Open Monday through Friday from 10 a.m. to 5 p.m. *(closed on weekends, state, and federal holidays)*



Stewart Indian School Trail Map

Experience life at Stewart during our GUIDE BY CELL audio tour

Stewart Indian School Map with Podcasts: How it works

Each numbered stop along the trail is listed below. Simply click on the podcast arrow to listen to the story told by an alumni or employee from the Stewart Indian School. To download a podcast to your computer or smart device, click on the download button.

To download a brochure, [CLICK HERE](#).

Visiting Stewart Indian School and the Guide by Cell Audio Tour: How it works

1. When you visit Stewart Indian School and walk the trail, call 775 on your cell phone.

2. When you see the tour signs, enter the audio stop number followed by the # key. Signs with audio stop numbers are located near each building on the map. You may remain connected throughout your visit or call back as desired. You can listen to the stories in any order. We value your feedback to improve our tour, so please press 0# to leave a comment.

Note: You can also download podcasts to your computer or smart device from this web page prior to visiting.



1# Welcome Message

Executive Director of the State of Nevada Indian Commission, Sherry L. Rupert, gives a welcome and brief history of the boarding school era and the Stewart Indian School.



6# Steam Tunnels

The entire Stewart Campus was heated by steam from underground tunnels which was supplied with coal and wood chips delivered by train on a V&T rail spur. Larry Hale, Stewart Buildings & Grounds Supervisor explains. [Click here](#) for more information about the Steam Tunnels.

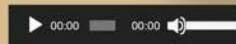


Download



11# Old Gym & Athletic Fields

Judge Robey Willis shares fond memories of being the boxing coach and the assistant football coach for Stewart. He vividly describes some of his favorite moments in both the old gym and on the football field. [Click here](#) for more information about The Old Gym and Athletic Fields.



Download

16# Wa Pai Shone

Terri McBride, local anthropologist, shares the first Wa Pai Shone Trail was established at the Indian School. She explains the Great Basin Native sold their art and how the cooperative was in days. [Click here](#) for more information about Wa Pai Shone.


 Search


- Museum
- History
- Living Legacy
- Walking Trail

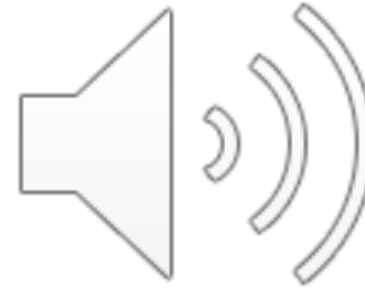


3# Small Girls Dorm

Hear how Aletha Tom, alumna of Stewart, came to the school on a bus from the Moapa Indian Reservation in Southern Nevada when she was 12 years old. The first time away from her mother and the reservation, she tells of her life in the Small Girls Dorm and the strict rules she had to follow. [Click here](#) for more information about the Small Girls Dorm.



[Download](#)



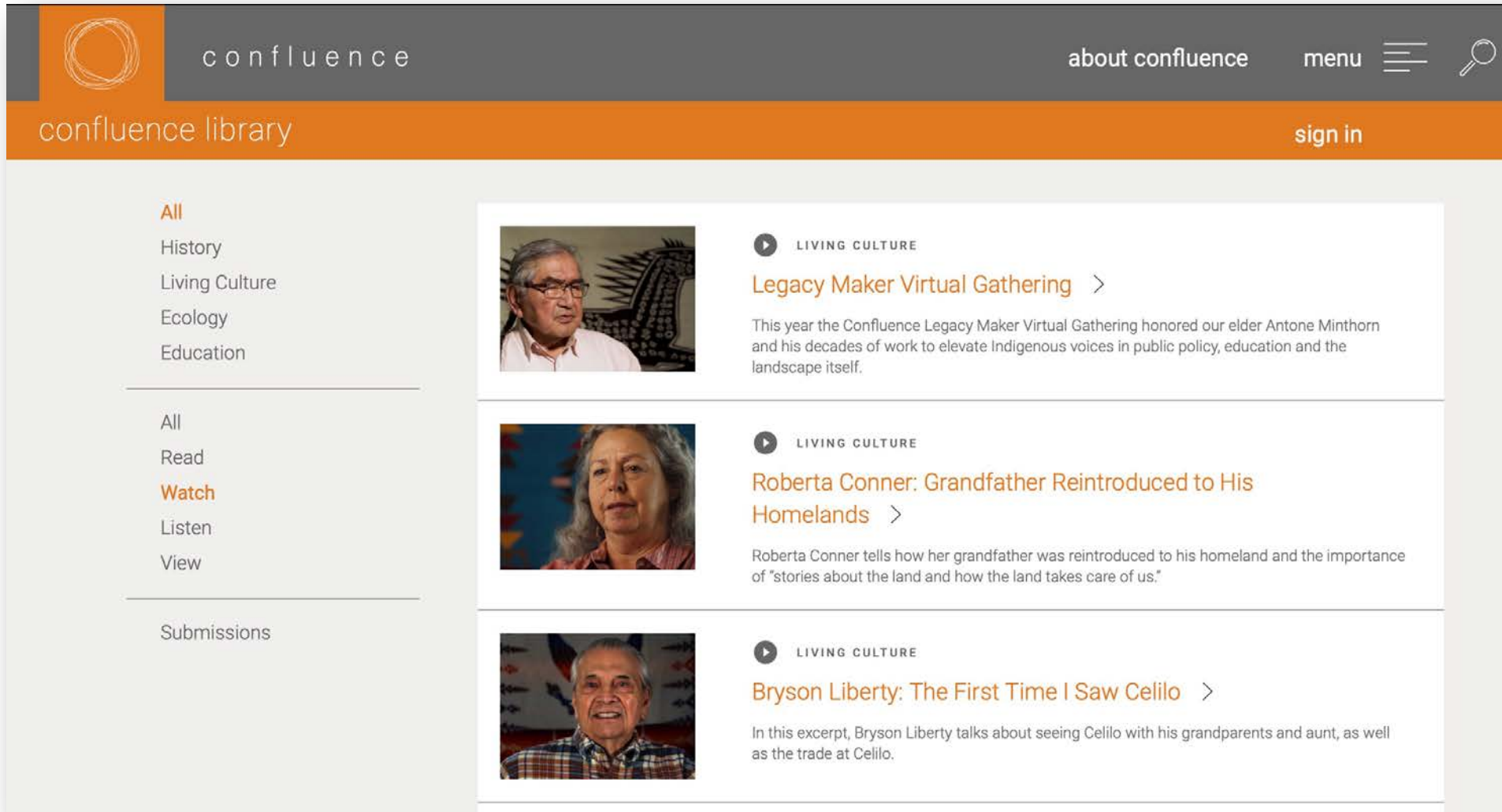
When interviewing,
let the speaker tell their story



Where to feature video content



Website



- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

Social Media

OBERLO

**Consumers love seeing
videos on Social Media**

**Videos are a
consumers'
favorite type**

of content to see from a
brand on social media.

(Animoto, 2018)

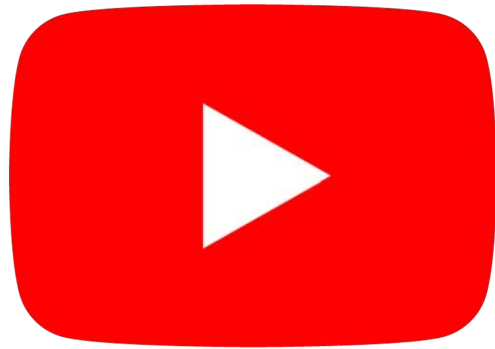


- Social video generates 1200% more shares than text and image content combined.



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Social Media



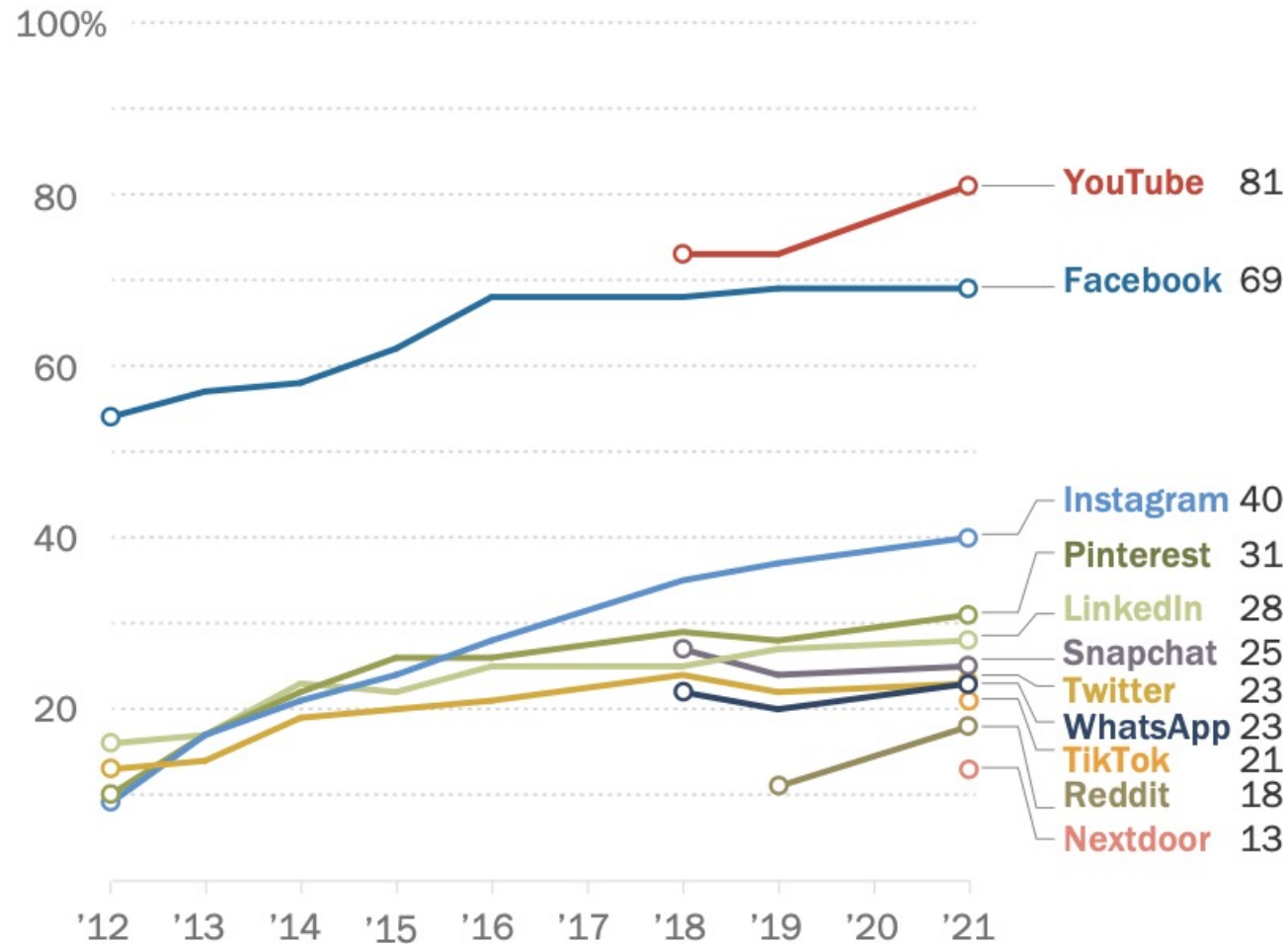
YouTube is the most popular video-sharing platform for marketers, with 88 percent of them planning on using it in 2020. Facebook is second with 76 percent.



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Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



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AIANTA Resources



The AIANTA Lewis and Clark National Historic Trail Team

Outreach



Gail Chehak
Tribal Relations and
Outreach Manager



Hannah Peterson
Program Development Director



Lorraine Gala Lewis
Research and
Outreach Specialist



Bruce Rettig
Tribal Content Developer



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Lewis & Clark page www.aianta.org/lewis-and-clark/



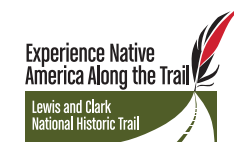
Experience Native America Along the Lewis and Clark Trail

In partnership with the National Park Service, AIANTA is working with tribes adjacent to the Lewis and Clark National Historic Trail to develop cultural heritage content and itineraries for the Trail's new travel website LewisandClark.travel, as well as NativeAmerica.travel. The project will bring together businesses, attractions, landmarks and other points of interest on and around the trail to help promote sustainable tourism.

"We are excited to work with the National Park Service to help Tribes along the Lewis and Clark National Historic Trail share their stories," said Sherry L. Rupert, Chief Executive Officer of AIANTA. "Native



Screenshot



Submission Tips
for NativeAmerica.travel and LewisAndClark.travel

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A travel copywriter also shares ways travelers can engage in social activities during their trips. Writing about specific opportunities is a way to position a travel business as a respected authority for travelers who are looking for a good time with like-minded adventurers.

Describing local culture and all it offers inspires travelers to plan unexpected trips. People are often unaware of everything a destination offers, including the friendliness of locals who are ready to welcome them into their world. The sights, sounds, and flavors will be indelibly etched in the memories of travelers who had immersive experiences.

Quick tips:

- Submit a minimum of 300 words of copy.
- Create a compelling description to make your destination stand out.
- Emphasize what makes your destination unique. Differentiate your destination from others.
- Use a strong voice and give your writing some character. Make the tone match the destination, and write as though you were describing your destination face to face with a potential visitor.
- Create a compelling rhythm in your paragraphs by changing it up with one, two or three sentences at a time. Don't shy away from one sentence paragraphs.
- Lengthy paragraphs are hard to scan. Keep each paragraph to a maximum of three to four sentences. Long paragraphs don't work online—blocks of text are hard to navigate and read.



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NEW! What's New in Indian Country Tourism webpage (AIANTA.org)



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What's New in Indian Country Tourism (Summer 2021)


Parks & Public Lands || Cultural Centers & Museums || Destinations, Tribes & Tribal Culture || Tours, Cruises & Attractions || Hotels, Resorts & Other Accommodations

Parks & Public Lands

Redwood Yurok Canoe Tours

Klamath, California (Pacific Region)

California's Yurok Tribe, whose ancestral home sits alongside the Klamath River and California's famed Redwood forests will start the new Redwood Canoe Adventure Tour in 2021. Guests can learn about Yurok tribal culture while paddling down the river in a traditional redwood canoe. An experienced Yurok guide teaches guests about the culture of the tribe, the language and the ecosystem of the river. Eventually, the tribe plans for residents to open ancillary businesses, such as gift shops and related boat rides in nearby waterways. According to the Tribe, this is the only location in the world offering redwood canoe tours



Cultural Centers & Museums

First Americans Museum to Open in Oklahoma City



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Lewis and Clark Trail

www.aianta.org/lewis-clark-outreach-program/

Thank you!



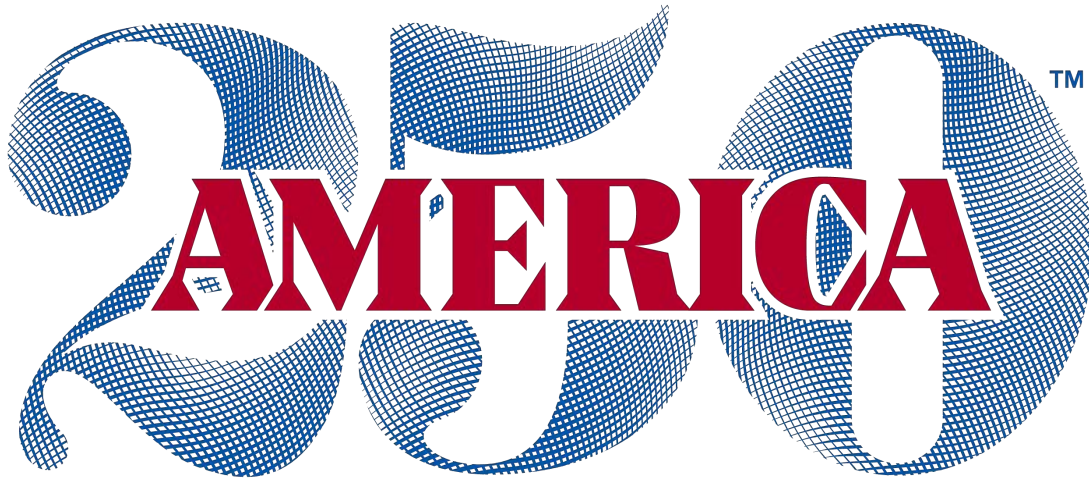
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