Restarting Tourism Marketing in Indian Country

Tuesday, June 15, 2021

Coeur d’Alene Hotel Resort of the Coeur d’Alene Tribe
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)

Top International Markets to Indian Country

- China
- India
- Korea, S.
- France
- Germany
- UK
- Australia

Legend:
- 2015
- 2016
- 2017
- 2018
- 2019
Visitor Outreach
Statistics from NTTO (11/18/20)

Overseas Visitors to Indian Country

AIANTA begins international outreach program
AIANTA and Lewis and Clark Historic Trail Project

Lewis & Clark Trail Webpage: aianta.org/anza-trail
Sharing Tourism Products and Marketing Ideas
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

www.aianta.org/lewis-and-clark
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
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
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
Navigation One site? Clearly let visitors know where to find travel information
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.
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
Visual Design

Traditions Gift Shop, Lewiston, Idaho
Visual Design
Three Chiefs Culture Center

Three Chiefs Culture Center
Museum & Gift Shop

Located in St. Ignatius in the original Allard Restaurant
Look for us as
Three Chiefs Culture Center Museum & Gift Shop
Owned and operated by The Confederated Salish & Kootenai Tribes
Located in St. Ignatius,
MT 406-675-0160 or 406-370-7355

Hours of operation—Monday thru Thursday 6am-5pm
Friday's 9am to 5pm
Visual Design  Three Chiefs Culture Center
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).
• 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.
Information Accessibility  Colville Tribal Museum

qe?ciwyew  |  lámlamt  |  limlimt  |  Thank you

512 Mead Way, Coulee Dam, WA 9916
(509) 633-0751 | Email

Tuesday through Saturday, 9:30am to 5pm
May 15 through November 2nd, 2019

Colville Tribal Museum and
Fort Okanogan Interpretive Center 2019 Visitor Season

The Colville Tribal Museum
512 Mead Way  Coulee Dam, WA 99116
May 15—November 2, 2019
Tuesday-Saturday
9:30 am—5:00 pm
509-633-0751
ctmuseum@couleedam.net
Information
Accessibility

Nez Perce Tribe
Tribal Enterprises

The Nez Perce Tribe is consistently one of the top 3 regional employers in North Idaho, contributing millions of dollars to Idaho's economy.

Nez Perce enterprises include:

The Clearwater River Casino and Lodge
17500 Nez Perce Rd.
Lewiston, ID
P: 208.746.0723

The Ilpe Ye-Ye Casino
419 Third St.
Kamiah, ID
P: 208.935.7955

The Camas Express Convenience Store
1823 US-95 BUS
Winchester, ID
P: 208.924.6992

Contact Us
Tribal Enterprise Executive Office, 208-863-7407
Tribal Gaming Commission, 208-621-4744

Resources
All Nez Perce Tribe certified Indian businesses (PDF, 2.5 MB)

More in this section
Enterprises
Native American Entrepreneurs

AIANTA
American Indian Alaska Native Tourism Association
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
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.
• 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
Page content
Welcome visitors

• Is your home page inviting?
Content 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
Engaged and entertaining

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

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.visitcherokeenc.com
• Itineraries are a great way to showcase the “what”. 

Navajo Tourism Department
www.discovernavajo.com
Content  Where are you located?
Maps are always a good idea.
Proximity to major national parks.

Pine Ridge Area Chamber of Commerce
www.pineridgechamber.com

Visit Yurok Country
visityurokcountry.com
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
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/
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
Don’t forget artists and artisans!
Tribal artists and artisans

- 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
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

Lillian Pitt
lillianpitt.com
Thank you!

Bruce Rettig
Travel Writer/Photographer
Cell: (530) 412-194
Email: brettig@aianta.org
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

Navajo Nation Information

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 Navajo Island shoreline.

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

Salmon King Fisheries Information

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

Salmon King Fisheries

salmonkingfisheries.com
brigette@salmonkingfisheries.com
3240 Walsey Lane, Suite #2
Warm Springs, Oregon 97761
541-980-5680

The Confederated Tribes of Warm Springs
Museums and cultural sites

Museum at Warm Springs

Museum at Warm Springs Information

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 Shilite 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 The Confederated Tribes of Warm Springs.
Historic and cultural sites

Confluence at Cape Disappointment State Park Information

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.
Events and powwows

Stewart Father’s Day Powwow Information

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

Northwest Native Expressions Art Gallery

Northwest Native Expressions Art Gallery Information

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 Old Native Americans
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.

See All Northwest Experiences on a Map
Discover Native America: Pacific Northwest Tour - Part 1

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" (Squaxin Island), was the first building constructed on a public campus that is based on Native American traditions that exist to provide service and hospitality to students, faculty, visitors and the surrounding Native Communities. Its 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'em\dɪg\'wə\l\tə\k\k\') - 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.

Trip Route
Day 1
1. Makah Museum Cultural & Research Center
2. The Coders at Dungeness Golf Club
3. Northwest Native Expressions Art Gallery
4. Suquamish Clearwater Casino Resort

Day 2
1. Suquamish Museum
2. 6th Generation at Pilchuck Glass Market
3. Hilotx Cultural Center & Natural History Preserve
4. Tulalip Resort Casino

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
Quinault Beach Resort & Casino
Booking Widget – FareHarbor
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
2) Contact us! brettig@aianta.org
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 lctriballegacy org and add yourself, or someone you know, to the ongoing list of Good People.

Circle of Tribal Advisers 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
Leila Abrahamson
Rose Ann Abrahamson
Aboriginal Shamans Tribe
Ann McCormack Adams
Arkara Old Scout Singers
Arvon Adams
Arvon Adams
Joy Adams
Louis Adams
Steve Adams
Affiliated Tribes of Northwest Indians

George Aguilar, Jr
Alaska Native Museum & Cultural Center
Beaurec Acek
Lummi Alexander
Barbara Allen
James Logan Allen
Patricia Allen
Phil Allen
Sylvester Alley
Richard Alexander
Alliance of Tribal Tourism Advocates (ATTA)
Blake Alvarez
Hugh Ambrose
Mauro Ambrose
Stephen Ambrose (in memoriam)
Stephenie Antone-Tubbs
American Indian Alaska Native Tourism Association (AANNTA)
American Philosophical Society
American Rivers
Roger Amenman
The Lewis and Clark mission included building relationships with tribes they met along the trail.
Tribal relationships with Lewis and Clark
Tribal stories of the Lewis and Clark expedition and their importance today
• 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-shape 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.

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

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

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 >
Landing page on LewisAndClark.travel
Featured tribal destinations, and newsletter signup.
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.
Tip sheet Helpful information for writing descriptions and photography

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.
Thank you!

Bruce Rettig
Travel Writer/Photographer
Cell: (530) 412-194
Email: brettig@aianta.org
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

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)

Demand for Video Content is Increasing

54% of consumers want to see more video content from a brand or business they support. (HubSpot, 2018)
Online video provides potential visitors a taste of what you have to offer.
Online videos engage potential visitors, increasing your website and social media reach. Keep them short, but interesting or impactful.
WELCOME TO ICY STRAIT POINT
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 from their original villages 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 grew up around the new community. Trains and ferries connected Hoonah to the outside world.

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 Point Tribal Dance and Cultural Legends
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

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 a key. Signs with audio stop numbers are located near each building on the map. You may reman 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 9 to leave a message.

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

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 alumna or employee from the Stewart Indian School. To download a podcast to your computer or smart device, click on the download button.

To download, CLICK HERE.

160 Wa Pai Shrine
Terry McIntire, local anthropologist, shares the history of the Wa Pai Shrine. Talk with the Great Basin Native Americans who lived on the reservation and hear the cooperative work days. CLICK HERE for more information about the Wa Pai Shrine.

18 Old Gym & Athletic Fields
Judge Robby Wilks shares fond memories of being the boxing coach and the assistant football coach for Stewart. He vividly describes some of his favorite memories in both the old gym and on the football field. CLICK HERE for more information about the Old Gym and Athletic Fields.

6 Steam Tunnels
The entire Stewart Campus was heated by steam from underground tunnels which were 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.

119 Welcome Message
Executive Director of the State of Nevada Indian Commission, Sherry S. Rupple, gives a welcome and brief history of the boarding school era and the Stewart Indian School.

Download

110 Welcome Message
Executive Director of the State of Nevada Indian Commission, Sherry S. Rupple, gives a welcome and brief history of the boarding school era and the Stewart Indian School.

Download
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.
When interviewing, let the speaker tell their story.
TRADITIONAL CULTURE

Click on Category below to view video selections

Homelands

Lifeways

Languages

Inter-Tribal Relationships

Cultural Identity

Baker, Frederick

Mandan Agriculture

Baker, Gerard

A Time of Listening

Bearchum, Cecelia

Ancestry

Living by the Seasons

Benson, Edwin

What the French Called Us

Big Day, Heywood

Petroglyphs
Traditions and Nez Perce Tourism
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

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

- YouTube: 81%
- Facebook: 69%
- Instagram: 40%
- Pinterest: 31%
- LinkedIn: 28%
- Snapchat: 25%
- Twitter: 23%
- WhatsApp: 23%
- TikTok: 21%
- Reddit: 18%
- Nextdoor: 13%
Share, Share, Share!

Share content across ALL platforms. All the most popular social media platforms allow video upload and share.

• When choosing social media options, think about your audience—age and demographic. These things play a role on what social apps people use.

• Adults under 30 are more likely to use Instagram, Snapchat and TikTok. If this is your target audience, utilize these platforms most. If not, consider using YouTube and Facebook to share videos.
The AIANTA Lewis and Clark National Historic Trail Team
Outreach

Gail Chehak
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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
NEW! What’s New in Indian Country Tourism webpage (AIANTA.org)

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

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**
Thank you!

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