



American Indian Alaska Native Tourism Association (AIANTA)

For nearly two decades, the American Indian Alaska Native Tourism Association (AIANTA) has served as the national voice for American Indian nations engaged in cultural tourism. In addition to serving as the voice for Indian Country tourism, AIANTA provides technical assistance and training to Tribal nations and Native-owned enterprises engaged in tourism, hospitality and recreation. AIANTA's mission is to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

American Indian Tourism Conference (AITC)

The American Indian Tourism Conference: In partnership with a tribal organization, AIANTA hosts the only national conference dedicated to Indian Country tourism every fall.

www.aianta.org/aitc

NativeAmerica.travel

NativeAmerica.travel is the only destination website representing American Indian, Alaska Native and Native Hawaiian visitor destinations and experiences. The site showcases dozens of unique Indian Country experiences and more than 200 Native-owned businesses.

Tribes, tribal enterprises and Native-owned hospitality businesses are encouraged to share their cultural experiences by securing a complimentary listing.

www.NativeAmerica.travel



AIANTA Programs

Education & Training

Go International: This two-day training held every April introduces tribes and Native-owned businesses to the packaged travel market. www.aianta.org/go-international

Professional Certificate Program in Cultural Heritage Tourism: Explore the fundamentals of tribal tourism planning with the Professional Certificate Program in Cultural Heritage Tourism offered by AIANTA in partnership with university programs. The online program brings together industry experts who help students explore the importance of including authentic Native American cultural experiences in their tourism planning. www.aianta.org/cultural-heritage-certificate

Webinar Series: AIANTA has teamed up with industry and federal partners to provide a series of webinars on resource development opportunities and other tourism-related topics. www.aianta.org/webinar-series

Town Hall Series: AIANTA's interactive Town Hall Series provides a forum for a two-way dialog about major initiatives for the coming year.

www.aianta.org/aianta-town-hall-series



Cultural Tourism Funding Opportunities

AIANTA collects funding opportunities from federal agencies and other non-profit and for-profit organizations that may be of interest to Indigenous or Native American tourism and hospitality enterprises looking to grow their tourism, culture, heritage, arts, agritourism or other culture and heritage programming.

www.aianta.org/funding-for-cultural-tourism

Tribal Agritourism

AIANTA's carefully curated *Case Studies in Tribal Agritourism* handbook was developed to serve as inspiration for ranchers, farmers and other Native food producers interested in sharing culture, heritage and traditional food systems through tourism programming. www.aianta.org/agritourism

AIANTA's Impact

Networking: The annual American Indian Tourism Conference attracts more than 300 tribal leaders, industry tourism professionals and industry partners every year.

"I attended [last year's AITC] and it was the best economic development conference I have been to. I gained a great deal and it was life-changing."

— LeAnn Littlewolf, American Indian Community Housing Organization

International Marketing: Since AIANTA began its international marketing program, overseas visitors have nearly tripled. In 2019, Indian Country welcomed nearly 2 million overseas visitors, a new record.

Media Impressions: AIANTA's PR efforts have resulted in more than 50 million impressions for the tribal tourism industry.

Leadership: AIANTA worked with tourism leaders to gather support for the Native American Tourism Improving Visitor Experience (NATIVE) Act, mandating that federal agencies with tourism functions include tribal enterprises in their tourism plans.

"AIANTA has given us inspiration that we really can reach our dreams. Tourism in my Tribe is an untapped resource. Even as the largest tribe in California, we haven't had the resources to focus on tourism and everything that goes with that. The conversations that we have had because of AIANTA has led us to other economic opportunities and opened our eyes to other possibilities we didn't see before."

--Linda Cooley, CEO, Mad River Brewing (Yurok Tribe)



Visitor Outreach

International Marketing: AIANTA's international outreach efforts include attending the top tourism trade shows in the U.K., Germany and Italy, including Brand USA Travel Week, Showcase USA Italy, ITB--Berlin, as well as the U.S. Travel Association's international trade show, IPW and the National Tour Association's Travel Exchange. www.aianta.org/international

Domestic Trade Shows: AIANTA maintains a robust presence at the top tourism, hospitality and Native association trade shows around the country, including RES, NIGA, NCAI and many more.



AIANTA Partnerships

AIANTA has partnered with numerous allied agencies, organizations and industry associations, including Department of the Interior, National Park Service, Bureau of Indian Affairs, Department of Commerce, the National Travel & Tourism Office, U.S. Travel Association, Brand USA, Lewis & Clark National Historic Trail, Juan Bautista de Anza National Historic Trail, Leave No Trace, National Oceanic and Atmospheric Administration, Native American Agriculture Fund, America250 and many others. Connecting these partners with tribal tourism enterprises helps drive expanded networks and greater awareness for the industry as a whole.

Lewis & Clark National Historic 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 www.LewisandClark.travel as well as www.NativeAmerica.travel.

Anza National Historic Trail

AIANTA is also chronicling the stories of the tribes located along the Anza National Historic Trail in a three-year partnership with the National Park Service. The project includes educational webinars, a print and online guidebook and a first-of-its kind map, that will translate key locations along the trail back in the original native languages. www.aianta.org/anza-trail



Trade Show Guides



- Infographic: The Importance of Cultural Heritage Tourism
- Native American Tourism Experiences for 2021
- Native American Tours
- Pre-Columbian Sites in the U.S.

View a complete set of our trade show materials at www.aianta.org/RES.



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