

Native Tourism is a \$14 Billion Industry

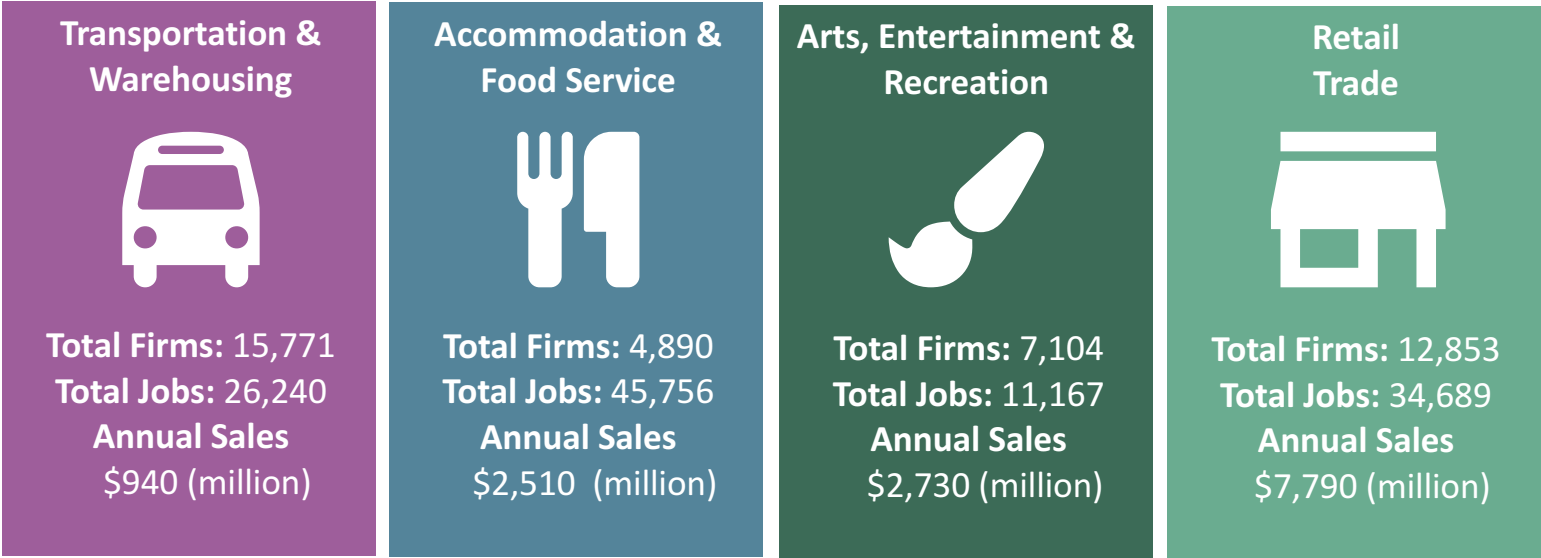
One in four American Indian, Alaska Native, Native Hawaiian (AIANNH) firms are hospitality industry businesses

Key Findings

- AIANNH hospitality businesses contribute **\$14 billion** in annual sales.
- **One in four (26%)** of all AIANNH businesses are in the hospitality industry.
- **79%** of AIANNH hospitality businesses are self-employed professionals.
- There are **154,350 total AIANNH businesses**, and they account for .05% of all total U.S. businesses.



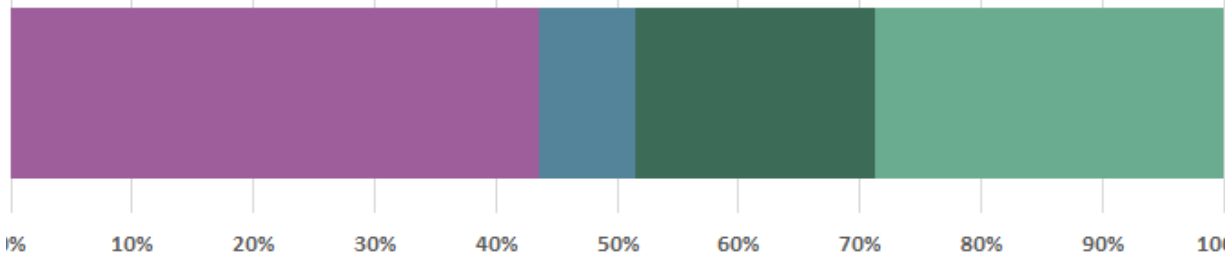
AIANNH Hospitality Businesses by Type



% of all Businesses with Employees

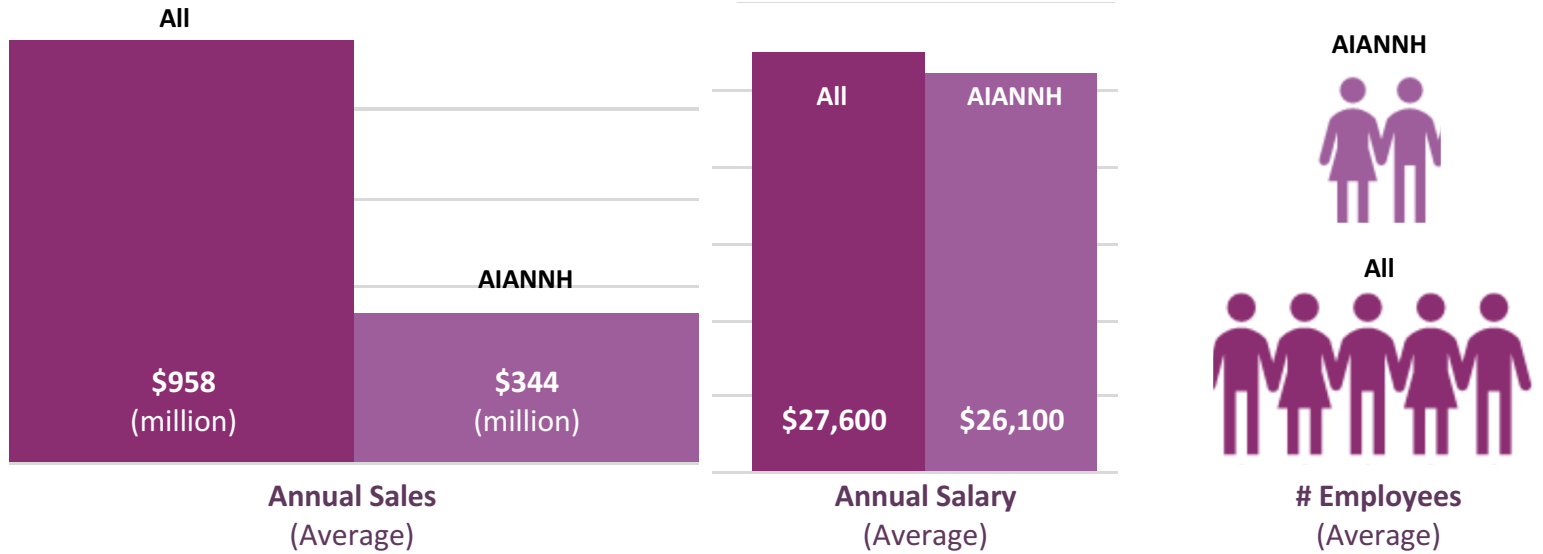


% of all Self-Employed Businesses



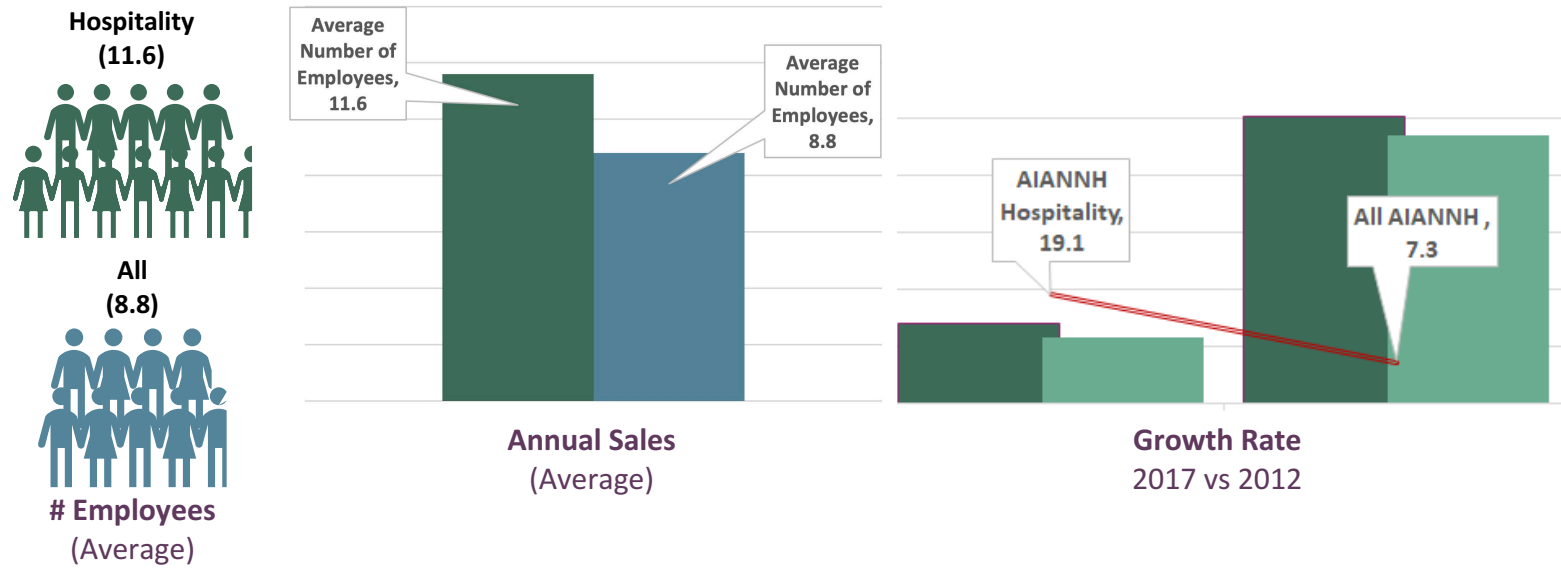
Hospitality Businesses: All vs. AIANNH

Native-owned hospitality firms are smaller in scale than other U.S. tourism companies

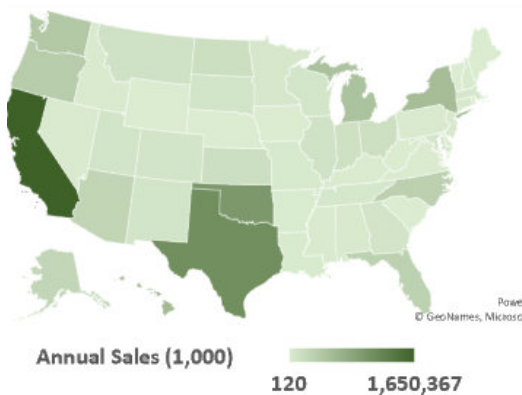
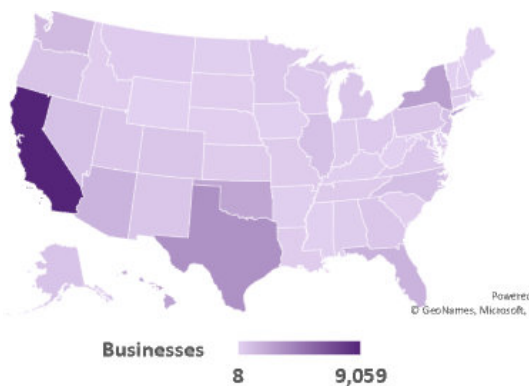


AIANNH Businesses: Hospitality vs. All

Native-owned hospitality businesses outperform all Native-owned businesses. In 2017, as compared to 2012, all AIANNH businesses grew by 7.3 percent while AIANNH Hospitality Businesses grew by 19.1 percent, nearly triple the rate.



Top States



Number of AIANNH hospitality businesses by state

Annual sales for AIANNH hospitality businesses by state

Economic Impact of Indigenous Tourism Businesses

This report describes American Indian, Alaska Native, and Native Hawaiian (AIANNH) owned businesses in the U.S. tourism and hospitality sector, including (1) accommodations & food services; (2) arts, entertainment & recreation; (3) retail trade; and (4) transportation & warehousing. The data used in this analysis were obtained from the U.S. Census, Annual Business Survey 2017 (ABS) and U.S. Census Non-Employer Statistics by Demographics 2017 (NESD). The ABS contained information on business ownership, while the NESD data contain non-employer's statistics by demographics in the U.S.

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