

23RD ANNUAL AMERICAN INDIAN TOURISM CONFERENCE

OCTOBER 25-28, 2021

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AIANTA
American Indian Alaska Native
Tourism Association



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2021 AITC



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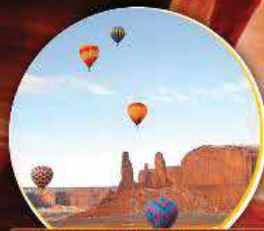
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Imagine a place where beauty, mystery and natural wonders surround you at every turn. Where ancient ruins await to unveil their secrets, and where tradition and history are one with the earth.

Located at the crossroads of Utah, Arizona, Colorado and New Mexico, the great Navajo Nation is a land of striking contrast spanning some 27,000 square miles. Sprinkled with lakes and ponds, stunning plateaus, lush gorges and sandstone walls, it is easy to appreciate why the Navajo people have such a strong connection with the land.

Humbling you with its magnitude and enchanting you with its hidden marvels, this sacred land has been safeguarded by the Navajo Parks and Recreation Department since 1964. Dedicated to protecting, preserving and managing the tribal parks, monuments and recreations arena, this department seeks to ensure the lasting enjoyment and benefit of the Navajo Nation. In addition, the Navajo Parks & Recreation Department also strives to maintain Hozhoo', the harmonious balance between man and nature, and hopes all people will become educated and enthusiastic stewards of the land.

From the world-famous cliffs of Monument Valley, to the carved red sandstone gorges of Antelope Canyon, countless curiosities juxtapose the endless blue desert skies. Spend an afternoon taking in the finely layered upper limestone cliffs of the Little Colorado River Navajo Tribal Park, or learn more about the native wildlife at the Navajo Nation Zoo and neighboring Navajo Nation Museum.

The Four Corners Monument is one of the Navajo Nation's most unique landmarks. A popular location for movie and TV shoots, this is the only place in the United States where four states intersect at one point.

Pay homage to the many Navajos who served in the U.S. Military at Window Rock Navajo Tribal Park & Veteran's Memorial. Situated at the base of the famous sandstone arch, this memorial was designed and built by the Navajo people.

Finally, Canyon de Chelly is a place where the old and new worlds collide. Dating back nearly 5,000 years, this National Monument is one of the longest continuously inhabited landscapes of North America. A must-see destination for anyone venturing to the area, tourists can explore the ruins of the early indigenous tribes, and meet the Navajo families that live there today.

Whether you're unearthing the past at one of the many tribal parks, monuments or recreation areas, or revelling in the modern culture at events like the Annual Navajo Nation Fair, celebrate the wonders of the southwest and Travel Navajo Nation.

Find out more at: **NAVAJONATIONPARKS.ORG**

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Guwáadzee hauba hanu,

On behalf of the American Indian Alaska Native Tourism Association, Inc. (AIANTA) Board of Directors and staff, we welcome you to our 23rd Annual American Indian Tourism Conference (AITC), the only national conference dedicated to travel and tourism throughout Indian Country.

I want to extend a warm thank you to everyone attending this year's conference, especially our partners and sponsors, without whom this conference would not be possible. We know attending a live conference this year may have been a challenge for some of you. Still, in these times of great challenge,

the Board agreed we should encourage Native tourism organizations to come together to share ideas, learn from one another and plan for the future.

We are thrilled to host an exciting lineup of keynote speakers, including TikTok influencer Patuk Glenn who has been sharing and perpetuating Alaska Native culture through her Instagram channel.

We urge all attendees to maximize your attendance by connecting with sponsors, exhibitors, speakers, and each other. Ask questions, share your experiences, and participate in and enjoy the social events. Take advantage of the AITC Conference App (powered by Whova), a great way to participate and interact more actively and build two times more connections. Get up-to-date event information, personalized schedule, live polls, messages, and exciting photos are all at your fingertips.

Dáwáa'é, and welcome to the 2021 American Indian Tourism Conference!

Emerson Vallo (Pueblo of Acoma)

AIANTA Board President



O me'a''kwa

Greetings everyone and welcome to the 23rd Annual American Indian Tourism Conference (AITC). This year's theme "Reimagine, Re-emerge, Reunite: Stronger Together in Indian Country," reminds us of our priorities. Many Native hospitality organizations took the past year to re-group and focus on making their offerings bigger, better and stronger.

Although the challenges of the past year and a half heavily impacted Indian Country and Cultural Heritage Tourism, we are a strong people and together we are working our way past these challenges as we have for thousands of years.

So many of you I have talked with have exciting new programs on the horizon and I know attendees at AITC will feel energized as they see all that is new and in progress throughout the industry.

Despite tight budgets and limited resources and uncertainty, we as Native tourism marketers must find a way to stay connected with our key audiences and keep them informed on what new opportunities are just around the corner.

The tourism and travel industry is a powerful economic driver. In 2019, it generated more than \$1.87 trillion in economic impact, supported 9.2 million American jobs, accounted for nearly 2.8 percent of the entire U.S. GDP, and continues to be the nation's seventh-largest private sector employer and the country's largest small business employer. Later in the conference, you'll also learn about new research AIANTA has completed specific to the economic impact of Native tourism.

I look forward to connecting with you all this week and encourage you to share your challenges and your successes so we can plan together for a strong 2022.

Boneedwa,

Sherry L. Rupert (Paiute/Washoe)

Chief Executive Officer, AIANTA

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- **Zach Doka**, Community Events, Fort McDowell Yavapai Nation
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- **Gail Manginelli**, Public Relations Specialist, GM & Associates
- **Dawn Melvin**, Tribal Tourism Relations Manager, Arizona Office of Tourism
- **Roann Preston**, Events & Tourism Manager, Fort McDowell Yavapai Nation
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Artisans

Acoma Pueblo Pottery Susan Sarracino (Acoma)	Lomayoosi Designs Quechan/Hopi Metalsmith Jonah Hill (Quechan/Hopi)	Reclaim Designs Enoch Endwarrior (Navajo)	Sunwater Expressions Roy Tenorio
ACONAV, LLC Loren Aragon (Acoma/Navajo)	McCabe Arts Eleanor McCabe	REDCO Ruth Ann Thorn (Rincon Band of Luiseño Indians)	Aaron Alvarez (Navajo)
Ben Begay's Fine Deneh Jewelry Ben Begay (Navajo)	Native Arts and Crafts Natrina Bighumb	Rock Edge Designs Marilyn McReeves	Leroy Begay Navajo Silversmith & Goldsmith
Canyon Design Jewelry Rafina Canyon	Native Swan Tashina Begay (Navajo)	Sands Works and Design Sandy Sands	Marjorie Bilagody (Navajo)
Deerwater Native Arts Colleen Mountain (Navajo)	Navajo/AGD & Associates/NA Anselm Davis (Navajo)	Shinymoon Creations Jennifer Powless	Kawiki Lum-Nelmida (Kanakanaka Maoli, Native Hawaiian)
Dine'/Native Hands Arlene Joe (Dine/Navajo)	Navajo Clothing Judy Jones (Navajo)	Southwest Indian Jewelry Charlotte Alvarez	Sheryl Ringlero (Navajo)
Good Medicine Jewelry Sandy Yazzie	Nez Perce Traditions Gift Shop Stacia Morfin (Nez Perce)	Southwest Indian Jewelry Charlene Johnson	Wendall Sakiestewa (Hopi)
LKW Designz Linda Williams (Kiowa)	Pascua Yaqui/ Mission Enterprises Isabela Lizio (Pascua Yaqui)	Sunset Arts & Crafts Krystal Schultz	Lisa Slim
			Crystal Tohee (Otoe-Missouria/Ioway/Dine')
			Diane Tully (Navajo)

Exhibitors

106 Group	Fort McDowell Destination/ Wekopa Casino Resort	Miles Partnership
Amaktoolik Studios	Grand Canyon Resort Corporation	Navajo Nation Parks & Recreation
America250 Foundation	Grand Canyon University	National Center for American Indian Economic Development (NCAIED)
Arizona American Indian Tourism Association	Inn of the Mountain Gods	Oglala Lakota Living Village
Arizona Office of Tourism	Kansas State University Tribal Technical Assistance to Brownfields (TTAB)	Paragon Casino Resort
Caesars Entertainment	Klas Robinson QED	Silk Web Consulting & Development
Choctaw Nation	Koahnic Broadcasting Corporation	SweetGrass Trading Company
Coeur d'Alene Casino Resort	Mandan Hidatsa Arikara Nation	Wild Horse Pass Authority
Discover Navajo Yá'át'ééh		



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AITC Emcee



Kainoa Daines (Kānaka Maoli, Native Hawaiian)
Director of Culture & Product Development, Hawai'i Visitors & Convention Bureau

The emcee of the 23rd Annual AITC, Kainoa Daines is the Director of Culture & Product Development for the Hawai'i Visitors & Convention Bureau (HCVB). In this role, Kainoa oversees all Hawaiian cultural aspects within the Visitors Bureau for HVCB Members and manages their Warrior Marker signage program, statewide. He is also Chair of the King Kamehameha Celebration Commission representing the Royal Order of Kamehameha I and has voluntarily chaired the King Kamehameha Celebration Floral Parade since 2011. Kainoa is a former board member of NaHHA, the Friends of 'Iolani Palace and a current member of the King Kamehameha V Judiciary History Center's executive board. He is also a student of Kumu Hula, Kaha'i Toplinski of Ka Pā Hula Hawai'i, a classically trained hālau hula. *Hawai'i Business Magazine* selected Kainoa as one of 20 For the Next 20 in 2011 and *Pacific Business News* included him in the prestigious 40 Under 40 Class of 2018. Meeting Professionals International, Aloha Chapter honored him as Cultural Leader of the Year in 2019.

AITC Schedule-At-a-Glance

Sunday, October 24

11 a.m.
AIANTA Charity Golf Tournament

Monday, October 25

8 a.m. – 5 p.m.
Mobile Workshops

1 p.m. – 5 p.m.
Business of Art

6 p.m. – 7:30 p.m.
Opening Reception

Tuesday, October 26

7:30 a.m. – 5 p.m.
Exhibit Hall Open

8 a.m. – 10 a.m.
Opening Ceremonies / Regalia Day

10:30 a.m. – noon
Break Out Sessions "1"

12:15 p.m. – 1:30 p.m.
Luncheon & General Session

1:30 p.m. – 3:15 p.m.
AIANTA Town Hall / Information Gathering Session

3:45 p.m. – 5 p.m.
AIANTA Regional Meetings

Wednesday, October 27

7:30 a.m. – 5 p.m.
Exhibit Hall Open

7 a.m. – 8:30 a.m.
Networking Continental Breakfast

8:30 a.m. – 10 a.m.
Plenary Session

10:30 a.m. – noon
Break Out Sessions "2"

noon – 1:45 p.m.
Luncheon & General Session

2 p.m. – 3:15 p.m.
Break Out Sessions "3"

3:45 p.m. – 5 p.m.
Break Out Sessions "4"

Thursday, October 28

1 p.m. – 4 p.m.
Exhibit Hall Open

7:30 a.m. – 8:45 a.m.
Networking Continental Breakfast

8:45 a.m. – 10:15 a.m.
Break Out Sessions "5"

10:45 a.m. – 12:15 p.m.
Break Out Sessions "6"

12:15 p.m. – 2 p.m.
Luncheon & General Session

2 p.m. – 3:15 p.m.
Break Out Sessions "7"

4 p.m. – 5 p.m.
The Heart Speaks (Closing Session)

6 p.m. – 7 p.m.
No-Host Happy Hour

7 p.m. – 10 p.m.
Excellence in Tourism Industry Awards

Download the AITC Conference App



The AITC Conference App is live! Access the [Whova App](#) through the app store on your mobile device. Search for "AITC 2021" once you download the app. Past AITC attendees can access the [Whova App](#) and update their stored information and preferences from last year.

Please update your profile to include your full name, title and location and don't forget to introduce yourself in the community section.

Registrants can also access the [Whova App](#) from your browser by visiting whova.com/portal/webapp/aitc_202110/, but the browser has limited features and the mobile app is best for full access.

The app provides a full AITC schedule including information on all speakers and sessions. It is also a great place to connect with other attendees by sharing updates and photos before and during the conference.

[See you all on the AITC Conference App.](#)



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Keynote Speakers



Bernadine Burnette, President, Fort McDowell Yavapai Nation

A descendent of the late Carlos “Wassaja” Montezuma and the late granddaughter of Margaret Dickens, Bernadine Burnette has led the Fort McDowell Yavapai Nation for more than two decades – during which time she has held the position of Secretary, Vice President and, most recently, President. Leveraging her work experience for four decades, her hard work and dedication have resulted in substantial tribal economic growth including the new award-winning We-Ko-Pa Casino Resort. Recently named one of the Most Influential Women in Arizona Business, Burnette also currently serves as President of the Inter Tribal Council of Arizona (ITCA) and Vice President of the Inter Tribal Association of Arizona (ITAA), and has held previous positions as President and Vice President of the Arizona Indian Gaming Association and Secretary of the National Indian Gaming Association.



John De Fries (Kānaka Maoli, Native Hawaiian), President & CEO, Hawai'i Tourism Authority

John De Fries serves as president and chief executive officer of the Hawai'i Tourism Authority (HTA). HTA is the State of Hawai'i's agency responsible for strategically managing its support of the tourism industry, with the mission to manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

Born and raised in Waikīkī, De Fries was raised by family elders steeped in Hawaiian culture. He has more than 40 years of professional experience in the tourism and resort development industries. His recent visitor industry experience includes serving as executive director of the Native Hawaiian Hospitality Association. He is also president and principal advisor for Native Sun Business Group, a business consulting and project management firm focused on Hawai'i's hospitality and real estate development industries.



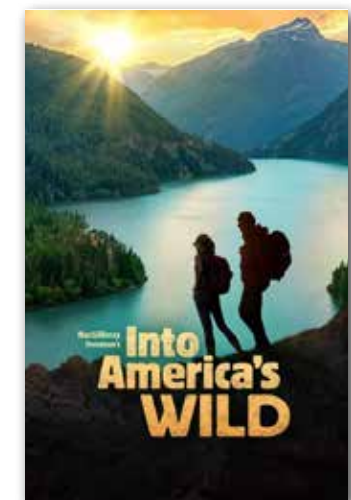
Patuk Glenn (Inupiaq), Executive Director, Arctic Slope Community Foundation

Delivering the “The Heart Speaks” Keynote Speech during the AITC closing session, Patuk Glenn is the Executive Director of the Arctic Slope Community Foundation (ASCF). Over the years, Patuk has worked to help promote and preserve the Inupiaq way of life in various capacities. In early 2020, at the realization of the life-changing global pandemic, Patuk began creating cultural, educational and generally fun video productions for TikTok. Seemingly overnight the videos went viral. One video in particular, a short one-minute video created about her family's ice cellar used to store subsistence foods such as bowhead whale, caribou and seal, was featured on national media sites that created a following of more than 130,000 fans. Patuk uses her influence to uplift Inupiaq culture, and teach the world about the beauty and challenges of life in the Arctic.

Into America's Wild

Courtesy of Brand USA

On Wednesday, delegates will view the trailblazing film that explores America's Wild Places in the company of Native American astronaut, John B. Herrington (Chickasaw Nation) and Alaskan bush pilot and youth advocate Ariel Tweto (Inupiat).



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2021 AITC Agenda

Sunday October 24

11 a.m. – 5 p.m.	AIANTA Charity Golf Tournament <p>Participation in this golf tournament provides you with the exclusive opportunity to play golf on one of We-Ko-Pa’s award-winning courses, considered one of the best golf experiences in the Scottsdale/Phoenix area, while networking with the top Native American tourism professionals around the country.</p>
12:30 p.m.	Shotgun Start

Monday October 25

8 a.m. – 5 p.m.	Mobile Workshops - Sponsored by We-Ko-Pa Casino Resort <p>Fort McDowell Experience</p> <p>Experience the Fort McDowell Yavapai Nation with Fort McDowell Enterprises and learn how the Tribe established its citrus orchards and pecan fields and how Fort McDowell integrated agritourism into its farming enterprise.</p> <p>Tour Guide: Derrick Jones, Fort McDowell Yavapai Nation Tribal Member, We-Ko-Pa Casino Resort Player Services Host</p> <p>Verde Valley / Montezuma Castle</p> <p>Learn the history of the Yavapai people (People of the Sun) on this exploration of the site of the Yavapai creation story, the Montezuma Well, where the people came up from the underworld on the very first corn plant through a giant hole in the ground.</p> <p>Tour Guide: Albert Cornelius Nelson, Fort McDowell Yavapai Nation Tribal Member, Acting Cultural Director for Fort McDowell Yavapai Nation Cultural Center & Museum</p>
1 p.m. – 5 p.m.	Business of Art <p>Designed for artists and tribal arts administrators, this seminar will share tips on building tribal arts programs, working with galleries and museums, organizing local arts markets, developing art trails and building partnerships to promote the arts.</p>
1 p.m.	Welcome <p>Moderators: Gail E. Chehak (Klamath), AIANTA, Tribal Relations and Outreach Manager Lorraine Gala Lewis (Hopi/Laguna/Taos), AIANTA, Research and Outreach Specialist</p>

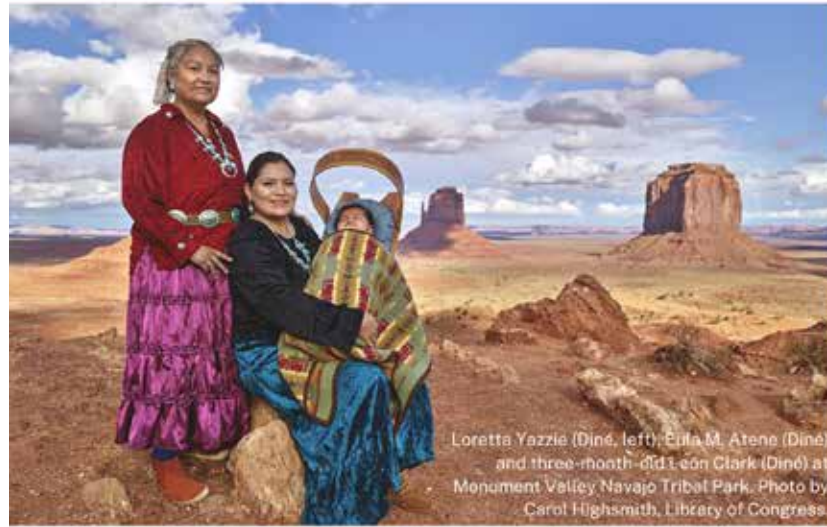
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PROUD DEVELOPMENT OF THE GILA RIVER INDIAN COMMUNITY

1:15 p.m.

Building Authenticity and Promoting Traditional Arts and Crafts

Vicki Cruz (Eastern Band of Cherokee Indians), Manager, Qualla Arts & Crafts Mutual, Inc.

In this session, Vicki Cruz, Manager of Qualla Arts and Crafts will share how they use artworks to strengthen tribal values, create economic opportunities and draw visitors from around the world. Located in the majestic mountains of Western North Carolina, Qualla Arts and Crafts is the oldest Native American Cooperative. Founded in 1946, Qualla Arts and Crafts preserves and promotes the traditional arts and crafts of the Eastern Band of Cherokee Indians showcasing the works of more than 350 members, Qualla Arts and Crafts provides demonstrations and artisan sales at their gallery, at the high school and to the public.

2 p.m.

From Performing Arts to Multimedia Arts Complex

Vicky Holt Takamine (Kanaka Maoli), Executive Director, PA'I Foundation
Jay Rojas (Native Chamorro, Guam), Managing Director, PA'I Foundation

The PA'I Arts Center, established to preserve and perpetuate Native Hawaiian arts and cultural practices for future generations, will explore the development of their programs and give tips to Native artists and performers on sharing culture with visitors. The Center was started by performers who wanted to take control of their presentations and share their authentic culture. Vicky has traveled to advise other tribal performance groups. The Center gives Native Hawaiian artists and cultural practitioners a place to create, practice, display, showcase and market Native Hawaiian traditional and contemporary arts.

2:45 p.m.

Break

3 p.m.

Building a Regional Art Market

Steve Geiogamah (Kiowa), Board Member, AZ American Indian Festival
Geri Hongeva-Camarillo (Navajo), Board President, Arizona American Indian Tourism Association

Organizers of the Arizona Indian Festival share their tips on working with artists and tribes to develop a market that promotes Native cultures. In 2020, the Arizona Indian Festival received AIAITA's Excellence in Tourism Industry Award for Best Cultural Heritage Experience. The festival builds awareness of Arizona's indigenous communities by creating an inclusive inter-tribal event celebrating culture, traditional arts, crafts and foods as well as innovations and trends in Arizona's cultural tourism experiences.

3:30 p.m.

Community Engagement and Supporting Artists

Isaac Curley (San Carlos Apache/Navajo), Founder/Director, Apache Arrows Film Festival
Jeffrey Lazos-Ferns, Creative Principal, Tarra Lazos

Isaac and Jeffrey provide support to the AZ American Indian Festival. They will talk about how to bring new events to your community, introduce the event, engage the community and develop an audience. Building relationships with the artists is important, making them art festival ambassadors, developing educational opportunities and working with them to plan their calendars, engage with customers and promote themselves as part of the event.

4 p.m.

Building Your Career Path

Ruth-Ann Thorn (Rincon Band of Luiseño Mission Indians), Founder/President, Exclusive Collections Gallery

This session will help artists and cultural workers plan their career path and attract a larger audience. Ruth-Ann operates seven successful galleries, develops art collections for major companies and has an artist management company. She will share tips on how to develop your career, whether you are interested in participating in art markets and festivals, wholesale to galleries and other retail outlets, want to work with museums or just sell virtually.

4:45 p.m.

Discussion and Next Steps

5 p.m.

Adjournment

6 p.m. – 7:30 p.m.

AITC Opening Reception
We-Ko-Pa Grille at the We-Ko-Pa Golf Club

Sponsored by We-Ko-Pa Casino Resort

Experience the very best of the magnificent desert southwest. Come to a breathtaking land of outdoor adventure and spectacular panoramic views. Nestled in the majestic McDowell Mountains and the Verde River Valley, just northeast of metropolitan Phoenix, the proud people of the Yavapai Nation welcome you to Fort McDowell. Immerse your spirit in the magic and mystery of a land rich in history and tradition. Here is where you experience the wild west firsthand.

Elder Blessing/Prayer
Calvin “Roddy” Pilcher, Fort McDowell Yavapai Nation Tribal Member

Welcome
Fort McDowell Yavapai Nation President Bernadine Burnette

Welcome
Debbie Johnson, Arizona Office of Tourism Executive Director

Dinner & Cultural Presentation

Maswadae Drum Group

Maswadae, the exciting singing group from the Fort McDowell Yavapai Nation, came together more than nine years ago. As Yavapai, they originally sang traditional Yavapai songs from their family that had been preserved through their ancestors who shared these powerful songs with them. During the 70s, an anthropologist named Sigrid Khera came to Fort McDowell and documented stories and songs of the Yavapai people from their grandfather John Williams and another elder, Mike Harrison, who was the oldest living Yavapai in their community. Utilizing Khera’s extensive recordings, Maswadae learned the old traditional songs, but as time went on, they began writing their own original songs.

Before they were known as Maswadae, they were known as the Blue Stone Singers. Traditionally speaking, the blue stone was worn primarily by men in ancient times and represented protection against bad spirits. Soon after, the group changed their name to Maswadae which means “singers” in their traditional Yavapai language. Singing can bring happiness and can invoke a sense of healing among those who listen, so with all those traits hand in hand, Maswadae set out to inspire tradition and unite people with traditional songs.

Yellow Bird Indian Dancers

Internationally renowned “Yellow Bird Productions” under the direction of Ken Duncan, citizen of the San Carlos Apache Tribe, specialize in cultural presentations that celebrate the unique spirit of the American Indian. For the past 30 years, Yellow Bird has curated a unique repertoire of songs, dances, stories and dialogue that entertain and educate audiences of all ages.

Yellow Bird is a professional family dance company based in Phoenix, Arizona. The group boasts many national dance champions and have been feature performers for many prestigious audiences and institutions.



Tuesday October 26 - Reimagine

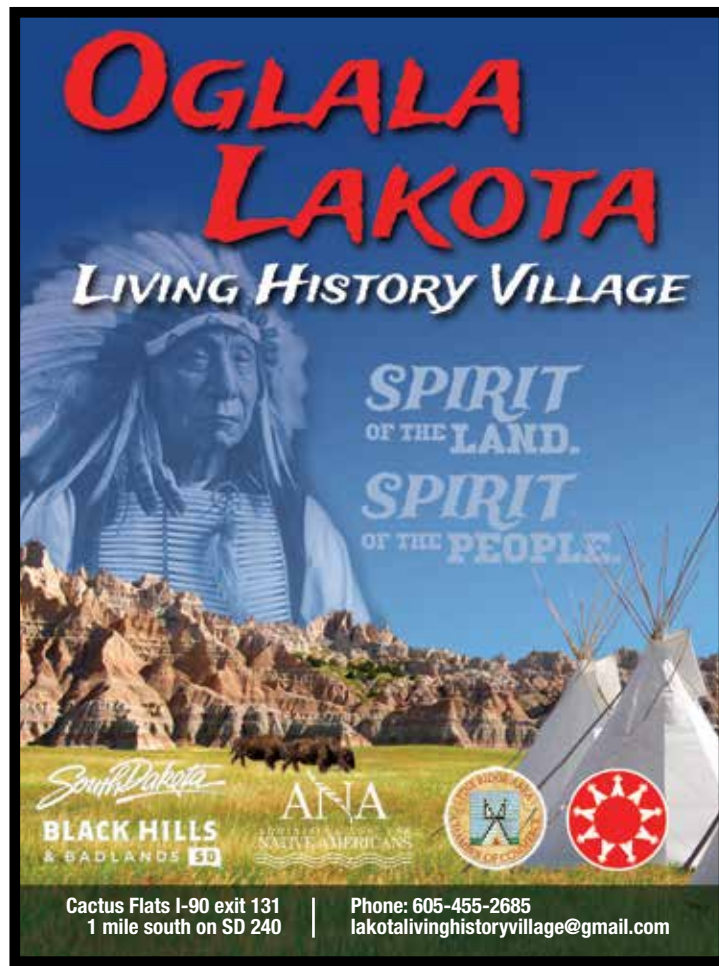
7 a.m – 5 p.m.	Conference Check-in
7 a.m. – 5:30 p.m.	AIANTA Lounge Open Sponsored by Arizona Office of Tourism
7:30 a.m. – 5:00 p.m.	Exhibit Hall Open
8 a.m. – 10 a.m.	Opening Ceremonies/Regalia Day Sponsored by Wild Horse Pass Welcome to the 2021 American Indian Tourism Conference with the theme “Reimagine, Re-emerge, Reunite: Stronger Together in Indian Country.” We are so excited to be reuniting in person this year and ask you to join us in celebrating the future of tourism in Indian Country. Elder Blessing/Prayer Pam Mott, Fort McDowell Yavapai Nation Tribal Member Color Guard Fort McDowell Veterans Association Grand Entry AIANTA requests all attendees wear their regalia for this year’s AITC grand entry AITC Emcee Kainoa Daines (Kānaka Maoli), Director of Culture & Product Development, Hawai’i Visitors & Convention Bureau Fort McDowell Land Acknowledgement Welcome Arizona Governor Doug Ducey (video greeting) Luther Lee (Navajo), Director of Tribal Engagement, Office of Senator Mark Kelly Mayor Ginny Dickey, Town of Fountain Hills President Bernadine Burnette, Fort McDowell Yavapai Nation Emerson Vallo (Pueblo of Acoma), AIANTA Board President Sherry L. Rupert (Paiute/Washoe), CEO, AIANTA
10 a.m. – 10:30 a.m.	Coffee Break in Exhibit Hall with Exhibitors Sponsored by Inn of the Mountain Gods
10:30 a.m. – noon	Breakout Session 1

Session 1A: Driving Increased Visitation Through Data Analysis

Daniel Nāho’opi’i (Kānaka Maoli, Native Hawaiian), Executive Vice President, SMS Research
Jim Harenchar, President & CEO, Principal, Response Marketing Group

As more tourism products emerge, travelers have a greater number of destinations to choose from and vacation planners are overwhelmed with information. For your business to remain successful, you must be strategic in understanding your source markets and competition, and monitor your operations. And as a Native business, you must also be conscious of impacts to your communities and natural environment, while keeping true to your culture.

This session will explore what kinds of research are important to Native tourism businesses and also identify readily available sources of tourism research, including data you may already be collecting as well as data you can use to enhance your database. Finally, it will explore the best metrics to tell your story to stakeholders and funders. The second half of the session will take a dive into applying research techniques to develop a deeper understanding of your customers’ behaviors and interests. You’ll explore the tools and technology that are available in the market today to help you gain a full picture of those interested in your destination. Additionally, you’ll learn how to deploy these insights to increase engagement with your prospect market and develop methodologies to measure success.



Session 1B: Voices of Our Youth - Generational Impacts of Cultural Tourism

Bobbie Chew Bigby, (Cherokee Nation), PhD Student
Jordan Dresser (Northern Arapaho Tribe), Chairman, Northern Arapaho Business Council

This session will address the impacts of cultural tourism on Indian Country from the perspectives of two AIANTA scholars, Jordan Dresser and Bobbie Chew Bigby. Jordan is the Chairman of the Northern Arapaho Business Council on the Wind River reservation. With a Master's degree in Museum Studies and as a filmmaker, Jordan is an advocate for tourism in Indian Country and the positive impacts it can deliver. Bobbie is a Cherokee Nation citizen and PhD student focused on understanding Indigenous-led cultural tourism in her home of Oklahoma, as well as abroad in Aboriginal Australia. Bobbie believes in the potential of tourism for strengthening ties to traditional culture, language and connection to lands and waters. By drawing on their work and study experiences, both Jordan and Bobbie will share their insights and observations in the ways that tourism can empower our youth, communities and cultures. They will also highlight the importance of the AIANTA scholarship in helping them support tourism development.

Session 1C: Tourism Development on the Pine Ridge Indian Reservation

Ivan Sorbel (Oglala Sioux), Executive Director, Pine Ridge Area Chamber of Commerce

The Pine Ridge Area Chamber of Commerce (PRACC), located on the Pine Ridge Indian Reservation, has been involved with tourism development for more than two decades. As South Dakota's second-largest industry, tourism has been identified by PRACC as an economic driver for the reservation. Most recently, PRACC in partnership with the Oglala Sioux Tribe, has developed a new visitor attraction, the Oglala Lakota Living History Village. Located at the gateway to Pine Ridge, in a high-volume visitor traffic area, the attraction will assist the Oglala Lakota people in sharing the Lakota culture.

12:15 p.m. – 1:30 p.m.

Luncheon & General Session

Elder Blessing/Prayer

Pam Mott, Fort McDowell Yavapai Nation Tribal Member

Video Greeting

Senator Brian Schatz (D-Hawai'i)

Keynote Speech: Managing Hawai'i Tourism in a Sustainable Manner

John De Fries (Kānaka Maoli), President & CEO, Hawai'i Tourism Authority
(remote presentation)

In January 2020, Hawai'i Tourism Authority adopted a new strategic plan, the first ever produced in ʻōlelo, the Hawaiian language, that encompasses four pillars: 1) Natural Resources; 2) Hawaiian Culture; 3) Community; and 4) Brand Marketing. Within the plan, HTA is working to ensure Native communities and their indigenous ways of knowing are not forgotten. "We have arrived at a crossroads where we must work to ensure that Native Hawaiians are leading Hawaii's tourism recovery and reimagination," said De Fries in a press release. The strategic plan is predicated on ancestral wisdom and utilizes modern technology to create a regenerative tourism model that will empower Native Hawaiians and all peoples of Hawaii to prosper and thrive.

1:30 p.m. - 3:15 p.m.

AIANTA Town Hall / Information Gathering Session

In AIANTA's first Town Hall of 2022, AITC attendees will have the chance to introduce themselves and discuss their challenges and their successes of the previous year. AIANTA will also introduce it's brand new *Economic Impact of Indigenous Tourism* research, the first-ever research to break down American Indian, Alaska Native and Native Hawaiian-owned hospitality businesses in the U.S. and their economic impact.

3:15 p.m. – 3:45 p.m.

Snack & Chat with Exhibitors

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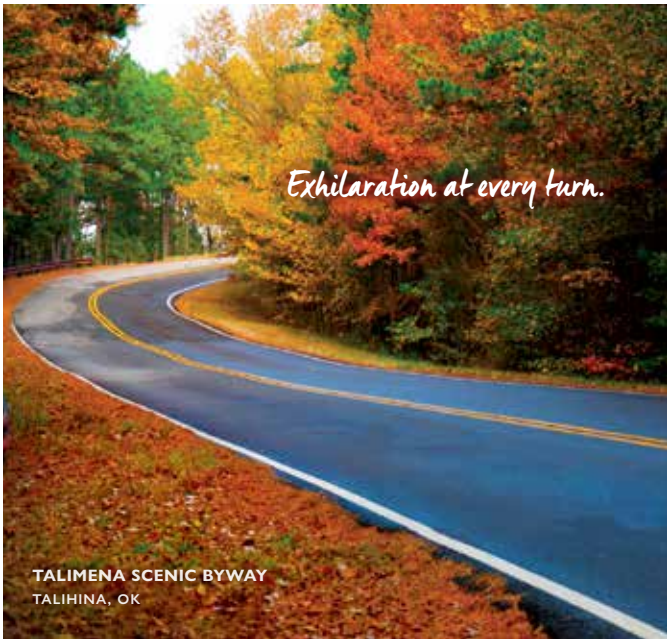
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Akwesasne basket of the Saint Regis Mohawk Tribe

3:45 p.m. – 5 p.m.

Aianta Regional Meetings

Aianta is excited to announce its new regional map, with expanded Native representation across the country. Join members of the Aianta Board of Directors and nearby colleagues to discuss issues and challenges facing your region. Input gathered at these sessions will help Aianta advise decision makers in supporting tribal tourism development and growth, and determine how to best deliver training and other resources.

Northern Alaska

Southeast Alaska

Hawai'i

Central California

Southern California

Northwest (Idaho, Washington)

Pacific Northwest (Northern California, Oregon)

Great Basin (Nevada, Eastern California)

Oklahoma

Rocky Mountain (Montana, North Dakota, South Dakota, Wyoming)

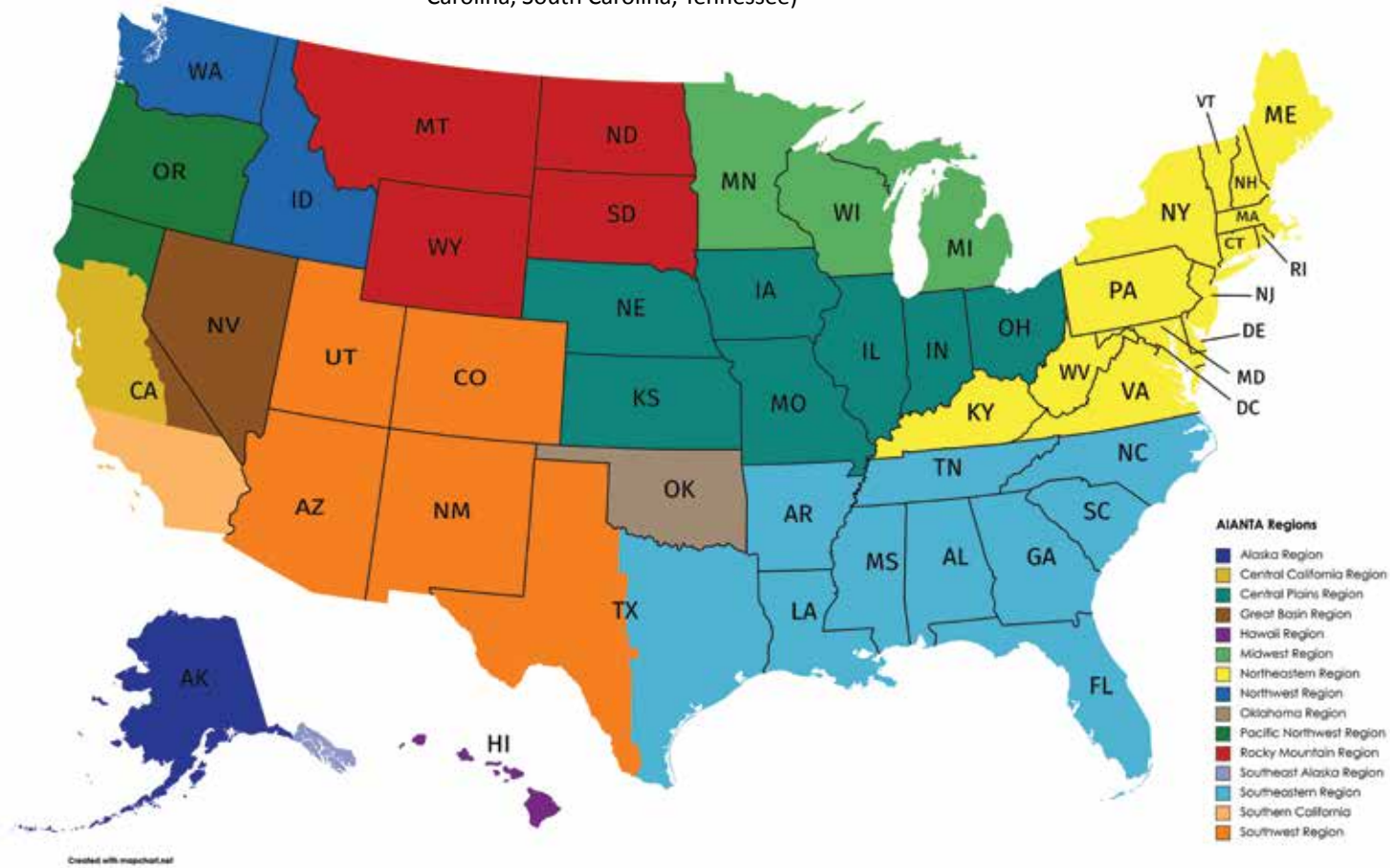
Central Plains (Indiana, Iowa, Illinois, Kansas, Missouri, Nebraska, Ohio)

Midwest (Michigan, Minnesota, Wisconsin)

Southwest (Arizona, Colorado, New Mexico, West Texas, Utah)

Northeast (Connecticut, District of Columbia, Delaware, Kentucky, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Rhode Island, Pennsylvania, Virginia, Vermont, West Virginia)

Southeast (Alabama, Arkansas, East Texas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee)



Wednesday October 27 - Re-emerge

7 a.m – 5 p.m.

Conference Check - In

7 a.m. – 5:30 p.m.

AIANTA Lounge Open

Sponsored by Arizona Office of Tourism

7:30 a.m. – 5:00 p.m.

Exhibit Hall Open

7:00 a.m. – 8:30 a.m.

Networking Continental Breakfast

Sponsored by America250

8:30 a.m. – 10 a.m.

Plenary Session

President & CEO Report

Emerson Vallo (Pueblo of Acoma), AIANTA Board President
Sherry L. Rupert, (Paiute/Washoe), AIANTA CEO

Board President Emerson Vallo and AIANTA CEO Sherry L. Rupert present highlights of AIANTA’s activities during FY2021 and share ideas on how indigenous communities can join AIANTA in marketing Native tourism. Additionally, Emerson and Sherry will introduce AIANTA’s new regional representation map and the newest AIANTA Board members.

Leave No Trace Center for Outdoor Ethics Announcement

Dana Watts, CEO, Leave No Trace Center for Outdoor Ethics

Keynote: Repurposing Tourism at Acoma in a Time of Uncertainty

Governor Brian D. Vallo, Pueblo of Acoma

The same day the first case of COVID-19 was reported in New Mexico, the Pueblo of Acoma issued a Declaration of a State of Emergency. Three days later, the Pueblo implemented an Executive Order that called for the closure of all tribal businesses, including the Sky City Cultural Center and Haak’u Museum which serves as the hub for tourism at Acoma.

The Pueblo’s large population of artisans who rely solely on sales of artwork to support their families, were especially impacted by the ceasing of tourism activity. Additionally, the Haak’u Museum also provides opportunities for intergenerational cultural exchange, language revitalization and programs for artistic expression, however, during the pandemic, the Pueblo realized a setback in its comprehensive initiative to preserve language and traditions.

Governor Vallo’s keynote will highlight the ways in which the Pueblo of Acoma, a tribal nation who has been engaged in tourism since 1907, has responded to the pandemic and how it is preparing for both its short and long-term future.

10 a.m. – 10:30 a.m.

Coffee Break in Exhibit Hall

10:30 a.m. – noon

Breakout Session 2

Session 2A: Introduction to the New Cultural Tourism and Tribal Enterprises Program at San Diego State University

Dr. Katherine Spilde, Professor and Endowed Chair, San Diego State University

In this session, Professor Kate Spilde will provide an overview of San Diego State University’s new online certificate in Cultural Tourism and Tribal Enterprises (CTTE). The new for-credit certificate, developed by the L. Robert Payne School of Hospitality and Tourism Management, will bring together academic and industry experts who will provide tools for tribal tourism

planners to develop strategies to sustain a balance between the tribal cultural environments, economic development, tourism promotion and recreational use.

As part of the program, which begins in January 2022, students will learn global best practices in the effective organization, administration and supervision of tribal cultural sites, recreation and tourism agencies and leisure-related tribal businesses, including tourism agencies, tribal gaming and hospitality operations and sacred sites. The CTTE program will consist of two levels with each level including eight weeks of online instruction through SDSU Global Campus.

Session 2B: Picture Perfect: How to Develop a Successful Photography Tour

Larry Burton, Professional Photographer
Bruce Rettig, AIANTA Tribal Content Developer

Amateur and professional photographers are always on the hunt for capturing vivid imagery. Area attractions, landscapes, wildlife and birdwatching are some of the most photographed spots for enthusiasts and pros alike. In this session, professional photographer Larry Burton uses his experience as a tour guide and photographer to show how tribes can develop and manage photography tours. Larry will provide examples of tours he has created on both tribal and non-tribal lands. Topics discussed will focus on attaining proper permits, approvals, protocols and how to scout an area. Bruce Rettig, AIANTA Tribal Content Developer, will then discuss how photography taken during tribally managed tours can be used in tourism marketing projects, including websites, brochures and social media. Bruce will discuss how the tribal perspective can influence the imagery, and how tribes can tell their story through these photographs while maintaining ownership of the images.

Session 2C: The Benefits of Byways: Economic Opportunities through the National Scenic Byways Program

Mark Falzone, President, Scenic America
Nicole Boyd, Planning Administrator, Red Cliff Band of Lake Superior Chippewa

Scenic Byways are back and in this session you’ll learn how tribes can take advantage of their benefits. In 2019, Congress passed the *Reviving America’s Scenic Byways Act*, reopening national designations for the first time in 12 years, and also restoring funding to the National Scenic Byways Program for the first time in nine years. Join Mark Falzone, President of Scenic America, and Nicole Boyd, Planning Administrator, for the Red Cliff Band of Lake Superior Chippewa in discussing how tribes can pursue scenic byway designations, explore funding opportunities for designated byways, and utilize scenic byways as part of their general tourism development plan.

12 p.m – 1:45 p.m.

Lunch Keynote with General Session

Elder Blessing/Prayer

Calvin “Roddy” Pilcher, Senior, Fort McDowell Yavapai Nation Tribal Member

Video Greeting

Jacky Rosen, Senator (D-Nevada)
Peter Dodge, Manager, Public Policy & Public Affairs, Brand USA

Into America’s Wild

Courtesy of Brand USA

View the trailblazing film that explores America’s Wild Places in the company of Native American astronaut, John B. Herrington (Chickasaw Nation) and Alaskan bush pilot and youth advocate Ariel Tweto (Inupiat).

Session 3A: Harnessing the Power of Parks and Outdoor Recreation for Telling Your Tribal Stories

Rick MacLeod Farley (live via remote), Principal Consultant, Macleod Farley & Associates
Hweqwid Hanford McCloud (Nisqually Nation), Tribal Council Chair, Nisqually Nation

In this session, Rick MacLeod Farley will (live via remote) share clear, practical and useful examples of successful tribal park initiatives, and will speak to the benefits for your tribe, state and national parks and park guests. Hweqwid Hanford McCloud will then dive into the progress his Nisqually Indian Tribe is making working with parks to develop outdoor recreation and attractions within their Nisqually watershed “from summit to sea.” The Tribe has helped secure \$3.9M thus far for Nisqually State Park and is purchasing land near the state park and Mount Rainier National Park. They are working on a new “One Peoples Visitor Center and Outdoor Learning Center,” which will intertwine with the ongoing Canoe Journeys, Medicine Springs, Brighton Creek Healing Center and Braget Farm community cultural center. A new Billy Frank Jr. Statue will be unveiled soon, strengthening Nisqually efforts to tell their own stories. Hweqwid and Rick will then wrap up with a focus on how you and your tribe can become more involved in owning, operating or partnering with parks and outdoor recreation in your territory.

Session 3B: How to Work with Your State Tourism Office

Suzette Brewer (Cherokee Nation), Executive Director, Native American Tourism of Wisconsin
Sarah Leonard, President & CEO, Alaska Travel Industry Association
Dawn Melvin (Navajo/Hopi), Tribal Tourism Relations Manager, Arizona Office of Tourism

For indigenous travel destinations, the marketing hurdles can often seem endless. What are the best steps to market your destination most effectively? Local convention and visitors bureaus and state tourism offices can help, but how do you ensure they present your



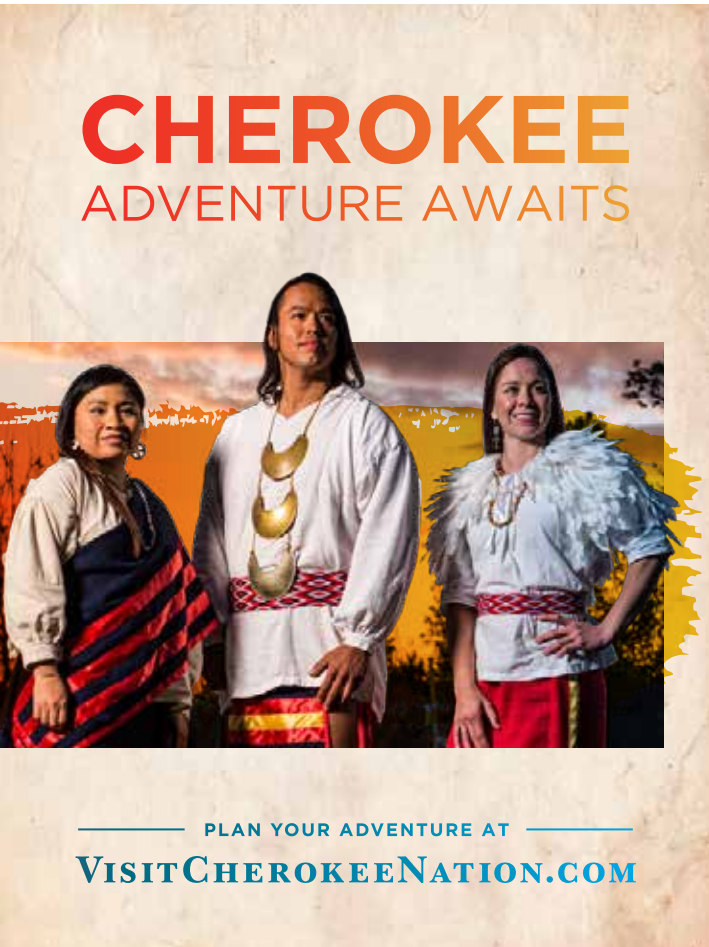
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information in an authentic, respectful manner? In this session. Sarah Leonard, President & CEO of the Alaska Tourism Industry Association, Dawn Melvin (Navajo/Hopi), Tribal Tourism Relationship Manager of the Arizona Office of Tourism and Suzette Brewer, Executive Director of Native American Tourism of Wisconsin, discuss successes in indigenous marketing and how indigenous destinations can work with their state tourism office.

Session 3C: Building a Tribal Arts Program

Jay Rojas (Native Chamorro, Guam), Managing Director, PA'I Foundation
Vicky Holt Takamine (Kanaka Maoli, Native Hawaiian), Executive Director, PA'I Foundation
Ruth-Ann Thorn (Rincon Band of Luiseño Mission Indians), Founder/ President, Exclusive Collections Gallery

This workshop is designed for tribal program planners on how to work with artists to promote tourism. Artists travel throughout the world and can serve as great ambassadors for tourism. Presenters will share how they built their tribal arts programs, from trademarks to cooperatives, galleries and art markets to website directories and public arts programs.

3:15 p.m. – 3:45 p.m.

Snack & Chat with Exhibitors with Exhibitors

Sponsored by Coeur d'Alene Casino Resort

3:45 p.m. – 5:00 p.m.

Breakout Session 4

Session 4A: USDA Rural Development-Programs to Help Finance Tribal Tourism Projects

Tedd Buelow, Tribal Coordinator, USDA (Live via remote)

The U.S. Department of Agriculture (USDA) offers a wide range of programs that can help tribal communities develop and improve housing, infrastructure and economic development throughout rural America. In this session, USDA Tribal Coordinator Tedd Buelow provides (live via remote) an overview of a few select programs that can help tribes and tribal members develop and implement tourism projects both on and off tribal lands.

Session 4B: Building Partnerships Along the Lewis & Clark National Historic Trail

Dan Wiley, Senior Manager, Integrated Resources Stewardship, Lewis and Clark National Historic Trail, National Park Service (Live via remote)
Larry Calhoun, Outdoor Recreation Planner, Lewis and Clark National Historic Trail, National Park Service (Live via remote)
Bruce Rettig, Tribal Content Developer, AIANTA
Lorraine Gala Lewis (Laguna/Taos/Hopi), Research and Outreach Specialist, AIANTA

As we look forward to the future of tourism, research suggests travelers will likely seek out less travelled destinations that are free from crowds, perceived to be safe, and that are known to be clean, green, and pristine. Small group and private travel experiences are going to become more popular, and travelers will demand tourism destinations and enterprises adhere to more rigorous health, hygiene, and sanitation standards. Sustainability has also emerged as a crucial aspect of destination tourism. The National Park Service has increasingly worked to offset the overburden of visitor activities on destinations, while at the same time, making parks more accessible to diverse visitors and allowing them to thrive. Creating a 'regenerative' approach to current and post epidemic for modern tourism, while also generating a positive environmental and social impact, on all involved. During this session, Dan Wiley and Larry Calhoun (live via remote) will discuss steps the Trail has taken to work with local communities in building sustainable tourism programs.

Session 4C: Healing Tribal Tourism

James Klas, Founder and Principal, KlasRobinson Q.E.D., Inc.
Matthew Robinson, Founder and Principal, KlasRobinson Q.E.D., Inc.

Indian Country is in recovery mode after the COVID-19 pandemic and associated economic crisis. The tourism sector had perhaps the most severe downturn of all. As the tribal tourism industry continues to recover and begins to look ahead, when will the industry get back to where it was before, what will be different and how will it grow? Get the latest updates on performance indicators and predictions for 2022.

Thursday October 28 - Reunite

1 p.m. – 4 p.m.	Exhibit Hall Open
8 a.m – noon	Conference Check-in
8 a.m – 1:45 p.m.	AIANTA Lounge Open Sponsored by Arizona Office of Tourism
7:30 a.m – 8:45 a.m.	Networking Continental Breakfast Sponsored by Paragon Casino Resort

8:45 a.m. – 10:15 a.m. Breakout Session 5

Session 5A: Sustainable Tourism: What it Is and How it Can Work for You

Kathleen Andereck, Director, Vice Dean & Professor, Arizona State University
Ben Rupert (Duck Valley Shoshone Paiute and Washoe), Warrior’s Path Native Tours

This session will focus on the basic concepts of sustainable tourism and how it can be a contributor to a sustainable community. The presenters Dr. Kathleen Andereck and Ben Rupert will include an overview of what sustainable tourism really is and present examples of how some indigenous communities have implemented successful sustainable tourism projects.

Session 5B: Pricing Your Product for the Travel Trade

Camille Ferguson (Tlingit), Economic Development Director, Sitka Tribe of Alaska

Whether you have worked with the travel trade for years or are just starting your journey, partnering with members of the travel trade can be an intimidating experience. In this session, Camille Ferguson, Economic Development Director of the Sitka Tribe of Alaska, will introduce why it is important to work with the travel trade and how to create an itinerary that works for your destination or experience. She’ll also share tips on creating the perfect itinerary, including matching your product to a variety of audience types and competitively pricing those components for economic success.

Session 5C: Expanding Cultural Tourism Programming Through Local and Federal Partnerships

Toby Bloom, Director of Recreation, Heritage and Wilderness, SW Region 3,
USDA Forest Service (Live via remote)
Stacia Morfin, CEO, Nez Perce Tourism

In this session, you’ll learn how to use partnerships and alliances to expand your cultural tourism marketing. Toby Bloom, USDA Forest Service Program Manager for Travel, Tourism, and Interpretation, joins the session remotely to share how tribes and tribal communities can tap into federal partnerships through NATIVE Act funding. Additionally, Stacia Morfin, citizen of Nimiipuu (Nez Perce) Nation and Founder of Nez Perce Tourism will share how she promotes the preservation of land, language and identity through cultural tourism and how she worked with local artisans to build a successful online artisan market during COVID-19.

10:15 a.m. – 10:45 a.m. Coffee Break in Exhibit Hall

10:45 a.m. – 12:15 p.m. Breakout Session 6

Session 6A: Reducing Traveler Impacts from Outdoor Recreation in Tribal Communities

Andrew Leary, National Outreach Manager, The Leave No Trace Center for Outdoor Ethics

Outdoor recreation is a driver for many visitors to tribal communities. This visitation, however, often brings many uninformed or careless actions that result in significant impacts to land, water, infrastructure and cultural heritage. In this workshop, attendees will formulate actionable solutions to these reaching travelers ahead of their visits. Attendees will also learn about a visitor education initiative from AIANTA and Leave No Trace aiming to answer the question, “What are Tribal Lands?” Finally, attendees will learn how to get involved with a 2022 pilot program to further educate visitors about responsible visitation and recreation to tribal communities.

Session 6B: Understanding the International Visitor Market

David Huether, Deputy Director of Research, U.S. Department of Commerce

More than 1.75 million overseas travelers reported visiting an Indian Country community in 2019 and those numbers are expected to grow once international travel returns to its pre-pandemic levels. These overseas travelers are an important demographic for tribal tourism enterprises as they tend to stay longer, spend more and have a higher household income as compared to all overseas visitors. In this session, Dave Huether of the National Travel and Tourism Office (NTTO) breaks down who these visitors are, where they are coming from and what they like to see and do when visiting the U.S.

Session 6C: Building Group Business Through Cultural Tourism Programming

Leanne Campbell, Cultural Tourism Coordinator, Coeur d’Alene Casino Resort Hotel

In this session, Coeur d’Alene Tribal citizen Leanne Campbell will present information on how the Coeur d’Alene Casino Resort/Hotel has successfully increased group business by developing a cultural tourism program featuring activities like the Last Battle Tour, Majestic Encounters Eagle Aviary Tour, and a variety of participatory art events. The Coeur d’Alene Casino Resort Hotel, which was awarded the 2019-2020 AIANTA Tribal Destination of the Year Award, works closely with the Tribe to share the history, lifeways, language, traditional arts, song and dance and storytelling of the Coeur d’Alene people. Attendees at this session will learn how they can promote tribal heritage through cultural tourism, how to work with community partners to provide mutually beneficial opportunities and how to build an appreciation of local areas and cultures.

12:15 p.m. – 2 p.m.

Preview Luncheon & General Session

Sponsor: Rincon Band of Luiseño Indians

At today’s luncheon, we get a preview of Luiseño heritage and culture, with our AITC 2022 hosts, the Rincon Band of Luiseño Indians. Next year’s conference will be held in San Diego County, California, at the beautiful Harrah’s Resort Southern California. You’re going to want to come early to this conference to soak up all the outdoor activities, including a one-mile trail that runs along the San Luis Rey River, right through the Rincon Reservation and a pool that was listed as one of the Top 10 Resort Pools in Southern California.

2 p.m. – 3:15 p.m. Breakout Session 7

Session 7A: Native Heritage and Grand Canyon National Park; Tribes Lead in a New Management Model

Ed Keable, Superintendent, Grand Canyon National Park
Jan Balsom, Division Chief, Communications, Partnerships & External Affairs, Grand Canyon National Park
Theresa McMullan, CEO, Grand Canyon Conservancy
Mae Franklin, Navajo Nation/Cameron Chapter Resident

Indigenous people have lived in and around the Grand Canyon since time immemorial, yet until recently their cultural heritage and history have been largely unknown by Grand Canyon National Park visitors. In this presentation, Grand Canyon National Park Superintendent Ed Keable and Grand Canyon Conservancy CEO Theresa McMullen will showcase the efforts underway to educate and inspire visitors to this World Heritage Site with new perspectives on Grand Canyon’s indigenous past, present and future. Opportunities for sustainable tourism

and tribes’ economic development are at the heart of these efforts, requiring considerable commitment on the part of the Park and tribal partners. What began as re-envisioning the visitor experience at the Desert View Inter-tribal Cultural Heritage site, is expanding throughout the park in a comprehensive strategic plan to allow Native people to share their histories about the Grand Canyon as home. Join this session to learn about the park’s vision for inclusive planning and partnerships, incorporating first-voices and perspectives into all facets of park management.

Session 7B: Cultural Tourism and Youth Programming at the Alaska Native Heritage Center

Tara Bourdukofsky, Cultural Heritage & Education Director, Alaska Native Heritage Center
Jamieann Bell (Ahtna Athabascan), Facility Sales and Cultural Tourism Manager, Alaska Native Heritage Center

Since opening its doors in 1999, Alaska Native Heritage Center has offered youth-centered programming from pre-K through post-secondary school. Youth programming at ANHC includes the Cultural Tourism Summer Internship Program, which provides employment to Alaska Native youth while connecting them to their cultural heritage. Through the program, interns learn from Master Artists, participate in subsistence activities, and gain valuable communication and public speaking skills as tour guide leads. Also, in partnership with the Administrative of Native Americans, ANHC’s ILEAD program works with youth ages 14-24 to plan activities, design events, and host cultural community gatherings through Master Artist classes and paid apprenticeships.

Session 7C: How to Package Your Itinerary: A Step-by-Step Case Study

Richard Launder, President and CEO, Destination America (DA)
Anand Nachtajler, Travel Experience Developer, Destination America

Richard Launder, President & CEO and Anand Viera Nachtajler, Travel Experience Director of Destination America will share insights on how Native destinations can best work with international tour operators, including tips on the best experiences to include in your itineraries. Currently Destination America offers 40 experiences that engage with Native communities across the Americas, according to Richard. Let’s see if we can increase that number.



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3:15 p.m. – 3:45 p.m.

Snack & Chat with Exhibitors

4 p.m – 5 p.m.

The Heart Speaks (Closing Session)

Authentically Sharing Culture

Patuk Glenn (Inupiaq), Executive Director, Arctic Slope Community Foundation

Indigenous people, with their rich culture and heritage have a story to tell. By design, our survival has been based on our ability to teach, learn and share our stories. As Indigenous people we have the power to change our narrative, and with new technology, for the first time, share our own stories with the world.

With more than 130,000 followers, Tik Tok influencer Patuk Glenn (Inupiaq) is a shining example of how the general public is excited and eager to learn about authentic Native culture. Patuk’s story is one of hope, resilience and encouragement. Listen as she shares how she grew up, the role of media in her life and what she is doing now to promote and perpetuate her culture and heritage.

6 p.m. – 7 p.m.

No-Host Happy Hour

7 p.m. – 10 p.m.

Excellence in Tourism Industry Awards Gala and Silent Auction

Theme: Turquoise and Denim

Sponsored by Navajo Nation Parks & Recreation

Join AIANTA for this evening gala event under the stars. Be sure to wear your finest turquoise and denim as we celebrate our final evening together. Don’t forget your digital wallets as this year’s Silent Auction promises to be the best ever, with Native art, travel packages and much more are all available for the highest bidder. And remember, all proceeds support AIANTA’s hospitality scholarship program.

The evening concludes with a celebration of the best of the best during the Excellence in Tourism Industry Awards. All awardees represent tourism entities that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.



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Working With Aianta

For Native-owned hospitality businesses and tribal enterprises, Aianta offers a variety of promotional, marketing and education programs, many for no charge. Below are just a few programs that might be of interest.

Annual American Indian Tourism Conference

Held every fall, the American Indian Tourism Conference (AITC) is the only tourism conference in the U.S. dedicated to Native American, Alaska Native and Native Hawaiian tourism and is a premier showcase for sharing knowledge, experiences and best practices. www.aianta.org/aitc

Education, Technical Assistance & Training

Aianta works closely with the hospitality industry to provide educational opportunities to help tribes and Native-owned businesses build authentic cultural tourism experiences.

Aianta Webinar Series

Aianta produces robust training webinars on a variety of topics, in partnership with tribal and tourism industry experts. www.aianta.org/webinar-series

Go International

For Indian Country destinations and enterprises looking to attract an international audience, Aianta produces the annual Go International training every spring. www.aianta.org/go-international

Cultural Heritage Certificate Programs

Aianta partners with several universities to offer professional certificates in Cultural Heritage Tourism. www.aianta.org/cultural-heritage-certificate

Visitor Outreach

Aianta has been connecting tribal tourism destinations and experiences with overseas buyers and media since 2009. www.aianta.org/international



Marketing & Public Relations

Aianta provides a strong voice for tribes by sharing Indian Country’s unique tourism stories and experiences to media audiences in the U.S. and abroad.

NativeAmerica.travel

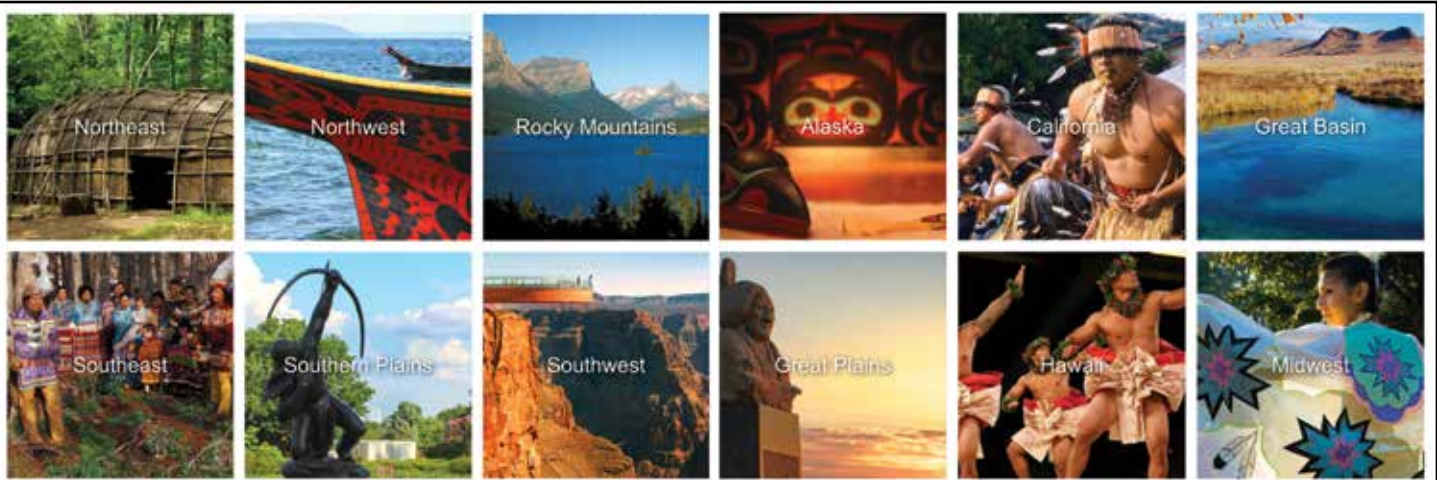
NativeAmerica.travel, Aianta’s consumer-facing destination website provides ideas and inspiration for visiting Indigenous communities and businesses in the U.S. Federally recognized tribes, state-recognized tribes and Native-owned hospitality businesses can claim a page on the website and contribute their experiences, accommodations, attractions, annual events and destinations. www.nativeamerica.travel

Aianta Funding Opportunities

A monthly newsletter produced by Aianta features available grant and funding opportunities that may support funding for cultural, heritage, recreation, tourism and related programs. www.aianta.org/funding-for-cultural-tourism/

Tribal Relations & Outreach

Need assistance navigating Aianta’s resources? The Tribal Relations & Outreach team are available to assist. Start with an email or a Zoom call to learn more about Aianta programming. info@aianta.org



Inspiration, Ideas and Itineraries

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Aianta’s premier destination website—NativeAmerica.travel—connects travelers to the distinctive American Indian, Alaska Native and Native Hawaiian destinations in the United States and is the leading travel resource for visitors seeking authentic, indigenous tourism experiences.



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