



AIANTA Town Hall Series

Tourism Marketing Initiatives for 2022 and Beyond

October 26, 2021

AIANTA Town Hall Series Introduction

On October 26, 2021, AIANTA held the fourth session of four in 2021 as part of its interactive [AIANTA Town Hall Series](#), held in person at the 23rd Annual American Indian Tourism Conference (AITC).

AIANTA's President, Emerson Vallo (Pueblo of Acoma) and CEO, Ms. Sherry L. Rupert (Paiute/Washoe) provided a recap of the three virtual townhalls hosted by AIANTA on April 28, 2021; June 30, 2021; and on September 29, 2021. To see the all the townhall reports, please see AIANTA's Reports and Publications page on our website at <https://www.ainta.org/resources/publications/>.

AIANTA's President Vallo and CEO Rupert followed the recap of the first three townhall meetings with the announcement of the release of brand new research on the *Economic Impact of Indigenous Tourism*. Report author, Daniel Nāho'opi'i (Kānaka Maoli, Native Hawaiian), Executive Vice President SMS Research provided an overview of the research for Town Hall participants. The report can be found [here](#).

The first of its kind report on the economic impact of indigenous tourism report summary was based on 2017 U.S. Census data. Mr. Nāho'opi'i's presentation was followed by an open discussion regarding the opportunities and challenges within the cultural tourism sector for 2020-2021 and looking forward to 2022.

A video of the October 26, 2021 Town Hall Session can be found online at the [AIANTA Town Hall Series](#) page.

The Economic Impact of Indigenous Tourism Business Report was prepared by SMS Research in partnership with the American Indian Alaska Native Tourism Association (AIANTA). The data is based on U.S. Census Data from Annual Business Survey of 2017 and the Non-employer statistics by demographics of 2017 – the most recent data available.

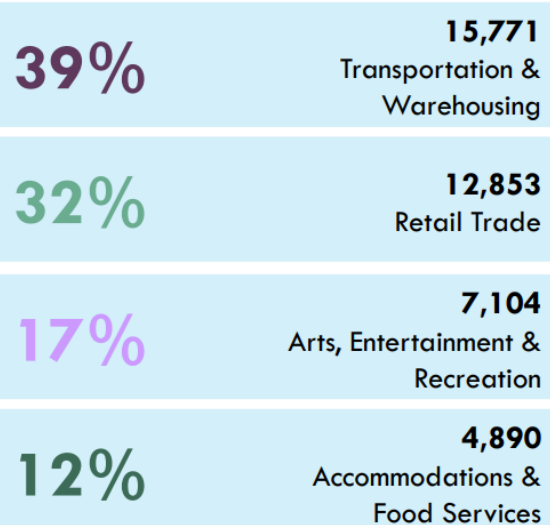
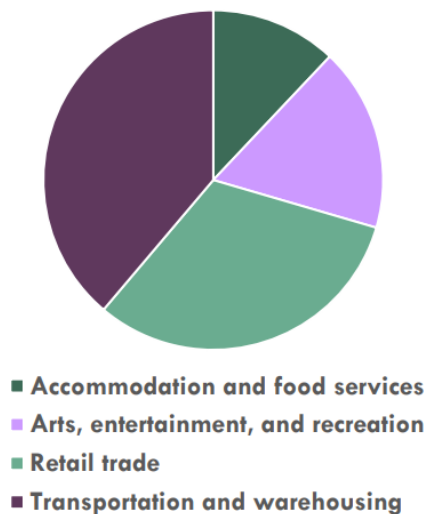
The report is specific to American Indian, Alaska Native and Native Hawaiian (AIANNH) Hospitality Businesses. There are 30,900,293 U.S. Businesses and, of those U.S. Businesses, 154,350 are AIANNH Businesses (.5%) and, of those AIANNH businesses, 40,618 (26%) are hospitality businesses. These AIANNH Hospitality Businesses represent \$14 billion in annual sales.

The business type of AIANNH Hospitality businesses included Transportation and Warehousing; Retail Trade; Arts, Entertainment and Recreation; and Accommodations and Food Services.



Business Type

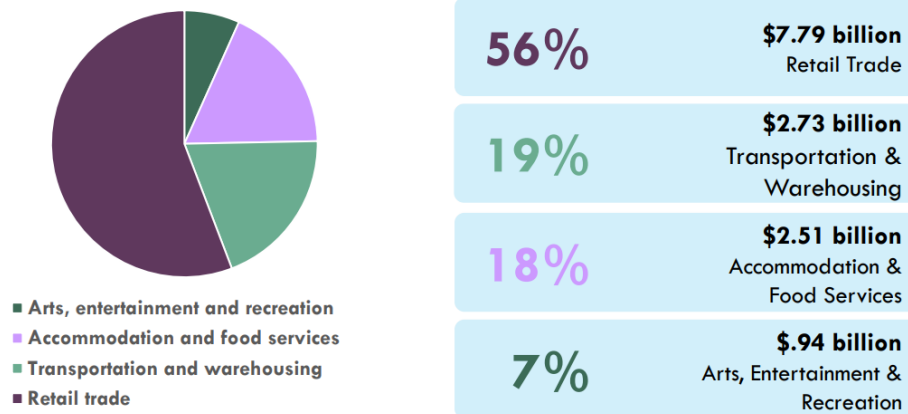
AIANNH Hospitality Businesses



The annual sales from the four types of businesses analyzed as part of the study represent \$14 billion in sales annually with the highest annual sales represented by Retail Trade at \$7.79 billion or 56% of the total annual sales for AIANNH Hospitality Businesses.

Business Type (Annual Sales)

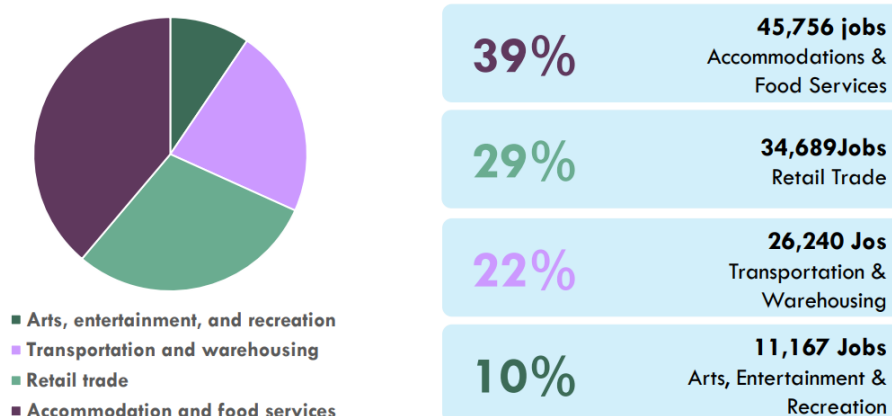
AIANNH Hospitality Businesses



The AIANNH businesses also represent 117,852 jobs with the highest percentage of employment by business type being in Accommodations and Food Services with 45,756 jobs within this business type or 39% of jobs within the AIANNH hospitality business type.

Business Type (Jobs)

AIANNH Hospitality Businesses



A deeper analysis of the employment within the AIANNH Hospitality businesses show that 82% or 33,300 are self-employed and 18% or 7,318 are jobs within firms with paid employees. The data also shows that Retail Trade and Accommodations and Food Services sectors were more likely to employ workers and Transportation and Warehousing along with Arts, Entertainment and Recreation Sectors were more likely to be self-employed. Native-Owned tourism companies were smaller in scale with fewer employees, lower average wage and lower average sales when compared to other U.S. tourism companies.

Performance

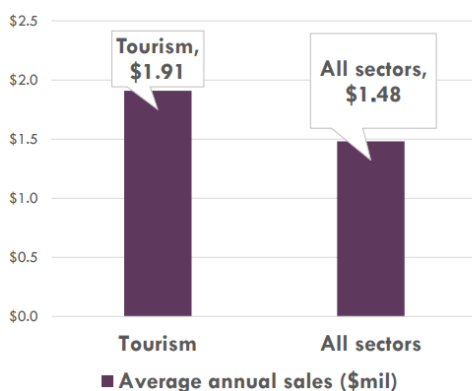
AIANNH Hospitality vs. All Hospitality

	Average Number of Employees	Average Wage per Employee (\$1,000)	Average Sales per Company (\$1,000)
All Companies	5.0	\$ 27.6	\$ 958.4
Native-Owned	2.1	\$ 26.1	\$ 343.8

However, AIANNH Hospitality companies, when compared to all AIANNH sectors, has higher average annual sales.

Performance (Annual Sales)

AIANNH Hospitality vs. AIANNH All

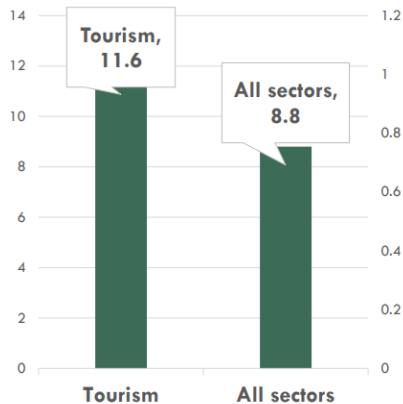


\$1.91 million (average)
AIANNH, Tourism

\$1.48 million (average)
AIANNH, All

Further, these companies, when compared to all AIANNH sectors also hires more employees on average.

Performance (Employees) AIANNH Hospitality vs. AIANNH All



11.6 Employees (average)
AIANNH, Tourism

8.8 Employees (average)
AIANNH, All

There has also been significant growth in the hospitality sector from 2012 to 2017 of 19%, this compared to only 7.3% growth in sales for all AIANNH Firms during the same period.

Performance (Growth) AIANNH Hospitality vs. AIANNH All

AIANNH Firms (Hospitality)

\$11.7 billion (2012)

\$14.0 billion (2017)

+19.1%

AIANNH Firms (All)

\$47.0 billion (2012)

\$50.4 billion (2017)

+7.3%

Presentation and report by Daniel Nāho‘opi‘i (Kānaka Maoli, Native Hawaiian), Executive Vice President SMS Research.

Opportunities and Challenges in 2020-2021 and Looking Forward to 2022.

There have been significant challenges and opportunities since COVID-19 began impacting cultural tourism. The discussion was an open discussion with participants invited to share their tourism projects and what participants are looking for programming and training in 2022.

Open Discussion:

- Chickasaw Nation announced a \$300 million tourism investment in Oklahoma City adjacent to the First Americans Museum (FAM). They are planning to build a 400 room hotel, a water park, a lagoon, retail, Native Art component along with food and beverage options.
- The Woodland Indian Arts Market and Program is bringing awareness to Woodland Artists. They receive funds from the Oneida Nation. They are looking to implement a new Artist in Residence Program.
- Blanket ivory bans are impacting artists in Alaska that create walrus ivory artwork. Walrus is utilized as a resource including for food and for the use of the hide and ivory. Walrusivory.org has information regarding the issue and stories from artists.
- Sky City and Haak'u Museum at the Pueblo of Acoma has been closed since March of 2020 due to COVID-19. During this time, they have created an online market for their gift shop. They have also created an outdoor marketplace without charge to the participating artists. Planning has also begun for 2022 for tours and for events.
- Saginaw Chippewa Tribe, Michigan represents five townships in Michigan. Their original reservation is to the East and is smaller than the five township reservation. They also have petroglyphs in another city. They also have a boarding school within their township and the buildings get ransacked because they are off the reservation in the city. It is hard to protect all of their sacred sites because they can't protect all the access points.
- Mandan Hidatsa and Arikara Nation in North Dakota has been planning for tourism opening up and, as part of this effort, they are looking at putting in place protections of sacred sites.