



# AIANTA

American Indian Alaska Native  
Tourism Association

## Mission Statement

To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

## Economic Impact

AIANNH HOSPITALITY  
BUSINESSES CONTRIBUTE

**\$14 BILLION**  
IN ANNUAL SALES

**79%** of AIANNH hospitality businesses are self-employed

**26%** of all AIANNH businesses are in the hospitality industry

“The [Economic Impact of Indigenous Tourism Businesses] report [is] the first-ever formal collection of statistics on the Native tourism industry...”

- Tribal Business News



## American Indian Tourism Conference

The Annual American Indian Tourism Conference (AITC), the only national conference dedicated to growing tourism in America's indigenous communities, attracts more than 300 hospitality professionals every year.

**22%** Cultural Heritage Professionals

**21%** Native-Owned Businesses

**13%** Federal Agencies

“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

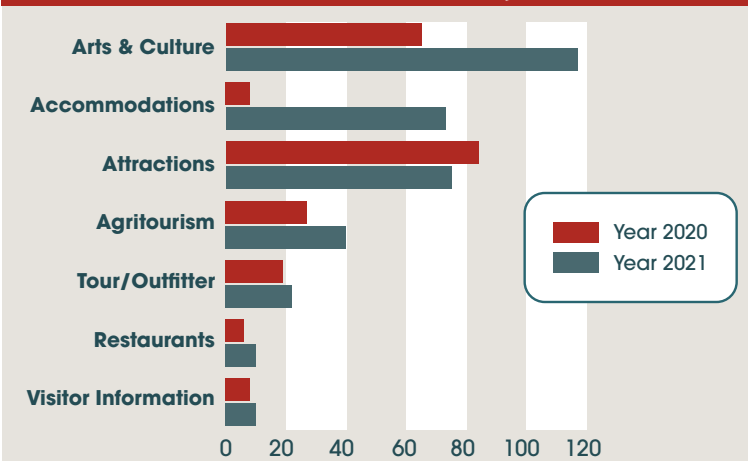
American Indian Community Housing Organization

## Visitor Outreach

### Overseas Visitors To Indian Country



### NativeAmerica.travel Listings Growth



## Technical Assistance & Training Programs

### AIANTA Webinar Series

REGISTRANTS FOR FY 2021: **3,762**

REGISTRANTS FOR FY 2020: **1,448**



### Go International

**186** CULTURAL TOURISM PROFESSIONALS

### AIANTA Town Hall

**322** CULTURAL TOURISM PROFESSIONALS

### GWU Certificate Program

**74** CULTURAL TOURISM PROFESSIONALS

## AIANTA Tourism & Hospitality Scholarship

\$94,000 RAISED, 32 STUDENTS FUNDED



## Tribal Relations & Outreach

### Lewis & Clark National Historic Trail

- Engaged 47 tribes and 77 companies in 10 states
- 83 destinations posted on [LewisandClark.travel](http://LewisandClark.travel) and [NativeAmerica.travel](http://NativeAmerica.travel)

### Juan Bautista de Anza National Historic Trail

- Engaged 74 tribes and 35 companies in AZ and CA

### Native American Agriculture Fund

- Added 40 destinations on [NativeAmerica.travel](http://NativeAmerica.travel)

### California National Historic Trail

- 22 contacts in Nevada

### Mount Rainier National Park

- 6 associated tribes

## Federal Partners

AIANTA holds monthly inter-agency meetings with members of 11 federal agencies.

“Thank you so much... AIANTA is such a great resource and we look forward to continuing to work with you in this round of Recreation Economies for Rural Communities.”

– Stephanie Bertaina, EPA

## AIANTA Resources

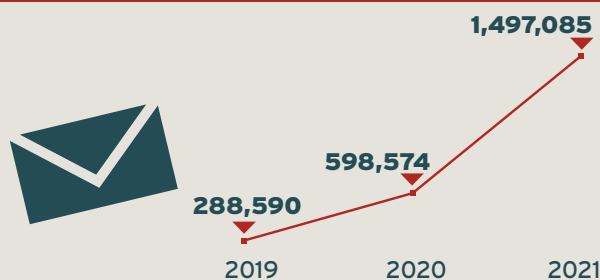
### AIANTA Publications



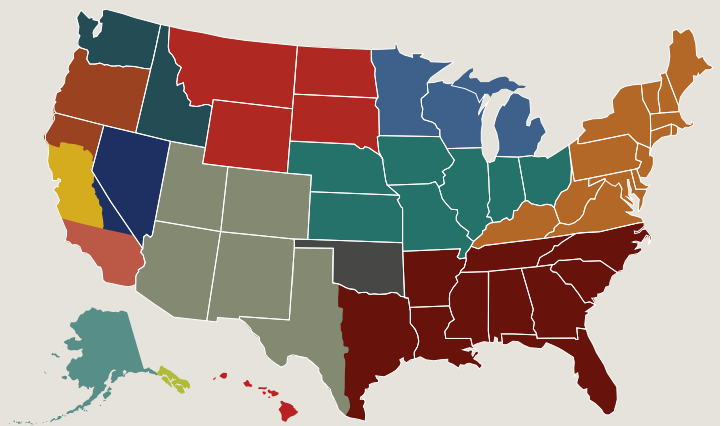
### AIANTA Proprietary Thumb Drives



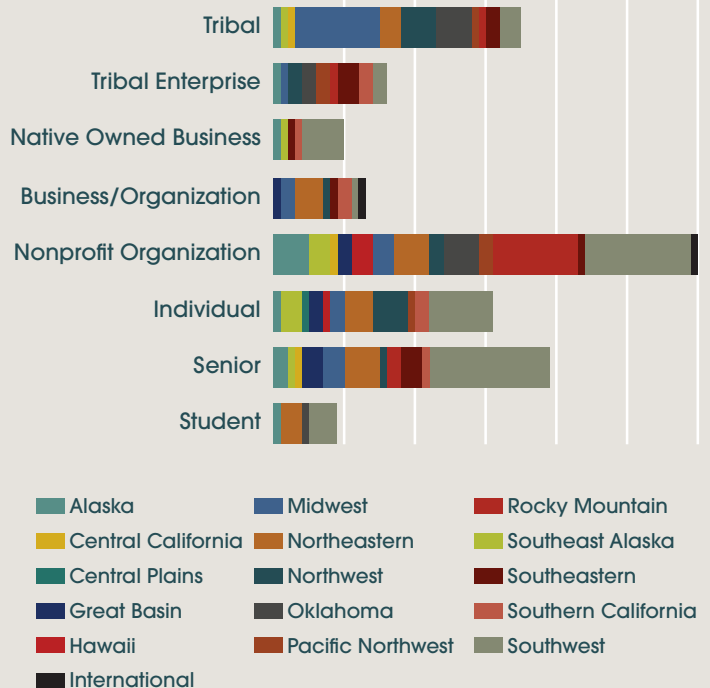
### Email Outreach



## AIANTA Regions



## AIANTA Representation



## About AIANTA

Founded in 1998, AIANTA was established by tribes for tribes to address inequities in the tourism system. Governed by an all-Native board of directors, AIANTA serves as a united voice for the \$14 billion Native hospitality sector. AIANTA's priorities are (1) to provide technical assistance and training, research, and publications to American Indian, Alaska Native and Native Hawaiian communities engaged in tourism and hospitality; (2) to facilitate conversations with the Native communities, federal agencies, non-profit associations, and elected officials on the economic and cultural importance of a healthy hospitality industry; (3) to highlight the importance of visiting authentic Native destinations, including cultural, heritage, historic, and artistic sites; and (4) to generate awareness, interest and demand for these destinations with domestic and international travelers, the travel trade and the media.