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 AIANHH hospitality businesses are self-employed
26% of all AIANHH 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

Visitor Outreach

Overseas Visitors To Indian Country

NativeAmerica.travel Listings Growth

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.

Technical Assistance & Training Programs

AITC 24 YEARS

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

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

AIANTA Tourism & Hospitality Scholarship
$94,000 RAISED, 32 STUDENTS FUNDED
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.