

AIANTA ANNUAL HIGHLIGHTS



AIANTA
American Indian Alaska Native
Tourism Association



1999

- First American Indian Tourism Conference (AITC) hosted by New Mexico Indian Tourism Association, Bureau of Indian Affairs (BIA) and Department of the Interior (Albuquerque, New Mexico)

2000

- AITC hosted by Oneida Nation of Wisconsin (Green Bay, Wisconsin)
- Federal agencies initiate MOU with Western States Tourism Policy Council (WSTPC) and include Indian Country and AIANTA in the language
- Newly created Circle of Tribal Advisors to the National Council of the Lewis & Clark Bicentennial (NCLCB) includes members from recognized and non-recognized Tribes
- AIANTA signs MOU with Circle of Tribal Advisors in partnership with NCLCB

2001

- AITC hosted by Three Affiliated Tribes (Bismarck, North Dakota)

2002

- AITC hosted by Tlingit & Haida Tribes (Juneau, Alaska)
- AIANTA is incorporated as a non-profit in Wisconsin with Great Lakes Inter-Tribal Council (GLITC) as a sponsoring organization
- AIANTA hires first Tourism Consultant

2003

- AITC hosted by Gila River Indian Community (Phoenix, Arizona)

2004

- AITC hosted by Oneida Nation of Wisconsin (Green Bay, Wisconsin)

2005

- AITC hosted by Seminole Tribe of Florida (Hollywood, Florida)

2006

- AITC hosted by Quinault Nation (Ocean Shores, Washington)
- AIANTA launches AIANTA.org website

2007

- AITC hosted by Eastern Band of Cherokee Indians (Cherokee, North Carolina)
- National office opens in Albuquerque, New Mexico
- First Executive Director hired
- Tribal tourism international outreach program begins in cooperation with U.S. Department of Commerce

2008

- AITC hosted by Coeur d'Alene Tribe (Worley, Idaho)
- Outreach by Native Music Rocks & AIANTA in New York City

2009

- AITC hosted by Pueblo of Pojoaque (Pojoaque, New Mexico)
- AIANTA obtains 501(c)(3) status
- AIANTA creates Discover Native America magazine in six languages
- AIANTA participates for the first time in world's largest international tourism marketplace--ITB Berlin

2010

- AITC hosted by Tulalip Tribes (Tulalip, Washington)
- First Native American section included in Discover America magazine published by Brand USA

2011

- AITC hosted by Ft. McDowell Yavapai Apache Nation (Scottsdale, Arizona)
- AIANTA re-enters cooperative agreement with BIA
- AIANTA initiates MOU with National Park Service (NPS) Intermountain Region
- MOU including AIANTA renewed with Western States Tourism Policy Council (WSTPC) and federal agencies

2012

- AITC hosted by Crow Nation (Billings, Montana)
- First Membership Coordinator hired
- U.S. President's National Travel and Tourism Strategy includes AIANTA
- AIANTA participates in IPW (formerly International Pow Wow)—U.S. Travel Association's international marketplace for the first time
- AIANTA re-enters cooperative agreement with BIA
- AIANTA participates in Destination Capitol Hill with U.S. Travel Association
- Tribal Tourism scholarship program begins
- First financial audit

2013

- AITC hosted by Cherokee Nation (Tulsa, Oklahoma)
- AIANTA attends China International Travel Mart (CITM) in partnership with Brand USA
- American Indians and the Civil War published in collaboration with NPS
- AIANTA Board President appointed to U.S. Department of Commerce Travel and Tourism Advisory Board (TTAB)
- AIANTA's Enough Good People Awards formally established
- Native Hawaiian tourism included in AIANTA mission and vision

2014

- AITC hosted by Tunica Biloxi Tribe (Marksville, Louisiana)
- IT & Website Coordinator hired
- AIANTA helps shape the Native American Tourism and Improving Visitor Experience (NATIVE) Act sponsored by Senator Brian Schatz (HI) and encourages bill co-sponsors
- AIANTA initiates project to build Tribal destination website NativeAmerica.travel
- AIANTA awards first Tribal Tourism Scholarships
- AIANTA booth receives Top 10 Award at ITB Berlin International Marketplace
- Facilitation of Grand Canyon Desert View project in partnership with NPS, Grand Canyon National Park, Grand Canyon Inter-Tribal Advisory Council, Grand Canyon Association, National Park Service Youth Programs, National Park Service Denver Service Center, Bureau of Indian Affairs, ArtPlace America National Grants Program, OSIYO Group
- AIANTA awarded Route 66 NPS matching grant

- Board of Directors regional outreach begins
- AIANTA takes financial operations in house
- AIANTA completes five-year strategic plan
- AIANTA Board President participates in U.S. Senate Democratic Outreach & Steering Committee Roundtable with other tourism leaders
- AIANTA co-sponsors Southeast Tourism Society (STS) Congressional Summit
- AIANTA joins National Indian Gaming Association (NIGA) on Economic Development Committee
- Resolutions or letters of support for permanent funding for AIANTA received from Standing Rock Tribe, Midwest Association of Sovereign Tribes (MAST), Inter-Tribal Council of Nevada (ITCN) and U.S. Representative Don Young (AK)
- Board President testifies before U.S. Senate Committee on Indian Affairs Oversight Hearing: Economic Development Encouraging Investment in Indian Country
- AIANTA initiates MOU with Native American Rights Fund (NARF)
- AIANTA re-enters cooperative agreement with BIA

2015

- AITC hosted by Southern Ute Indian Tribe (Ignacio, Colorado)
- AIANTA hosts Taste of America at ITB Berlin
- AIANTA expands international outreach to include Visit USA Italy
- AIANTA launches new database of Indian Country tourism assets
- ArtPlace America collaborates with AIANTA to support Tribal placemaking at the Grand Canyon Desert View Watchtower
- Tribal Interpretation Project with Bureau of Land Management begins
- AIANTA Board President is appointed to second term on TTAB
- AIANTA holds outreach programs in three regions (Alaska, Southwest and Midwest)
- AIANTA initiates MOU with National Tour Association (NTA)
- NativeAmerica.Travel website launched
- NATIVE Act of 2016 introduced in the U.S. Senate by Senator Brian Schatz and 11 co-sponsors
- Companion NATIVE Act of 2016 bill introduced in the U.S. House of Representatives by Rep. Markwayne Mullin with eight co-sponsors

2016

- AITC hosted by Tulalip Tribes (Tulalip, Washington)
- Cultural Heritage Tourism Workshop launched with the George Washington University (GW)
- American Indians and Route 66 published in collaboration with NPS
- Public Lands Manager hired
- Development Director hired
- AIANTA receives U.S. President's "E" Award for organizations contributing significantly to increase U.S. exports
- Initiates partnership via letter of intent with GW for education and training programs
- Awarded Market Development Cooperator Program Grant from U.S. Department of Commerce
- Native American Tourism and Improving Visitor Experience (NATIVE) Act of 2016 passed and enacted
- Phase II of NativeAmerica.travel website launched
- Board President testifies before U.S. House of Representatives Subcommittee on Indian, Insular and Alaskan Affairs
- Partnered with Tribal Business Journal (TBJ) to create advertising/advertorial program
- Resolution of support for NATIVE Act implementation from All Pueblo Council of Governors (APCG) and 30+ Tribes and organizations received

2017

- AITC hosted by Oneida Nation of Wisconsin (Green Bay, Wisconsin)
- In partnership with Brand USA, AIANTA co-hosts first familiarization tour for Italian journalists
- AIANTA hosts first Go International training for Tribes
- Agritourism Pilot in partnership with the Food & Farm Communications Fund launched
- Public Lands Inter-Agency Working Group formed
- MOU initiated with Indigenous Tourism Association of Canada (ITAC)
- Resolutions of support received from the Inter-Tribal Council of Nevada, Inter-Tribal Council of the Five Civilized Tribes and Affiliated Tribes of Northwest Indians (ATNI), with unanimous vote of 56 Tribes, and Alaska Federation of Natives (AFN) for implementation funding for the NATIVE Act
- Letter of support for implementation funding of the NATIVE Act received from Governor Jay Inslee and Governor's Office of Indian Affairs, Washington State Outreach to Rocky Mountain Tribal Leadership Council and Arizona Tribes with Arizona Governor's Conference on Tourism

- Partnered with First Nations Development Institute for three educational webinars
- Executive Director testifies before the U.S. House Interior Appropriations

2018

- 20th Anniversary AITC hosted by Pueblo of Isleta in Albuquerque, New Mexico
- AIANTA hosts second Go International training for Tribes
- AIANTA co-hosts first Pacific Northwest fam trip for Italian journalists and tour operators in partnership with Brand USA
- Indian Country Tourism recognized through federal appropriations for Fiscal Year 2018 and 2019 via NATIVE Act implementation
- AIANTA/Federal Inter-Agency Working Group expanded and meetings established.



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AMERICAN
INDIAN TOURISM
CONFERENCE

2019

- AITC hosted by Cherokee Nation (Tulsa, Oklahoma)
- AIANTA launches inaugural Tribal Tourism Information Gathering Session at AITC
- First-ever Tribal Row at IPW launches featuring four partner organizations
- AIANTA introduces Discover Native America at IPW brochure
- AIANTA hosts Discover Native America fam trip in Wisconsin in partnership with Brand USA and eight of the 11 tribal nations in Wisconsin
- AIANTA introduces first-ever State of Indian Country Tourism survey
- AIANTA signs and launches partnership with Lewis & Clark National Historic Trail

- Aianta Executive Director appointed to U.S. Travel Board of Directors
- Aianta signs MOU with Department of the Interior and Department of Commerce
- Aianta introduces new trade show materials, including What's New in Indian Country Tourism, Top Ten Native Experiences, Native Tour Operators and Pre-Columbian Sites
- Aianta enters into a 5-year agreement with the Bureau of Indian Affairs (BIA) for implementation of the NATIVE Act

2020

- Aianta hosts first-ever virtual AITC and utilizes NATIVE Act funding to offer free registration to all attendees. Over 800 participants registered.
- Aianta attends National Tour Association's TREX; Aianta CEO speaks on Designing for Community Tourism panel hosted by Tourism Cares
- Aianta launches monthly webinar series
- Aianta launches partnership with Native American Agriculture Fund (NAAF)
- Aianta publishes Case Studies in Tribal Agritourism
- Aianta launches partnership with Juan Bautista de Anza National Historic Trail
- Aianta introduces custom Jingle Dress thumb drive to encourage membership sign ups and renewals.
- Aianta rebrands Enough Good People awards to Excellence in Tourism Industry Awards
- Aianta attends Brand USA's Travel Week in the UK for the first time
- Aianta reclassifies the Executive Director position to a Chief Executive Officer (CEO)

2021

- AITC hosted by Fort McDowell Yavapai Nation in (Fort McDowell, Arizona)
- Aianta introduces the *Travel Trade Manual* and the *Cultural Heritage Tourism Planner* magazines
- Aianta launches weekly Rupert Report newsletter
- Aianta launches groundbreaking Economic Impact of U.S. Indigenous Tourism Businesses report, revealing that Native Tourism is a \$14 billion economy
- BLM and Aianta partner to promote Nevada Tribes along the California National Historic Trail
- Aianta and NPS introduce partnership to highlight history and traditions of Native Communities; joint press release generates a reach of more than 1 billion
- Aianta enters into a 5-year agreement with the National Park Service

- Aianta introduces partnerships with SDSU and ASU to launch new certificate programs
- Aianta introduces tourism marketing workshops along Lewis & Clark National Historic Trail
- Aianta CEO testifies before Senate Committee on Indian Affairs on the Impact of COVID-19 on Tribal Tourism
- Aianta signs MOU with Leave No Trace
- Aianta forms partnership with Native American Tourism of Wisconsin (NATOW)
- Aianta introduces new Tribal Relations and Outreach Department and hires the first Tribal Relations and Outreach Manager
- Aianta CEO appointed to the U.S. Department of Commerce, National Marine Sanctuaries Business Advisory Council
- Aianta redistributes regional map, increasing representation from 6 to 15 regions
- Aianta introduces second custom thumb drive, Yavapai Apache Dancer
- Aianta introduces quarterly Town Hall series

2022

- AITC hosted by Rincon Band of Luiseño Indians (Funner, California)
- Aianta and Honolulu-based SMS Research enter into agreement to produce Tourism Planning Study
- Aianta CEO Sherry L. Rupert appointed to U.S. Travel Board of Directors
- Aianta receives first ever grant from NEA
- Aianta launches partnership with the Bureau of Land Management (BLM) along the California Trail

