

THE POWER OF *INDIGENOUS TOURISM*

ROOTED IN *CULTURE*. DRIVEN BY *COMMUNITY*. POWERED BY *TOURISM*.

As a 501(c)(3) nonprofit with an all-Native board, Aianta supports the
\$11.6 BILLION INDIGENOUS TOURISM SECTOR

INDIGENOUS TOURISM DRIVES ECONOMIC IMPACT



Indigenous lands offer unique cultural heritage, culinary, and agritourism experiences, creating significant economic benefits for Native Nations and communities.



Indigenous-owned enterprises contribute to local, regional, state, and federal tax bases, making Indigenous tourism a powerful driver of economic growth.



\$11.6 BILLION*
ANNUAL SALES
GENERATED

Indigenous-owned tourism firms contributed \$11.6 Billion to the U.S. economy in 2020.



ONE IN FOUR
BUSINESSES ARE
TOURISM-RELATED

One in four Indigenous-owned businesses operate in tourism-related fields.



133,043
HOSPITALITY
BUSINESSES

133,043 Indigenous-owned businesses are in the hospitality industry—an increase of 10% from 2019.



210,000
HOSPITALITY
EMPLOYEES

Indigenous-owned hospitality businesses employ 210,000 Indigenous and non-Indigenous workers.

78.2%

EMPLOYMENT INCREASE

78.2% increase in the number of Indigenous tourism employment (jobs) from 2017-2020.

228%

TOURISM FIRM INCREASE

230% increase in Indigenous-owned tourism firms in the tourism sector from 2017-2020.

Source Annual Business Survey 2017-2020 and Non Employer Statistics by Demographics. *Down from 15.7 billion pre COVID-19 Restrictions.



Visitors are increasingly recognizing cultural tourism and the profound value of hearing authentic Indigenous stories—rooted in thousands of years of tradition and passed down through generations—especially when shared by Indigenous people from the very communities they represent. This powerful exchange not only fosters mutual respect and understanding but also plays a vital role in preserving and revitalizing Indigenous cultures, strengthening community pride, and promoting intercultural understanding beyond its economic contributions."

— SHERRY L. RUPERT (PAIUTE/WASHOE), AIANTA CEO

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AIANTA

American Indian Alaska Native
Tourism Association

WWW.AIANTA.ORG

ROOTED IN CULTURE. DRIVEN BY COMMUNITY. POWERED BY TOURISM.



26+ YEARS

The sole national organization dedicated to advancing cultural tourism in Native Nations and communities across the U.S. for over 26 years.



EQUITY IN INDIGENOUS TOURISM

Championing equity and providing training, technical assistance, and support to Indigenous tourism, hospitality, and recreation enterprises.



STRATEGIC PARTNERSHIPS

Forging strategic partnerships across the globe to strengthen Indigenous tourism.



INDIGENOUS TOURISM AWARDS

Awards recognize excellence within the U.S. Indigenous tourism industry.



CONNECTING GLOBAL TRAVELERS

Launched **NativeAmerica.Travel** in 2015 to connect global travelers with Native Nations and communities, and in 2024, partnered with **WeTravel** to enhance immersive journeys into Indigenous cultures, histories, and landscapes.



INTRODUCING INTERNATIONAL MARKETS

Launched **Go International** in 2017, helping Indigenous-owned businesses prepare, package, and market their tourism products for international markets.



SCHOLARSHIP PROGRAM

Since 2013, AIANTA's **Hospitality and Tourism Scholarship Program** has awarded **47 scholarships** to Indigenous students in tourism-related fields, raising nearly **\$160,500**.

EXCELLENCE IN INDIGENOUS TOURISM

2016 U.S. PRESIDENT "E" AWARD

For organizations contributing significantly to increase U.S. exports.

ADVOCACY LED TO 2018 NATIVE ACT FUNDING

Securing federal support for Indigenous tourism.

2024 RECOGNITION CLYDE WARRIOR CIVIL RIGHTS

Presented by the Native Professional Advancement Center.

2024 CONDÉ NAST TRAVELER BRIGHT IDEAS IN TRAVEL

For partnership with the USDA Forest Service Community Navigator Program.

WANDERFUL'S 2025 BESSIE AWARD 2025 COLLABORATION OF THE YEAR

For our partnership with U.S. Forest Service and the Community Navigator Initiative to connect Indigenous communities with climate resilience resources.

2024 LEISURE GROUP TRAVEL WOMEN IN TOURISM LEADERSHIP

Recognized AIANTA CEO Sherry L. Rupert, highlighting her contributions to Indigenous and cultural tourism across the U.S.

2025 CO-FOUNDED DESTINATION ORIGINAL INDIGENOUS TOURISM

Uniting Indigenous tourism voices globally alongside partners from Canada and New Zealand.



AMERICAN INDIGENOUS TOURISM CONFERENCE



27 YEARS STRONG

Now in its 27th year, AITC is the only national event advancing cultural tourism directly serving Indigenous communities.



INDIGENOUS INCLUSION

AITC champions Indigenous inclusion in tourism, empowering authentic representation and advancing community-level success in the tourism industry.



RESOURCES FOR GROWTH

AITC empowers Indigenous tourism with vital resources to develop, grow, and sustain their initiatives.



300+ ATTENDEES

300+ attendees attend annually, featuring educational sessions, regionally focused discussions, and networking amongst Indigenous businesses, industry experts, and federal partners.