

Tribal Tourism's Impact on the USA

The American Indian, Alaska Native Tourism Association (AIANTA) is the only organization specifically dedicated to advancing Indian Country tourism across the United States and serves as the voice and resource for tribes and tribal organizations engaged in cultural tourism. AIANTA's mission is to *define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.*

Since our founding, AIANTA has succeeded in becoming an award winning national organization and the recognized expert organization on U.S. tribal tourism. We provide technical assistance and training, marketing, leadership and advocacy to elevate tribal voice and partnership development. We work on behalf of all 567 federally recognized tribes to support and promote cultural tourism in Indian Country.

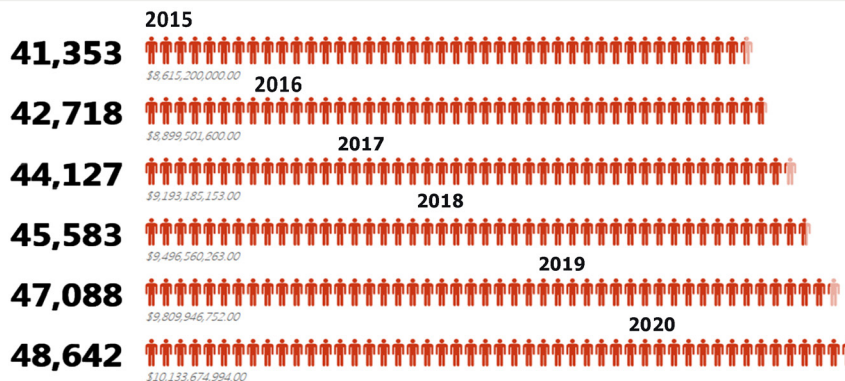
Tribal tourism is a strong economic driver in Indian Country and Indian Country's travelers are good for the U.S. economy as a whole.

Through authentic cultural expression, tribal tourism perpetuates cultural voice and expression and contributes to the largest service sector export industry in the U.S. – travel and tourism.

- ☀️ 5% of overseas visitors (excluding Canada and Mexico) to the U.S. visited Indian Country
- ☀️ \$8.6 billion in direct spending to the U.S. by visitors to Indian Country
- ☀️ 180% growth in overseas visitors to Indian Country from a low point of 693,000 in 2007 to the record total of 1,958,000 in 2015 with the growth in overseas travel to Indian Country at more than double the growth for all overseas travel to the country
- ☀️ 17% jump in visitors to Indian Country from 2014-2015

Total Jobs Created

4.8 jobs created for every \$1,000,000 spent



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AIANTA's work to grow the demand for tribal tourism in the international marketplace is already showing results with additional growth anticipated.

Increase visitors to Indian Country tourist destinations*

- ☸ 2015 – 1,958,000 international visitors to Indian Country (5.1% of total international visitors to the U.S.)
- ☸ 2020 – 2,303,108 International visitors to Indian Country by 2020*

Increase service export contribution to the U.S.A. GDP**

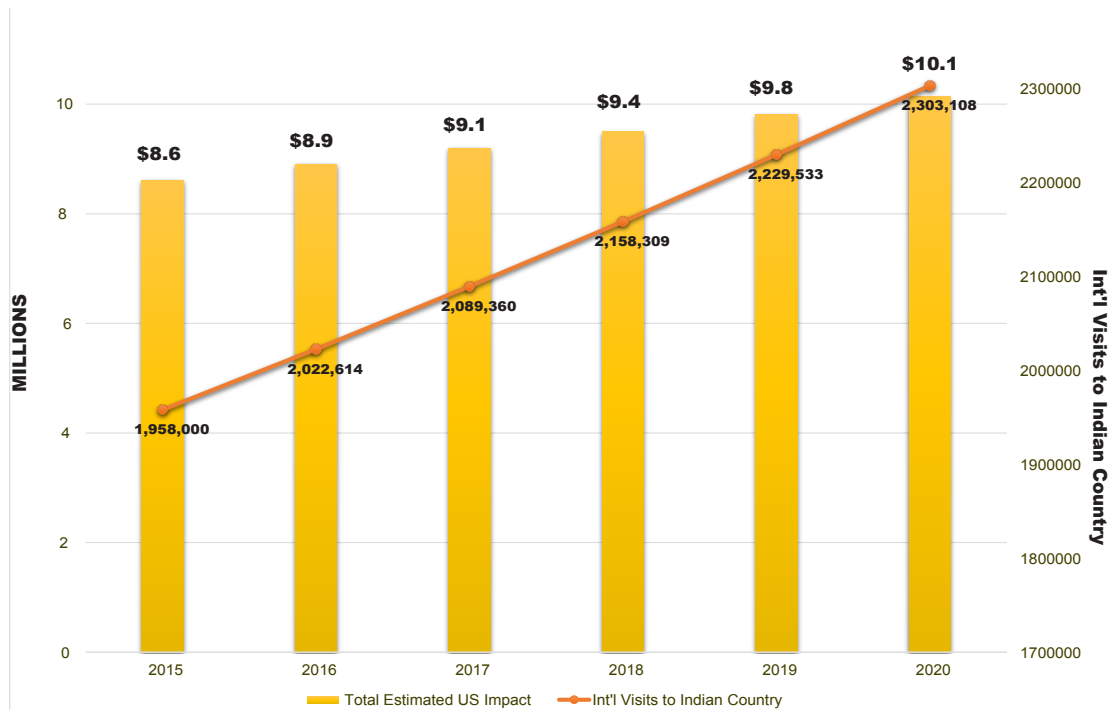
- ☸ 2015 – \$8.6 billion in direct spending to the U.S. by international visitors to Indian Country
- ☸ 2020 – \$10.1 billion in direct spending to the U.S. by international visitors to Indian Country

Increase in job growth*

- ☸ 2015 – 41,353 U.S. jobs supported by international visitors to Indian Country
- ☸ 2020 – 48,642 U.S. jobs supported by international visitors to Indian Country

*Visitor growth and jobs number based on U.S. Dept. of Commerce, International Travel Association surveys and estimates

** Service export based on U.S. Travel Association estimates for average spending by International Visitors



Learn more:

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AIANTA
American Indian Alaska Native
Tourism Association