

NORTH  DAKOTA

NATIVE TOURISM

ALLIANCE



ABOUT NDNTA

The mission of NDNTA is to protect, promote, preserve, and educate the world about the culture, history and environment of our sovereign nations. The NDNTA will promote and educate through sustainable tourism while developing economic opportunities for our people and nations.

OUR VALUE PROPOSITION

- We work across the five tribes of North Dakota to implement a strategy for North Dakota Indian Country to build tourism capacity, advocate for infrastructure, conduct collective marketing, and facilitate the development of cultural tourism enterprises.
- We build partnerships with federal and state agencies, NGO's, and educational institutions to prioritize tourism as an economic development strategy for our tribes
- We educate North Dakota communities and visitors about our diverse histories and traditions through cultural tourism



ACCOMPLISHMENTS SINCE 2016



Formation of a nonprofit with 10 voting directors and advisory committee



Endorsement of NDNTA by five tribal councils and tribal colleges



Establishment of a new tourism department within Spirit Lake Nation



Support from the BIA, NGOs, state agencies, and GWU



Development of organizational bylaws and strategic plan



Board member training in governance and cultural tourism



Increased awareness of ND tribal tourism through media coverage



Creation of a new Native-owned tour operator

ADDRESSING A NEED

- Tourism is North Dakota's 3rd largest industry. Visitor spending brings in \$3.6B to North Dakota each year and is growing double digits on average across all counties.
- Tribal members represent less than 5 percent of North Dakota's population but more than 10 percent of North Dakota visitor spending occurs in and immediately surrounding their lands.
- With 20 percent of overnight travelers to North Dakota visiting Native American sites and 6 percent motivated to make the trip for that reason, there is demand for Native experiences but the spending opportunities that benefit tribal members are few.
- Many of the Native American sites that are attracting visitors in North Dakota are not owned or managed by the tribes whose history they represent.
- Cultural tourists are shown to spend more time and money on trips, potentially benefitting tribal communities and the entire state of North Dakota.
- Tribal tourism development promotes governance, sustainability, small businesses, improved infrastructure, compelling amenities, cultural preservation, and more employment opportunities in Native communities.

NDNTA ROAD MAP



2019-2020: LOCAL PRODUCT DEVELOPMENT

- Convene community tourism summits
- Undertake participatory process for selecting an event for cultural tourism development
- Work with industry partners to deliver training on event management, product development, including itinerary development, tour package pricing, and tour management

2019: ENGAGE OUR PARTNERS

- Support and integrate individual tribal tourism strategies
- Partner with educational institutions to provide tourism training and research
- Facilitate product development in communities

2018: STRENGTHEN NDNTA

- Pursue financial sustainability
- Identify cultural tourism principles for product development
- Engage in collective marketing strategies
- Continue board capacity-building initiatives