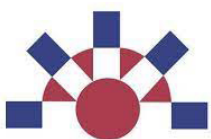


ALASKA NATIVE CULTURAL TOURISM

FIVE-YEAR DEVELOPMENT PLAN | MARCH 2022

PREPARED FOR:



ALASKA
NATIVE
HERITAGE
CENTER


McKINLEY RESEARCH
GROUP, LLC
Formerly McDowell Group

TABLE OF CONTENTS

Introduction.....	1
Definition and Situational Analysis.....	3
Cultural Tourism Definition	3
Situational Analysis (SWOT)	4
Cultural Tourism Development Plan.....	5
Cultural Tourism Vision Statement	5
Development Objectives and Strategies	6
Measuring Economic Impacts	12
Unique Challenges Measuring Tourism Impacts	12
Recommended Impact Assessment Approach.....	12
Current Cultural Tourism Offerings	15
Southeast.....	16
Southcentral.....	17
Interior	18
Southwest.....	19
Arctic.....	19
Developing Attractions.....	20
Implications for the Cultural Tourism Development Plan	20
Alaska Travel Trends and Patterns.....	21
Summer Visitors.....	21
Winter Visitors.....	22
Summer Visitor Destinations	23
Summer Visitor Trip Planning.....	26
Implications for the Cultural Tourism Development Plan	27
Alaska Cultural Tourism Participation.....	28
Participation Rates and Locations.....	28
Cultural Tourism Participant Profile.....	29
Alaska Traveler Perceptions and Motivations.....	30
Implications for the Cultural Tourism Development Plan	32
Current Promotional Efforts.....	33
Alaska Travel Industry Association	33
Community and Regional Promotion.....	37
Implications for the Cultural Tourism Development Plan	39
Leadership in Other Destinations	40
Hawaii Tourism Authority.....	40
Indigenous Tourism Association of Canada.....	41
Implications for the Cultural Tourism Development Plan	41
Appendix.....	42

Introduction

Alaska Native Heritage Center (ANHC) contracted with McKinley Research Group to develop a *Five-Year Development Plan for Alaska Native Cultural Tourism*. The project was funded by a grant from the U.S. Department of Commerce, Economic Development Administration.

The development plan is part of a multi-pronged effort to reframe and enhance the Alaska visitor experience and perpetuate Alaska Native cultures. The following benefits are anticipated:

- New approaches to marketing and industry education will increase visitors' interest and participation in authentic Alaska Native cultural experiences.
- Business development programs and partnerships will help Alaska Native people and organizations create new businesses and economic activity.
- Sharing and perpetuating Native cultures will promote healing from multigenerational trauma caused by loss of land, language, and culture.

Project Team and Roles

Lead entities and their respective roles are described below.

ANHC: Provided guidance throughout the project and plan development, and convened project team and Advisory Committee meetings at key stages.

McKinley Research Group: Created the development plan, coordinated community and stakeholder engagement, and developed a cultural tourism inventory and database used to map Alaska's assets. The McKinley Research team solicited input from a statewide community of Alaska Native people and organizations through interviews, emails, small group discussions, and an online survey.

SALT LLC: Facilitated Advisory Committee and stakeholder discussions and provided input throughout the project and plan development.

Resource Data, Inc.: Developed an interactive map showcasing cultural tourism assets.

Advisory Committee Members

The Advisory Committee was convened by ANHC several times during the planning process for insights and direction, including discussions regarding the Vision Statement, baseline research, situational analysis, and objectives and strategies.

Members include:

- Sherry Aitken, Central Council Tlingit & Haida Indian Tribes of Alaska
- Hallie Bissett, Alaska Native Village Corporation Association
- Camille Ferguson, Sitka Tribe of Alaska
- Patuk Glenn, Arctic Slope Community
- Virginia Hatfield, Museum of the Aleutians
- Aaron Legett, Anchorage Museum
- Renee Linton, Tanana Chiefs Conference
- John Panamaroff, Koniag
- Alana Peterson, Spruce Root
- Alyssa Rodrigues, Alaska Manufacturing Extension Partnership
- Ricardo Worl, Sealaska Heritage Institute
- Carol Wren, Bristol Bay Native Corporation

Additional Acknowledgements

We also thank the following organizations, whose current and ongoing support is critical for success.

- U.S. Department of Commerce for grant funds to support plan development and implementation.
- Alaska Travel Industry Association (ATIA) for formalizing an agreement with ANHC to develop and promote cultural tourism and promoting Alaska and cultural tourism offerings.
- The State of Alaska for promoting business and community development, providing loans and technical support, sponsoring marketing and market research programs, and promoting authentic Alaskan products through programs like *Silver Hand*, *Made in Alaska*, and *Alaska Grown*. The FY2022 budget included a line item for cultural tourism development, setting a precedent and helping build momentum.
- American Indian Alaska Native Tourism Association (AIANTA) for providing technical resources, inspiration, and a model for this project.

Definition and Situational Analysis

UNESCO states “cultural tourism” is one of the fastest-growing segments of the visitor industry and continues to be transformed by changing perceptions about sustainability.¹

Countries around the world are harnessing their unique mix of tangible and intangible heritage and contemporary culture to boost economic growth and sustainable development through cultural tourism, which can lead to job creation, regeneration of rural and urban areas, and the protection of natural and cultural heritage.

UNESCO also underscores the importance of resident involvement in designing and implementing tourism programs.

As cultural tourism is strongly rooted to place, cooperating with local decision-makers and stakeholders can bring added value to advancing mutual objectives.

These global trends and insights are relevant for Alaska.

Initial steps in the planning process included creating a cultural tourism definition appropriate for Alaska and engaging Alaska Native stakeholders.

Cultural Tourism Definition

The definition was crafted by ANHC staff with input from Advisory Committee members.

Cultural tourism educates visitors about traditional Alaska Native knowledge and ways of life while providing for the perpetuation of culture by offering opportunities to experience and learn about Alaska Native peoples, cultures, and history.

The development plan is focused on growing Alaska Native-owned and operated visitor experiences. Publicly owned attractions and services were also included if they have significant Alaska Native engagement in operations or interpretive programming.

¹ <https://en.unesco.org/news/cutting-edge-bringing-cultural-tourism-back-game>

Situational Analysis (SWOT)

The Advisory Committee developed a situational SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis in a facilitated work session. Key themes are summarized in the following table. Detailed responses can be found in the Appendix.

Alaska Native Cultural Tourism: SWOT Analysis Summary

STRENGTHS	WEAKNESSES
Authentic Unique and varied from place to place Both current and connected to history Driven by traditional values Personal connection Educational Allows for individual engagement Sustainable We can control delivery and content Ability to perpetuate culture through youth	Lack of understanding among visitors Negative effects of performing on demand Pressure of commercial market Inability for culture bearers to be compensated at a professional level Industry does not know where to start Subject to preconceived notions and prejudice Harder to deliver from remote locations Culture bearers are passing away Not everyone wants to share their culture
OPPORTUNITIES	THREATS
Growing demand for cultural experiences and education Appeals to independent traveler Visitors want to meet people Can enrich tours, provide deeper meaning Gain knowledge and pride in our own culture Professional development for youth and community Teach respect for land and place Magnetism of Alaska	Climate change COVID Not getting buy-in from people within the culture Commercializing and monetizing culture Need to protect resource of elders and culture bearers Lack of respect for protocols and sacred places Prejudice Slow progress

The project team also conducted a series of small group discussions with Alaska Native people throughout the state. Discussion notes can be found in the Appendix.

There is considerable alignment between the group discussions and the SWOT analysis, including the importance of authenticity, Alaska Native control of content and delivery, and ability to generate knowledge and pride among youth.

A draft Vision Statement was developed from themes that emerged from the discussions. The draft was reviewed and refined by the Advisory Committee. It precedes the goals and strategies in the following Development Plan chapter.

Cultural Tourism Development Plan

Tourism is inherently about sharing places, experiences, and personal stories with visitors. This plan positions Alaska Native people as policy makers, business owners, and drivers of cultural content.

The development plan is built around three complementary pillars:

- **Increase visibility** of Alaska Native culture and experiences in marketing programs.
- **Leverage the strengths and resources of key organizations** including state and community destination marketing organizations (DMOs), tour operators and cruise lines, Tribes, and economic development organizations (EDOs).
- **Expand Alaska Native involvement** in business ownership, destination marketing, and industry advocacy.

Cultural Tourism Vision Statement

The vision for cultural tourism in Alaska is:

- *Content is driven and owned by Alaska Native people,*
- *It creates economic opportunity for Alaska Native people and organizations,*
- *It authentically represents Alaska Native people,*
- *The content allows culture to live,*
- *It educates and reshapes perception,*
- *It builds the capacity of Alaska Native people and organizations,*
- *It begins to redirect the narrative, and*
- *It is experiential.*

Performance Metrics

The performance metrics below are based on estimates available during plan development. The metrics can be refined as more detailed information becomes available about Alaska Native owned businesses.

- Increase participation in Alaska Native cultural tourism from about 12% to 50% of visitors.
- Expand the number of Alaska Native owned and operated businesses offering cultural tourism experiences by 15% annually, doubling from about 100 to 200.
- Establish a program to regularly measure and report on Alaska Native business ownership, employment, and economic impacts in the visitor industry.

Development Objectives and Strategies

The objectives and strategies outlined below provide a roadmap for expanding participation in cultural tourism by Alaska Native people and by visitors. Timeframes are broken into two levels to help prioritize and guide implementation: immediate (1 to 2 years) and mid-term (3 to 5 years). Recommended actions are discussed below each objective.

Suggested metrics are included for each objective to track progress and impact. Many of the metrics can be applied at the statewide, community, or individual business level.

Objective 1: Increase visitor participation in Alaska Native tours and experiences.		
Strategies	Key Partners	Timeframe
1.1 Expand marketing of Alaska Native cultural tourism experiences and culturally rich destinations.	DMOs	Immediate
1.2 Integrate Alaska Native language in trip planning resources and travel experiences.	DMOs, tour operators, cruise lines	Immediate
1.3 Continue development and promotion of ANHC's interactive map showcasing cultural tourism opportunities.	ANHC, DMOs	Immediate
1.4 Create and promote itineraries and packages showcasing cultural experiences.	DMOs, tour operators	Mid-term
Metrics		
Number of visitors experiencing cultural tours and destinations		
Number of businesses and destinations included in the interactive map		
Growth in itineraries and packages promoting Native cultural experiences		
Number of printed pages and web page views associated with Alaska Native culture in marketing materials		

Recommended Actions

Increased visibility of Native cultures in marketing materials helps to frame visitors' expectations during their travel planning and booking period. The strategies leverage the considerable marketing investment and communication channels used by destinations and industry members. Strategies can be implemented at the local, regional, and statewide level.

DESTINATION MARKETING ORGANIZATIONS

- Examine existing marketing materials – including brochures, websites, social media posts – to determine current cultural content and opportunities for expansion.
- Work with Alaska Native organizations and Alaska Native-owned businesses to expand usage of appropriate images, videos, and other marketing content.
- Incorporate traditional language and place names in marketing materials.

- Suggest attractions and tours for inclusion in ANHC's map. Promote the map in marketing materials.
- Incorporate Alaska Native cultural experiences in itinerary suggestions.
- Develop a toolkit that covers language, heritage, place names, sensitivities, key contacts, and other resources. The Ma'ema'e Hawai'i Style and Resource Toolkit is an example.²
- Create regional contact lists that tourism businesses can use to connect with culture bearers in their area. The resource should be clear that Alaska Native cultural consultation is a paid service.

TOUR OPERATORS AND CRUISE LINES

- Incorporate Alaska Native language, images, and place names in marketing materials.
- Incorporate authentic cultural experiences in tour packages and itineraries, including cultural demonstrations, storytelling, and opportunities to learn about contemporary life in Alaska.
- Use cultural resources to enhance employee training.

Objective 2: Provide resources to expand cultural travel experiences owned and operated by Alaska Native people.		
Strategies	Key Partners	Timeframe
2.1 Provide business development resources, technical assistance, and training for current and prospective cultural tourism businesses.	EDOs, Tribes	Immediate
2.2 Increase access to training resources in remote locations using web-based resources, train-the-trainer programs, and mentorships.	EDOs, Tribes	Immediate
Metrics		
Training resources offered		
Participation in training and networking programs		
Number of new cultural attractions, tours, and destinations		

Recommended Actions

Significant growth is needed in Alaska Native business ownership and Native-led cultural programming to achieve the vision. Opportunities range from development of new visitor experiences and destinations to incorporating authentic Native cultural elements in existing offerings. As noted in the SWOT analysis, tourism industry businesses often don't know where to start. Strategies leverage the skills and resources commonly available through EDOs and Tribes.

² <https://www.kona-kohala.com/news/details/maemae-toolkit>

- Offer business development programs tailored to the visitor industry, including topics like tour packaging and pricing, distribution channels, and key industry contacts.
- Include people in remote rural locations through web-based and virtual programs.
- Accelerate business development through programs targeting Alaska Native and rural entrepreneurs like North Slope Marketplace, operated by Alaska Growth Capital, and Path to Prosperity, operated by Spruce Root.
- Pair developing businesses with experienced industry mentors.

Objective 3: Increase Alaska Native-owned businesses providing goods and services to the visitor industry.

Strategies	Key Partners	Timeframe
3.1 Develop and distribute an Alaska Native-owned business directory.	EDOs, Tribes	Immediate
3.2 Foster Alaska Native suppliers for art, retail, food & beverage, transportation, cultural training, construction, and other services and supplies.	DMOs, EDOs, Tribes	Mid-term
Metrics		
Number of Native-owned suppliers		
Participation in networking and business development programs		

Recommended Actions

The visitor industry provides employment and economic activity in a wide array of support businesses. Strategies foster connections with Alaska Native suppliers, ensure authenticity in areas like retail and cultural training, and reduce economic leakage.

- Regularly update an Alaska Native business directory tailored to visitor industry needs.
- Help suppliers understand the unique procurement needs of the visitor industry in their respective regions including major market segments, communication channels, planning horizon, and purchasing patterns.
- Connect Alaska Native suppliers and visitor industry members through networking events, trade shows, and social media.

Objective 4: Build strategic alliances for cultural tourism development.

Strategies	Key Partners	Timeframe
4.1 Increase Alaska Native participation and leadership in destination marketing originations in Alaska.	DMOs	Immediate
4.2 Expand Alaska Native participation in national tourism organizations including Alaska Indian Alaska Native Tourism Association, American Bus Association, National Tour Association, and U.S. Travel Association.	AIANTA, ABA, NTA, USTA	Mid-term
4.3 Partner with community development organizations to increase investment, destination development, and linkages with economic development strategies.	EDOs	Mid-term

Metrics

Board seats on DMOs and travel trade organizations

Funding for destination marketing and community infrastructure development

Recommended Actions

Strategies increase Alaska Native engagement with organizations that can influence Alaska's competitive position and the growth of cultural tourism.

- Recruit and support board candidates.
- Encourage networking and committee participation.
- Train and encourage emerging destinations to advocate for marketing funds, infrastructure development, and community planning.

Objective 5: Improve methods for tracking Alaska Native employment and economic impacts.

Strategies	Key Partners	Timeframe
5.1 Develop an efficient and an easily updated method for tracking cultural tourism economic benefits.	DMOs, ADOLWD	Immediate

Metrics

Reporting of cultural tourism impacts that capture the full scope of the industry

Recommended Actions

Spending by Alaska visitors supports jobs in a cross-section of sectors, including retail, transportation, lodging, and food and beverage, among others. This widespread impact makes capturing employment and economic impacts challenging. Identifying Alaska Native ownership adds another layer of complexity. New approaches are needed.

- Develop baseline data on Alaska Native business ownership and employment.
- Conduct annual end-of-season surveys with businesses included in the cultural tourism map to track changes in visitation, visitor spending, tax revenue, and employment.

- Work with ATIA and the State of Alaska to refine data collection technique and develop a robust longitudinal data gathering effort to regularly capture visitation and employment.

Objective 6: Protect Alaska Native people, property, and places engaged in tourism.		
Strategies	Key Partners	Timeframe
6.1 Educate visitors about appropriate conduct when interacting with employees, regalia, and sacred sites.	Tour Operators, Tribes	Immediate
6.2 Educate retail vendors and tour operators about ownership and appropriate use of Alaska Native artwork, language, and intellectual property.	Tour Operators, Vendors, DMOs	Immediate
6.3 Protect the environment by teaching employees and visitors appropriate use and respect for traditional lands and resources.	Tour Operators, Land Managers	Mid-term
Metrics		
Creation of visitor etiquette guidelines		
Number of trainings offered to industry partners		

Recommended Actions

Education is needed to help industry members, visitors, and suppliers understand and respect Alaska Native culture, and prevent exploitation.

- Industry members can educate employees and visitors about authentic artwork, traditional ways of life, and respect for cultural values.
- Public agencies, private landowners, and tour operators can develop policies and protocols to protect traditional lands and sacred sites.

Objective 7: Expand visibility and accelerate development of the Cultural Tourism Plan.		
Strategies	Key Partners	Timeframe
7.1 Develop a communications plan to share the value and importance of cultural tourism.	ANHC	Immediate
7.2 Create a certification program that incorporates Alaska Native history, cultural practices, and contemporary lifestyle.	ANHC, Tour Operators	Mid-term
7.3 Host trainings and events to build awareness of Alaska Native cultures.	ANHC, Tour Operators	Mid-term
Metrics		
Participation in training programs and events		

Recommended Actions

ANHC has a unique position in Alaska's visitor industry, given its statewide mission, centralized location, and access to organizations and funding that support its mission.

- Share the development plan with key contacts in the visitor industry and Alaska Native organizations to accelerate implementation.
- Develop a speaker's bureau to build partnerships, momentum, and consistent and accurate messaging.
- Create a signature internship program that prepares young Alaska Native individuals to share culture through interaction with visitors to Alaska.
- Create an "externship" model with ANHC offering training and support to visitor industry businesses who need cultural interpreters, tour guides, and other key staff.

Measuring Economic Impacts

Unique Challenges Measuring Tourism Impacts

Publicly available employment data are categorized by industry classifications determined by the federal government. However, spending by non-residents visiting Alaska supports jobs in a cross-section of sectors, including retail, transportation, lodging, and food and beverage, among others. Non-resident spending as a percentage of total spending can vary greatly among these industries, resulting in overall employment in any given sector being a poor proxy for visitor industry employment. Other factors like the differences in per-visitor spending by market segment (i.e., cruise passengers versus independent travelers) also increase the complexity of measuring impacts.

The methodology for analyzing the economic impacts of the visitor industry in Alaska has therefore relied on estimating total non-resident spending and resulting employment impacts using industry-standard input-output analysis. As a discrete set of offerings, assessing the impacts of Alaska Native cultural tourism alone requires further refinement to this process.

Recommended Impact Assessment Approach

The following outlines an approach to assessing the monthly and annual average employment impacts associated with Alaska Native cultural tourism in light of the challenges outlined above. This process relies on a special data request submitted to the Alaska Department of Labor and Workforce Development (DOLWD). Note that while the department is highly responsive to special information requests, the requesting organization should provide an appropriate amount of time for the department to respond.

Step 1: Review and update Alaska Native Cultural Tourism Database

The Alaska Native Cultural Tourism Database created as part of this project serves as the central list of organizations/attractions that fit the definition of Alaska Native tourism as defined by this plan. Annual review and update of the database should include the following:

- Removal of any attraction or enterprise previously owned by an Alaska Native organization and either dissolved or sold to a non- Native organization in the past year.
- Addition of new attractions or enterprises meeting the definition of Alaska Native tourism as outlined in this plan.

Many organizations own or operate visitor-related businesses in multiple locations. The database is organized to include listings for each location for use in interactive mapping. This location-specific layout should be preserved for mapping and employment analysis purposes.

For purposes of requesting data on employment by these organizations, the database should be updated to include the business name and owner name as listed on each organizations' Alaska Business License, which is publicly available from the Alaska Department of Commerce, Community, and Economic Development.

Step 2: Assign an attribution percentage to each organization

The definition of Alaska Native cultural tourism as outlined in this plan is purposefully broad and captures a range of visitor-related offerings, including those owned and operated by Alaska Native organizations as well as those whose primary focus is on Alaska Native culture. For some attractions included in this broad definition which are not owned by an Alaska Native organization, Alaska Native culture may be only one part of a visitor experience. For example, several museums in Alaska display authentic Native artifacts and artwork while maintaining more extensive collections.

An attribution percentage should be applied to each organization in the database to account for the component of employment at these organizations directly related to Alaska Native culture. The following table suggests a method for assigning attribution percentages. (Percentages will be applied by DOLWD in the data request phase.)

Suggested Employment Attribution Percentages

Alaska Native Owned	Alaska Native Culture Sole Focus of Attraction	Attribution Percentage
Yes	Yes	100%
Yes	No	100%
No	Yes	100%
No	No	50%

Step 3: Request data from the Alaska Department of Labor and Workforce Development

The data request materials provided to DOLWD should include an Excel file listing each organization based on the updated Alaska Native cultural tourism database and a memo outlining request parameters for monthly employment, average annual employment, and total annual wages.

Accessing indicators with and without attribution percentages applied by DOLWD will lend additional perspective to the analysis regarding the range of employment impacts represented by these organizations.

The request should be specific to the preceding full calendar year. For example, a data request submitted in 2022 would request monthly and average annual data for calendar year 2021. Full calendar year data are generally available in May of the following calendar year.

The memo should include a request that the Excel file listing organizations sent to DOLWD be returned with an additional field indicating if the organization was identified in DOLWD employment data. Organizations may not be found in DOLWD records if the business is a sole proprietorship, has recent ownership or name changes, or for a variety of other reasons. Returning a list indicating which organizations have been included will aid analysts in understanding the extent to which the aggregate data are representative of Alaska Native cultural tourism as a subsector.

Step 4: Analyze data and report results

Data returned from DOLWD including the Excel file listing which organizations were identified and included in the aggregate indicators should be reviewed carefully to ensure indicator integrity. If organizations known to have high employment were not identified in DOLWD data, the analyst should contact the organization directly to request employment data specific to visitor-related enterprises. Aggregated data with attribution percentages applied can be reported as indicators of employment in Alaska Native cultural tourism.

Current Cultural Tourism Offerings

The study team created a database of nearly 100 Alaska Native cultural tourism organizations and operators. The primary purpose for the database was to provide source data for an interactive web-based map aimed at visitors. The map was developed by Resource Data and will be hosted on the ANHC website.

The database has additional uses: it can be a resource for ANHC to communicate with cultural tourism providers; it provides a reference point for estimating employment and economic impacts; and it helps illustrate the broad range of cultural tourism offerings in the state.

The database was populated with previously existing lists of cultural tourism offerings (provided by ANHC and ATIA), web-based research, and the study team's prior knowledge of Alaska's visitor industry. A survey of Alaska Native tourism operators and organizations supplemented these sources. The database includes a wide variety of detailed information, including:

- Company/organization name
- Website
- Contact information for visitors
- Contact information for ANHC
- Location
- Type(s) of experience
- Description of experience
- Alaska Native culture(s) represented
- Alaska Native ownership (yes/no).

The following tables show a snapshot of the database: company/organization name, community, and type(s) of experiences. They are presented by region.

Southeast Alaska

Alaska Native Cultural Tourism Experiences: SOUTHEAST

Company/Organization	Community	Type(s) of Experience
Xunaa Shuka Hit, Huna Ancestors' House	Gustavus	Attraction/museum
Alaska Indian Arts	Haines	Attraction/museum
Icy Strait Point	Hoonah	Attraction/museum Tour/activity
Hydaburg Totem Park	Hydaburg	Attraction/museum
Allen Marine Tours	Juneau	Tour/activity
Sacred Grounds	Juneau	Food
Mount Roberts Tramway	Juneau	Attraction/museum Tour/activity
Sealaska Heritage Institute	Juneau	Attraction/museum Tour/activity
Kake Tribal Tourism	Kake	Tour/activity
Keex' Kwaan Lodge	Kake	Lodging
Haida Canoe Revitalization Group	Kasaan	Attraction/museum
Kasaan Arts, Museum, and Canoes	Kasaan	Attraction/museum Retail
Totems Historic District	Kasaan	Attraction/museum
Alaska Eagle Arts: The Art of Marvin Oliver	Ketchikan	Attraction/museum Retail
Alaska Fish and Fun Charter	Ketchikan	Tour/activity
Allen Marine Tours	Ketchikan	Tour/activity
Southeast Alaska Discovery Center	Ketchikan	Attraction/museum Tour/activity
Cape Fox Lodge	Ketchikan	Lodging
Cape Fox Tours	Ketchikan	Tour/activity
Crazy Wolf Studios	Ketchikan	Retail Attraction/museum
Ketchikan Native Tours	Ketchikan	Attraction/museum Tour/activity
Potlatch Totem Park	Ketchikan	Attraction/museum Tour/activity
Tongass Historical Museum	Ketchikan	Attraction/museum Tour/activity
Totem Bight State Park	Ketchikan	Attraction/museum Tour/activity

Company/Organization	Community	Type(s) of Experience
Totem Heritage Center	Ketchikan	Attraction/museum Tour/activity
Where The Eagle Walks	Ketchikan	Tour/activity
Wild Wolf Tours, LLC	Ketchikan	Tour/activity Attraction/museum
Klawock Totem Park, Heritage Center, and carving shed	Klawock	Attraction/museum
Jilkaat Kwaan Cultural Heritage & Bald Eagle Preserve	Klukwan	Attraction/museum
Duncan Cottage Museum	Metlakatla	Attraction/museum
Metlakatla Tourism	Metlakatla	Attraction/museum Tour/activity
Saxman Totem Park	Saxman	Attraction/museum Tour/activity
Alaskan Dream Cruises	Sitka	Tour/activity
Allen Marine Tours	Sitka	Tour/activity
Sitka National Historic Park	Sitka	Attraction/museum Tour/activity
Sitka Tribe of Alaska - Tribal Tours	Sitka	Tour/activity Attraction/museum
Southeast Alaska Indian Cultural Center	Sitka	Attraction/museum
Xú'taa Hídi	Sitka	Retail
Chief Shakes Tribal House, Kik-setti Totem Park	Wrangell	Attraction/museum
The Squawking Raven Bed & Breakfast	Wrangell	Lodging
Tribal House of the Bear	Wrangell	Attraction/museum
Allen Marine Tours	Yakutat	Tour/activity

Southcentral Alaska

Alaska Native Cultural Tourism Experiences: SOUTHCENTRAL

Company/Organization	Community	Type(s) of Experience
Alaska Native Heritage Center	Anchorage	Attraction/museum Tour/activity
Alaska Native Medical Center Craft Shop	Anchorage	Attraction/museum Retail
Aleutian Adventures	Anchorage	Tour/activity Lodging
Anchorage Museum	Anchorage	Attraction/museum

Company/Organization	Community	Type(s) of Experience
Arctic Treasures Art Gallery	Anchorage	Attraction/museum Retail
Bristol Adventures	Anchorage	Tour/activity Lodging
Katmai Air	Anchorage	Tour/activity
Coast International Inn	Anchorage	Lodging
Dimond Center Hotel	Anchorage	Lodging
Lynette's Taxicab Company	Anchorage	Tour/activity
Oomingmak Musk Ox Co-op	Anchorage	Tour/activity Retail
Eklutna Historical Park	Chugiak	Attraction/museum Tour/activity
K'Beq' Interpretive Site	Cooper Landing	Attraction/museum
Ahtna Heritage Foundation & Cultural Center	Copper Center	Attraction/museum
Ilanka Cultural Center	Cordova	Attraction/museum
Seldovia Museum	Seldovia	Attraction/museum Tour/activity

Interior Alaska

Alaska Native Cultural Tourism Experiences: INTERIOR

Company/Organization	Community	Type(s) of Experience
The Grande Denali Lodge	Denali National Park	Lodging
The Denali Bluffs Hotel	Denali National Park	Lodging
Kantishna Roadhouse	Denali National Park	Lodging
Morris Thompson Cultural and Visitors Center	Fairbanks	Attraction/museum
Kantishna Wilderness Trails	Fairbanks	Tour/activity
Koyukuk River Tribal Tours, LLC	Hughes	Tour/activity
Alfred Starr Nenana Cultural Center	Nenana	Attraction/museum Retail
Empty Nest Bed & Breakfast	Ruby	Lodging
Tanakon Bed and Breakfast	Tanana	Lodging

Southwest Alaska

Alaska Native Cultural Tourism Experiences: SOUTHWEST

Company/Organization	Community	Type(s) of Experience
Anvik Historical Society Museum	Anvik	Attraction/museum
Yup'it Piciryarait Cultural Center	Bethel	Attraction/museum
Sam Fox Museum	Dillingham	Attraction/museum
Alutiiq Museum (legal name: Alutiiq Heritage Foundation)	Kodiak	Attraction/museum
Karluk River Cabins	Kodiak	Lodging
Kodiak Brown Bear Center	Kodiak	Lodging Tour/activity
Aleut Charters	Port Lions	Tour/activity
Aleut Dance Bed & Breakfast	Port Lions	Lodging
Museum of the Aleutians	Unalaska	Attraction/museum

Arctic

Alaska Native Cultural Tourism Experiences: ARCTIC

Company/Organization	Community	Type(s) of Experience
Marsh Creek Inn	Kaktovik	Lodging
Lavonne's Fish Camp	Kotzebue	Lodging Tour/activity
Northwest Arctic Heritage Center	Kotzebue	Attraction/museum
Nullagvik Hotel	Kotzebue	Lodging
Sulanich Center	Kotzebue	Attraction/museum Retail
Aurora Inn and Suites	Nome	Lodging
Carrie M. McLain Memorial Museum	Nome	Attraction/museum
Katirvik Cultural Center	Nome	Attraction/museum
Maruskiya's of Nome	Nome	Attraction/museum
Opiq Adventures, LLC.	Nome	Tour/activity
Solomon Bed & Breakfast	Nome	Lodging Tour/activity
Inupiat Carvers of Shishmaref	Shishmaref	Tour/activity
Iñupiat Heritage Center	Utqiagvik	Attraction/museum
Top of the World Hotel	Utqiagvik	Lodging

Developing Attractions

There are several new major cultural tourism attractions being developed in Alaska, including the attractions below. Once they are operational, they can be incorporated into the database and interactive map.

Angoon Cultural Center: The Village of Angoon recently received a federal grant to build a visitor center. It will reportedly feature retail and performance space as well as offer information to visitors.³

Tlingit Haida Cultural Immersion Park: Central Council Tlingit Haida Tribes of Alaska is developing a cultural attraction in Juneau that will incorporate a dining hall, carving hall, and performance space, among other features. It will highlight Tlingit, Haida, and Tsimshian cultures.

Troth Yeddha' Indigenous Studies Center and Park: University of Alaska Fairbanks is seeking to build a new facility on its Fairbanks campus. The facility will include conference and performance space, classrooms, and art space, and will offer cultural activities, while the surrounding park will support outdoor events and honor Alaska Native cultures.⁴

Implications for the Cultural Tourism Development Plan

Considerable project team outreach was required to develop the database for the interactive map. ANHC's investment in the database and map should be maximized by partnering with DMOs to promote the map in websites and other marketing materials.

The database and map should be updated regularly. In addition, the database provides an excellent starting point for estimating Alaska Native participation in the visitor industry, including employment and economic benefits.

³ <https://www.ktoo.org/2021/05/12/angoon-lands-nearly-2-million-grant-to-boost-local-tourism/>

⁴ <https://uaf.edu/giving/initiatives/trothyeddha.php>

Alaska Travel Trends and Patterns

This section includes an overview of visitor volume, travel patterns, trends, and trip planning. Where available, data are presented for summer and winter markets and for major transportation markets.

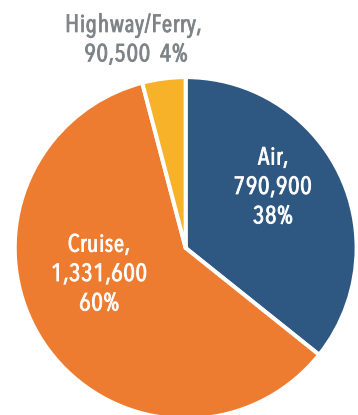
Summer Visitors

Alaska welcomed an estimated 2.2 million visitors in Summer 2019 (May to September), the last regular visitor season before the pandemic.

Transportation Market

Cruise passengers typically represent the majority of Alaska's visitors: in 2019, 60% of all summer visitors were cruisers. This compares with 38% who traveled both to and from Alaska via air, and 4% who traveled either to or from Alaska via highway or ferry.

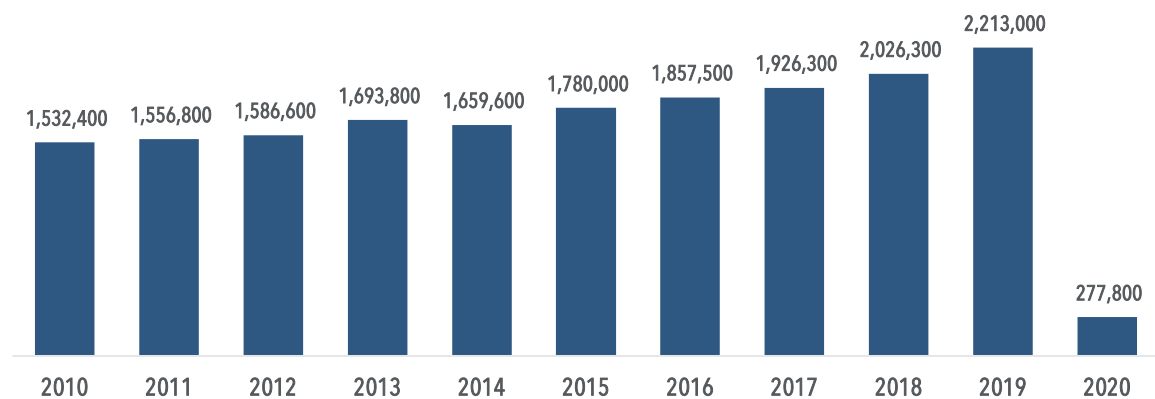
Alaska Visitor Volume by Transportation Market, Summer 2019



Trends: Overall Volume

Between 2010 and 2019, Alaska's summer visitor volume increased by 44%. The 2019 increase was the largest jump in the decade at 9%. COVID led to an 87% decrease in visitors in summer 2020.

Alaska Summer Visitor Volume, 2010-2020



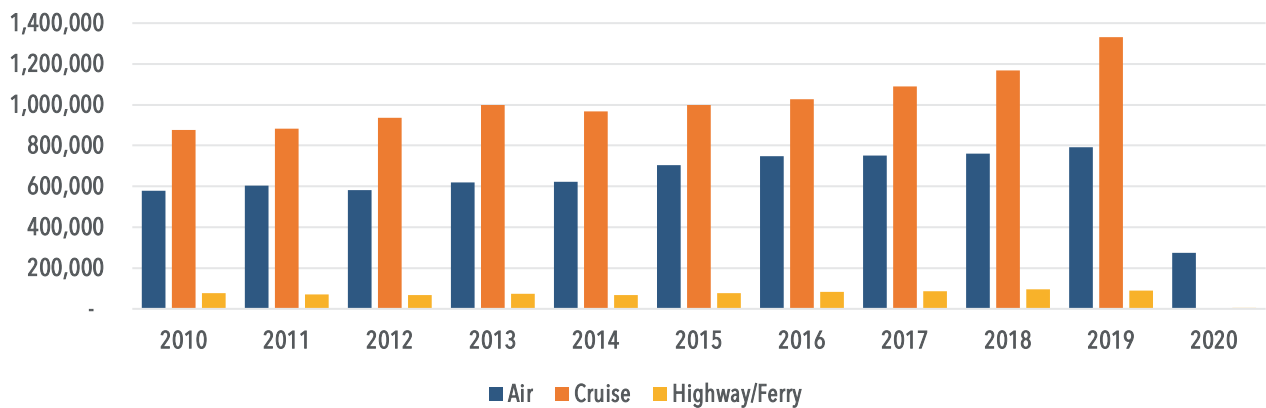
Source: Alaska Visitor Volume Reports.

Trends: Transportation Market

Alaska's strong growth in visitor volume between 2010 and 2019 was largely driven by cruise passengers. Cruise volume increased by 52% over the decade; this compares with 37% in air visitors and 19% in highway/ferry visitors. Cruise volume showed particularly large gains in recent years: up 6% in 2017, 7% in 2018, and 14% in 2019. Meanwhile the air market was fluctuating, showing 6% growth in 2016 followed by two years of little to no growth, then a 4% increase in 2019. The highway/ferry market shrunk by 7% in 2019 after several years of consecutive growth.

COVID caused eliminated the cruise market in 2020 and caused 96% decline for the highway/ferry market and 65% decline for the air market.

Alaska Summer Visitor Volume, 2010-2020, by Transportation Market



Source: Alaska Visitor Volume Reports.

Winter Visitors

An estimated 323,000 out-of-state visitors traveled to Alaska during the last winter period (October to April) before the pandemic, representing 13% of 12-month visitor volume. Unlike the summer season, nearly all winter visitors (96% in 2018-19) travel to/from the state via air.

Alaska Visitor Volume by Season, 2018-19

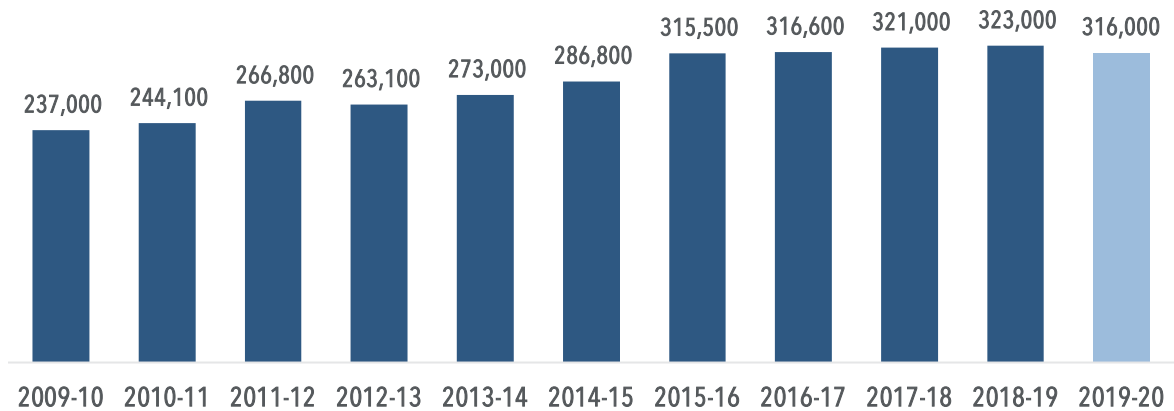
	Volume	% of Total
Summer 2019	2,213,000	87%
Winter 2018-19	323,000	13%

Source: Alaska Visitor Volume Reports.

Trends

Between 2009-10 and 2018-19, winter visitor volume increased by 36%. The sharp decrease in travel in March/April 2020 only made a small dent in the overall season: volume only fell by 2% for the 2019-20 period, due to very strong gains in earlier months.

Alaska Winter Visitor Volume, 2009-10 to 2018-19 (2019-20 prelim.)



Source: Alaska Visitor Volume Reports. Note: 2019-20 estimate is preliminary.

Interviews with winter operators over the last several years have revealed the following insights:

- Strong growth in Chinese winter market; the market is susceptible to political strife between the U.S. and China.
- Strong growth in aurora viewing trips, particularly in Fairbanks, where offerings include new viewing structures, dog sledding, and fat biking.
- Winter packages incorporating the Alaska Railroad have gained in popularity.

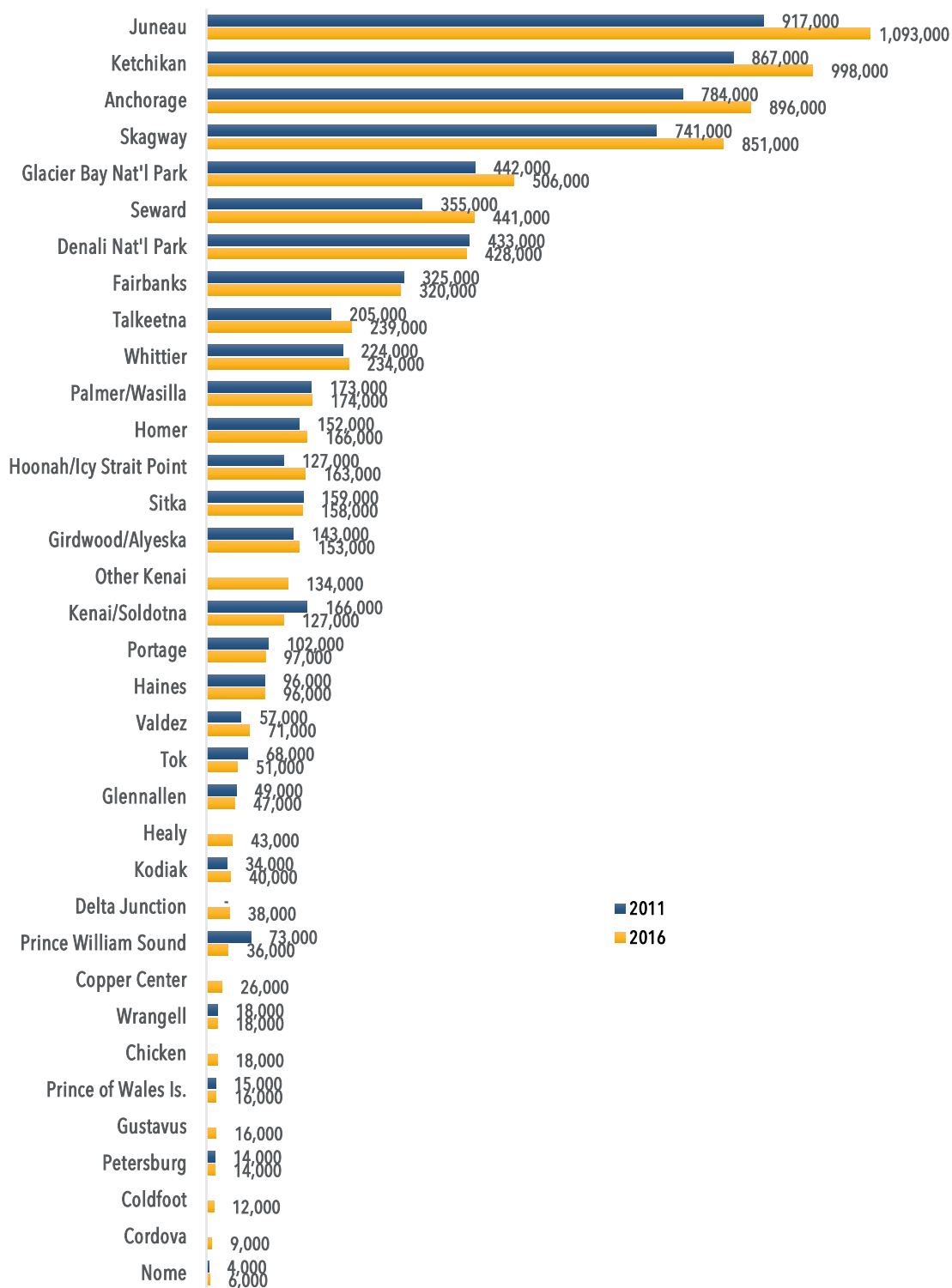
Summer Visitor Destinations

The chart on the following page shows the volume of summer visitors for the most common Alaska destinations in summers 2011 and 2016. The top destinations were Juneau, Anchorage, Ketchikan, and Skagway, each receiving over 800,000 visitors in 2016.

The destinations experiencing the largest increases in visitor volumes between 2011 and 2016 tended to be cruise ship ports, including Juneau, Ketchikan, Skagway, and Seward.

See chart, next page.

Number of Visitors by Destination (Day or Overnight) 2011 and 2016



The table below shows, by transportation market, the percentage of summer visitors that traveled to various Alaska destinations. Data are shown for the last three Alaska Visitor Statistics Program (AVSP) study periods.

**Destinations Visited (Day or Overnight)
By Transportation Market, 2006, 2011, and 2016 (%)**

	AIR			CRUISE			HWY/FERRY		
	2006	2011	2016	2006	2011	2016	2006	2011	2016
Southcentral	79	80	78	42	41	34	69	53	56
Anchorage	73	74	74	37	35	29	59	41	46
Kenai Peninsula	45	45	44	15	19	20	48	36	37
Seward	32	31	31	14	17	18	37	27	25
Kenai/Soldotna	22	22	15	3	2	<1	29	20	12
Homer	20	18	17	2	3	2	33	23	22
Other Kenai Peninsula*	11	9	15	1	<1	1	12	12	17
Palmer/Wasilla	18	21	19	1	3	1	35	23	24
Girdwood/Alyeska	18	19	17	3	3	2	13	8	10
Talkeetna	15	15	16	11	12	8	17	10	15
Whittier	14	13	13	14	16	8	18	13	8
Portage	13	12	11	2	2	1	11	8	7
Valdez	7	6	7	1	1	1	29	18	19
Prince William Sound	7	6	4	6	4	1	12	3	1
Other Mat-Su*	n/a	n/a	2	n/a	n/a	<1	n/a	n/a	3
Cordova*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	<1
Other Southcentral	7	19	5	3	2	1	8	17	8
Southeast	21	20	19	99	99	100	62	63	49
Juneau	9	8	10	96	97	99	21	19	9
Ketchikan	7	5	6	81	93	97	19	17	10
Sitka	6	4	4	25	15	13	9	5	3
Glacier Bay National Park	4	5	2	40	37	49	9	3	2
Prince of Wales Island	2	2	2	<1	<1	<1	2	2	2
Gustavus*	n/a	n/a	2	n/a	n/a	<1	n/a	n/a	2
Skagway	2	2	1	81	79	81	40	41	30
Petersburg	2	1	1	1	<1	<1	10	4	3
Haines	1	1	1	9	8	5	27	24	20
Hoonah/Icy Strait Point	1	<1	<1	17	14	22	2	1	1
Wrangell	2	1	1	1	1	<1	10	5	2
Other Southeast	3	2	2	8	3	<1	3	2	2
Interior	37	36	37	27	30	21	71	58	67
Denali National Park	26	25	26	27	29	20	46	31	31
Fairbanks	22	20	21	22	21	12	50	34	38

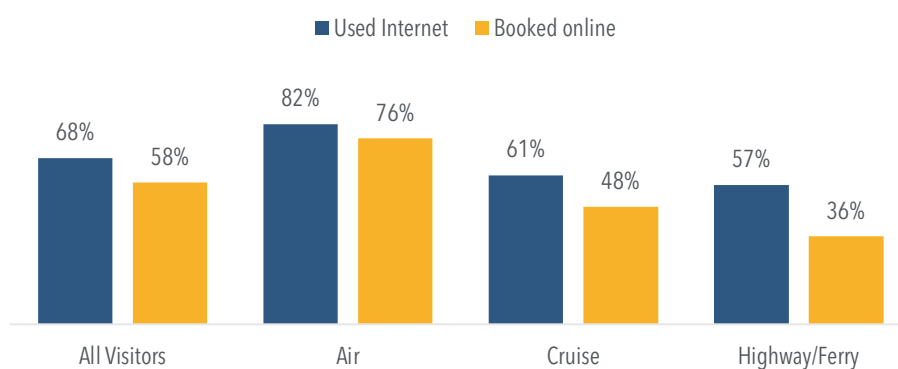
Glennallen	7	6	4	<1	<1	<1	31	19	20
Healy*	n/a	n/a	4	n/a	n/a	<1	n/a	n/a	8
Delta Junction*	n/a	n/a	3	n/a	n/a	<1	n/a	n/a	15
Copper Center*	n/a	n/a	2	n/a	n/a	1	n/a	n/a	4
Tok	2	2	1	2	3	<1	56	44	47
Chicken*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	15
Other Interior	6	7	3	1	1	<1	21	18	9
Southwest	8	7	9	1	2	1	2	3	1
Kodiak	3	3	4	<1	1	1	<1	1	1
Other Southwest	6	4	6	<1	<1	<1	2	2	1
Far North/	5	3	3	1	1	<1	7	5	6
Coldfoot*	n/a	n/a	1	n/a	n/a	<1	n/a	n/a	5
Nome	1	1	1	<1	<1	<1	1	-	-
Kotzebue*	n/a	n/a	<1	n/a	n/a	<1	n/a	n/a	-
Other Far North	4	3	2	1	1	<1	6	5	3

*Visitation to these additional locations was captured in 2016.

Summer Visitor Trip Planning

Over two-thirds of summer 2016 visitors to Alaska (68%) reported using the internet to plan their Alaska trip, and 58% reported booking some portion of their trip online. Air visitors reported the highest rates of internet usage and booking (82% and 76%, respectively), followed by cruise visitors (61% and 48%), then highway/ferry visitors (57% and 36%).

Internet Usage to Plan/Book Alaska Trip, Summer 2016, by Transportation Market



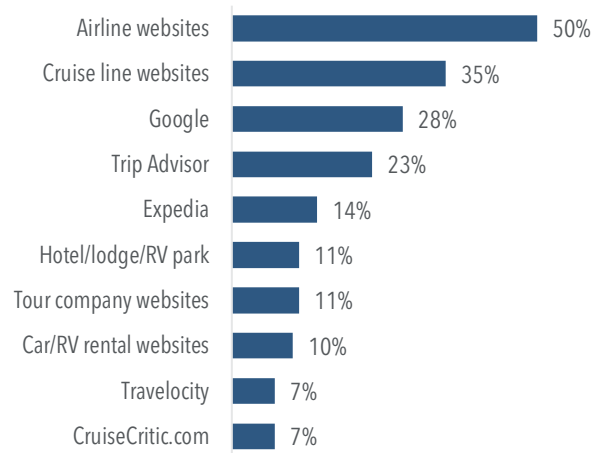
When internet users were asked which websites/apps they used to plan their Alaska trip, the most common were airline websites (50%), cruise line websites (35%), Google (28%), and Trip Advisor (23%).

Not surprisingly, sources differed by transportation market: air visitors were the most likely to use airline websites (65%), while cruise visitors were much more likely to use cruise line websites (67%). Highway/ferry visitors were the most likely to use Google (44%).

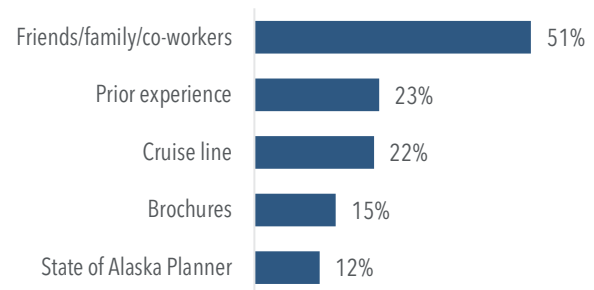
Visitors were also asked about travel agent usage; 11% of summer 2016 visitors reported booking some portion of their trip through a travel agent. (This figure was down from 24% in 2006 and 17% in 2011.)

Besides online sources and travel agencies, the most common trip information sources were friends/family/co-workers (51%), prior experience (23%), cruise lines (22%), brochures (15%), and the State of Alaska Official Vacation Planner (12%).

Top 10 Websites/Apps Among Online Planners, Summer 2016



Top Five Non-Internet Information Sources, Summer 2016



Implications for the Cultural Tourism Development Plan

Alaska's summer visitor volume increased by 44% between 2010 and 2019. While COVID led to an 87% decrease in visitors in summer 2020, a strong recovery is anticipated as COVID recedes.

The internet is widely used among Alaska visitors for travel planning and booking, with air travelers reporting the highest usage rates (82% and 76%, respectively). Referrals from friends and family ranked highest among non-internet sources.

Industry growth and strong internet usage bode well for the development plan, however visitation levels are historically modest in communities not included in cruise itineraries or accessible by a highway.

Alaska Cultural Tourism Participation

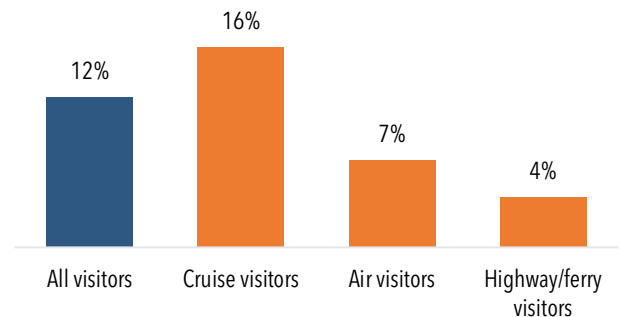
Participation Rates and Locations

In the summer 2016 AVSP survey, visitors were shown a list of 29 tours and activities and asked to identify which ones they had participated in while in Alaska. Included in the list was the category “Native cultural tours/activities.” It was up to respondents to interpret whether they had participated in a Native cultural tour or activity. Many activities incorporate Alaska Native cultural elements but may not have been identified as such by the respondent.

For example, the Mt. Roberts Tramway was likely to be cited as a “tramway/gondola” experience, even though Goldbelt incorporates many cultural elements into the experience. A city tour of Ketchikan that included a visit to Saxman or Totem Bight State Historical Park could have been cited as a “city/sightseeing tour.” A visit to the Alaska Native Heritage Center may have fallen into the “museum” category. The associated estimates of Alaska Native cultural tour participation should therefore be considered very conservative. In the absence of other data on Alaska Native tour participation, it serves as a valuable indicator. In summer 2016, 12% of all Alaska visitors reported participating in a Native cultural tour/activity, including 16% of cruise visitors, 7% of air visitors, and 4% of highway/ferry visitors. The total market size of Native cultural tourism participants in summer 2016 was estimated at 221,000 visitors.

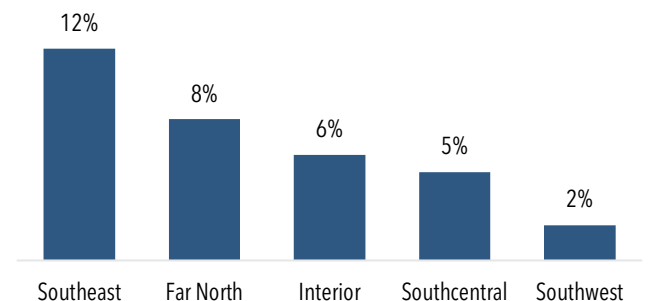
In the AVSP survey, visitors also indicated where they had participated in each activity. By region, Southeast visitors reported the highest rate of participating (12%), followed by Far North (8%), Interior (6%), Southcentral (5%), and Southwest (2%). The most common communities for participation were Ketchikan (9%), Sitka (9%), Fairbanks (8%), Hoonah (6%), and Wrangell (5%).

Percent of Alaska Visitors Participating in Native Cultural Tour/Activity, Summer 2016



Source: AVSP 7.

Percent of Visitors to Each Region Participating in Native Cultural Tour/Activity, Summer 2016



Source: AVSP 7.

Cultural Tourism Participant Profile

The AVSP survey captured the characteristics of 632 visitors who participated in a Native cultural tour or activity in summer 2016.

- Participants were nearly all traveling to Alaska for vacation/pleasure (91%).
- Three-quarters of participants (77%) were cruise passengers, while 21% traveled to and from Alaska by air, and 2% traveled by highway or ferry.
- Four out of five participants (82%) visited Southeast; 57% visited Southcentral; 39% visited the Interior; 5% visited Southwest; and 2% visited Far North.
- Participants reported staying in Alaska an average of 9.6 nights.
- One-quarter of participants had been to Alaska before (27%), while 14% had cruised in Alaska before.
- Participants were most likely to be from Western U.S. states (34%), followed by the South (21%), Midwest (16%), and East (12%). Six percent were Canadian, and 11% were from other international countries.
- Participants reported an average party size of 2.6 people.
- Participants were slightly more likely to be female (55%) than male (45%).
- The average among participants was 57.
- One-fifth of participants (21%) reported children in their household, while about half (51%) were retired or semi-retired.
- Two-thirds (69%) of participants reported at least a college degree.
- The average household income among participants was \$110,000.

Profile of Native Cultural Tour/Activity Participants, Summer 2016

% of Visitors	
Trip purpose	
Vacation/pleasure	91
Visiting friends/relatives	6
Business	3
Transportation market	
Cruise	77
Air	21
Highway/ferry	2
Regions visited	
Southeast	82
Southcentral	57
Interior	39
Southwest	5
Far North	2
Average length of stay	9.6 nights
Previous Alaska travel	
Been to Alaska before	27
Cruised in Alaska before	14
Origin	
Western US	34
Southern US	21
Midwestern US	16
Eastern US	12
Canada	6
Other international	11
Other demographics	
Average party size	2.6 people
Male/female	45/55
Average age	57 years old
Children in household	21
Retired/semi-retired	51
College graduate	69
Average income	\$110,000

Source: AVSP 7.

Alaska Traveler Perceptions and Motivations

TravelAlaska.com Website User Study (2019)

Destination Analysts surveyed people who had visited TravelAlaska.com, the ATIA-sponsored website. Primary purposes of the study were to determine what information prospective Alaska travelers were seeking and to develop a profile of website users.

Respondents were asked to identify what information they were specifically seeking before using the Alaska travel website. Leading responses were attractions and activities (43%), maps (38%), and trip itineraries (33%). Information on Alaska Native culture was mentioned by 23% of website users.

Forty-five percent of website users said they had already decided to travel to Alaska and 43% said they were interested.

Images of Alaska Study (2011)

Images of Alaska is a study previously commissioned by ATIA to estimate market demand and understand perceptions and motivations. Conducted by GMA Research, the study included telephone and online surveys with high potential prospective visitors and recent Alaska travelers. The last edition of this study was conducted in 2011.

TOP OF MIND IMAGES (HIGH POTENTIAL PROSPECTS)

Unprompted, awareness of Alaska Native people and culture was relatively low in comparison to images of scenery, wildlife, cold temperatures, and wilderness. Although experiencing Denali/Mt. McKinley is a major travel motive, it was specifically mentioned by only 2% of respondents in this question.

Images of Alaska 2011: Survey of "High Potential Prospects"

What is the first thing that comes to mind when you think of Alaska? What else comes to mind when you think of Alaska? (1st and 2nd mentions combined)

	% of Total
Beautiful scenery	45
Wildlife/animals	37
Cold/freezing	33
Wilderness	15
Glaciers/icebergs	13
Fishing	10
Mountains/snowcapped	9
Snow/ice/icicles	7

	% of Total
Vast/open space	7
Sights/attractions/activities	6
New adventure/different	5
Cruises	5
Unspoiled/last frontier	4
Eskimos/Native Alaskans	2
Mt. McKinley/Denali	2

Source: *Images of Alaska 2011*, conducted by GMA Research.

PROMPTED RESPONSES (HIGH POTENTIAL PROSPECTS)

Survey responses in the table below illustrate that interest in Alaska Native cultural experiences is much higher when options are mentioned alongside other things to see and do in Alaska.

As with unprompted responses, highest interest ratings were given to glaciers, wildlife, Denali and other mountains, and Glacier Bay National Park.

When asked specifically about experiencing Alaska Native villages, dancing, and culture, nearly 90 percent of respondents indicated strong interest. Visiting museums to learn about Alaska natural history, culture, and art was of high interest to 83 percent of respondents. Meeting Alaska Native people to learn about traditional and modern lifestyle was of high interest to 80 percent.

Images of Alaska 2011: Survey of "High Potential Prospects"

Now I'm going to describe some different and unique things to see and do in Alaska, I would like you to tell me how interested you would be in each of them. On a scale of 1 to 7, where 1 means "not at all interested" and 7 means "very interested," how interested are you in... (5+6+7 combined)

	% of Total
Seeing the glaciers and fjords of Alaska	97
Seeing moose, caribou, and other wildlife in their natural habitat	96
Visiting Denali National Park/Mt. McKinley to see the spectacular scenery and wildlife	96
Seeing Alaska's mountains	96
Visiting Glacier Bay National Park	96
Cruising the Inside Passage	94
Riding the Alaska Railroad through rugged scenery	93
Visiting national and state parks	92
Seeing Alaska's wide open spaces	91
Experiencing authentic Alaska	91
Dining on Alaska king crab, salmon and other Alaskan fish and seafood	90
Meeting friendly people	90
Seeing the northern lights	89

	% of Total
Seeing Native villages, totem poles, Native dances, Native artwork, and artifacts	89
Meeting real Alaskans	87
Experiencing Alaska's river systems such as the Yukon River	87
Sightseeing in Anchorage, Alaska's largest city	86
Take a guided multi-day wildlife or nature safari	84
Experiencing the midnight sun	84
Visiting museums to learn about Alaska's natural history, culture, and art	83
Gold rush/pioneer history	82
Meeting Native Alaskans and learning about their modern and traditional lifestyles	80
Visiting the Arctic/Arctic Circle	79
Staying at a remote wilderness lodge or cabin	77
Seeing ice sculptures	77
Discovering Alaska's Russian-American history through artwork, churches, and dances	77
Visiting Alaska in the winter engaging in winter activities	44

Source: *Images of Alaska 2011*, conducted by GMA Research

Implications for the Cultural Tourism Development Plan

Perceptions of Alaska and travel motivations are typically shaped by a variety of sources including travel marketing programs, movies, magazines and books, social media, experiences, and recommendations from friends, among others. Alaska's beautiful scenery, wildlife, mountains, and glaciers consistently ranked high among prospective and experienced travelers – regardless of how questions are posed about the state.

The *Images* study indicates that visitors' expectations and interest can be influenced when prospective travelers are provided information about cultural experiences alongside other activities. Illustrating this point, nearly 90% of prospective visitors expressed a high level of interest in seeing Alaska Native villages, totem poles, dancers, and artwork when asked specifically about the activity.

Alaska Native culture can be easily incorporated with information prospective travelers are seeking concerning attractions, maps, and itineraries.

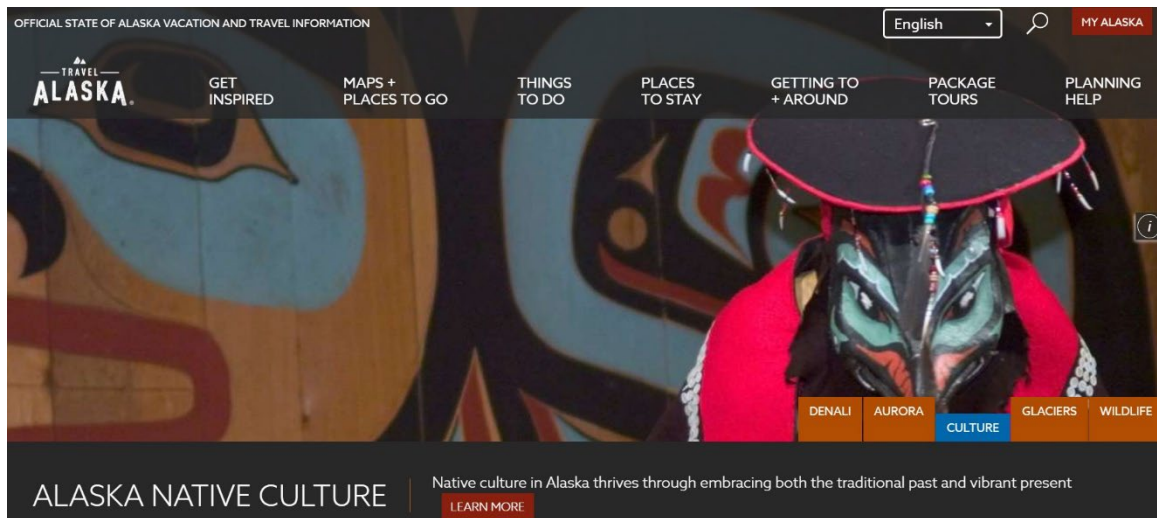
Current Promotional Efforts

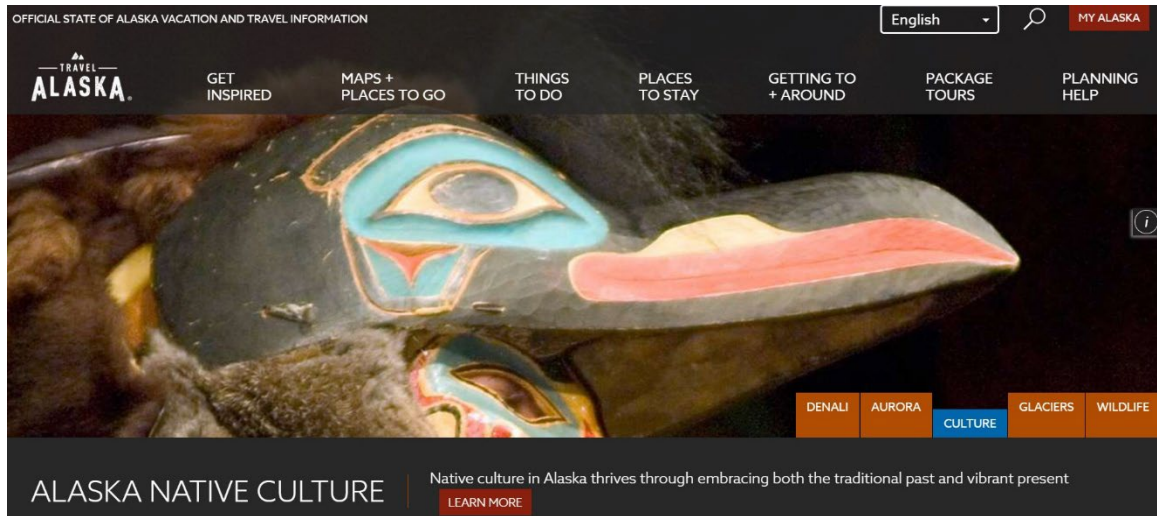
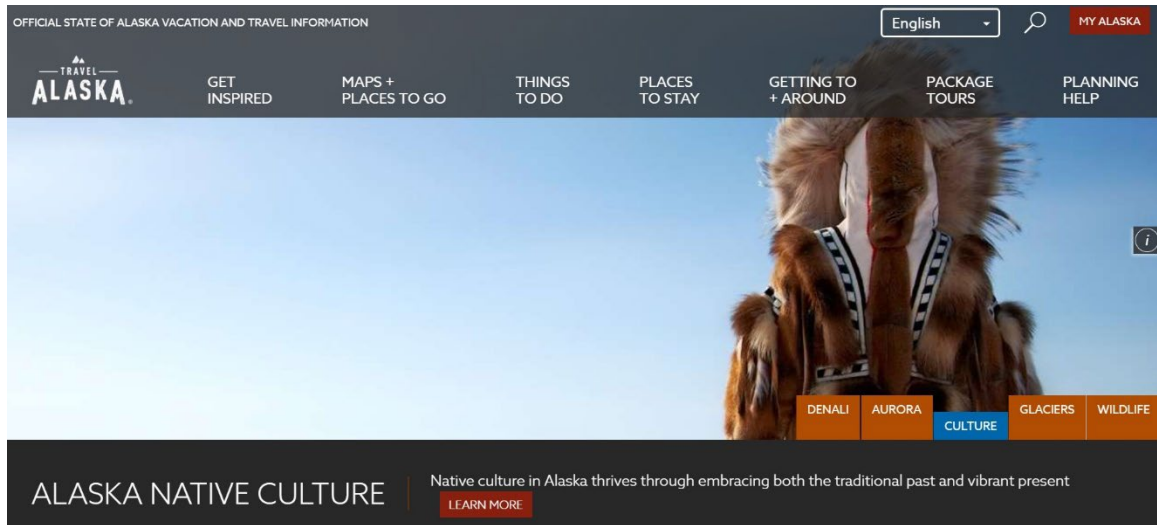
Alaska Native cultural tourism is promoted in a variety of ways, from small businesses and Destination Marketing Organizations (DMOs) to broad statewide efforts. This section includes an overview of promotional efforts at the statewide level and for selected destinations.

Alaska Travel Industry Association

The Alaska Travel Industry Association (ATIA) incorporates Native culture into many of its webpages as well as its printed vacation planner. ATIA reports that last fiscal year, the culture pages on travelalaska.com received 44,898 pageviews, representing 0.6% of all pageviews on the site. In fiscal year 2021, they received 34,162 pageviews. (The decrease likely reflects an overall decrease in travel interest due to the pandemic.)

The www.travelalaska.com home page rotates between five main categories, visible in the bottom right corner of the following images: Denali, Aurora, Culture, Glaciers, and Wildlife. The "Culture" tab rotates between three photos featuring Alaska Native themes.





Source: www.travelalaska.com

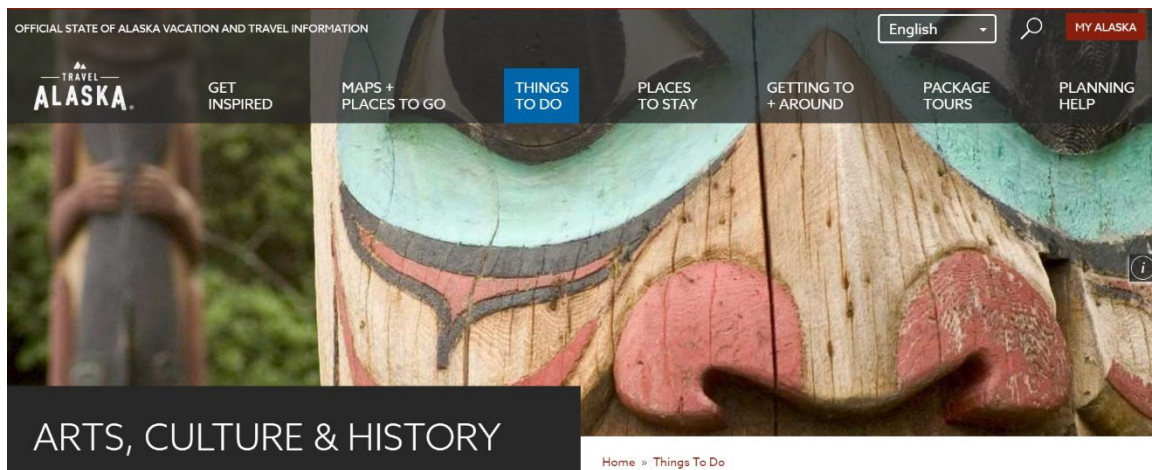
When visitors click "Learn More" they are redirected to a page that rotates between a video of Native dancers and a totem pole image, seen below, accompanied by the following text:

Experiencing Alaska Native cultures is high on the list for many Alaska visitors and - with more than 10,000 years of human history - Alaska offers endless options for learning about our traditional lands, languages, and ways of being. Hear stories passed down from Elders and feel the heartbeat of drums used in traditional dancing, watch a blanket toss at a whaling celebration, learn about totem carving techniques passed down from generation to generation, and learn about regional and local Native functional and creative arts, ranging from carving and basket weaving to sewing and silversmithing.

Visit some of our more than 60 museums and cultural centers to learn about Alaska's geography and natural history, Russian occupation, gold booms - and busts - and Alaska statehood, as told in art and artifacts. Plus, you'll find "only in Alaska" exhibits ranging from quirky to thought-provoking. Who knew there was a museum dedicated to the history of the hammer or a 36,000-year-old steppe bison turned blue by minerals as it mummified!

Listen to live music at outdoor festivals and indoor concert halls, tapping your foot to folk, classical, and contemporary songs performed by local and internationally known performers – and perhaps get up on stage with us to dance the night away.

Alaskans are warm, welcoming, creative, and captivating. Get to know us through our stories, arts, and music - we can't wait to share our traditions with you.



Source: <https://www.travelalaska.com/Things-To-Do/Art-Culture-History.aspx>

Users can choose from a variety of links that inform them about Alaska Native cultures, special events, resources such as ANHC, and retail sites where Alaska Native artwork can be purchased online.

Looking ahead, the travelalaska.com website is currently undergoing a redesign in which Alaska Native culture will be incorporated more throughout the site. ATIA expects the culture pages to receive more views as a result.

The 2022 printed "Official State Vacation Planner," also produced by ATIA, features four pages dedicated to Alaska Native culture, as shown below.



Alaska Native arts & culture

With over 20 distinct cultures and 300 different dialects, Alaska Native arts and culture stretch across all five regions in our state. Both present-day Alaska and our history are shaped by these groups' many amazing lifestyles, art forms, and stories, as well as their shared and distinct values and collective heritage.

With art and culture as diverse and broad as the state's landscapes, Alaska Natives' intrinsic relationship to the mountains, tundra, forests, oceans, wildlife, and beyond is celebrated in many ways.

inupiat

When you live above the Arctic Circle, you learn to adapt to your surroundings and seasons with whatever the land provides. Using bone and ivory from the marine life they hunt, many Inupiat people are creators of beautiful carvings.

yup'ik

All art can have purpose, and Yup'ik people know this best. The ceremonial mask pictured above is traditionally made from driftwood to connect with their spiritual eliam yua, the "spirit of the universe," who can guide good fortune in all that they do.

229 tribes, 1 community

While there is undeniable diversity amongst all Alaska Native cultures, the similarities that thread them together illustrate deep-rooted heritage in Alaska. Storytelling, customs and ceremonies, and strong traditional values all resonate across Alaska's Indigenous generations of knowledge bearers.

As you visit Alaska, we greatly encourage you to explore more of Alaska's historic, multilayered, and deep culture. The more we share, the more meaningful understanding you will have of the great history of Alaska. Buy art ethically by looking for the seal below. Ask your tour guides or hotel staff questions. Visit TravelAlaska.com/Arts for more information.

dene

With over 11 distinct groups, the Dene people make a variety of dyes and leathers, and are famous for their beautiful, geometric beadwork, including the original sun catcher.

sugpiaq & unangax

Coastal living long ago meant utilizing seal, walrus, and bird skins as waterproof material for clothing. The Sugpiaq and Unangax architects are also known for their kayaks, distinctive clothing, and visors.

tingit

The Tlingit People actively live off the land and the sea. They are closely connected with the land and animals. They adorn their regalia with clan crests that depict certain animals to represent their families and close relations.

haida & tsimshian

Like most Alaska Native people, the Haida and Tsimshian hold animals and spiritual beings to the highest honor. Above is a depiction of what they're most famous for: Totem Poles made from large cedar trees.

young adults blazing trails & keeping their heritage forefront

culture today

No matter how far the world advances, contemporary Alaska Native cultures are shaped by their ancestral roots. As such, Alaska Natives share special relationships with their Elders, heritage, traditions and ceremonies, and a subsistence lifestyle, guiding their traditional values as steady as a salmon's spawn cycle.

For this generation, that connection to heritage is told through shared stories, activism, and authentic documentation of Alaska Native living as it is today—while honoring the past.

quannah chasinghorse

Quannah Chasinghorse is a model, activist, and apprentice of traditional tattooing. Not only is she the May 2021 face of *Vogue Mexico*, she's a leader and recognized voice in both climate change action and Indigenous rights.

@quannahrose
Han Gwi'din & Ogla Lakota

Combining present day art with traditional methods, Hanna Sholl's work with animal skin sewing, beading, acrylic paint, and other mediums honor the resistance and creativity of her Alutliq ancestors, speaking up and out against the ways her culture has previously been depicted, now with new, authentic light.

@hannasholl_ agasuug
Sugpiaq & Alutliq

michaela goade

Michaela Goade isn't just the first Tlingit woman to win the Caldecott Medal for her storybook illustrations, she's the first Native American to do so. As a watercolor artist from Juneau, Goade works with Indigenous authors and tribal organizations all over North America to amplify traditional Indigenous stories.

@michaelagoade
Tlingit

drew michael

Drew Michael is an artist, Yup'ik mask maker, and lifelong Alaskan from Bethel. Growing up adopted, however, Michael was separated from his heritage—until he found mask making as a way to not only connect with his art, but with his culture.

@drewmuk
Yup'ik

brian adams

As both a national and internationally-published photographer, Brian Adams shares the reality of Alaska Native lives across the world. Through his work, he breaks through stereotypes of not only his Inupiat siblings and Elders, but of the remote lifestyles adopted across the state.

@brianadams photography
Inupiat

The 2022 planner doubled the amount of space from the 2020 planner (two pages) dedicated exclusively to Alaska Native culture. (There was no 2021 planner due to COVID.)

The changes in both the website and the printed planner reflect a broader effort by ATIA and ANHC to work more closely together in promoting Alaska Native tourism to visitors. A “formalization” of the two organizations’ partnership was announced in July 2021.

Through a collaborative agreement, our organizations will continue to work together to support Alaska Native- and tribally- owned tourism enterprises as an important sector of our tourism economy.⁵

In 2015, ATIA formed an “Arts, Heritage, and Cultural Tourism” chapter “to advance the quality and visibility of Arts, Culture and Heritage to Alaska Travelers.” The chapter holds periodic meetings and shares information via presentations at ATIA’s annual conventions.

Community and Regional Promotion

Community and regional DMOs frequently use Alaska Native cultural images and content in promoting their destination. The example images below from DMO websites represent several of Alaska’s more popular visitor destinations: Visit Southeast Alaska, Visit Ketchikan, Visit Anchorage, Explore Fairbanks, and Visit Sitka.



Source: visitsoutheastalaska.com

⁵ ATIA Member E-News for July 31, 2021.

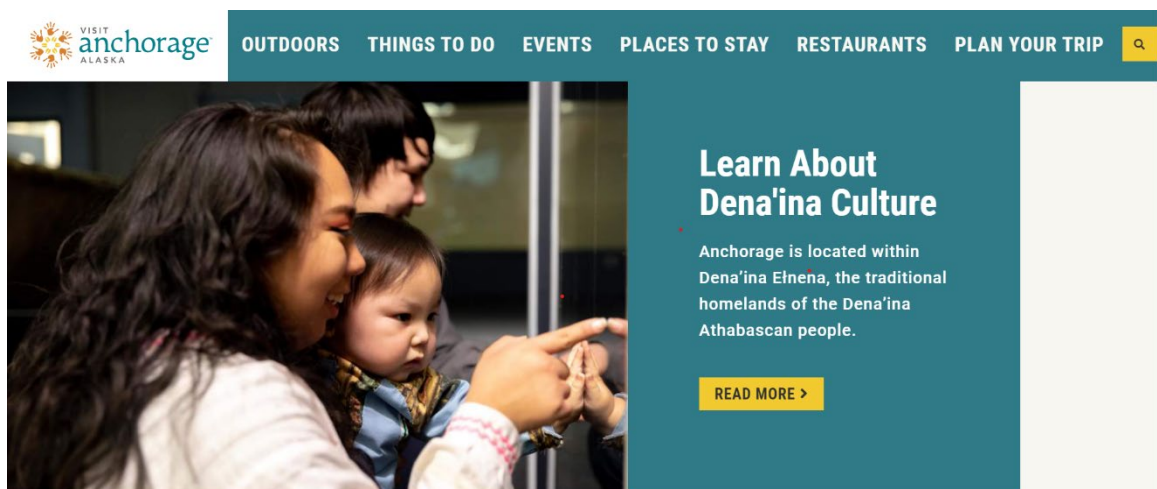
Source: www.visit-ketchikan.com



Source: www.explorefairbanks.com



Source: www.visitsitka.com



Source: www.anchorage.net

Implications for the Cultural Tourism Development Plan

ATIA and ANHC have committed to working together to promote Alaska Native tourism to visitors. Pages dedicated to cultural tourism in the vacation planner increased in 2022 and cultural tourism pageviews on the website have been increasing.

As noted in the prior chapter, research shows interest in cultural tourism among prospective travelers increased when they were provided information about cultural experiences. The changes in ATIA's marketing approach will increase interest and participation rates.

Leadership in Other Destinations

Marketing and development activities related to cultural tourism in Hawaii and Canada are summarized below. Both destinations are recognized for having strong and vibrant indigenous cultures.

Hawaii Tourism Authority

The Hawaii Tourism Authority was recently reorganized around four interrelated pillars: Natural Resources, Hawaiian Culture, Community, and Brand Marketing.⁶ A new Strategic Plan establishes goals and key performance indicators focused on resident satisfaction, average daily visitor spending, visitor satisfaction, and total visitor spending.

The act that created the authority in 1998 required the agency to perpetuate traditional Hawaiian culture. The new strategic plan has increased emphasis on destination management and increased effort and funding to support Hawaiian culture, community, and multicultural programs.

The strategic goal for Hawaiian culture is:

Ho'oulu (grow) the uniqueness and integrity of the Native Hawaiian culture and community through genuine experiences for both visitors and residents.

The objectives include increasing everyday use of Hawaiian language; accurate portrayal of Hawaiian culture by marketing contractors and in visitor experiences; increased respect for cultural sites, resources, and practitioners; and visitor industry cultural education and workforce training. Additional plan features include visitation limits for popular areas, fees to support environmental restoration, and increased emphasis on visitor orientation and education. Visitors are also encouraged to contribute time and other resources to restore and rebuild the destination.

A recent Bloomberg article amplifies how Hawaii is changing both visitors' perceptions and the experiences available to them.⁷

For the first time, Hawaii's tourism authority is majority-run by Hawaiian natives, rather than white mainlanders with hospitality degrees. With the input of locals,

⁶ <https://www.hawaiitourismauthority.org/who-we-are/our-strategic-plan/>

⁷ <https://www.bloomberg.com/news/features/2021-12-30/hawaii-is-rethinking-tourism-here-s-what-that-means-for-you>

who range from farmers to hotel owners, each of Hawaii's four counties has created a strategic plan that stretches into 2025 and focuses on sustainable destination management rather than marketing. The plan relies heavily on community involvement and visitor education.

Indigenous Tourism Association of Canada

Founded in 2014, the Indigenous Tourism Association of Canada (ITAC) supports and strengthens indigenous tourism experiences. ITAC reported that indigenous tourism had been the fastest growing sector in Canadian tourism, increasing by 23.2% between 2014 and 2017. In 2019, ITAC recorded 1,900 indigenous tourism businesses employing 40,000 people.⁸ The organization also helped foster a 100% increase in the number of market-ready indigenous tourism businesses between 2016 and 2019.

Canada's visitor industry was hit hard by COVID, given closed international borders, limitations on domestic travel within Canada, and loss of consumer confidence. In response, ITAC launched a four-year, \$50 million strategic recovery plan to rebuild the industry to 2019 levels. The recovery plan includes \$14 million in stimulus grants to help eligible businesses sustain and grow operations.

ITAC developed and launched the website [Destination Indigenous](#). The consumer-facing website helps drive sales by providing a map of indigenous businesses, publishing travel planning and booking information, and promoting indigenous experiences in a magazine and blog.

ITAC is also working closely with Destination Canada on marketing programs. Launched June 2021 on Indigenous People's Day, a new designation helps travelers identify indigenous tourism experiences and products.⁹ "The Original, Original" trademark promotes businesses that are certified by ITAC as having at least 51% indigenous ownership and embracing indigenous tourism values.¹⁰

Implications for the Cultural Tourism Development Plan

Visitors' expectations are shaped by a myriad of influences. Increases in cultural tourism promotion and indigenous business ownership in other destinations will stimulate interest among visitors to Alaska.

⁸ <https://indigenoustourism.ca/>

⁹ <https://www.travelpress.com/itac-launches-the-original-original-to-mark-indigenous-peoples-day/#.YduThWiUs2w>

¹⁰ <https://destinationindigenous.ca/blog/the-original-original/>

Survey Comments

The project included survey of Alaska Native tourism companies/organizations. The survey was designed with input from ANHC staff and distributed to discussion group participants, ANHC contacts, and study team contacts. A total of 21 organizations responded. Most of the results (such as contact information, location, Alaska Native culture, etc.) were incorporated into the Alaska Native Cultural Tourism database and associated map. Because of the small sample size, these results should not be viewed as representative of all Alaska Native cultural tourism entities.

Which of the following describes your company or organization?

	# of Respondents
Alaska Native-owned business serving visitors	12
Non-profit offering Alaska Native cultural information, events, or visitor services	7
Alaska Native Tribe	4
Alaska Native regional or village corporation	2
Museum	1

Which of the following describes your company or organization's cultural tourism activity?

	# of Respondents
Tour/activity	10
Gifts/retail	10
Cultural center/museum	7
Alaska Native Artist/Culture Bearer	7
Attraction	6
Transportation	4
Food/beverage	2

Does your organization need assistance in any of the following areas?

	# of Respondents
Marketing/promotion	10
Developing cultural content/programming	7
Recruiting/training staff	5
Business development	5
Other	5

Other responses included: grants, upgrading facilities, connecting with artists, networking, and social media.

Do you have any other comments about developing cultural tourism in Alaska?

If done properly it can help a business owner and/or employees afford the time to practice their cultural activities.

We need to present information to guest that is authentic and representative of this wonderful state and diversity it encompasses.

Developing cultural programs is something that Sitka Tribe does well and shares with other tribes. Collaboration between tribes will only strengthen our network and ability to showcase a true and full Alaskan experience.

It's important to us that visitors to Alaska know the difference between imitation art and authentic Alaska Native artwork. We are one of the few Native owned & operated galleries in Southeast Alaska and hope to provide an honest and respectful platform for artists to share their craft.

Alaska Native Heritage Center wants to support cultural tourism businesses around the state however we can.

Have the true locals do the tours.

The Mat-Su CVB is in the final stages of completing a Mat-Su Valley Gateway Visitor Center at mile 36 Glenn Highway. We will incorporate cultural and heritage programing at the new visitor center.

Is most effective and authentic when Alaska Natives or Native tribes or organizations are driving the effort and content. We can be a good partner to the existing visitor industry to help "indigenize" the tourism and visitor experience in Alaska.

We need more Alaska Native owned/operated offering Alaskan tours and sightseeing businesses throughout Alaska.

Stakeholder Discussions

The project team used the program Mural to facilitate discussions with stakeholders and Advisory Committee members. Discussion notes are attached in this section to preserve insights, recommendations, and concerns. Notes are presented in three sections:

- Strategic Planning: Visioning (all discussion group questions)
- Strategic Planning (focus on cultural tourism vision)
- SWOT: Cultural Tourism Advisory Committee

Individual names were removed to protect and respect the participants.

ANHC Cultural Tourism

Strategic Planning: Visioning

1. What is your vision for cultural tourism in Alaska?

[illegible]

2. What benefits can we create for Alaska Native People?

economic impact	cultural pride	cultural awareness	improve government services by sharing with communities	community to grow and thrive by being truly inclusive	economic impact
Based on Diverse backgrounds, back cultural pride	Youth exposure to public speaking	confidence and self-awareness building	provide a place for more frequent interaction with our culture		
Recent generation strong culture through youth and family learning	Opportunity to share proud moment for parents	Encourage students to "lead to create" (educational, cultural and technical)	Potentially include artists onsite		
economic sovereignty	ability to perpetuate our own vision	control of information and narrative - more authentically	Installing pride	preservation of farms and stories	increase and growth of authentic Alaska to the market
Jobs and economic benefits	knowledge & bring to the stronger generation	economic benefits	cultural, social/economic and knowledge	helping adults that don't know their culture	cultural pride
Opportunity for income	Opportunity to create a small business	creates generativity in your life			Building a sense of respect and pride for Alaska Native people Creating a sense of ownership and pride for Alaska Native people
Cultural preservation	resources for culture and language to continue to exist				
Jobs, training, dividends	investing businesses knowledge into Alaska	Role in community, how to be successful (Alaska, business, business)			
and opportunities for the young generation to be in the good generation	Building skills to transfer to visitors	Education and general opportunities for visitors	Decolonize museums	allow all voices to be heard (the "you have your" vs "we have your")	Building relationships with other institutions
Economic opportunities, jobs	Breaks down stereotypes to visitors				Building a sense of respect and pride for Alaska Native people
number one benefit is education	combating racism	educating in an authentic way	helping youth reconnect where they are	expands the notion of identity and how culture is defined	opportunities to lead and provide healing
Jobs!	Small Business creation	Respect to the first people of Alaska	Reconnecting the first people of Alaska	Fewer of story telling - coming from the person	decolonize western culture and create! know other cultures
provide a vehicle for cultural pride	language, dancing, drumming, etc.	highlighting culture, giving permission	history is a sacred place that should remain the public should own the history	history is a sacred place that should remain the public should own the history	Providing economic opportunity to local businesses
Community work how important Cultural heritage is	important to self worth and identity	offers opportunity to reconnect and experience culture	Opportunity to learn for all generations	allowing culture to be shared and to live	How do you make it sustainable
reinforcing the value of culture and how it impacts the community	can connect it to the past and the future	can help educate the public about our history			
Pride	Self-respect	reconnection of being a person			
Jobs, developing job places for our youth	How do you make it sustainable				
Collective action, obtain more value	Creating respect and love that is possible for everyone	Getting full value as a group of people	Develop information	Search the community learning to evaluate brands	Empower and be proud about what we can do to shape

3. What else should we consider?

[illegible]

4. What should we protect as we grow?

[illegible]

5. What is an example of cultural tourism done well? What makes this experience exceptional?

<p>Can we be a part of the history of the world, along with the artists?</p>	<p>Story along with the journey of people, objects, etc.</p>	<p>Facilitate a discussion where the artist is presented as a witness.</p>	<p>When we understand how the artist is presented, we can be a part of the history.</p>	<p>PCC: multi-generational participation</p>
<p>Polynesia Cultural Center PCC</p>	<p>The discussion is about the artist's journey, not just the artist's work.</p>	<p>Fed like we were involved, but I wasn't involved in the performance.</p>	<p>Art history is not just about the artist's work, but about the artist's journey.</p>	<p>Historical Museum: the things being said are not just about the artist's work, but about the artist's journey.</p>
<p>Edna Newman Travel Service and more</p>	<p>Artists who are part of the history of the world.</p>	<p>Artists who are part of the history of the world.</p>	<p>Artists who are part of the history of the world.</p>	<p>Artists who are part of the history of the world.</p>
<p>ANHC - Youth sharing their culture</p>	<p>Charisma when sharing culture</p>	<p>ANHC - building skills in the community</p>	<p>Visions expressed with children, gaining the skills to draw</p>	<p>Infused, Catholic with children, a series of rituals that created their art</p>
<p>sharing art history</p>	<p>demonstrating real life cultural events</p>	<p>Diversity - hearing many interpretations</p>		<p>Bringing the ...</p>
<p>We want to share our history, not just the artist's work.</p>	<p>We want to share our history, not just the artist's work.</p>	<p>We want to share our history, not just the artist's work.</p>	<p>We want to share our history, not just the artist's work.</p>	<p>We want to share our history, not just the artist's work.</p>
<p>Corning Visual Museums in the Region</p>	<p>Two different histories, two different perspectives</p>	<p>Two different histories, two different perspectives</p>	<p>Two different histories, two different perspectives</p>	<p>Two different histories, two different perspectives</p>
<p>Icy Straight Point: all the things that are not the same, they are a little bit different.</p>	<p>Icy Straight Point: all the things that are not the same, they are a little bit different.</p>	<p>Icy Straight Point: all the things that are not the same, they are a little bit different.</p>	<p>Icy Straight Point: all the things that are not the same, they are a little bit different.</p>	<p>Icy Straight Point: all the things that are not the same, they are a little bit different.</p>
<p>Icy Straight Point</p>	<p>Control of how it's done.</p>	<p>Control of how it's done.</p>	<p>Control of how it's done.</p>	<p>Control of how it's done.</p>
<p>Cultural groups have to be with a guide (Brewer)</p>	<p>Control of how it's done.</p>	<p>Control of how it's done.</p>	<p>Control of how it's done.</p>	<p>Control of how it's done.</p>
<p>Beautiful ways of life in the world, Hawaii</p>	<p>How the land is being used and changed</p>	<p>How the land is being used and changed</p>	<p>How the land is being used and changed</p>	<p>How the land is being used and changed</p>
<p>ANHC - shared through of the community</p>	<p>ANHC - shared through of the community</p>	<p>ANHC - shared through of the community</p>	<p>ANHC - shared through of the community</p>	<p>ANHC - shared through of the community</p>
<p>First steps in sharing programs that show the story of the world.</p>	<p>First steps in sharing programs that show the story of the world.</p>	<p>First steps in sharing programs that show the story of the world.</p>	<p>First steps in sharing programs that show the story of the world.</p>	<p>First steps in sharing programs that show the story of the world.</p>

6. What support does your business or community need?

[illegible]

ANHC Cultural Tourism

Strategic Planning: Visioning

1. What is your vision for cultural tourism in Alaska?

CONTENT IS DRIVEN AND OWNED BY ALASKA NATIVE PEOPLE	IT CREATES ECONOMIC OPPORTUNITY FOR ALASKA NATIVE PEOPLE	IT AUTHENTICALLY REPRESENTS ALASKA NATIVE PEOPLE	THE CONTENT ALLOWS CULTURE TO LIVE	IT EDUCATES AND RESHAPES PERCEPTION	IT BUILDS THE CAPACITY OF ALASKA NATIVE PEOPLE	IT CHANGES THE NARRATIVE	IT IS EXPERIENTIAL
Presenter owns the experience	Thriving community of businesses	Being more than authentic	Learn plant names, values, traditional knowledge - navigation, etc.	Bridge the gap of understanding with visitors	Interagency cooperation - organizations helping each other out.	Its the first thing people think about when they come to Alaska	As the tour operator, I'm facilitating an experience, not necessarily offering it.
Informed by locals (most important and should go without saying)	portfolio of offerings provided by individuals and entities that are Alaska Native owned and operated which provide a steady revenue stream into Alaska Native communities	We don't need to script everything	Including place names in Indigenous language	Putting experience in the context the visitor can understand	Creating partnerships between Native organizations.	Find ways to be more inclusive to rural Alaska.	Not a display
Making sure things are done by locals and who have knowledge in the culture	A part of Alaska economy.	Authentic = in a native voice, local perspective	To help keep our culture alive by sharing those stories	meeting people where they are at	Strategic MOUs, curriculum	Its an equity issue - how can we show the real Alaska	Visiting the land with minimal impact, ie. ecotourism in Caribbean
don't sell out and keep it real	Fee structure for our time.	which offer experiences that authentically represent the diverse culture of Alaska's Native people	Use indigenous names in communities.	Educating travelers and visitors about the correct verbiage, terminology	Love the idea of a Business Plan Template - Help bringing ideas to reality	Integration is important	living, breathing culture vs. resurrected culture
Not a theme park	Get visitors to rural Alaska, beyond hubs	A thriving community of businesses which offer experiences that authentically represents the diverse cultures of Alaskas Naivepeople for visitors around the world.	Including different indigenous names. ANHC Honors diversity of different Native groups in AK. Easy to understand b others.	share our culture with visitors and people who aren't familiar with it	Business Planning to look at all the issues - workforce, growth, payroll, etc.	Why do segment off Cultural Tourism - it should be top of mind and no seperation	participating in a cultural event, demonstrations, food, dance, and/or language, lessons
programming - providing a stage for other orgs to share their culture	Effort to educate communities about the opportunity and what it means for them as far as jobs, economic opps	Maintaining Authenticity	Incorporate substance	for visitors all around the world	Consultations, design, art.	The story of Alaska is the story of Cultural Tourism	Participating in a cultural event/demo
Museum can facilitate cultural tourism offered by others in the community - ex. exhibition with Tribe, working together for grant funding, etc.	Our people will be the economic and socio-economic leader in tourism by sharing our culture and traditional	Don't let money guide your thoughts	Land acknowledgements, place names, cultural history orientation.	Power of education.	There will be some who like to interact with visitors, some that don't but can leverage other skills	First time in the State's history we have added Cultural Tourism to the budget	Understanding different ways of life, customs, diverse cultures throughout the state.
Native people telling their own story, difference in museums	Funding and assisting artists in the communities.	Ketchikan is a good example of what not to do	Incorporating our values in the visitor experience.	Inherited perception, reshape understanding of Alaska Native people in a modern context.	Would like to see more extensive technical assistance for start ups	How can we change policy to ensure that opportunities are equitable	Help visitors move beyond expectations,
How we have navigated our changes, how we tell our story in hospitality ...	Show how the artists create their work, breaking down the costs and work that goes into the art.	enhances existing culture	Rich history and themes in communities.	How to educate about the dark times in our history	Co-hort of people who want to start a business	Shift how policy and funding structure works - car rental tax funds tourism	
Telling our own stories, sharing culture through our own perspective.	Recognition of the work artists put into their work.	regained culture and strengthen existing culture	Knowing that the industry is a visitor on our lands - needs to be accompanied by a level of respect and partnership	Responsibility to tell the good with the bad	Business plan is important but financial modeling is important to funders	Developing infrastructure to show Indigenous ways respectfully	
Telling our story and perspective	Looking ahead for upcoming opportunities.	museum has a strong cultural focus, find ways to give involve others in the community to participate in sharing	Healing, our first customer is our community	People will be thinking about the cultural diversity around Alaska			
Engaging our community	Place where we need to develop our Alaska Native art.	See authentic Native life.	Represent Alaska Native life.	Teach businesses in Alaska who Alaska Natives are.			
Surveyed Port Graham community to gather understanding of interest	Contact potential sellers	Businesses lack authenticity, wrongly informed.	History included about the land they are on.				
Survey identified deep concern about having visitors in the community	Local list of artists.	Weeding out the non authentic art.					
Laying the groundwork is important - community by in	Economic self sufficiency through creation of your own business.						
Must figure out how activity fits within the wider opportunity in the community	Supporting the individual artists.						
Representation matters - by Native People (not just this sector but every sector)							

SWOT:

CULTURAL TOURISM ADVISORY COMMITTEE

INTERNAL FACTORS

STRENGTHS: What are the characteristics of Cultural Tourism that give it an advantage over other types of tourism?

Authentic	Sincere	True	Current
Traditional Value Driven	Connection, History, Values, connection to Ancestors - all part of the story	Unique and Varied from place to place	
Personal Connections	Generative Impact		
Educational	Allows for individual engagement		
Our ability to perpetuate our culture, it is sustainable	we are in charge of stewarding our culture (language, dance, etc) - we are in control	new generation of youth who are learning and want to participant in culture	

WEAKNESSES: What are the characteristics that place Cultural Tourism at a disadvantage relative to others?

Alaskan visitors can focus on outside and wildlife - it isn't immediately connected	People don't always know how to express the story	Not everyone wants to share their culture	May be offensive to people to share culture - ie. touching hair, touching regalia, etc.	A lack of understanding of the word "culture" (the taxonomy of the word)
On demand performance issues	do we perceive it as only educational - it can be a zipline, it doesn't have to be a big heavy lift			
under funded	under appreciated and/or prioritized	perception that its subsidized by Gov't	"That's their thing"	lack of understanding of culture
performance vs. ceremonial value/ meaning - can doing it over and over burn people out	entitlement of the exchange of money (tour vs. experience)			
people (the industry) don't know where to start				
Subject to preconceived notions or prejudice	educational component might be off putting for those who don't want to learn	Pressure of the commercial market	Selling Out Cultural Elements - Monetizing it	
culture bearers are passing away	Not recognized as a profession - culture bearers are not being compensated in the same way	Prof vs Culture bearer compensation - we haven't elevated it enough		
Perception that CT isn't valued as much	The logistics and infrastructure from a remote location is harder			

EXTERNAL FACTORS

OPPORTUNITIES: What opportunities in the environment can Cultural Tourism can take advantage of?

Cultural Tourism is a buzz word	Its popular across the world - strong draw	Responds to reckoning of the past	There is a desire/ hunger for it (preformatively)	
New, fresh	Supports the movement of reinterpreting history	Is sought out and appeals to the independent travelers	Sought out by specific types of travelers	Opportunity for education - can lead to increased meaning behind art, etc.
Capitalizing on mutual benefits	Building bridges with existing large players - filling an unfilled need	Opportunity to change practices and ways	Opportunity for people to gain respect for our own culture	
Opportunities for career growth for our youth	Small group COVID friendly	Visitors want to meet the people	AK has the largest amount of Tribes in one State	We are very diverse from Tribe to Tribe
Teaching respect of the land and place	Traditional place names and medicines	Enrich tours by providing a deeper message	Ability to interpret at a deeper meaning	Sharing how we live
The Alaska effect - a place that people always want to go!				

THREATS: What elements in the environment could cause trouble for Cultural Tourism?

Not getting by-in from those within the culture	hamster in the wheel - we have been here before	Slow moving progress	intrenched interest - lots of potential	commercial interests are challenging
climate has a huge impact on what we may or may not do in the future				
Can it be tied to critical race theories	Climate change impacts	commercialization and monetization of culture		
Struggle to generate positive engagement within the community	influence from bigots and prejudice individuals	financial impacts of climate change		
Covid is a threat	Have to protect elders - must adhere to strict protocols	We don't gather the info we need from generation to generation	Depleting resource of elders	
People not honoring place - disrespect of sacred spaces				

Alaska Native Heritage Center

8800 Heritage Center Drive • Anchorage, AK 99504 • (907) 330-8000

alaskanative.net