



**Arizona Office of Tourism
Tribal Consultation Policy Report
For the period January 2010 through June 2011**

This report is prepared and submitted by the Arizona Office of Tourism (AOT), pursuant to Arizona Executive Order 2006-14 – **Consultation and Cooperation with Arizona Tribes**. The report provides a summary of the opportunities for coordination and consultation that occurred between AOT and the various Arizona American Indian Tribes/Nations/Communities.

Tribal Consultation Policy

AOT issued the Tribal Consultation Policy in March 2006. Copies were distributed to executive staff and all division directors. In addition, copies were provided to the AOT Tribal Tourism Advisory Committee at its quarterly meeting on June 15, 2006. Since the development of the AOT Tribal Consultation Policy it has been amended twice, on July 17, 2008 and on July 9, 2010.

Native American Tourism Development Manager/Tribal Liaison

The Arizona Office of Tourism has maintained the position of Native American Tourism Development Manager/Tribal Liaison since March 2004. The AOT Tribal Liaison works with each internal AOT division to coordinate tourism related programs and projects with the 22 American Indian Nations, Tribes and Communities in Arizona. The Native American Tourism Development Manager is AOT's primary contact for all matters relating to AOT's work with Indian Nations and Tribes. Tribal contacts include the appointees to the AOT Tribal Tourism Advisory Committee. The Tribal Liaison works to enhance communication and coordination between AOT and Tribal leadership, tourism program officials and/or designated representatives.

The following is a list of consultation topics that have been conferred with Tribal representatives, a description of the topic/activity and outcomes resulting from consultation with various Tribes.

1. Consultation Topic

Produce marketing material that promotes authentic Tribal experiences to consumers.

Brief Description

AOT produces the Official State Visitors Guide (OSVG) (450,000 copies) and accompanying State Map (500,000 copies). The publication is an essential travel resource that informs, entertains and encourages readers to discover why Arizona is a premier vacation destination. The 2012 issue will include a new stand alone section on Tribal tourism and 50,000 overruns of the section will be available for Tribal tourism offices to use.

Outcome

- AOT presented the proposal to produce the first Tribal marketing piece that will promote tourism attractions on Tribal lands to the AOT Tribal Tourism Advisory Committee (T-TAC)



on June 30, 2011. Input was solicited on the sections title, the look of cover and content. The OSVG is closely linked to AOT's consumer Website www.arizonaguide.com. The advisory committee was encouraged to view the Website to see that the Tribal communities and tourism attractions are represented.

- To solicit input from Tribal tourism representatives on the marketing piece, a Tribal Tourism Roundtable was conducted the first day of the Arizona Governor's Conference on Tourism, July 13, 2011. Comments from the roundtable will be utilized as the Tribal tourism section is developed.
- In partnership with the Council for Indigenous Arts and Culture and New Mexico Department of Tourism, 30,000 brochures on Authentic Indian Arts and Crafts were printed and distributed in Arizona and New Mexico

2. Consultation Topic

Tribal Tourism Advisory Committee (T-TAC)

Brief Description

Tribal leaders and tourism representatives requested a committee be established as a vehicle to voice Tribal needs and concerns and to work with AOT in promoting Tribal tourism attractions. Committee membership is through Tribal appointment and represents their Tribe on issues related to tourism.

Outcome

- The Tribal Tourism Advisory Committee (T-TAC) met on July 3, 2011
- T-TAC decided to meet quarterly and will rotate the meeting location on Tribal Lands. The next meeting is scheduled for September 29th at the Sheraton Wild Horse Pass Resort & Spa.

3. Consultation Topic

Training to upgrade Tribal community needs

Brief Description

Tribal communities look for ways to provide training to improve the skills of their residents and workers in the tourism industry in areas such as, customer service, working with the travel/trade industry, tourism product development and education, marketing, research, etc. AOT staff provides assistance when communities or organizations need specialized support to further develop tourism programs or to provide tourism specific education.

Outcome

- AOT staff presented at the Native American for Community Action's Annual Dook'o'sliid Overlook Vendors Conference in Flagstaff, November 8, 2010. Attended by nearly 365 vendors, the presentation focused on the visitor profile of travelers to Arizona and how Overlook vendors can market to attract and retain customers.
- AOT offers a complimentary workshop series to provide resources and tools to assist Tribal and rural communities with tourism marketing, planning and development projects. One of the workshops was a customer service seminar at the Moenkopi Legacy Inn on June 9, 2011.



- AOT is working with the Fort McDowell Yavapai Nation to bring the 2011 American Indian Alaska Native Tourism Association (AIANTA) National Indian Tourism Conference to the Radisson Fort McDowell from September 11-14, 2011. AOT is a member of the planning committee and is a sponsor. AOT is working with Governor Brewer's office to invite her to speak at the opening session of the conference.
- AOT met with Hopi Tribal Leadership and the American Indian Arts Institute to plan the Cultural Tourism Workshop in May 2012.

4. Consultation Topic

Local Visitor Information Centers (LVIC)

Brief Description

Tribal tourism offices look for opportunities to partner with surrounding communities to distribute information and brochures on Tribal attractions and events. They also request information on how to become an official Local Visitor Information Center (LVIC).

Outcome

- AOT worked with the White Mountain Apache Tribe's, Cultural Center & Museum to establish the first official Local Visitor Information Center (LVIC) on Tribal lands. The White Mountain Apache Tribe LVIC held its Grand Opening on May 14, 2011.
- AOT continues to receive inquiries from the Hopi Nation and individual communities within the Navajo Nation. AOT will meet with the Hopi Tribe on July 22, 2011 to discuss guidelines for becoming an official LVIC.

5. Consultation Topic

Arizona Centennial

Brief Description

The Arizona Centennial commemoration is a statewide, multi-year observation with events and activities taking place in communities across the state. Tribal communities are encouraged to participate to highlight the diverse activities and attractions on Tribal Lands as well as to share the rich history from the Tribal point of view.

Outcome

- The Arizona Centennial Commission hosted summits throughout the state to provide information on how to become involved. Tribal leadership was invited to each summit and one took place on the Colorado River Indian Tribes' (CRIT) lands and was coordinated with CRIT.
- Periodic meetings with the Inter Tribal Council of Arizona (ITCA) and the Arizona American Indian Tourism Association (AAITA) took place to garner Tribal involvement in the "Centennial Way" and Arizona Best Fest projects.
- Centennial Way will include a Tribal commemorative element paying tribute to Arizona's 22 Indian Tribes, Nations and Communities. The Tribal element is envisioned to be a



monument with individual Tribal information, which can be viewed by pedestrians and vehicles. Meetings are ongoing with ITCA.

- AOT is working with the Arizona American Indian Tourism Association (AAITA) to produce an Indian Village during the Best Fest event that will be held in Prescott, September 16-18, 2011; Tucson, November 11-13, 2011; and Phoenix, February 10-12, 2012.

6. Consultation Topic

Promote Tribal tourism experiences at media marketplaces

Brief Description

AOT attends industry media marketplaces to present and promote the varied tourism opportunities available on Tribal lands to selected travel journalists. The marketplaces take Arizona “on the road” to generate positive media coverage about Arizona that will reach our targeted visitors compelling them to travel to our state.

Outcome

- AOT traveled to New York for the New York Media Marketplace on September 29, 2010. Navajo Chef Freddie Bitsoie featured American Indian cuisine along with information on where to experience Traditional Arizona American Indian Food. More than 20 Arizona delegates and 70 journalists attended the event.
- AOT organized the Arizona Media Marketplace on October 28, 2010. It was attended by more than 40 state-wide delegates and over 50 journalists. Navajo Chef Freddie Bitsoie featured Native American cuisine along with information on where to experience Traditional American Indian Tribal Foods.

For more information contact Dawn Melvin, Native American Tourism Development Manager by e-mail (dmelvin@azot.gov) or by telephone (602) 364-3707.