



# SOUTH DAKOTA NATIVE TOURISM ALLIANCE



International Institute  
of Tourism Studies  
THE GEORGE WASHINGTON UNIVERSITY





# PRESENTATION

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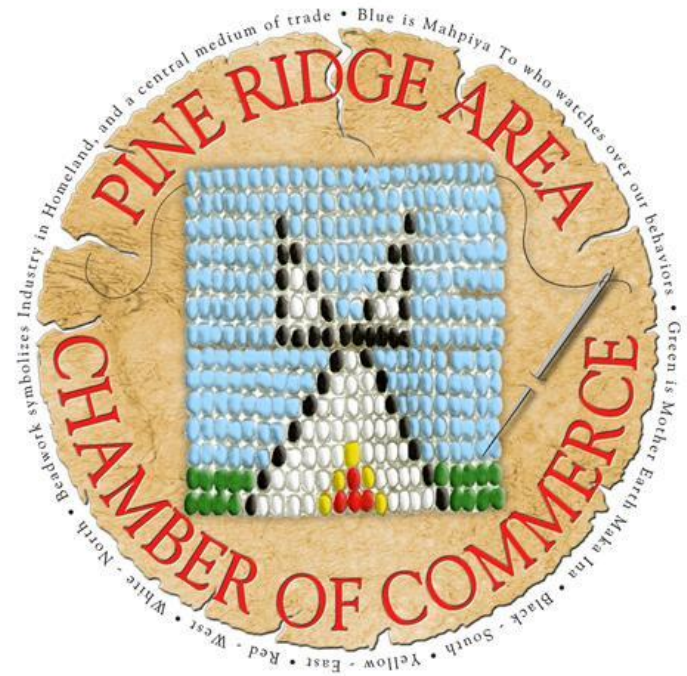
- Evolution of Native Tourism in South Dakota
- Demand for Native American Experiences
- The NATIVE Act
- About the George Washington International Institute of Tourism Studies (GW IITS)
- About the South Dakota Native Tourism Alliance (SDNTA)
- SDTNA 2020 - 2025 Strategic Plan and Priority Initiatives





# Ivan Sorbel

Director | Pine Ridge Chamber  
of Commerce







# DEMAND

Motivators, Perception, Participation

*South Dakota*



A hiker with a backpack looking out over a mountain range. The hiker is wearing a dark cap and a backpack, standing on a rocky ridge. The background shows a vast mountain range under a cloudy sky. The image has a dark teal overlay.

# MOTIVATORS

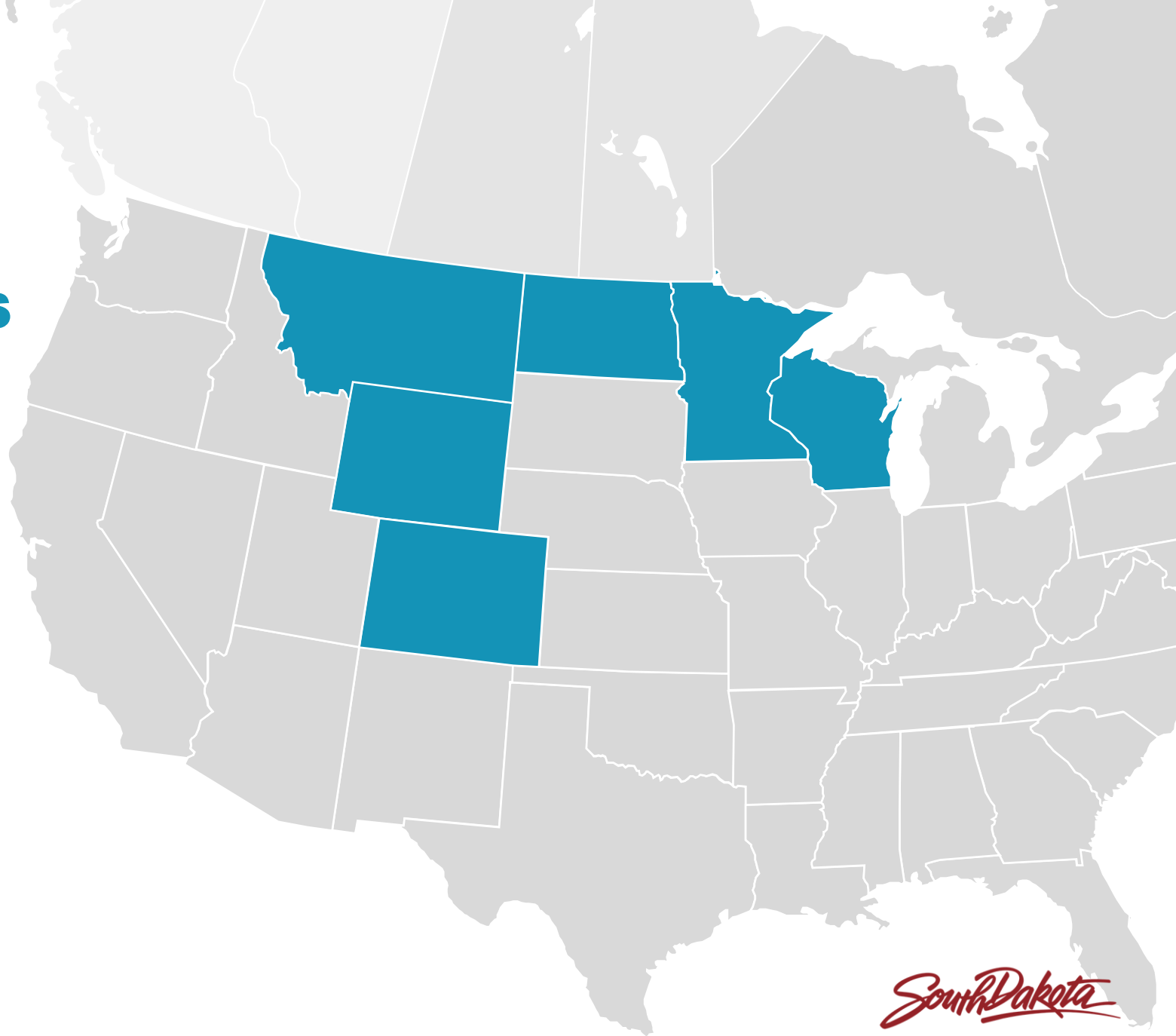
What Do Travelers Want

*South Dakota*

# COMPETITORS

## OUT OF STATE MARKETS

- WISCONSIN
- MINNESOTA
- NORTH DAKOTA
- MONTANA
- WYOMING
- COLORADO



*South Dakota*

*South Dakota*

*South Dakota*



# TO BE A CONSIDERED DESTINATION



**BE EXCITING &  
UNIQUE**



**BE SUITABLE FOR  
ADULTS & COUPLES**





# TOP MOTIVATIONS

- A fun place to vacation
- An exciting place
- Must-see destination
- Lots to see and do
- Good for adult vacation
- Vacation there is a real adventure
- Children would enjoy
- Unique vacation experience
- Popular with vacationers
- Great place for a Classic American Roadtrip



# TOP MOTIVATIONS

Several factors of importance, but that in combination define the excitement and suitability for adults that attracts vacationers to a destination:

- **Uniqueness**, including scenery, local food, people and culture
- A safe, welcoming and **worry-free** environment
- **Climate**
- Great **sightseeing**, including a lot to see and do, beautiful scenery, landmarks, walkability, parks, museums, etc.





A hiker with a backpack looking out over a rocky mountain landscape. The hiker is wearing a dark cap and a backpack, standing on a rocky ridge with their arms outstretched. The background shows a vast, rugged mountain range under a cloudy sky.

# PERCEPTION

What Do Travelers Think of South Dakota

*South Dakota*





# **SOUTH DAKOTA IMAGE PERCEPTION**

**When comparing South Dakota's image versus the image of the combined competitors, South Dakota's top image strengths are:**

- **Well-known landmarks**
- **Native American culture**
- **Authentic historical sites**
- **Noted for its history**
- **Great place for the Classic American road trip**
- **Excellent national and state parks**



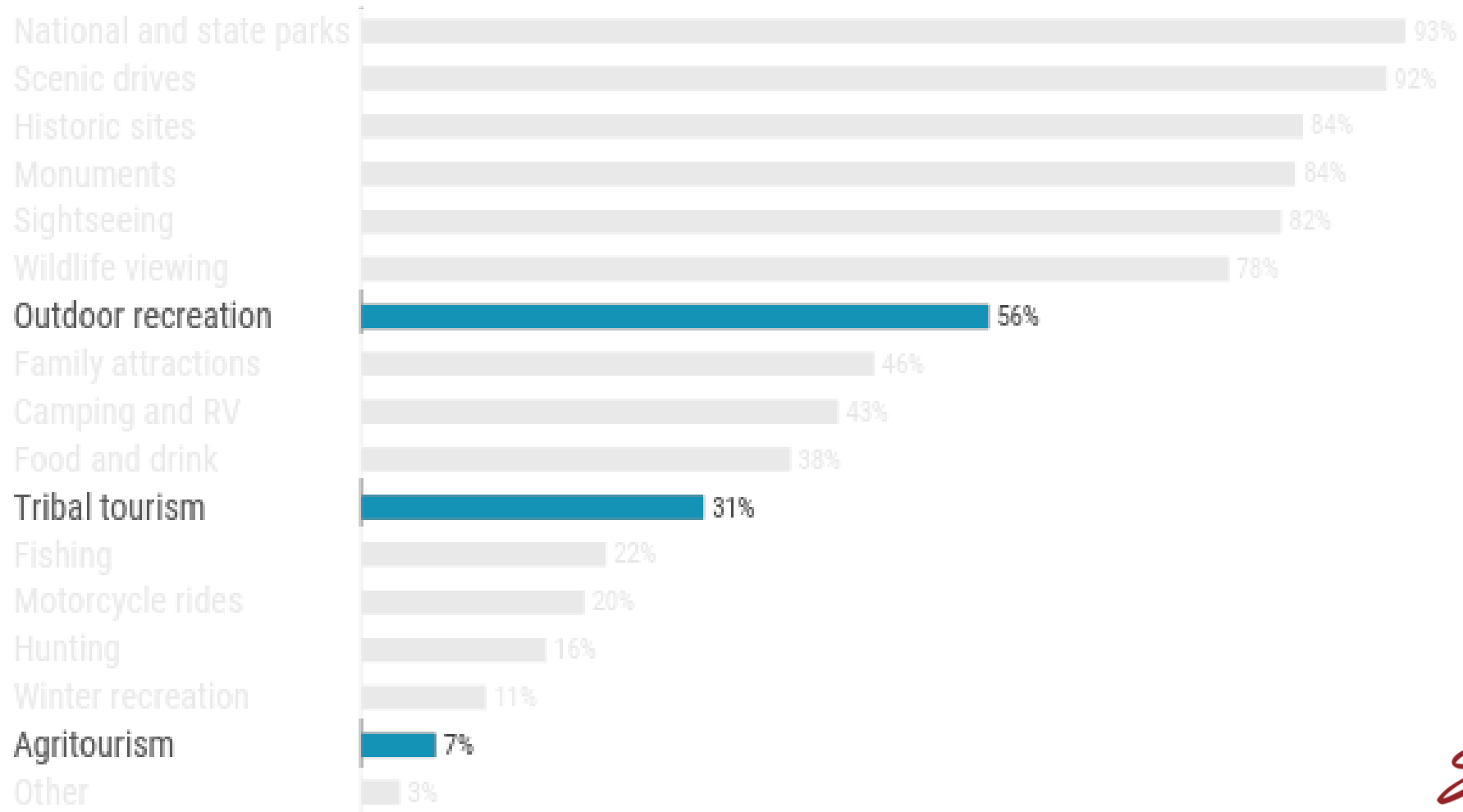
**Many participants  
associate Native American  
culture specifically with  
South Dakota.**



*South Dakota*



# What activities come to mind when you think of a South Dakota vacation?



## DEMAND

Travelers want to experience Native American culture in a meaningful way



*South Dakota*



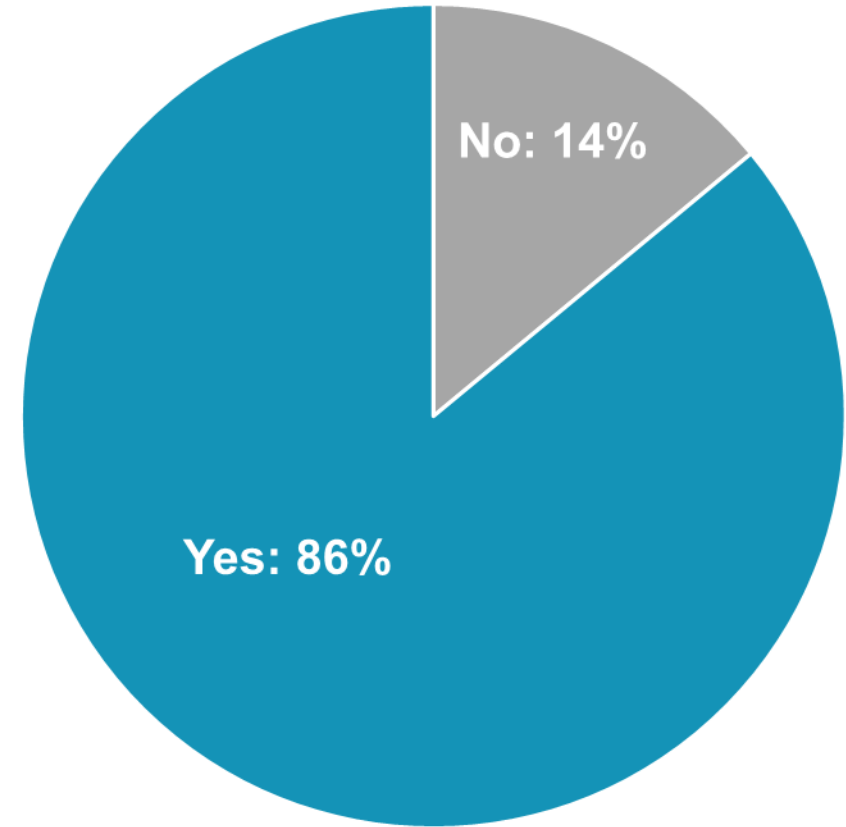
A person wearing a dark cap and a large teal backpack stands on a rocky mountain ridge, looking out over a vast, rugged landscape. The scene is overlaid with a dark teal tint. The word "PARTICIPATION" is written in large, white, bold, sans-serif capital letters across the center of the image.

# PARTICIPATION

Native American Experiences

*South Dakota*

**WOULD YOU CONSIDER  
A TRIBAL TOURISM  
EXPERIENCE OR  
ACTIVITY AS PART OF A  
FUTURE VACATION?**

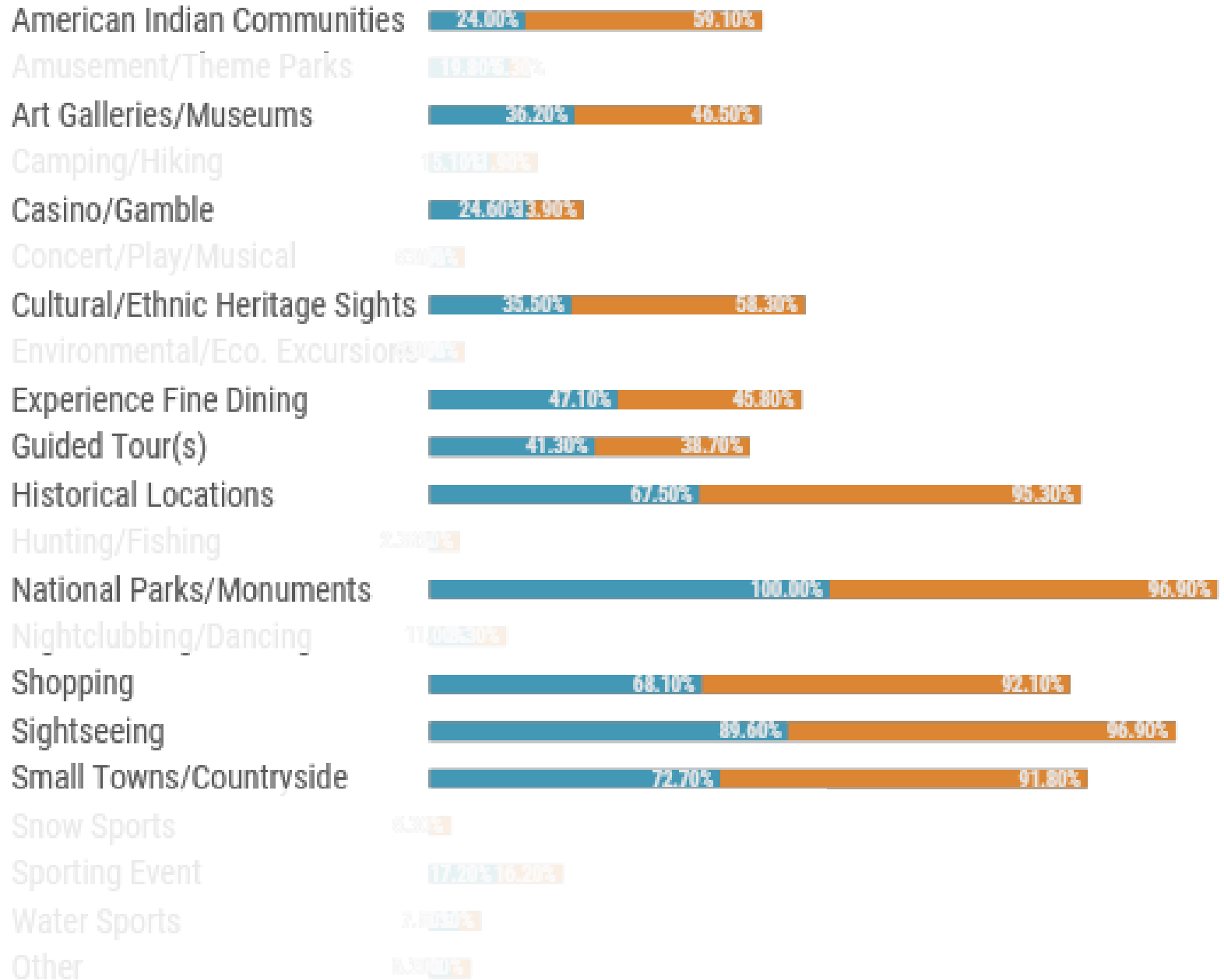




# SIAT INBOUND SURVEY MONITOR

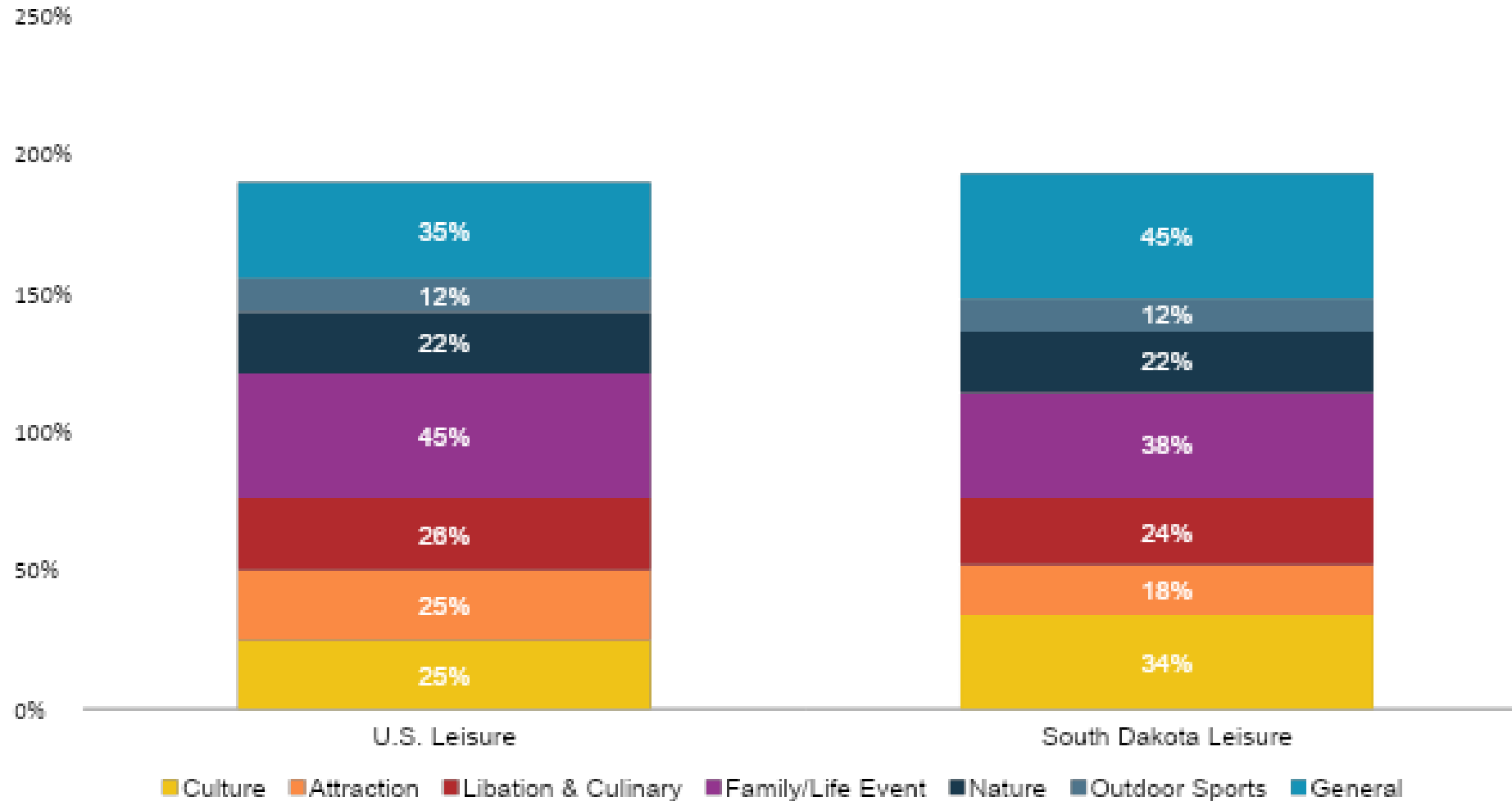
2018 vs 2019

*South Dakota*



■ 2018 Weighted % ■ 2019 Weighted %

# ACTIVITY PARTICIPATION





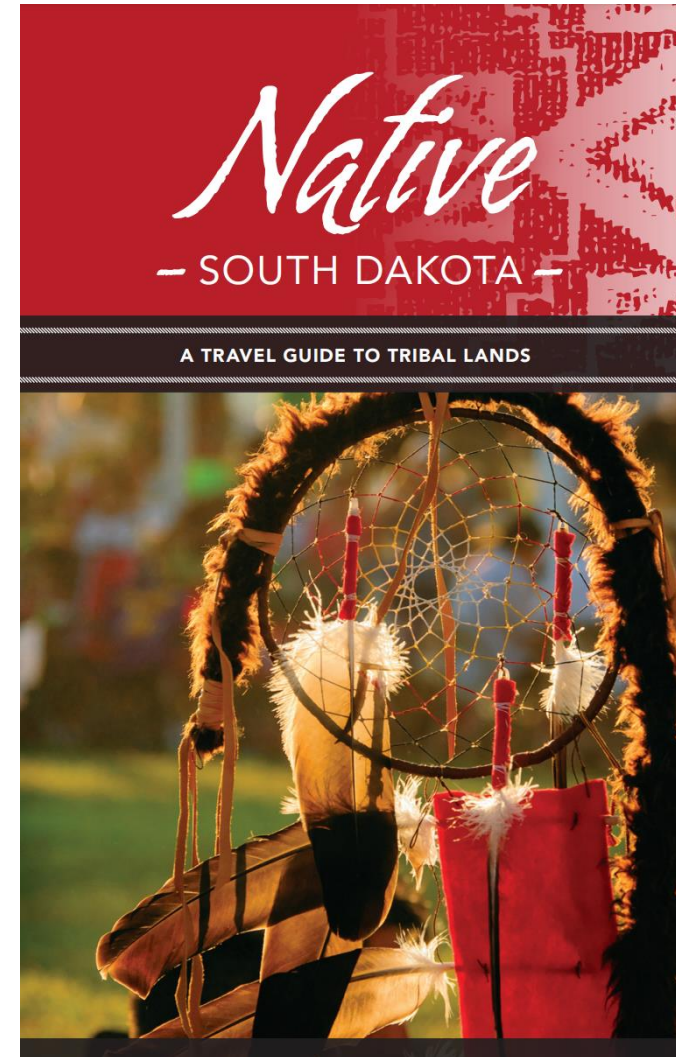
# PARTNERSHIPS

A person wearing a black cap and a teal backpack is seen from behind, standing on a rocky mountain ridge. They are looking out over a vast landscape of jagged rock formations and dense evergreen forests under a blue sky with scattered white clouds. The person's right arm is extended, resting on the rock.

*South Dakota*

# GUIDE TO TRIBAL NATIONS

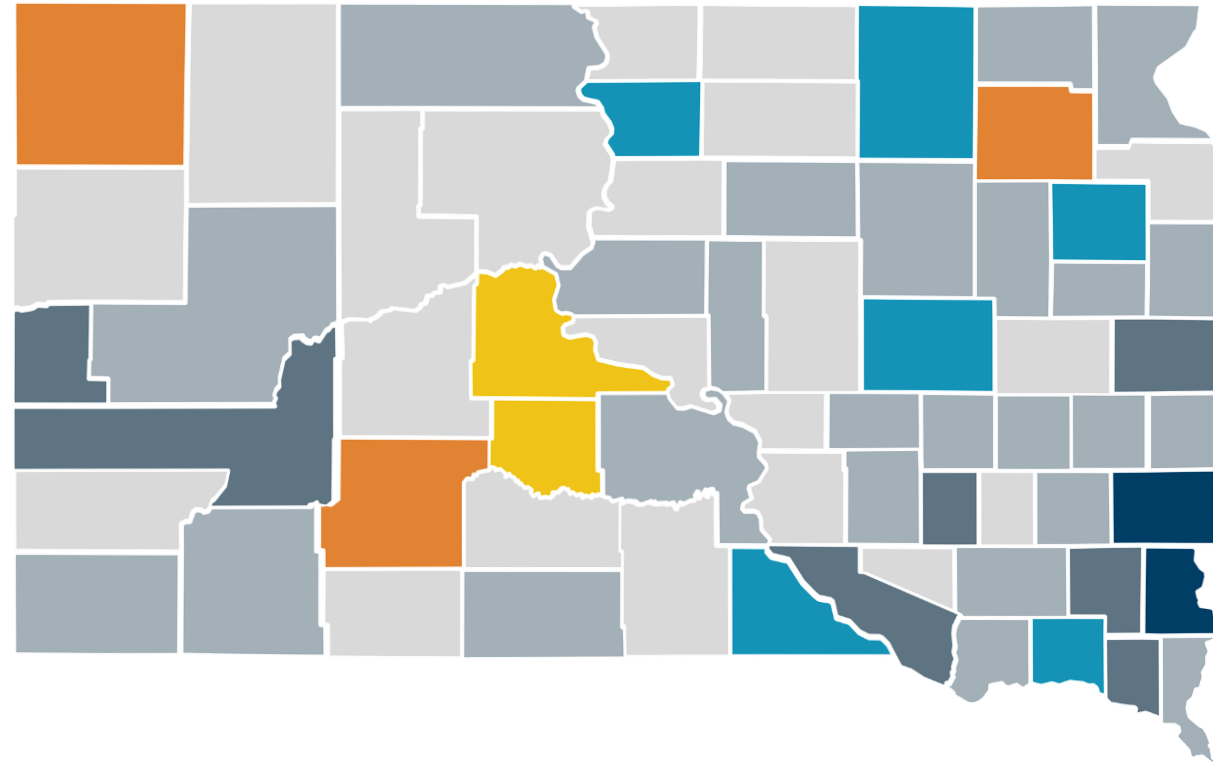
## OCETI SAKOWIN HOMELANDS



*South Dakota*



# HOW CAN COMMUNITIES OUTSIDE OF TRIBAL LANDS SUPPORT THIS INITIATIVE







**THANK YOU!**

*South Dakota*



# James Henry

Economic Development Specialist

Office of Indian Economic Development







# THE NATIVE ACT

The Native American Tourism and Improving Visitor Experience Act (Public Law 114-221)

- Leverage tourism to achieve sustainable growth and economic development in Native communities, raise tourism capacity, and boost important infrastructure development.
- Establish a more inclusive U.S. tourism strategy that will extend economic opportunity to Native communities, generates small business formation, create jobs, and elevate living standards.
- Strengthen self-determination and self-governance capabilities in the Native American community to promote greater self-sufficiency.





# OFFICE OF INDIAN ECONOMIC DEVELOPMENT & BUREAU OF INDIAN AFFAIRS INITIAL PROJECTS

- Demonstration projects: North Dakota, South Dakota, Montana and Virginia
- Technical Assistance Partners: The George Washington University International Institute of Tourism Studies and Virginia Tech University



Photo courtesy of South Dakota Department of Tourism





As a global leader in tourism education and research for 30 years, the GW International Institute of Tourism Studies...

- **GUIDES** businesses, communities, governments and nonprofits toward sustainability.
- **PROVIDES** thoughtful leadership around critical industry issues.
- **TEACHES** courses and workshops in sustainable destination management, cultural heritage tourism and event management.
- **CONDUCTS** research around topical industry issues including destination management, adventure tourism, indigenous community development and placemaking.

INDIGENOUS PEOPLE AND  
THE TRAVEL INDUSTRY:  
GLOBAL GOOD PRACTICE GUIDELINES



In Partnership With



AIANTA  
American Indian Alaska Native  
Tourism Association



Cultural Heritage Tourism Certificate Program

# Indigenous tourism is a top priority at GW...

- **EDUCATION** professional certificate program in cultural heritage tourism - partnership with AIANTA
- **PRACTICAL TOOLS** global guidelines for travel companies that work with indigenous communities - partnership with G Adventures and Planeterra Foundation.
- **TECHNICAL ASSISTANCE** native tourism assessment, planning, product development and partnership development – trusted partner of the BIA.





**Seleni Matus**

Executive Director of  
the International  
Institute of Tourism  
Studies

Project Team Leader



**Dew Bad Warrior**

South Dakota  
Project Manager



**Stacey La Compte**

Dakotas Alignment  
Coordinator



**Beth Wright**

Program Manager at  
the International  
Institute of Tourism  
Studies

Program Manager

# The GW Team

# APPROACH FOR NATIVE TOURISM DEVELOPMENT & MANAGEMENT IN SOUTH DAKOTA

*Long-term investment: ongoing development process*



Stakeholder  
consultation –  
assessing  
readiness



Forming  
regional native  
tourism ad-hoc  
network



Defining shared  
vision and plan  
for tourism  
development &  
management



Multi-sectoral  
action teams  
formed to  
implement quick-  
win projects



Capacity-  
building for  
tourism product  
development  
and plan  
implementation



Formalizing network  
in order to market  
and operate tours  
and ensure tourism  
plan implementation





# **SOUTH DAKOTA NATIVE TOURISM ALLIANCE**

**The South Dakota Native Tourism Alliance is an ad hoc network of representatives from the nine federally recognized tribal nations in South Dakota, industry leaders, and local, state, and federal partners, working together to develop Native American tourism as a catalyst for economic growth.**

**[sdnativetourismalliance.org](https://sdnativetourismalliance.org)**

# South Dakota Project Timeline

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AUG 2019 First meeting at the Wakpa Sica Reconciliation Center

OCT 2019 Two-day native tourism forum and in-person workshop at Wakpa Sica Reconciliation Center

JAN 2020 Group votes to use the name South Dakota Native Tourism Alliance; attend the SD Governor's Conference on Tourism

MAR 2020 SDNTA pivots projects due to COVID-19 pandemic; all engagement moves online

JULY 2020 Participants from Oglala Sioux Tribe and the Standing Rock Sioux Tribe complete the Virtual Tourism Experience project, producing two engagement videos

SEPT 2020 Completion of the Native American Tourism Development and Management Plan, 2020-2025, South Dakota (NATDMP)

JAN 2021 Action Teams are created and work begins on 4 of the 43 Priority Initiatives in the NATDMP

MAY 2021 The GW local team in South Dakota welcomes two new team members

JUN 2021 Action Team 1 organizes a presentation on Network Governance Designs for the SDNTA; SDNTA members present to the Rosebud Tribal Council

JULY 2021 SDNTA members vote and finalize logo design

AUG 2021 The SDNTA hosts an official Launch Event at the Journey Museum in Rapid City

NOV 2021 Participants convene for the 3rd Annual SDNTA Planning Summit, creating action plans for 2022 priority projects







# Who is Involved in Network

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## **SOUTH DAKOTA NATIVE TOURISM ALLIANCE**

- Peter Lengkeek, Chairman, Crow Creek Sioux Tribe
- Dew Bad Warrior Ganje, George Washington University International Institute of Tourism Studies
- Sarah Bad Warrior-Vrooman, South Dakota State University
- Dani Benne, Visit Rapid City
- Calvin Bloemendaal, South Dakota Department of Tourism
- Lionel Bordeaux, President of Sinte Gleska University
- Shawn Bordeaux, State Representative and Director of the Institute of Tribal Lands at Sinte Gleska University
- Emily Boyd-Valandra, Rosebud Sioux Tribe
- Marla Bull Bear, Lakota Youth Development
- Pam Coleman of Kadrmas Lee & Jackson
- Rebecca Cruse of the South Dakota Arts Council
- Charlie Cuny, Pine Ridge Area Chamber of Commerce
- Lynn Cuny, Thunder Valley CDC
- Luti Davis, Rosebud Sioux Tribe
- David Flute, Secretary of the Department of Tribal Relations
- Eric Grey Cloud, Standing Rock Sioux Tribe Tribal Planning
- Stacie Granum, Visit Rapid City
- Clark Guthmiller, USDA Rural Development
- Sonja Holy Eagle, Dakota Drum
- Tonya Huber, Kadrmas Lee & Jackson
- Kirk Hulstein, South Dakota Department of Tourism
- Jacey Jessop, South Dakota Department of Tourism
- David Kelly, Oglala Sioux Tribe Department of Transportation
- Karen Kern, South Dakota Missouri River Tourism
- Frank Kills in Water, Rosebud Casino
- Sarah Kills in Water, Rosebud Sioux Tribe Sicangu Resource Development
- Almona Kills in Water
- Stacey LaCompte, George Washington University International Institute of Tourism Studies
- William Long, St. Francis Church and Museum
- Jennifer Martel, Sitting Bull College Visitor Center
- Seleni Matus, George Washington University International Institute of Tourism Studies
- Mary Maxon, Red Cloud Indian School Heritage Center
- Rilda Means, Red Cloud Indian School Heritage Center
- Tatewin Means of the Thunder Valley CDC
- Eliane Nigel, Four Bands Community Fund
- Mike Normile, Dakota Indian Foundation
- James Rattling Leaf, Consultant
- Christian Skunk, Lower Brule Sioux Tribe
- Shelby Solano, Visit Rapid City
- Ivan Sorbel, Pine Ridge Area Chamber of Commerce
- Tamara St. John, State Representative and Archivist of the Sisseton Wahpeton Oyate Tribal Historic Preservation Office
- Dixie Thompson, Lakota Cultural Center & Museum
- Dan Tribby, Prairie Edge
- Lacey Turning Heart, Four Band Community Fund
- Courtney Two Lance, Oglala Sioux Tribe Credit and Finance Program
- Angelic Vaughn, Sisseton Wahpeton Oyate Department of Planning
- Lakota Vogel, Four Bands Community Fund
- Bill Wells, Lone Star Casino
- Jamie Wood, US Small Business Administration
- Calley Worth-Geigle, South Dakota Department of Tourism
- Beth Wright, Dixie Thompson, Lakota Cultural Center & Museum
- Guss Yellow Hair, Tatanka Rez Tourz
- Tianna Yellow Hair, Tatanka Rez Tourz



Native American Tourism  
Development & Management Plan  
South Dakota  
2020-2025

# 5 Year Strategic Plan

- A comprehensive **Situation Analysis** of Native American tourism in South Dakota
- The **Vision & Guiding Principles** outlined by the SDNTA for Native American tourism development; and, an assessment of the **potential economic impact** of Native American tourism in Tribal Nations
- A **5-year strategic Action Plan** consisting of 43 priority initiatives that help to achieve 6 main goals



PREPARED BY:  
International Institute  
of Tourism Studies  
THE GEORGE WASHINGTON UNIVERSITY

# SDNTA Launch Event



- Came back together in August 2021 at the Journey Museum, Rapid City after 17 months collaborating virtually
- Shared the five-year plan, new logo, website, promotional video and visitor etiquette video
- Heard from a wide range of speakers including Chairmen/Presidents, State Secretaries of Tribal Relations & Tourism, representatives from all three Congressional offices, the Department of the Interior and the SDNTA Action Teams
- Shared our story as a network to a wider audience





# Action Plan Priorities 2022

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1. Strengthen the regional network to share responsibility for tourism development
1. Build tribal leadership and tribal community support and buy-in for tourism
3. Develop new themed tourism experiences along tourism routes

# SDNTA Network Engagement 2022

		In Person	Virtual	Activities
1	Coffee Chat Meetings (Weekly)		✓	<ul style="list-style-type: none"> <li>• Discuss new events/opportunities               <ul style="list-style-type: none"> <li>○ Newsletter</li> <li>○ Facebook Page</li> <li>○ Website</li> </ul> </li> </ul>
2	Action Team Meetings (Twice per quarter)		✓	<ul style="list-style-type: none"> <li>• Develop action plans and assign roles</li> <li>• Schedule and attend regular meetings</li> <li>• Work towards established goals</li> </ul>
3	Trainings & Educational Opportunities	✓	✓	<ul style="list-style-type: none"> <li>• January '22 Gov Conference on Tourism</li> <li>• Destination Trainings (occasionally as needed)</li> </ul>
4	Quarterly In-Person Meetings (Every 3 months)	✓		<ul style="list-style-type: none"> <li>• November 2021</li> <li>• April 2022</li> <li>• July 2022</li> <li>• September 2022</li> </ul>



# How to Get Involved

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- Join the Alliance - visit website [sdnativetourismalliance.org](https://sdnativetourismalliance.org)
- Attend our Weekly Wakhalyapi Hour/Coffee Chat Meetings: Fridays at 9:00 MST/10:00 CST
- Monthly SDNTA Meetings/Upcoming Trainings
- Quarterly In Person Meetings
- Volunteer your time
- Promote Native Tourism



## SOUTH DAKOTA NATIVE TOURISM ALLIANCE



### Join the Alliance

The South Dakota Native Tourism Alliance is intended as a “coalition of the willing” with participation open to all—native organizations, native entrepreneurs and community leaders, tourism businesses, industry associations, destination marketing organizations, nonprofits, academic institutions and state and federal agencies.

We welcome you to become an active participant of the Alliance (free). Please review the membership criteria, responsibilities and benefits and then contact us at [sdnta.comms@gmail.com](mailto:sdnta.comms@gmail.com)

Join Today

# Join Us!

**Seleni Matus**  
**Executive Director**  
**GW IITS**  
**(571) 201-7197**  
**[selenim@gwu.edu](mailto:selenim@gwu.edu)**

**Dew Bad Warrior**  
**Project Manager**  
**GW IITS**  
**(605) 365-6095**  
**[dbadwarrior@gwu.edu](mailto:dbadwarrior@gwu.edu)**

**Website:**  
**[sdnativetourismalliance.org](http://sdnativetourismalliance.org)**

**Facebook: South Dakota Native**  
**Tourism Alliance**

