

NEVADA'S INDIAN TERRITORY



2019 Nevada Tribal Tourism Conference

Elko, Nevada

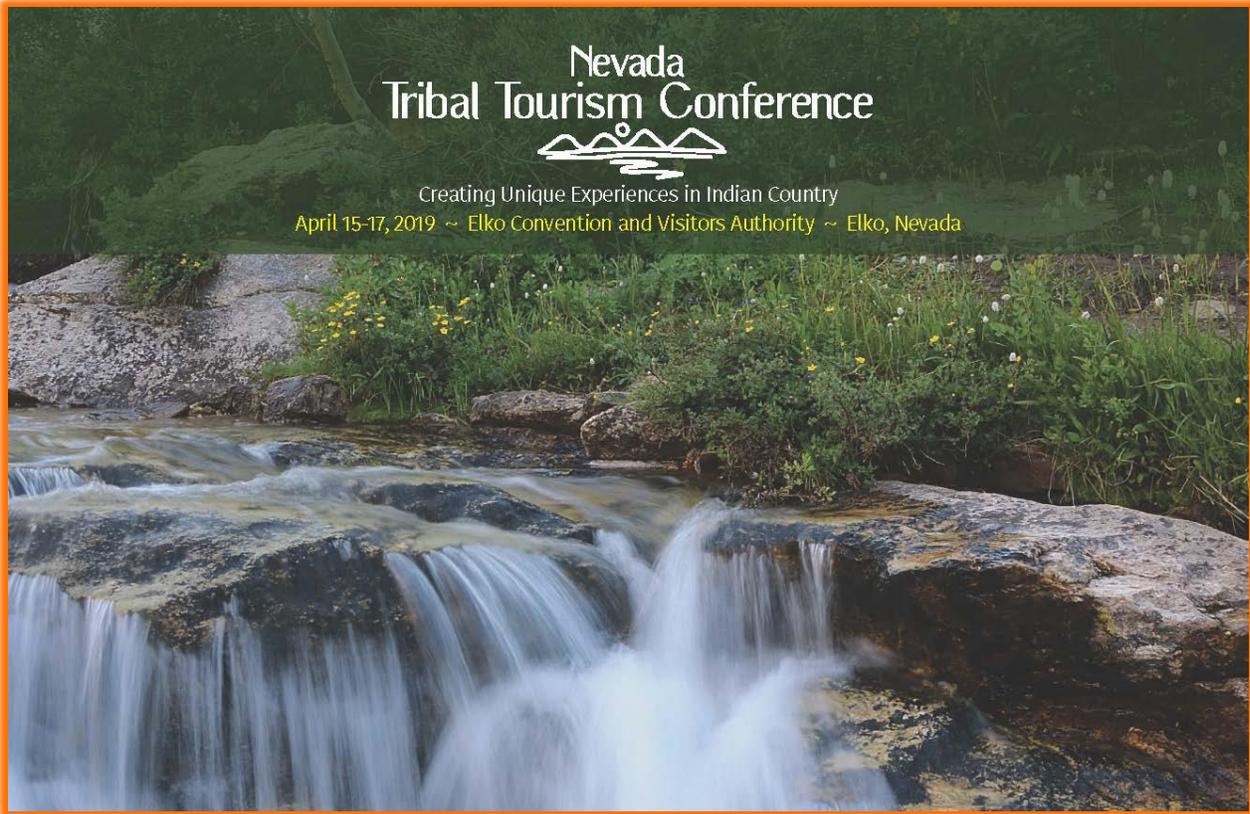
As Reported By

Sherry L. Rupert

Chairperson, Nevada's Indian Territory

“Creating Unique Experiences in Indian Country”

Nevada Tribal Tourism Conference 2019



Nevada’s Indian Territory in partnership with the Nevada Indian Commission and Nevada Division of Tourism proudly hosted the 11th Annual Nevada Tribal Tourism Conference. This year’s event featured a spectrum of professionals in the tourism and tribal tourism industries providing strategies on how Nevada’s Tribes can effectively create unique experiences for visitors from around the globe. Held in Elko, Nevada, April 15-17, 2019, and hosted at the Elko Convention Center, the conference offered top-notch presenters and key note speakers.

The conference began with a mobile workshop tour of the Duck Valley Reservation and surrounding area with the emphasis on outdoor recreation. The conference attendees were honored to have Duck Valley Chairman Ted Howard share a brief history of the Western Shoshone-Paiute Tribes and what they do to draw in visitors today. Duck Valley manages several RV parks and outdoor recreational activities.



Chairman Howard points out the Nevada/Idaho State boundary markers on the Tribal Administrative Grounds

The attendees learned about the on-going attempt to reintroduce traditional salmon fishing for the tribe, and visitor hunting, fishing, and bird watching programs developed by the Shoshone-Paiute Tribes' Fish, Wildlife, and Parks Department.



Ranger Melvin "Foxy" Blossom speaks about the area's wildlife



Jinwon Seo, Fish, Wildlife and Parks Director giving a presentation on the Salmon project

Before visiting the Mountain View Reservoir, the attendees were invited to have lunch at the Shoshone-Paiute Tribal Headquarters. Here, the attendees were treated to hand drum songs by the Shoshone-Paiute Sun Rise Singers. These talented young singers later performed at the Welcome Reception.



The Sun Rise Singers develop their traditional language skills by learning songs passed down for hundreds of years



Arriving at the Tribal Headquarters and being greeted by the friendly local dog

This year's conference theme, "Creating Unique Experiences in Indian Country," spoke about the opportunity to finding and creating unique guest experiences when it comes to attracting tourism both domestic and international. Each presenter spoke about the challenges and successful business models of attracting and hosting visitors.

Sherry L. Rupert, Chairwoman of Nevada's Indian Territory, coordinated and facilitated the event. Emerson Vallo, President of AIANTA gave a keynote presentation in which he talked about giving visitors unique experiences while respectfully maintaining cultural and physical boundaries.



Davis Gonzales, Chairman, Elko Band Council provided Opening Remarks



AIANTA President provides the keynote presentation



Donovan Hanley giving tips on how to give a successful tour



Leah Brady and Norm Cavanaugh speaking about language and culture

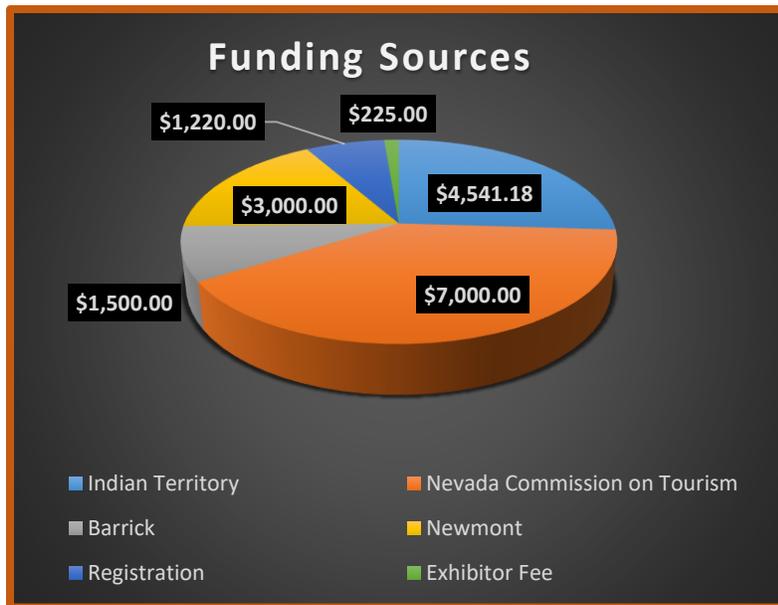
This year's Nevada's Tribal Tourism Conference was attended by fewer people than last year due to the rural setting and conflicting activities.

This intimate conference allowed the speakers, attendees, and vendors the opportunity to get to know each other on a personal level. New friendships were made over the three-day event.



Budget and Finances

The total budget for this conference was \$14,706.90.



The Territory relies on grant funds and the generous sponsors who support this project. Funding provided ten scholarships, provided travel assistance for five tourism experts to assist in the technical assistance and training aspect of the conference and transportation for the mobile workshop.

The participants were provided technical assistance and training and the opportunity to experience how the Duck Valley Reservation is successfully drawing in visitors who want unique outdoor experiences. Conference attendance was made up of destination marketing organizations (DMO) and government (state, tribal and federal) and educational institutions.



The conference received important and positive feedback from its attendees. 0% rated the conference overall as very good. Participants also provided additional recommendations for future training sessions and 100% said they would consider attending future conferences.