

NEWSLETTER



Navajo Tourism Department Welcomes You!

Yá'át'ééh,

We're excited to share the first issue of Navajo Tourism Department's newsletter, created for Navajo Nation leaders, departments, and community members. This newsletter highlights our work in tourism, including cultural promotion, economic development, and community partnerships. Our goal is to keep you informed, inspired, and connected as we continue building our Discover Navajo brand and creating a respectful tourism presence across the Navajo Nation.

Ahéhee',
The Navajo Tourism Department Team



Our Vision and Purpose

Vision Statement

Extending Ké to visitors to promote authentic experiences that honor our Diné language, culture and land.

Mission Statement

Leading Navajo Tourism through innovative marketing, collaboration, and sustainable development practices to strengthen our economy and protect our culture.

CONTENTS

Strategic Initiatives	2
2025 National Tradeshows	
FAM Tours	
Advertising & Marketing	
Ongoing Projects	6
Economic Development	
Supporting Navajo Tourism Events	6
Building Stronger Connections	
Tourism Contributors: What's New	7
Navajo Nation Inn	
Upcoming Events	8
Strength In Unity	8



CONNECT WITH US



LOCATION

Navajo Tourism Department
100 Taylor Rd,
St Michaels, AZ 86511



MAILING ADDRESS

P.O. Box 663
Window Rock, AZ 86515



PHONE

(928) 357-6291



DiscoverNavajo



Discover_Navajo



DiscoverNavajo.com



Strategic Initiatives

2025 National Tradeshows

Tradeshows allow the Navajo Nation to showcase its unique cultural heritage, landscapes, and experiences to a broad audience of travel professionals, media, and potential visitors. Many people are unfamiliar with what the Navajo Nation offers, tradeshows help change that.

A Look Back at the 2025 Travel Adventure Shows Data



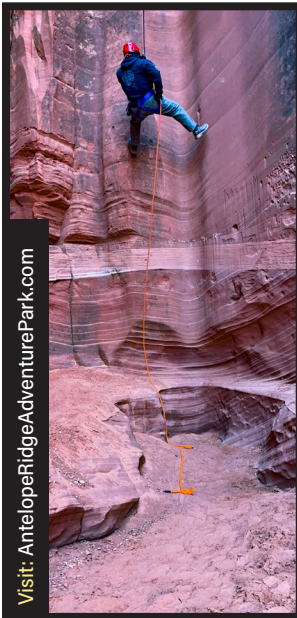
Travel Shows - America's Favorite Travel Show. (2025, July 1). Travel Shows | Travel Expo - Travel and Adventure Show. Travel Shows. <https://travelshows.com/>

FAM Tours

FAM tours are trips where we, and invited travel professionals, visit places across the Navajo Nation to learn and experience them in person. This helps us better promote these sites, support local businesses, and share our stories in the right way with people around the world.

FAM Tour Highlights

The Navajo Nation Tourism Department is visiting Navajo-owned tourism businesses to better understand their services and share their stories with a wider audience. We are truly grateful for the hospitality shown to us and look forward to promoting these authentic experiences across the Navajo Nation.



Antelope Ridge Adventure Park

This attraction lets visitors rappel and move through stunning slot canyons in LeChee, AZ. The owner offers a one-of-a-kind experience that guests won't forget. You can really see his care and passion in everything he does.

Visit: AntelopeRidgeAdventurePark.com



Navajo Nation Hospitality Enterprise (NNHE)

NNHE operates six properties, including popular sites like Goulding's Lodge in Monument Valley and Thunderbird Lodge in Canyon de Chelly. These destinations promote Navajo culture, support tourism, and generate revenue while offering authentic guest experiences.

Visit: ExploreNavajo.com



Antelope Point Marina

Antelope Point Marina is on the Navajo Nation at Lake Powell. Visitors can rent boats or houseboats, take canyon tours, eat at a floating restaurant, and enjoy beautiful red rock views. It's a great place to relax, explore, and experience the water.

Visit: AntelopePointLakePowell.com



Ancient Wayves

Ancient Wayves is a 100% Navajo-owned guide service based in Southeast Utah. They offer Navajo-led rafting, hiking, photography, and backpacking tours through Bears Ears and the San Juan River. Tours blend stunning landscapes with Native history, culture, and traditional foods.

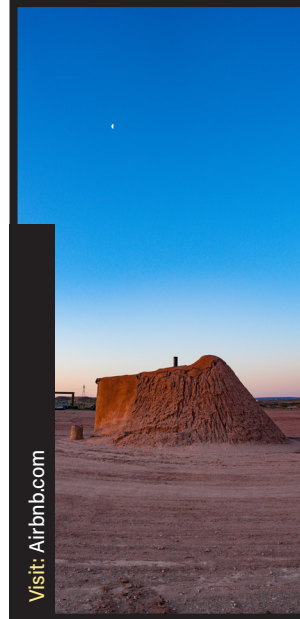
Visit: TourAncientWayves.com



Bidii Baby Foods

Bidii Baby Foods thrives on Navajo farmland, growing traditional crops and empowering Indigenous farmers through leased plots and training. Their Farmer-in-REZidence program supports sustainable agriculture and food sovereignty across the Navajo Nation.

Visit: BidiiBabyFoods.org



Experience Hogan by the River

Experience Hogan by the River is a traditional male Navajo hogan near the Little Colorado River in Cameron, AZ. This off-grid Airbnb offers cultural immersion, cozy twin beds with wool blankets, wood stove cooking, spectacular stargazing, and deeper understanding of Navajo traditions.

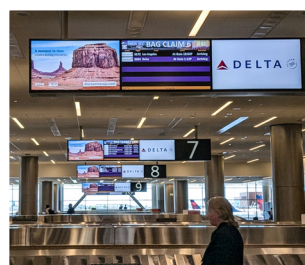
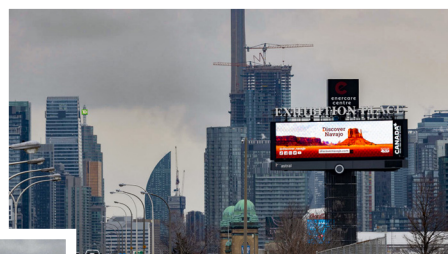
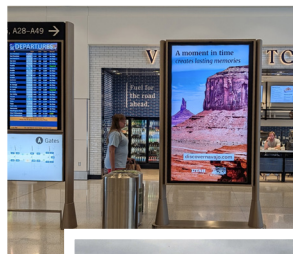
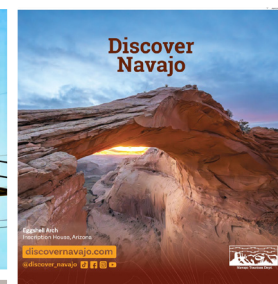
Visit: Airbnb.com

Advertising & Marketing

The Navajo Nation Tourism Department promotes the beauty and culture of the Navajo Nation through strategic marketing and advertising. Efforts include billboards, magazine ads, and engaging social media content such as photos, event highlights, and videos. These tools help raise awareness, attract visitors, and share the authentic experiences and stories that make the Navajo Nation a unique destination.

OUR REACH

Phoenix, AZ
White Hills, AZ
Chinle, AZ
Bittersprings, AZ
St. Michaels, AZ
Kingman, AZ
Albuquerque, NM
Bloomfield, NM
Salt Lake City, UT
Los Angeles, CA
San Diego, CA
Dallas, TX
Las Vegas, NV
Chicago, IL
New York City, NY
Washington D.C.
Toronto, Ontario, Canada
Germany



Gas Station Advertising

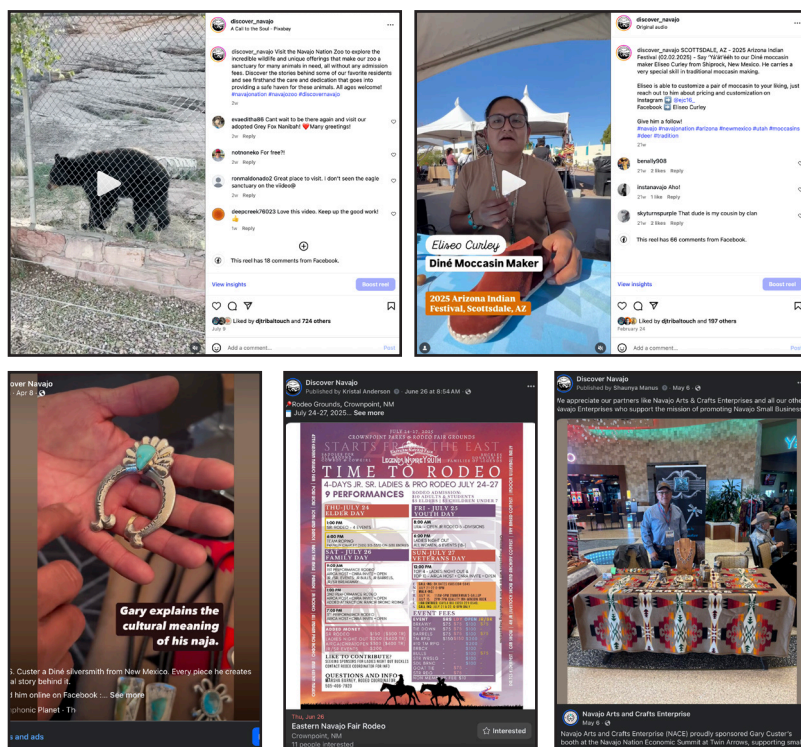


Social Media

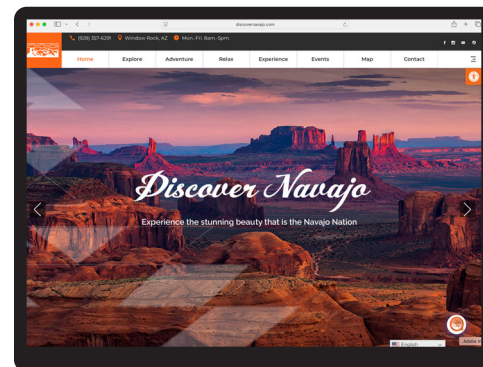
Our social media promotions focus on showcasing the vibrant tourism offerings across the Navajo Nation. We organize FAM (familiarization) tours to gather photos and videos that highlight Navajo-owned businesses, artisans, and tribally operated enterprises. This content helps us create engaging stories that promote authentic experiences. We also share upcoming events, cultural happenings, and community highlights with a broader audience online.

Facebook Views
(6/30/2025 - 7/27/2025)
2,194,241 - $\uparrow$ 105%

Instagram Views
(6/30/2025 - 7/27/2025)
973,642



Website (DiscoverNavajo.com)



Report Date MAY 1, 2025 - JULY 23, 2025

WEBSITE PERFORMANCE

Active Users
38,830
New Users
37,822
Engagement Rate
41.79%

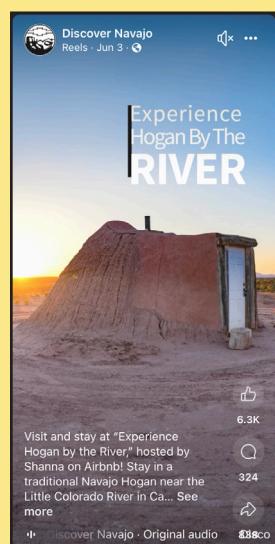
TOP USERS BY CITY

Albuquerque, NM
4,089
Oklahoma City, OK
4,089
Phoenix, AZ
3,538

INTERNATIONAL TRAFFIC

Australia **Germany** **Singapore**
Canada **Ireland** **Sweden**
China **Japan** **United Kingdom**
France **Netherlands**

Wall of Notable Posts



EXPERIENCE HOGAN BY THE RIVER, AIRBNB

Views
265,985
Reach
239,230
Impressions
239,230



EVELYN BEGAY, NAVAJO ARTISAN

Views
256,570
Reach
230,313
Impressions
231,973



VALERIE MARTINEZ, NAVAJO ARTISAN

Views
220,087
Reach
188,667
Impressions
190,883

Navajo Nation Visitor Guide

The Navajo Nation Visitor Guide is a powerful promotional tool that highlights the beauty, culture, and destinations of the Navajo Nation. When distributed nationwide, it raises awareness, attracts visitors, and supports Navajo-owned businesses. It serves as a planning resource, educates travelers, and promotes respectful tourism. This in return will boost economic development while sharing the Navajo story with a broader audience.

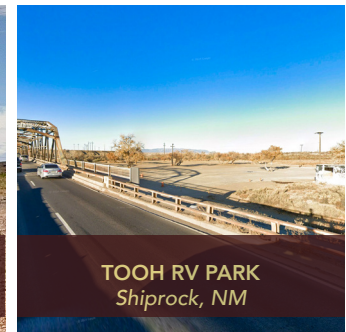
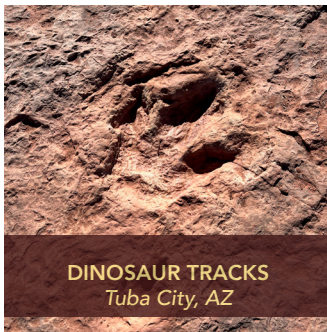
Email: Info@gmail.com for your visitor guide.



Ongoing Projects

Economic Development

The Navajo Nation Tourism Department helps grow the economy by building visitor centers, supporting Navajo-owned businesses, and sharing Navajo culture through tourism. These efforts create jobs, bring in more visitors, and help local communities thrive. The following are current projects.



Supporting Navajo Tourism Events

Building Stronger Connections

The Navajo Tourism Department supports events on and off the Navajo Nation to help share our culture, bring more visitors to our communities, and support local businesses. By being part of these events, we help more people learn about the Navajo Nation and what it has to offer. This support helps grow tourism in a way that benefits our people, economy, and traditions.

A Look Back at Supported Events

2nd Annual Indigenous Food Event
Oct 2025 Western Navajo Fair



FY25 Event Support Summary

October 2024

2024 Western Navajo Fair Concert and 2nd Annual Indigenous Food Event

November 2024

2024 Navajo Nation Tourism Conference
2024 Arizona Indigenous Culinary Experience

February 2025

2025 American Indian Festival

March 2025

2025 Reservation Economic Summit

May 2025

Kayenta Aviation Day
National Tourism Week
7th Annual Navajo Nation Economic Summit
2025 Governor's Conference on Hospitality & Tourism (NM)

July 2025

Re-grand opening of Speedway, Lukachukai, AZ
2025 Summer Session Trail Rides
2025 Arizona Governor's Conference on Tourism



Tourism Contributors: What's New

Navajo Nation Inn

The hotel formerly known as Quality Inn is now called Navajo Nation Inn. This change happened on May 22, 2025, after the hotel's 20-year agreement with Choice Hotels ended. Like the transition in Tuba City, the goal was to run the hotel independently and show more clearly that it is Navajo-owned and operated. New signs and branding were added to reflect this new identity. The hotel's original name, Navajo Nation Inn, was brought back to honor the land, people, and culture it represents. While there won't be a big grand opening, guests can still expect the same great service. This change also helps support tourism and the local economy by showing visitors that staying here supports a Navajo-run business. It lets travelers know they can enjoy a quality stay while also helping the community and experiencing something truly local.

Special thanks to Carly Sapp, Monument Hospitality, for providing valuable information about the rebranding of the Navajo Nation Inn.





Upcoming Events

Mark your Calendars

Navajo Nation Fairs

Southwest Navajo Fair - August 1-3, 2025, Dilkon, AZ

Central Agency Navajo Fair - August 11-17, 2025, Chinle, AZ

Ramah Navajo Fair - August 22-24, 2025, Ramah, NM

Navajo Nation Fair - September 2-7, 2025, Window Rock, AZ

Utah Navajo Fair - September 18-21, 2025, Bluff, UT

Northern Navajo Fair - October 1-5, 2025, Shiprock, NM

Western Navajo Fair - October 16-19, 2025, Tuba City, AZ

100 Year Celebration Gouldings Lodge

October ?-?, 2025, Monument Valley, AZ ([awaiting reply from Brad to see if we can cover this event in this newsletter](#))



Strength In Unity

Driving Economic Growth Through Partnership

Tourism plays a vital role in sharing the Navajo story, strengthening our economy, and supporting local communities. With continued collaboration across departments, chapters, artisans, operators, business entities, and leadership, we can elevate the Navajo Nation as a premier destination. We thank you for your support and invite you to partner with us as we grow and protect the future of Navajo tourism.

AHÉHÉE'