



NAVAJO NATION TOURISM DEPARTMENT

NEWSLETTER



Meet the Navajo Nation Tourism Department Team

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Our Vision and Purpose

Vision Statement

Extending K'é 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.

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DiscoverNavajo



Discover_Navajo



DiscoverNavajo.com





Strategic Initiatives

This quarter, our strategic initiatives focused on building relationships, improving skills, and helping more people discover Navajo tourism experiences. Through chapter visits, hands-on trainings, FAM tours, and coordinated advertising and marketing efforts, Discover Navajo continues to bring communities, tourism partners, and visitors together in meaningful ways.

Chapter Visits and Community Outreach

This quarter, our team visited local businesses, visitor centers, and 31 Navajo Nation Chapters to connect directly with staff and share information about Discover Navajo. During these visits, we discussed local tourism opportunities and left behind printed resources that chapters and businesses can use and share with their communities. We also shared the previous quarter's newsletter online to reach Navajo Nation Government departments and other local entities. These efforts helped strengthen relationships, ensure communities have up-to-date materials, and increase awareness of Navajo tourism.

Professional Training/Workshops

2025 Adobe Max

This quarter, the Discover Navajo team attended the **2025 Adobe MAX** conference, gaining hands-on skills and the latest marketing and design insights. These tools are already helping us create more engaging content and strengthen our chapter visits, FAM tours, and marketing campaigns, connecting communities, partners, and visitors across the Navajo Nation.



Indigenous-Led Tourism Technology

*By Jocelyn Billy-Upshaw,
Chief Marketing Director, Laguna Creek*

On November 12, Ken's Tours and Native American Tours hosted a free workshop for Navajo-owned tour operators and small businesses focused on streamlining operations and increasing sales. More than 40 participants representing 15 Navajo tourism enterprises and off-reservation affiliates attended.

Participants learned how Native American Tours, in partnership with Laguna Creek, supports Indigenous businesses through a customized, Native-controlled booking platform that improves affiliate management, reporting, and reduces fees. The platform is part of a growing technology suite that also includes point of sale



(POS) and property management system (PMS) tools designed with Navajo tourism and small business operations experts.

Navajo hospitality businesses were introduced to the cloud-based PMS, built to simplify daily operations and workflow. Native American Tours and Laguna Creek team members led live, on-site demonstrations, including a POS demonstration at Ken's Café.

The hosts also announced the development of the Native Network, a fully Native-owned collaborative initiative aimed at expanding marketing reach for Navajo tourism businesses while reducing reliance on Online Travel Agencies (OTAs) such as Expedia—at no cost to participating businesses.

The event was both successful and empowering, with plans underway for another workshop in the summer of 2026. For a tour booking demonstration, email demo@nativeamericantours.com. For POS and PMS demonstrations, email demo@lagunacreek.io. Learn more at www.NativeAmericanTours.com or www.LagunaCreek.io.

FAM Tours

This quarter, the Discover Navajo team visited two tour operations and several trading posts to see their operations firsthand and learn more about the visitor experience. These tours helped strengthen partnerships and support authentic Navajo tourism.

1st QTR FAM Tour Highlights



Visit: AntelopeRidgeAdventurePark.com

ANTELOPE RIDGE ADVENTURE PARK, LeChee, AZ

This attraction invites visitors to rappel and explore stunning slot canyons in LeChee, AZ. The Discover Navajo team featured it in our last newsletter and recently returned to try the new "Spicy Route," one of two exits on the tour that requires upper body strength and is not for the faint of heart. The other route offers a more visitor-friendly option. Now booking for zipline experiences, this adventure just got even more exciting. Don't miss the chance to experience this unforgettable journey for yourself.



Visit: HikingSlotCanyons.com

ANTELOPE VALLEY CANYON TOURS, LeChee, AZ

Antelope Valley Canyon, also known as Łigaii Si Anii, offers visitors a breathtaking journey through narrow, twisting slot canyons with stunning rock formations and light beams that make for unforgettable photos. The tour operators live and work in the area, bringing a lifetime of knowledge and familiarity to every tour. They are natural storytellers, sharing the cultural and natural significance of the canyon, making each visit immersive and memorable. The canyon features engineered stairways and ladders throughout, allowing safe access to its most stunning areas. In addition to daytime tours, they offer night tours, where guests can explore the canyon under the stars while learning Navajo stories about the constellations, a truly unique way to experience Navajo culture.

Visit: Facebook Page



TOTSOH TRADING POST, Lukachukai, AZ

Totsoh Trading Post is a beloved family-owned business in Lukachukai, Arizona, built around 1950 and founded by Bradley Blair and Carolyn Recknagel Blair. The Blair family has continued the tradition through the next generations, keeping the store's roots strong in the community (Discover Navajo, n.d.).

Totsoh is much more than a shop, it's a local hub where visitors and community members find essential produce, dry goods, mutton and other meats, candy for the sweet tooth, and daily supplies, alongside a variety of traditional Navajo goods. You'll find baskets, salves, leather items, cradleboards, wool yarn, dyes, and occasionally Navajo rugs (which require permission and guidance to view and aren't always available) (Manta, n.d.).

Inside, the atmosphere feels nostalgic, like stepping back into a trading post of decades past, offering a window into living culture and community life. Whether you're picking up everyday items or exploring authentic Navajo crafts, Totsoh Trading Post gives visitors a genuine taste of local tradition and hospitality (TripAdvisor, 2025).



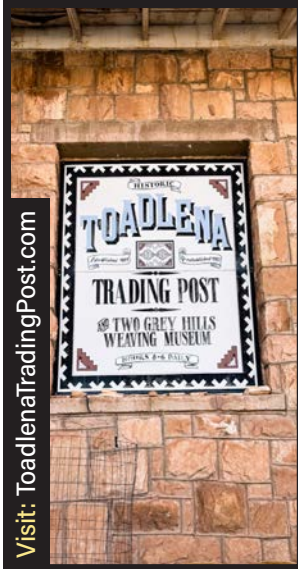
RED ROCK TRADING POST, Red Valley, AZ

Once a classic Southwest trading post serving travelers and local residents alike, Red Rock Trading Post has been part of the Red Valley community for many decades, with historic photos showing its presence as early as the 1930s. Today, it operates primarily as a convenience store and gas station, offering fuel, snacks, and essential travel supplies for visitors and locals along Indian Route 13. While it no longer functions in the full historic role of a traditional trading post, it remains a welcoming stop where people can refuel, pick up quick necessities, and experience a bit of small-town Navajo Nation charm.

Trading posts. Discover Navajo. (n.d.). https://discovernavajo.com/trading-posts/?utm_source=chatgpt.com

Totsoh Trading Post Lukachukai AZ, 86507 – manta.com. (n.d.). <https://www.manta.com/c/mmf6k07/totsoh-trading-post>

Totsoh Trading Post (2025) - all you need to know before you go (w/ reviews & photos). (n.d.-a). https://www.tripadvisor.com/Attraction_Review-g31269-d16713588-Reviews-Totsoh_Trading_Post-Lukachukai_Apache_County_Arizona.html

Visit: [ToadlenaTradingPost.com](https://toadlenatradingpost.com)

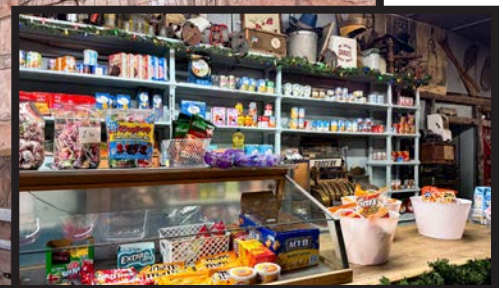
TOADLENA TRADING POST, Toadlena, NM

Toadlena Trading Post, located near Toadlena, New Mexico on the Navajo Nation, has served as an important center for trade, culture, and community for more than a century. Established around 1909, the trading post, built near a natural water source, made it a natural gathering place for Navajo families in the region (Toadlena Trading Post, 2020).

In the early 1900s, the post became closely connected to the development of the Two Grey Hills style of Navajo weaving. Traders worked with local weavers to promote rugs made with finely hand-spun wool and natural, undyed colors. These textiles became known for their quality, tight weave, and lasting beauty, earning international recognition and helping define the region's weaving tradition.

The trading post building itself, expanded in 1911 using local sandstone and Diné craftsmanship, still stands today and retains much of its historic character. Although the post closed in 1996, it was reopened in 1997, restoring its role as a working trading post and cultural landmark (Toadlena Trading Post, 2020).

Today, Toadlena Trading Post continues to serve the local community while welcoming visitors from around the world. It offers traditional goods, supports Navajo weavers, and houses the Two Grey Hills Weaving Museum, which preserves and shares the stories, artistry, and cultural knowledge behind the rugs. Toadlena remains a place where history is not only remembered, but still lived (Toadlena Trading Post, 2020).



Toadlena Trading Post. (2020). History of Toadlena Trading Post.
https://toadlenatradingpost.com/Toadlena_Trading_Post/History_of_Toadlena_Trading_Post/
 Toadlena Trading Post. (2020). Two Grey Hills Rugs.
https://toadlenatradingpost.com/Toadlena_Trading_Post/Two_Grey_Hills_Rugs/
 Toadlena Trading Post. (2020). Two Grey Hills Weaving Museum.
https://toadlenatradingpost.com/Toadlena_Weaving_Museum/

Advertising & Marketing

During the first quarter, Advertising and Marketing activity was more limited than in some other periods. We focused on maintaining a presence while planning for future campaigns and partnerships. We met with several organizations that offer tools to help us collect better visitor data. While we have not yet established permanent partnerships due to the high cost of these tools, there are several strong options we can explore moving forward. We currently have highway billboards running through June 2026, one print ad about the Navajo Code Talkers in Wander AZ, and a New York Times interview that shared updates on Navajo Nation tourism since the pandemic. We are also in partnership with the Arizona Office of Tourism, through a co-op program that runs throughout the year, with various deadlines tied to specific events and projects, and helps cover portions of the costs for trade show events, outdoor advertising, and marketing tools.



Social Media

During the first quarter (October–December 2025), the Discover Navajo team continued to care for and maintain our social media pages. While we did not post as often this quarter, our pages continue to have a strong following. We shared local event posts during the holidays and ran holiday ads to stay connected with our audience. Our focus was on keeping our pages active and preparing for more regular outreach in the months ahead. The following analytics show how our website and social media performed during this time.

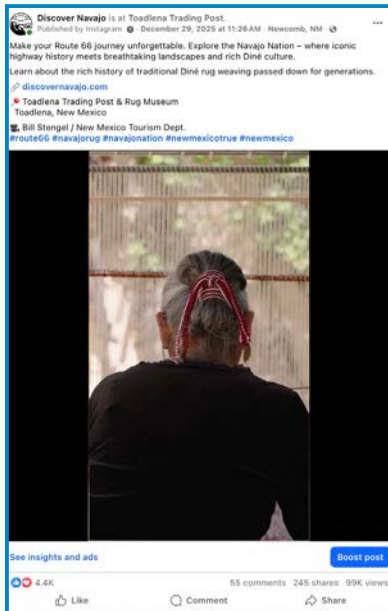
SOCIAL MEDIA

Report Date Oct-Dec 2025

INSTAGRAM	FACEBOOK
Views 85,839	Views 1,730,903
Interactions 1,749	Interactions 10,157
	Engagement 12,907

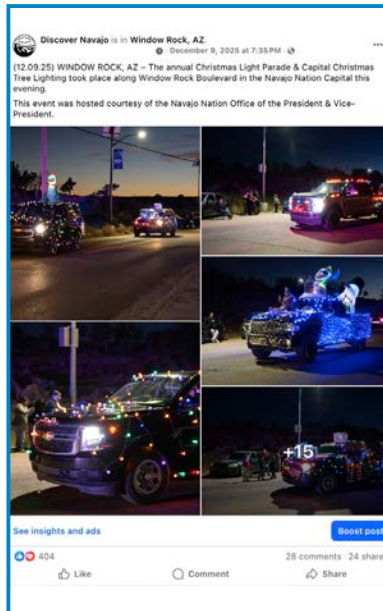


Wall of Notable Posts



Route 66, Navajo Weaver

Views 99K **Interactions** 4,926 **Impressions** 73,308



Christmas Light Parade

Views 54K **Interactions** 458 **Impressions** 37,672



Fall Season, Chuska Mtns

Views 25k **Interactions** 852 **Impressions** 22,082



Website (DiscoverNavajo.com)

During the first quarter (October–December 2025), DiscoverNavajo.com continued to serve as a key resource for visitors interested in the Navajo Nation. The website offers information on places to visit, cultural experiences, events, and travel planning tools. It helps visitors learn what to expect and how to explore our communities in a respectful way. We encourage people to visit [DiscoverNavajo.com](https://discovernavajo.com) to plan their trip and learn more about what the Navajo Nation has to offer.



WEBSITE PERFORMANCE

Report Date Oct - Dec 2025

During this quarter, web analytics from DiscoverNavajo.com provided helpful insight into who is visiting our website and how they find us. The data shows the top major cities around the world where visitors come from, the main languages they use, the topics they view most often, and the sources that first bring users to our site. This information helps us better understand our audience and improve how we share information about the Navajo Nation.

Active Users	New Users	Engagement Rate	Engaged Sessions
35K	34K	49.89%	21K

Traffic by Major Cities (Top 5)

City	Active Users	New Users
Phoenix, Arizona	3,107	2,916
Lanzhou, China	1,726	1,696
Singapore	1,074	121
Denver, Colorado	971	870
Los Angeles, California	756	717

Traffic by Language (Top 5)

Language	Active Users	New Users
English	29,579	29,166
Chinese	2,380	2,290
Spanish	677	672
German	543	537
French	278	273

Views by Page and Screen (Top 5)

Page Topic	Views	Active Users
Navajo Culture	9,396	6,339
Shiprock Peak	2,013	1,619
Stay in a Hogan	1,938	1,605
Navajo Arts	1,885	1,324
Dinosaur Tracks	1,288	1,013

Active Users by First User Source

First User Source	Active Users
Google/Organic	16K
Direct	10K
Media Mogul/Meta	2.5K
Google/CPC	1.3K
Bing/Organic	593
VisitArizona.com/Referral	477
Facebook.com/Referral	388

Navajo Nation Visitor Guide

The Discover Navajo Visitor Guide is an important tool for helping people plan their trip to the Navajo Nation. It highlights top attractions and includes a center map to support trip planning. The guide is available in both printed and digital versions. We distribute copies as widely as possible to local and out-of-area businesses so visitors can easily find and use this resource when planning their visit. We encourage readers to download a digital copy to begin planning their trip today.

Visit: discovernavajo.com/visitors-guide/



Ongoing Projects

Economic Development

This section shares updates on ongoing projects across the Navajo Nation. These highlights provide a look at the latest progress in developing tourism, cultural sites, and community spaces.



SHEEP SPRINGS VISITOR CENTER, *Sheep Springs, NM*

Plans are moving forward to open a Visitor Center in Sheep Springs, New Mexico. Community surveys have been completed, and a lease change is in progress so the building can officially become a Visitor Center managed by Navajo Tourism and the Shiprock Regional Business Development Office. An operator will be selected to run the center.

Several improvements have already been completed, including repairs to doors and windows, cleaning of the building and surrounding area, and installation of some security features. Work still in progress includes final electrical work, additional signage, fencing, and remaining security upgrades. If everything stays on schedule, the Visitor Center may reopen in the second quarter of 2026.

DINOSAUR TRACKS, *Tuba City, AZ*

The Dinosaur Tracks site at Coalmine Canyon near Tuba City, Arizona is being planned for future visitor use. Millions of people travel along Highway 89 each year, and this project will help prepare the site to better welcome visitors. The area has been evaluated to plan improvements and future operations. At this time, there is no official fee to visit, and visitors are advised to attend with caution, as there is currently no formal management in place.





CHILCHINBETO MUSEUM, *Chilchinbeto, AZ*

Work on the Chilchinbeto Museum is moving forward. Meetings have been held with local chapter officials, the Capital Projects Management Department (Division of Community Development), and the STROH architecture team to review and adjust the building design.

The museum is planned as a major tourism attraction and a future business that will help support the local economy. The project is now shovel-ready, meaning it can begin construction once funding is released and final Navajo Nation approval steps are completed.

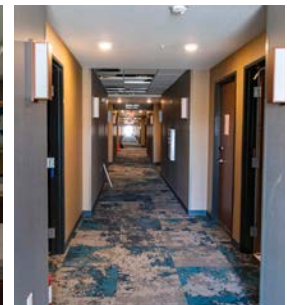
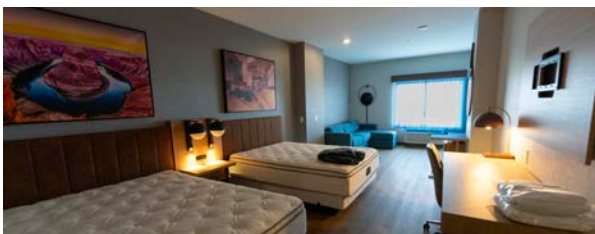
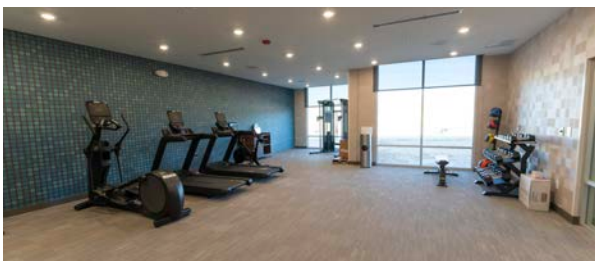
TOOH RV PARK, *Shiprock, NM*

In Shiprock, New Mexico, a 38-acre site is being developed for tourism and community use. Eleven acres are planned for a future Riverwalk project with the Shiprock Community Development Corporation. Site surveys are complete, and plans include RV parking, short-term rentals, and a market-cultural pavilion. The Shiprock Open Market has operated on the site since October 2024 under a temporary permit and continues to serve as a busy Saturday market for over 100 vendors.



SHONTO HOTEL, *Shonto, AZ*

The new hotel in Shonto, Arizona, La Quinta Inn & Suites by Wyndham, is an important project for local tourism and economic growth. While the project experienced delays due to earlier governance and leasing issues, recent progress has been made to resolve these matters. The project is now moving forward, with the goal of opening the hotel to serve visitors and create new opportunities for the Shonto community.





Tourism Contributors: What's New

Q & A Spotlight: Louis Williams, Owner and Operator of Ancient Wayves

Wins the top US tourism experience award from JRNY Magazine's 2025 America Awards



We're excited to share insights from the team behind one of the Navajo Nation's most celebrated tourism experiences. Read on to learn more about what makes it so unique and memorable.

What does receiving this honorable mention mean to you and Ancient Wayves?

Receiving this award from JRNY magazine is a super achievement. Such as a degree, it feels like this award was hard earned. Our guides provide some of the best tours but all that comes from hard work. Long days on the river or in the backcountry are what our guides endure to produce memorable experiences for guests. The work we do can be tough but we love what we do and look forward to being out

on the river or landscape all the time. To receive an award like this inspires us to continue that hard work because it shows guests are having memorable experiences and that's what we strive for each tour. This award is like receiving a "high-five" and "high-fives" are inspiring, making you want to keep up the good work. This award from JRNY magazine is an indicator that our team has an excellent team of guides and their great efforts are being noticed by the International tourism industry. That is huge!

What do you think sets your tourism experience apart?

The unique locations we explore along with the adventurous tours we offer set us apart within the Navajo Nation tourism industry. We provide land-based tours within the ancestral lands of the Bear Ears National Monument and river rafting adventures along the San Juan River in Utah. Ancient Wayves is fortunate to be able to lead trips in these ancestral lands. Along with the Dine, other native tribes such as the Ute, Paiute, Hopi, Zuni and other Pueblo groups call the regions we explore their ancestral home.

During our tours we strive to provide stories from all the different tribes. Our team of guides are descendants from the tribes, so the stories of the landscape provided to guests are from different Indigenous perspectives.

Another reason we are unique within the tourism industry is our team's emphasis on taking care of the lands we adventure, whether we're on the rez or public lands. "Don't bust the crust (cryptobiotic soil)" or "Leave no trace" are phrases you'll hear during our tours.



How does this recognition reflect your mission or values?

Each tour we strive to be unique, adventurous and welcoming. Our guests come from all parts of the world. They come to the southwest to adventure in lands where the Indigenous people call home. Visitors are drawn to this region wanting a better understanding of the native people. During our adventures, as Indigenous guides, we naturally talk about our culture and share insight about the landscape and its interconnectedness with the Indigenous cultures and how our ancestors have survived in this region since time immemorial. Our mission is to leave our guests with clearer conscience about the Indigenous people giving them an experience where they hear the native languages and taste the Indigenous foods. A tour like that they'll never forget. Receiving this award reflects our mission and how much we value providing the best tourism experience for guests.



What was your reaction when you found out about the award?

We were very surprised to hear about this award, especially when we saw the other nominees. What made it even more surprising was we didn't even know we were nominated. To see the elite company we were with in this nomination process was pretty awesome, leaving us mind-blown.



We got word about the award from the Utah Office of Tourism who was attending a "media awards" event hosted by JRNY magazine during the "Brand USA Travel Week" conference in the UK. Rachel Bremer (UOT) accepted the award on our behalf. The UOT will be formally presenting the award to Ancient Wayves in early February, so we still got some celebrating to do. We're super stoked to hold the hardware and to put on the top shelf for others to see.

How does this achievement impact your future plans or offerings?

Because we are a growing entity, this award is seen as a momentum boost. To keep the momentum going, we'll need to step up our game to stay on top of the game. This award impacts our future plans greatly.

Each year, before the start of the river season, we conduct a training trip where the team goes out for several days on the river soaking up knowledge amongst the landscape and tidying up their rowing skills. We're planning to add some new educational activities next season to our training itinerary to help the team enhance their interpretation and customer service skills.

This award shines light on our services so we must prioritize making sure to keep our services top-notch with professionalism at the forefront. Gotta keep it pro. Team work makes the dreamwork!

Book an authentic cultural experience with Ancient Wayves at [AncientWayves.com](https://www.AncientWayves.com).

Gouldings Lodge Celebrates 100 Years

Goulding's Lodge in Monument Valley celebrated 100 years at the end of October 2025, marking a century as a historic gateway to the American Southwest. Founded in the 1920s by Harry and Leone ("Mike") Goulding as a trading post, it grew into a trusted stop for travelers and helped put Monument Valley on the map when Harry's photos brought Hollywood directors like John Ford to film iconic Westerns there. Over the decades, the site expanded into a full resort with lodging, tours, and amenities, and was added to the National Register of Historic Places in 1980. In October 2023, the Navajo Nation purchased Goulding's Lodge, a major milestone that ensures its legacy continues under Navajo ownership. The centennial celebration honored its history of welcoming visitors, sharing local culture, and supporting the region's tourism economy (Goulding's Monument Valley, 2023).



Navajo Parks and Recreation Permits Go Online

Starting January 1, 2026, Navajo Nation Parks and Recreation launched new entrance fees and expanded online permit purchasing to make visiting easier and faster.

Entrance fees now range from \$5 to \$15, depending on the tribal park, with additional updates to vendor fees, backcountry permits, and special permits.

The online portal is already live, and Lake Powell has been added. Right now, Monument Valley is the only park using the full online entry system, allowing visitors and tour guides to buy entry fees ahead of time. Many travelers like to secure their entry months in advance, and this option helps reduce wait times at the gate, just show your booking number and enter the park.

Learn more and plan ahead at [NavajoNationParks.org](https://navajonationparks.org). If you need help, staff at any park location are ready to assist.

NAVAJO TRIBAL PARK FEES			
FOUR CORNERS MONUMENT entrance fee \$10.00 vendor fees \$12.00 backcountry permit \$25.00 special use permit \$1,000.00+ filming/photo \$1,000.00+ annual pass \$250.00	TSEYI' DINE HERITAGE AREA entrance fee \$15.00 backcountry permit \$25.00 rental \$80.00 day use \$5.00 camping \$30.00 annual pass \$250.00	LITTLE COLORADO RIVER entrance fee \$5.00 vendor fees \$10.00 backcountry permit \$25.00 special use permit \$1,000.00+ filming/photo \$1,000.00+ annual pass \$250.00	MONUMENT VALLEY TRIBAL PARK/SAN JUAN RIVER NAVAJO SIDE entrance fee \$10.00 valley drive \$15.00 backcountry permit (both) \$25.00 special use permit (both) \$1,000.00+ filming/photo (both) \$1,000.00+ annual pass (both) \$250.00
MONUMENT VALLEY WELCOME CENTER entrance fee \$10.00 vendor fees \$300.00 backcountry permit \$25.00 rental \$150.00 camping at designated area \$30.00 annual pass \$250.00	LAKE POWELL TRIBAL PARK entrance fee \$15.00 backcountry permit \$25.00 special use permit \$1,000.00+ filming/photo \$1,000.00+ annual pass \$250.00	WINDOW ROCK TRIBAL PARK backcountry permit \$25.00 special use permit \$1,000.00+ filming/photo+ \$1,000.00+ rental fee \$75.00	WINDOW ROCK CENTRAL OFFICE backcountry permit \$25.00 special use permit \$1,000.00+ filming/photo \$1,000.00+ annual pass \$250.00

* New fees to begin as of January 1, 2026.
Subject to Change/Last Updated 12.30.25

"Our Mission is to wisely manage tribal parks, monuments and recreation areas for the Navajo people and government."



Upcoming Events

Mark your Calendars

AZ Indian Festival, Scottsdale, AZ,

January 31-February 1, 2026.

Little Colorado River Gorge Half Marathon & 10K, Navajo Yes, VIRTUAL, [NavajoYes.org](https://navajoyes.org)

February 7-8, 2026

Navajo Nation Museum Valentine's Art Market, Window Rock, AZ

February 13, 2026

Navajo Arts & Crafts Valentine's Day Art Market, Window Rock, AZ

February 13-14, 2026

Monument Valley Ultra, Navajo Yes, Monument Valley, AZ, [NavajoYes.org](https://navajoyes.org)

February 28, 2026

Reservation Economic Summit 2026, Las Vegas, NV

March 23-26, 2026

Go West Summit, Las Vegas, NV

March 31-April 4, 2026

2026 Navajo Nation Economic Summit, Twin Arrows Casino Resort, Flagstaff, AZ

June 8-10, 2026

Travel and Adventure Show Events

The Discover Navajo team will be attending upcoming Travel and Adventure Show events to promote tour attractions across the Navajo Nation. These shows help us connect with new travelers, share what the Navajo Nation offers, and encourage more visitors to plan a trip, supporting tourism and local businesses.

Seattle, WA, January 10-11, 2026

South Florida, FL, February 28-March 1, 2026

Bay Area, CA, March 21-22, 2026

Dallas, TX, March 28-29, 2026

Denver, CO, April 11-12, 2026

A Year Long Event: Route 66 Turns 100

Route 66 Centennial and the Navajo Nation

In 2026, Route 66 celebrates its 100th anniversary. First opened in 1926, Route 66 connected Chicago to Los Angeles and became known as the "Main Street of America." During the 1930s, it carried families west during the Dust Bowl, and later became a symbol of road trips, freedom, and the open road (Route "66" The mother road, 2023).



Photo Credit: MelissaMN. 2023. Adobe Stock

Route 66 runs near the eastern edge of the Navajo Nation in Arizona and New Mexico. Long before the highway was built, Navajo families lived, traveled, and traded across this land. When Route 66 arrived, it brought new visitors and new opportunities to nearby Navajo communities. Trading posts and small roadside businesses became places where Navajo artisans shared rugs, jewelry, and crafts with travelers from around the world (National Trust for Historic Places, n.d.).



Brian Antonio, Laguna Pueblo. Route 66 Muralist.
Gallup Cultural Center, Gallup, NM



What the Navajo Nation Offers Centennial Travelers

Visitors celebrating the Route 66 Centennial are invited to go beyond the highway and explore the Navajo Nation. Guided tours led by Navajo guides share stories of the land, culture, and history. Travelers can visit famous places like Monument Valley and Canyon de Chelly, as well as quieter scenic areas.

Cultural sites, museums, and trading posts offer a chance to learn about Navajo weaving, silversmithing, and traditional ways of life. Guests can purchase authentic handmade art directly from local artists.

Outdoor experiences include hiking, horseback riding, river trips, and scenic drives across wide-open desert and red rock landscapes.

Food, Lodging, and Hospitality

Travelers can enjoy Navajo-owned restaurants and food stands serving both traditional and modern Navajo dishes. Lodging options include historic lodges, hotels, RV parks, and camping.

Many tourism businesses are family-owned and operated. Visitors are welcomed not just as tourists, but as guests in the homeland of the Navajo people.

A Meaningful Centennial Stop

As Route 66 turns 100, the Navajo Nation offers a deeper way to celebrate, through culture, history, and connection. This is a place to slow down, learn, and experience a living culture that has been here for generations.

Discover the road. Then discover what lies beyond it.



MelissaMN (2023). *Standing on the corner of Historic Route 66 in Winslow Arizona*. [Photograph]. Adobe Stock.
National Trust for Historic Places. Share Your Route 66 Story Campaign. (n.d.). <https://contest.savingplaces.org/i178qz17w#:~:text=National%20Trust%20for%20Historic%20Places:%20Go%20to%20home%20page&text=As%20Route%2066%20approached%20the,late%20in%20the%2020th%20century>.
Nicholas J. Klein. (n.d.). Here it is billboard with jack rabbit. [Photograph]. Adobe Stock.
Route "66" The mother road. Route "66" The Mother Road | FHWA. (2023, June 30). <https://highways.dot.gov/highway-history/general-highway-history/back-time/route-66-mother-road>

Thank you for your continued support and partnership in advancing Navajo Nation tourism. For more information about Navajo Nation tourism programs and partnerships, please visit [DiscoverNavajo.com](https://discovernavajo.com) or contact the Navajo Nation Tourism Department.