



# NAVAJO NATION TOURISM DEPARTMENT

# NEWSLETTER



## About Navajo Nation Tourism

### The Role of Tourism on the Navajo Nation

The Navajo Nation Tourism Department helps grow the Navajo economy by bringing visitors in, supporting local businesses, creating jobs, and sharing Navajo culture and places.

### Where Navajo Tourism Is Headed

The future focuses on building more places to stay, eat, and explore, while making sure tourism is respectful, protects the land, and reflects Navajo culture and values.

### What We're Working Toward

The goal is to build a strong, sustainable tourism economy that benefits Navajo people while protecting culture and land.



## 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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# Strategic Initiatives

This section shares the latest updates on our key initiatives and efforts. You'll find photos and highlights from recent travel tradeshow in Seattle, Ft. Lauderdale, the Bay Area, and Dallas, along with coverage from the Arizona Indian Festival and RES.

## Promotional Events

### 2026 Travel and Adventure Shows

These events helps Navajo Tourism connect with travelers nationwide, raise awareness of the Navajo Nation, encourage return visits, and inspire support for local communities.

SEATTLE, WA	FT. LAUDERDALE, FL	SANTA CLARA, CA	DALLAS, TX
<b>ATTENDANCE SUMMARY</b> Attendees <b>9,081</b> Advisors <b>211</b> Press <b>49</b>	<b>ATTENDANCE SUMMARY</b> Attendees <b>5,895</b> Advisors <b>163</b> Press <b>37</b>	<b>ATTENDANCE SUMMARY</b> Attendees <b>9,872</b> Advisors <b>141</b> Press <b>39</b>	<b>ATTENDANCE SUMMARY</b> Attendees <b>6,184</b> Advisors <b>276</b> Press <b>41</b>
<b>HOUSEHOLD INCOME</b> 76.9% Earn Over \$100k \$250k+ 21.1% \$150k - \$250k 22.6% \$100k - \$150k 33.2% \$75k - \$100k 12.1% \$50k - \$75k 6.2% <\$50k 4.8%	<b>HOUSEHOLD INCOME</b> 76.9% Earn Over \$100k \$250k+ 19.8% \$150k - \$250k 24.2% \$100k - \$150k 36.3% \$75k - \$100k 11.4% \$50k - \$75k 5.8% <\$50k 2.5%	<b>HOUSEHOLD INCOME</b> 82% Earn Over \$100k \$250k+ 30% \$150k - \$250k 28% \$100k - \$150k 24% \$75k - \$100k 11% \$50k - \$75k 5% <\$50k 2%	<b>HOUSEHOLD INCOME</b> 90% Earn Over \$100k \$250k+ 36.2% \$150k - \$250k 33.4% \$100k - \$150k 21.2% \$75k - \$100k 5.1% \$50k - \$75k 2.9% <\$50k 1.2%
<b>ATTENDEE GENDER</b> 56% 44%	<b>ATTENDEE GENDER</b> 58% 42%	<b>ATTENDEE GENDER</b> 57% 43%	<b>ATTENDEE GENDER</b> 55% 45%
<b>TRAVEL EXPENDITURE</b> +68% Spend Over \$5k on Travel	<b>TRAVEL EXPENDITURE</b> +72% Spend Over \$5k on Travel	<b>TRAVEL EXPENDITURE</b> +77% Spend Over \$5k on Travel	<b>TRAVEL EXPENDITURE</b> +80% Spend Over \$5k on Travel
<b>ATTENDEE AGE</b> 	<b>ATTENDEE AGE</b> 	<b>ATTENDEE AGE</b> 	<b>ATTENDEE AGE</b> 



## Professional Development/Networking Events

### 2026 Hospitality & Tourism TRENDS Conference

Attending the 2026 Hospitality & Tourism TRENDS Conference in Santa Fe was important for Navajo Nation Tourism because it brought together destination leaders, marketers, hospitality professionals, and tourism experts to share the latest ideas shaping the industry. The conference focused on timely topics such as AI in tourism marketing, economic outlooks, how to work with influencers, and the Route 66 Centennial, all of which are highly relevant to how we grow tourism on the Navajo Nation. Through the sessions, we gained practical strategies on how to stay visible in AI-driven search, strengthen authentic storytelling, learn how to work effectively with influencers who align with our values, and prepare for major opportunities like the Route 66 Centennial. These insights help us better promote Navajo experiences, reach new audiences, and make informed decisions that support our communities, tour operators, and long-term tourism growth.



## AZ Indian Festival

The Arizona Indian Festival 2026 brought the Scottsdale Civic Center to life, welcoming more than 7,000 attendees\* to experience the cultures and traditions of Arizona’s 22 Indigenous tribes. From live songs and dances to artisan vendors and a culinary showcase, the event provided a platform for cultural expression and community engagement.

As proud sponsors and exhibitors, we were honored to participate—connecting directly with visitors and offering guidance on how and where to travel throughout the Navajo Nation. Our booth served as a valuable resource for trip planning, where guests received official visitor guides and maps while learning about scenic routes, cultural experiences, and key destinations. Our sponsorship resulted in our logo and website displayed in over 246 media spots in print, web, television, and social media which included recognition in Western Week promotions, Main Stage sign and mentions, Arizona Indian Festival website (<https://arizonaindiantourism.org/azindianfestival>), and AAITA marketing partnerships.\*



To engage attendees, we distributed a selection of promotional items, including finger chopsticks and cowboy hat straw toppers, that opened up conversations and a few laughs.

With strong attendance from both local and out-of-state audiences, the festival—alongside the broader Western Week activities—demonstrated the collaboration among Arizona’s tribal communities.

\*Source: Arizona Indian Festival 2026 Festival Post Event Report



### Reservation Economic Summit 2026

The Navajo Nation Tourism Department attended the 2026 Reservation Economic Summit (RES), the largest gathering of Indigenous business leaders in Indian Country. The event included business development sessions, networking, and opportunities to connect and grow American Indian enterprises.

During the conference, the department partnered with the Native-owned company Aambé™ to co-host a welcome reception and share a booth. This allowed the team to promote Navajo tourism, connect with tribal leaders and businesses from across the country, and build new partnerships. The collaboration also provided a chance to speak to a national audience, showcase a promotional video, and feature Navajo tourism throughout the event, helping increase visibility and awareness of Navajo Nation experiences.



### FAM Tours

The Navajo Nation Tourism Department recently visited the Suquamish Tribe, the Seminole Tribe of Florida, and the Denver Indian Center during travel to industry events. These visits helped the team build connections, learn from other Indigenous communities, and gather ideas to support and grow Navajo Nation tourism.

### 2nd QTR FAM Tour Highlights

#### SUQUAMISH TRIBE, *Suquamish, WA*

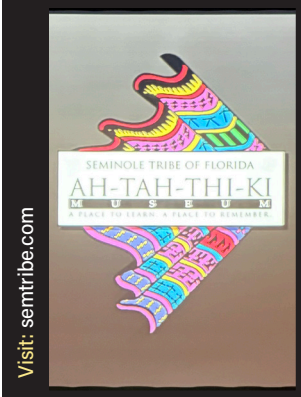


The Navajo Nation Tourism Department visited the Suquamish Tribe after an invitation from Gina Corpus, who lives on Bainbridge Island, WA and continues to support her homeland and people through volunteer work. This visit was part of a larger trip to attend and participate in the Seattle Travel & Adventure Show, with the goal of expanding outreach and building connections.

During the visit, the team toured the Suquamish Museum and learned about the history, culture, and traditions of the Suquamish people, including events like canoe races, salmon bakes, powwows, and Chief Seattle Days honoring Chief Seattle. They also visited the Suquamish Clearwater Casino Resort, a successful venue that draws visitors and supports community events, as well as the Bainbridge Island Visitor Center.



The visit also highlighted the unique “Indipino” history between the Suquamish and Filipino communities, showing how cultures came together through shared livelihoods and traditions. Overall, the visit provided valuable ideas for cultural tourism, partnership building, and ways to strengthen and promote Navajo Nation tourism experiences.



### SEMINOLE TRIBE, Hollywood, FL

The Navajo Nation Tourism staff attended the 2026 South Florida Travel & Adventure Show, held in Fort Lauderdale near the Seminole Tribe of Florida reservation. As part of the trip, the team took time to visit the reservation to learn directly from another tribal community.

During the visit, staff toured the Ah-Tah-Thi-Ki Seminole Indian Museum, where they received a guided tour, learned about Seminole history and culture, and met tribal members. They also visited the Seminole Hard Rock Hotel & Casino, a well-known destination that brings in visitors and supports the tribe's economy.



This visit was important for the Navajo Nation Tourism Department because it provided a chance to see how another tribe shares its story, builds attractions, and creates successful tourism experiences. By attending the show and visiting the Seminole Reservation, the team was able to network with other Indigenous tourism partners, exchange ideas, and learn about current trends. These experiences help guide future efforts to strengthen Navajo Nation tourism, support cultural preservation, and create more opportunities for visitors to connect with Navajo culture.



### DENVER INDIAN CENTER, Denver, CO

The Navajo Nation Tourism staff attended the 2026 Denver Travel & Adventure Show and, during that trip, visited the Denver Indian Center. The tour was led by Executive Director Nehemiah Tsosie, who shared the center's work and impact on the Indigenous community in Denver, which represents hundreds of tribal nations.

Staff learned about programs that support elders, youth, and families, as well as plans for a community garden with fruits, vegetables, and native plants. The center also shared interest in visiting the Navajo Nation, and the team offered a FAM tour to highlight Navajo experiences.



This visit helped build relationships, share ideas, and support the Navajo Nation Tourism Department's goal of strengthening partnerships and growing culturally based tourism experiences to help guide future efforts to strengthen Navajo Nation tourism, support cultural preservation, and create more opportunities for visitors to connect with Navajo culture.



## Advertising & Marketing

January and February were quieter months with no active advertising. During this time, our team focused on planning, building partnerships, and getting everything ready. This work helped set the stage for a strong and successful spring campaign.

### NAVAJO TOURISM CAMPAIGN IMPACT

#### FY26-2QTR

EXPANDING OUR REACH ACROSS THE SOUTHWEST & BEYOND

#### JANUARY - FEBRUARY: STRATEGIC FOUNDATION

<b>GETTING READY</b>	<ul style="list-style-type: none"> <li>Campaign planning &amp; partnerships</li> <li>Preparing for spring launch</li> <li>Building momentum behind the scenes</li> </ul>
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#### MARCH: CAMPAIGN LAUNCH

<b>PRINT DIGITAL SOCIAL OUT-OF-HOME</b>	<ul style="list-style-type: none"> <li>Grand Circle Association magazine - Official Trip Planner, annual, full-Page Print Ad (launched Feb2026)</li> <li>Denver, CO 12-week digital out-of-home campaign</li> <li>Paid social media (video + static ads), all month long, paid through the Route 66 Centennial marketing grant</li> </ul>
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#### APRIL: EXPANSION

<b>PHOENIX (DOWNTOWN)</b> <ul style="list-style-type: none"> <li>LARGE-SCALE VIDEO BILLBOARD</li> <li>HIGH-VISIBILITY ENTERTAINMENT DISTRICT</li> </ul>	<b>PHOENIX SKY HARBOR INTERNATIONAL AIRPORT</b> <ul style="list-style-type: none"> <li>BAGGAGE CLAIM ADS</li> <li>REACHING TRAVELERS ON ARRIVAL</li> </ul>	<b>SAN DIEGO</b> <ul style="list-style-type: none"> <li>DIGITAL BUS SHELTER ADS</li> <li>COASTAL AUDIENCE REACH</li> </ul>
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<b>1.05</b> MILLION+ <small>ESTIMATED IMPRESSIONS FOR DENVER CAMPAIGN</small>	<b>3</b> MAJOR CITIES	<b>MULTI-PLATFORM</b> CAMPAIGN	<b>EXPANDED</b> AUDIENCE REACH
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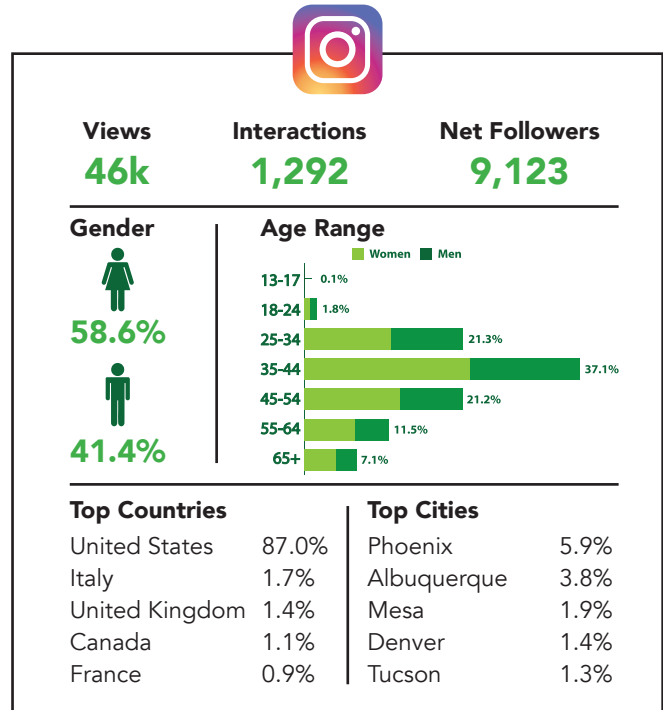
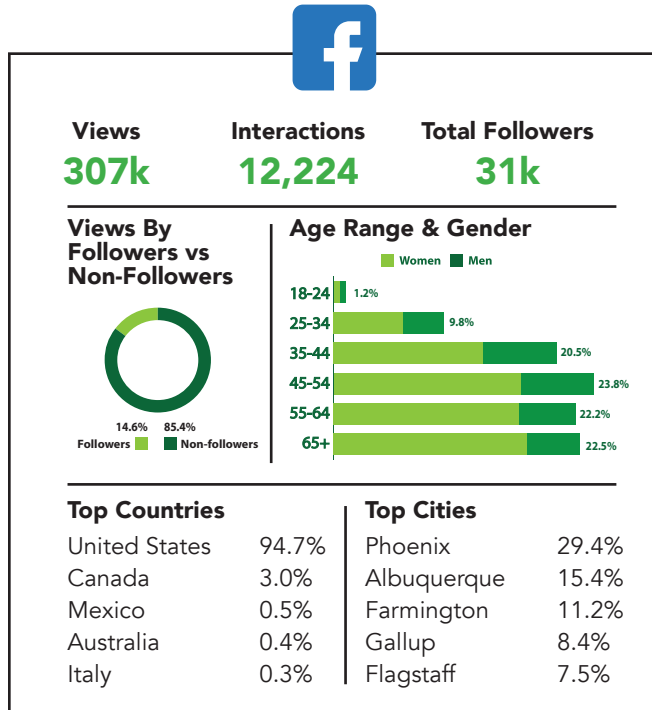
**REACHING NEW AUDIENCES. ELEVATING NAVAJO NATION.**

STRATEGIC MARKETING EFFORTS ARE POSITIONING NAVAJO NATION AS A MUST-VISIT DESTINATION ACROSS KEY TRAVEL MARKETS.

## Social Media

Report Date Jan-Mar 2026

During the second quarter, the following analytics highlight how the Discover Navajo website and social media pages performed. The data helps us understand how many people we reached, what content they engaged with most, and how audiences are finding and interacting with our tourism information online.



## Wall of Notable Posts



**AZ Indian Festival**

Views 42K Interactions 226 Impressions 32K



**Seattle Trade Show**

Views 18K Interactions 189 Impressions 13K



**Ft. Lauderdale Trade Show**

Views 5K Interactions 51 Impressions 4K



Website (DiscoverNavajo.com)

Report Date Jan - Mar 2026

This quarter, website data from **DiscoverNavajo.com** helped us understand who visits our site, where they come from, what they look at most, and how they find us. This helps us improve how we share Navajo Nation tourism information.

Active Users	New Users	Avg Engagement Time	Event Count
<b>36k</b>	<b>35k</b>	<b>44s</b>	<b>176k</b>

Traffic by Major Cities (Top 6)		Views by Page and Screen (Top 6)		
City	Active Users	Page Topic	Views	Active Users
Lanzhou, China	8.5k	Home Page	9.9k	7.5k
Singapore	1.6k	Navajo Culture	7.3k	4.9k
Phoenix, AZ	1.6	Shiprock Peak	2.8k	2.2k
Denver, CO	590	Stay In a Hogan	2.1k	1.8k
Chicago, IL	405	Dinosaur Tracks	1.8k	1.3k
Dallas, TX	388	Horseback Tours	1.4k	1k

Traffic by Language (Top 6)		Active Users by First User Source	
Language	Active Users	First User Source	Active Users
English	31k	Direct	18K
Chinese	3k	Google/Organic	13K
German	447	Bing/Organic	648
French	287	apod.nasa.gov/Referral	477
Spanish	219	VisitArizona.com/Referral	359
Italian	201	NewMexico.org/Referral	291
		MediaMogul/RichMedia	283

Navajo Nation Visitor Guide

The Official Navajo Nation Visitor Guide is here to share the beauty, culture, and experiences of Diné Bikéyah with both our communities and visitors from near and far. This guide highlights key destinations, cultural experiences, local businesses, and events that reflect the heart of the Navajo Nation.

For Navajo families, it's a way to showcase and support our own places and people. For travelers, it's a trusted guide to explore respectfully and meaningfully while learning more about our land and way of life.

Scan the QR code to view the guide and start your journey or rediscover home.







## Announcements

### New Business Opportunities for Visitor Sites Across the Navajo Nation

The Navajo Nation Division of Economic Development is sharing new opportunities for business operators at several visitor sites across the Navajo Nation. These locations offer chances to build tourism, support cultural experiences, and provide services for travelers while helping grow local Navajo businesses.

#### Business Sites Available for Operators

April 10, 2026

##### Dinosaur Tracks Destination

Location: Coalmine Canyon, AZ

Type of business: provide walking-tours at dinosaur tracks; provide vendor marketing; provide rest-stop with picnic areas

Acres: 4±

**\*Contact Western Regional Business Development Office-Tuba City, AZ  
928-283-3010**

##### Tooh Recreational Vehicle Park

Location: Shiprock, NM-along East of the San Juan River

Type of business: RV Parking; river-walks; can include a cultural event center.

Acres: 24.79 ±

**\*Contact Shiprock Regional Business Development Office  
505-368-1315**

##### Shiprock Visitor Complex

Location: Shiprock, NM-next to Pinnacle Hotel-along the San Juan River & home to world renowned Shiprock Pinnacle

Type of business: Welcome Navajo Destinations Visitor Information Center; Gallery displays; Navajo hand-crafted sales & demonstrations, Cultural Events.

\*Site has opportunity for sandwich & coffee shop.

Acres: 7±

**\*Contact Shiprock Regional Business Development Office  
505-368-1315**

##### Sheepsprings Visitor Center

Location: Sheepsprings, NM, East foothills of beautiful Narbona Pass Mountain

Type of business: Welcome Navajo Destinations information & Rest-Stop, Navajo hand-crafted sales & demonstrations, can accommodate Navajo event performances.

\*Site has overnight RV parking opportunity.

Acres: 4.59±

**\*Contact Shiprock Regional Business Development Office  
505-368-1315**

Navajo Nation Division of Economic Development



## Upcoming Events

### Mark Your Calendars

**11th Annual Cinco De Mayo Car Show**, Northern Edge Casino, Fruitland, NM  
May 2, 2026

**Kayenta Aviation Day**, Kayenta Airport, Kayenta, AZ  
May 2, 2026

**The Navajo Arts & Crafts Enterprise May Art Market**, Chinle & Window Rock, AZ  
May 8-9, 2026

**U.S. Travels IPW**, Ft. Lauderdale, FL  
May 17-21, 2026

**Road to the National Finals Rodeo**, Dean C. Jackson Arena, Window Rock, AZ  
May 29-31, 2026,

**2026 Navajo Nation Economic Summit**, Twin Arrows Casino Resort, Flagstaff, AZ  
June 8-10, 2026

**2026 NM Governor's Conference on Hospitality and Tourism**, Las Cruces, NM  
June 24-25, 2026

**Arizona Governor's Conference on Tourism**, Tucson, AZ  
August 12-14, 2026

**Utah Tourism Conference**, Park City, UT  
October 13-16, 2026

**Discover What's Next**  
**Scan to view our full Calendar of Events**  
**and never miss out.**



For more information or to get in touch with our team, please visit Discover Navajo at [discovernavajo.com](https://discovernavajo.com) or call our office. We're here to help and look forward to connecting with you.



## For Our People. For Our Visitors.

This newsletter is created for our Navajo communities and for those who come to learn and explore. Stay connected, support local, and discover what's happening across the Navajo Nation.

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*Visit [DiscoverNavajo.com](https://discovernavajo.com) or scan the QR code to learn more.*

