



THE NAVAJO NATION

RUSSELL BEGAYE PRESIDENT  
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REPORT TO ECONOMIC & RURAL  
DEVELOPMENT COMMITTEE

Navajo Nation Tourism Department  
October 13, 2015

Navajo Tourism Department  
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[DiscoverNavajo.com](http://DiscoverNavajo.com)



Good Morning Senator & Guests.

I Arval McCabe the Department Manager for the Navajo Tourism Department.

The Navajo Tourism Department was established in 1986 by the Advisory Committee of the Navajo Tribal Council primarily to promote and market the Navajo Nation.

In 1987, the office was transferred to the Commission for Accelerating Navajo Development Opportunities (CANDO).

In 1991, the Navajo Tourism Department was re-established as a separate Department within the Division of Economic Development to develop and implement a tourism strategy that will help make the Navajo Nation a worldwide destination while creating jobs and increase revenues for the Navajo people. Currently, the NTD consists of three programs: leadership/administration, marketing/public relations, & project development

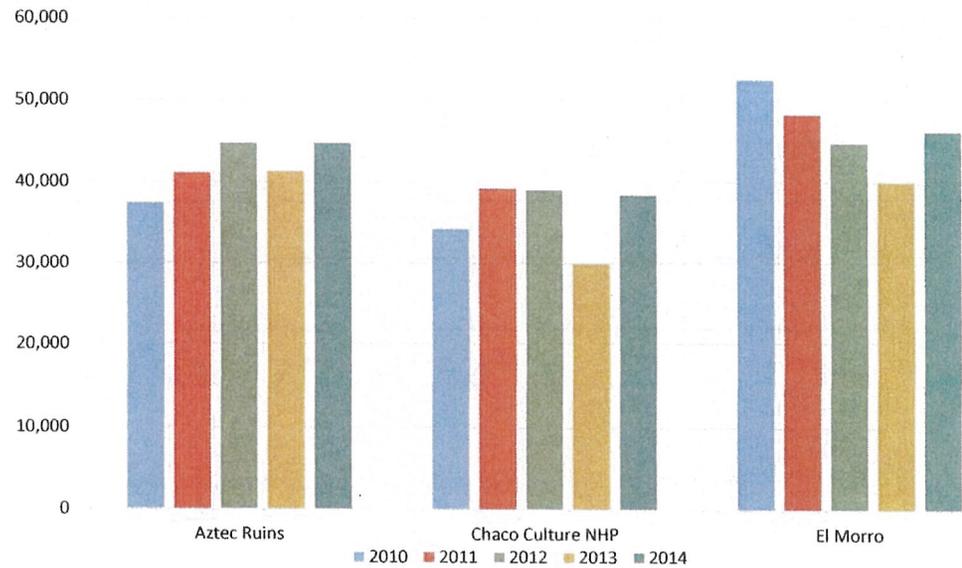
The **Mission** of the Navajo Tourism Department (NTD) is to make the Navajo Nation a Tourist Destination.

As you will note, the NTD works on promoting & marketing the entire Navajo Reservation, which includes SW Utah, NE Arizona, & NW New Mexico. There are major attractions that are well known domestically and internationally: Monument Valley, Canyon de Chelley, & the Grand Canyon. Other less known are the Churchrock Pinnacle; Aztec Ruins; Grand Falls in Leupp, Az; Dinosaur Tracks in Tuba City, Az; Elephant Feet, near Tonalea, Az, to name a few. These attractions are operated by the National Park Services, tribally owned, & community controlled.

Let me provide you with some statistical information these attractions.

New Mexico - NPS	2010	2011	2012	2013	2014
Aztec Ruins	37,437	41,106	44,744	41,312	44,721
Chaco Culture NHP	34,226	39,175	39,044	29,917	38,386
El Morro	52,566	48,332	44,808	40,051	46,256
New Mexico Total	124,229	528,613	128,596	111,280	129,363

New Mexico - NPS

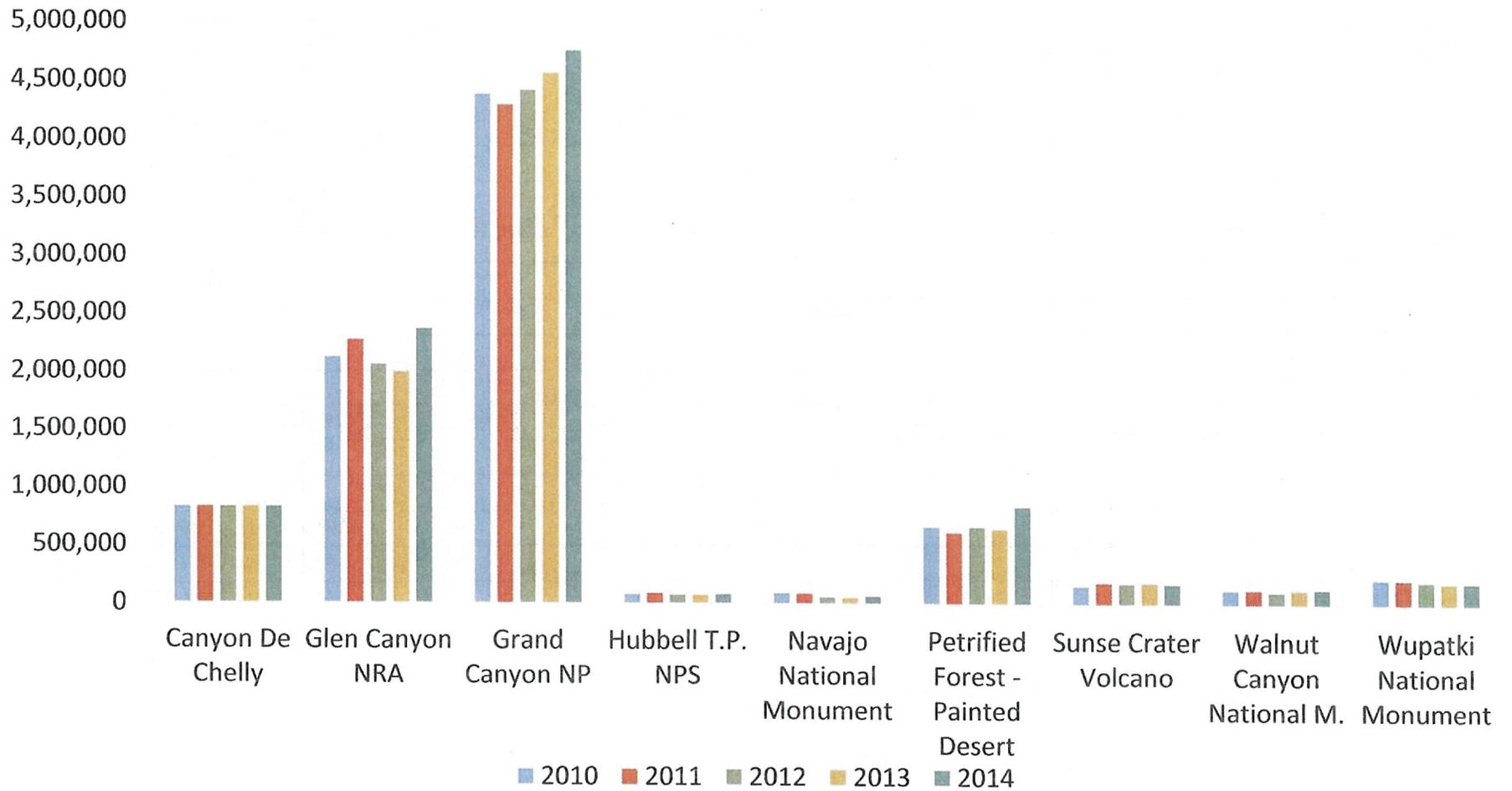


# *Navajo Nation Visitation Stats - 2014*

## *National Park Services*

<b>Arizona - Monuments/Parks</b>					
<b>Arizona - NPS</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Canyon De Chelly	827,247	828,145	828,523	828,478	827,761
Glen Canyon NRA	2,124,467	2,270,817	2,061,328	1,991,924	2,368,452
Grand Canyon NP	4,388,386	4,298,178	4,421,352	4,564,840	4,756,771
Hubbell T.P. NPS	80,578	88,231	75,061	75,678	81,475
Navajo Nat Mo	90,696	87,388	58,219	54,168	65,778
Petrified Forest - Painted Desert	664,725	614,054	664,857	644,648	836,799
Sunse Crater Volcano	158,819	185,265	177,793	184,864	176,723
Walnut Canyon Nat Mon	126,552	125,003	110,748	125,267	135,230
Wupatki Nat Mon	221,083	216,165	201,365	190,878	195,962
<b>Arizona - NPS Total</b>	<b>8,682,553</b>	<b>8,713,246</b>	<b>8,599,246</b>	<b>8,660,745</b>	<b>9,444,951</b>

### Arizona - NPS



## *Tribally / Community Operated*

<b>Arizona - Tribal Operated</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Antelope Canyon					
Antelope Marina					
Little Colorado River					
Navajo Nation Museum					
Navajo Nation Zoo					
Arizona Total					
<b>Arizona – Community Operated</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Coal Mine Mountains					
Dinosaur Tracks					
Grant Falls					
Arizona Total					
<b>New Mexico – Community Operated</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Bisti Badlands (BLMgt)					
Churchrock Pinnacle					
Shiprock Pinnacle					
New Mexico Total					
<b>Utah – Tribally Operated</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Monument Valley TP					
Four Corners					
Utah Total					

# *Discovernavajo.com Website*

*Google Analytics - October 12 - October 12, 2015*

*www.google.com/analytics/webGoogle*

<b>11,751</b>		
United States	10,186	78.06%
United Kingdom	195	3.38%
Canada	167	2.20%
France	130	2.09%
Australia	94	1.85%
Germany	94	1.36%
Russia	84	1.34%
Italy	67	0.71%
Venezuela	48	0.71%
Mexico	42	0.62%

94 Countries accessing the  
discovernavajo.com website

*2011 Navajo Nation  
Visitor Survey*

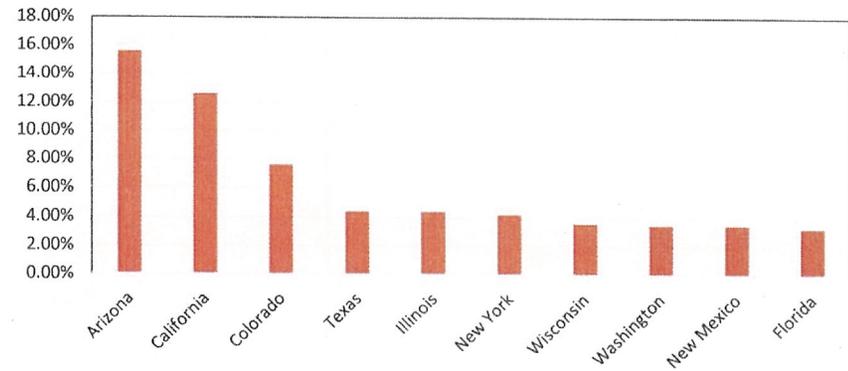
<b>About the Visitors</b>					
<u>Origin of Visitors</u>		<u>Domestic State Visitors</u>		<u>International Visitors</u>	
Domestic Visitors	68.5%	Arizona	15.6%	German	16.0%
International Visitors	31.5%	California	12.6%	France	14.2%
		Colorado	7.6%	Canada	12.9%
		Texas	4.4%	UK	12.3%
		Illinois	4.4%	Australia	6.1%
		New York	4.2%	The Netherlands	5.5%
		Wisconsin	3.6%	Switzerland	5.0%
		Washington	3.5%	Spain	2.4%
		New Mexico	3.5%	Belgium	1.9%
		Florida	3.3%	43 Countries were represented	

# 2011 Domestic & International

## Domestic Visitors

Arizona	15.60%
California	12.60%
Colorado	7.60%
Texas	4.40%
Illinois	4.40%
New York	4.20%
Wisconsin	3.60%
Washington	3.50%
New Mexico	3.50%

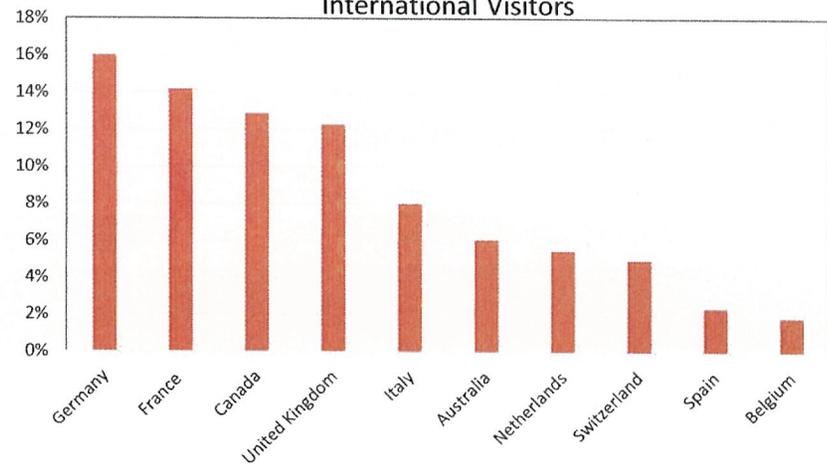
## Domestic Visitors



## International Visitors

Germany	16%
France	14.20%
Canada	12.90%
United Kingdom	12.30%
Italy	8.00%
Australia	6.10%
Netherlands	5.50%
Switzerland	5.00%
Spain	2.40%
Belgium	1.90%

## International Visitors



## About the Visitors

<u>Age of Visitors</u>	<u>Education Levels of Visitors</u>	<u>Household Income</u>
Average Age – 52 yrs  Men        47.7% Women    52.3%	Highly Educated  Graduate or Higher degree    34.8% BA                                        29.0%  Total College Graduate        3.8% (higher than general population)	Highly Educated & high income <b>\$74,485 annually</b>



## Visitors Destination

<u>Major Reason for NN Trip</u>		<u>Monument Visits</u>		<u>Include Scenic Roads into Travel Plans</u>	
Spectacular scenery	66.0%	Monument Valley	50.0%	Would Include	88.4%
Scenic beauty or sightseeing	57.7%	Four Corners	39.7%		
Engage in Outdoor recreation	28.0%	Canyon de Chelly	31.6%		
		Antelope Canyon	24.9%		
		Nav. National Monument	22.0%		
				Would Not	11.6%

<u>Important leisure Activity</u>		<u>Visitors Most Satisfied with</u>	
General sightseeing	85.3%	Scenic Attractiveness	4.3%
Visiting Parks	46.7%	Friendliness of local people	4.1%
Photography	39.8%	Friendliness of local Merchants/Service Providers	4.1%
Hiking/Walking	35.6%	Adequate parking space	4.0%
Visiting historic areas/sites	33.5%	Feelings of personal safety	4.0%
Shopping	30.3%	Variety of things to see & do	3.9%
Looking/Buying Arts/Crafts	25.6%	Quality of attractions/events	3.9%
Visiting Museums	22.2%	Customer Services @ Tourist Businesses	3.9%
Eating Traditional Foods	20.4%		

## Visitors Expenditures

### Average Expenditure per

Lodging	\$241
Transportation	\$159
Arts/Craft Shopping	\$146
Restaurants/Grocery	\$125
Recreation/Entertainment	\$ 86
Other "spending"	\$123

Gasoline not a factor	75.9%
Gasoline a Factor	24.1%

### Common Retail Purchases

Souvenirs	57.5%
Jewelry	57.2%
Gifts	41.5%
Books	28.4%
Crafts	27.4%
Art	22.6%
Pottery	19.6%

### Spending

Economic Impact for NN

\$112.8 million on Direct Spending

\$143.7 Mil. Total Eco Impact NN

### Jobs Supported on NN

2,788 F/T Equivalent jobs

## Visitors Satisfaction

Score (Out of Possible 10)

<b><u>Domestic Animal Control</u></b>	<b><u>Overall Satisfaction w/ their visit</u></b>	<b><u>Recommend Visit to NN to Friends &amp; Family</u></b>						
Least satisfied w/ domestic or animal control	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Very Satisfied</td> <td style="width: 50%; text-align: right;">8.6</td> </tr> <tr> <td>Value for money</td> <td style="text-align: right;">8.2</td> </tr> </table>	Very Satisfied	8.6	Value for money	8.2	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Yes</td> <td style="width: 50%; text-align: right;">99%</td> </tr> </table>	Yes	99%
Very Satisfied	8.6							
Value for money	8.2							
Yes	99%							
3.5								

## Information Resources

### **Source of Visitors Information**

Friends & Family	33.1%
Online/Internet	33.0%
Guide Books	21.9%
Other	19.6%
NPS	16.2%
Brochures	15.3%

Source: Northern Arizona University –  
Arizona Hospitality Research & Resource Center