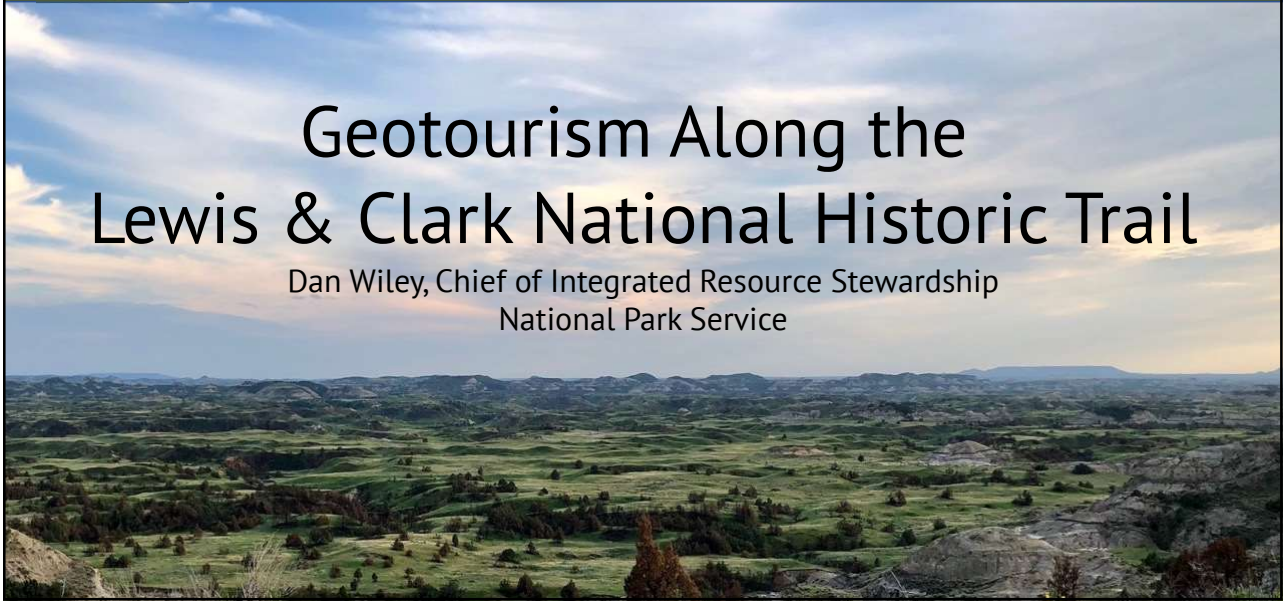




**Lewis and Clark National Historic Trail Experience**  
*Retrace the Expedition and Explore New People, Places, and Stories*

# Geotourism Along the Lewis & Clark National Historic Trail

Dan Wiley, Chief of Integrated Resource Stewardship  
National Park Service



**Lewis and Clark National Historic Trail Experience**  
*Retrace the Expedition and Explore New People, Places, and Stories*

The **Purpose** of the Lewis and Clark National Historic Trail is to commemorate the 1804 to 1806 Lewis and Clark Expedition through the identification; protection; interpretation; public use and enjoyment; and preservation of historic, cultural, and natural resources associated with the expedition and its place in U.S. and tribal history.





## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

Established 1978

4,900 miles

16 states

15 Indian reservations

6,157 miles of auto route

1,439 miles of water trails



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

Trail is Administered by  
the National Park Service.

Park headquarters are in Omaha,  
Nebraska.

Management relies on close  
partnerships with key stakeholders:

- States
- Tribes
- Federal land managers
- Volunteers
- Nonprofit groups
- Private sector





## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



**Our Purpose** is to commemorate the 1804 to 1806 Lewis and Clark Expedition through the identification; protection; interpretation; public use and enjoyment; and preservation of historic, cultural, and natural resources associated with the expedition and its place in U.S. and tribal history.

*- Lewis and Clark National Historic Trail Foundation Document*



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



Historic Route and  
Associated Natural  
Resources

## Fundamental Resources and Values American Indian Tribes and Tribal Cultural Resources



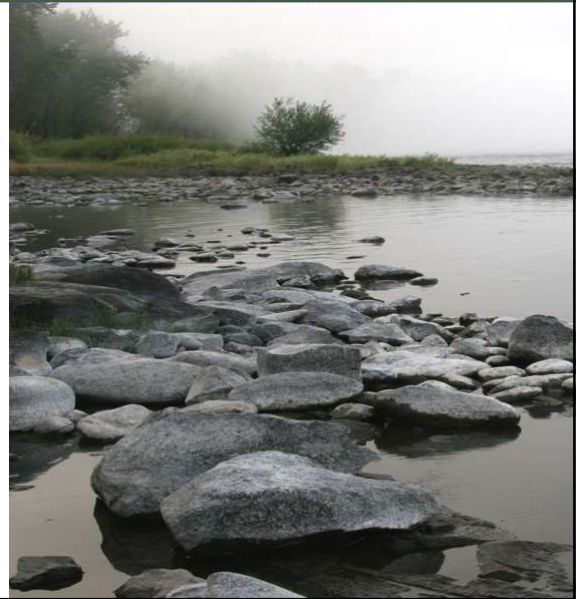


## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Our Mission:

To **preserve the remnants of the historic route** of the 1804-1806 Corps of Discovery Expedition located along the Lewis and Clark National Historic Trail, and to provide for comprehensive interpretation of its history, including the American Indian perspective, to allow for better visitor understanding and appreciation of its significance.

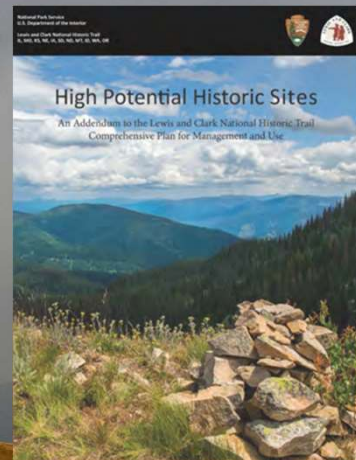


## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Preservation

- Awareness
- Research and identification, and documentation of historic sites
- Natural and Cultural Resources Stewardship
- Environmental and Cultural Compliance



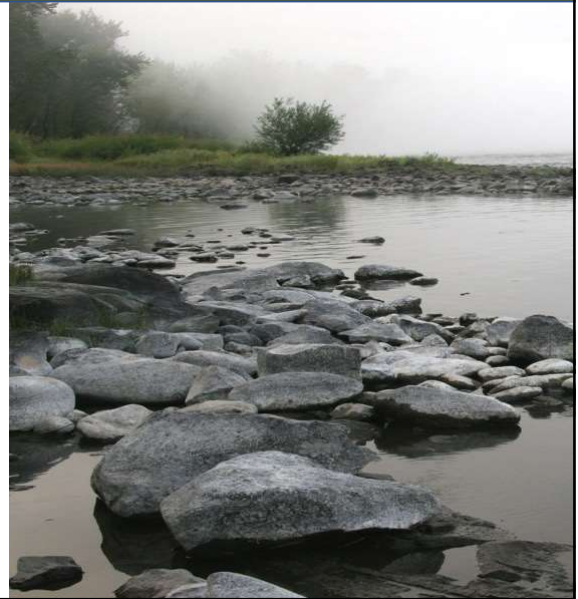


## Lewis and Clark National Historic Trail Experience

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## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Interpretation

- Wayfinding signage
- Interpretive signage
- Visitor centers
- Exhibits
- Digital story-maps
- Ranger-led educational programs
- Social media campaigns





**Lewis and Clark National Historic Trail Experience**  
*Retrace the Expedition and Explore New People, Places, and Stories*



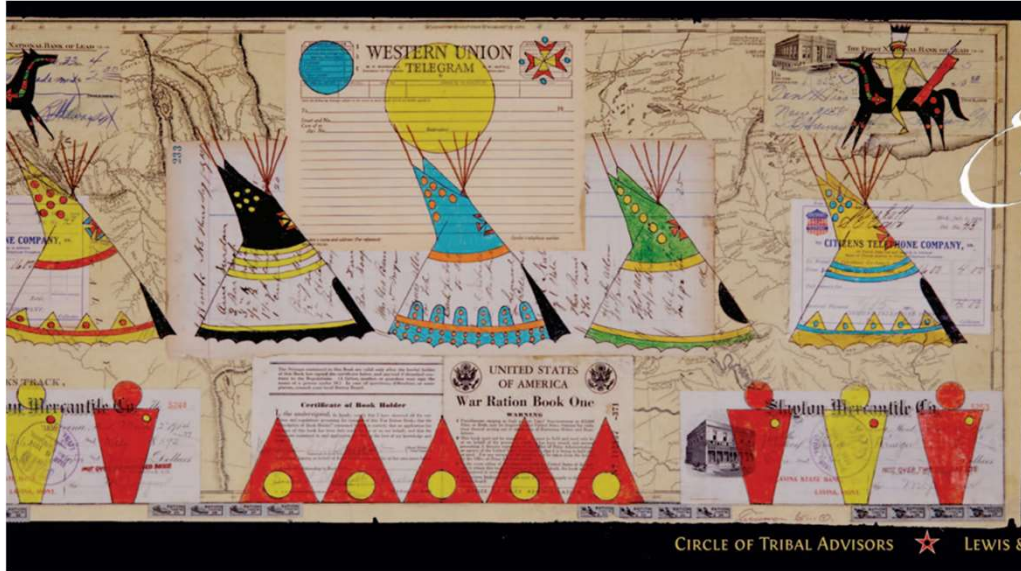
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## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



*Enough*  
GOOD  
PEOPLE

REFLECTIONS ON  
TRIBAL INVOLVEMENT  
AND INTER-CULTURAL  
COLLABORATION  
2003-2006

CIRCLE OF TRIBAL ADVISORS ★ LEWIS & CLARK BICENTENNIAL



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### ***Tribal Perspectives on Lewis and Clark National Historic Trail***



**AIANTA**  
American Indian Alaska Native  
Tourism Association

+





## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



# AIANTA

American Indian Alaska Native  
Tourism Association



## Goals of AIANTA/NPS Cooperative Agreement

- Increase public access to tribal perspectives and experiences along the trail
- Empower tribal communities along the trail to expand tourism and recreation
- Spur economic development, increase jobs, and increase tourism revenues
- Preserving cultural heritage



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### ***Tribal Perspectives on Lewis and Clark National Historic Trail***

Phase 1:



Phase 2:



Phase 3:

Identify tribal tourism products specific to the trail for content development, itinerary development, and logistic planning

Develop piloted approach to capture tribal content specific to historic and present tribal connection to the trail

Content development to encourage local, regional, domestic, and international visitors to grow tribal tourism along the trail

→ [LewisandClark.Travel](http://LewisandClark.Travel)  
→ [NativeAmerica.Travel](http://NativeAmerica.Travel)





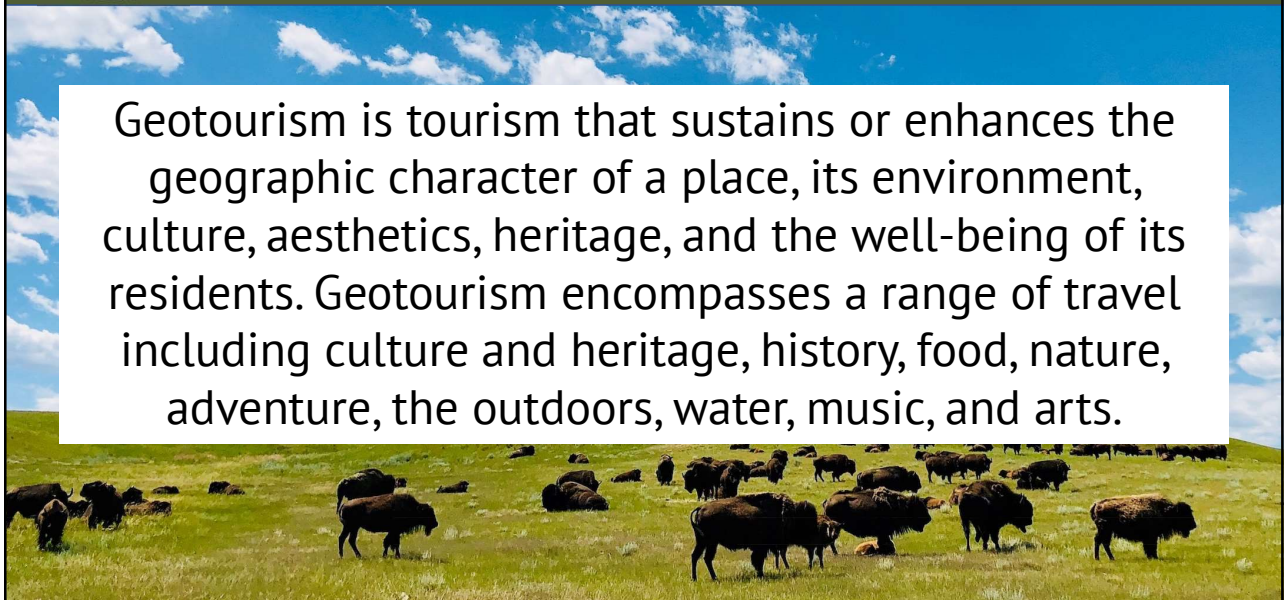
**Lewis and Clark National Historic Trail Experience**  
*Retrace the Expedition and Explore New People, Places, and Stories*

# Geotourism Program



**Lewis and Clark National Historic Trail Experience**  
*Retrace the Expedition and Explore New People, Places, and Stories*

Geotourism is tourism that sustains or enhances the geographic character of a place, its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism encompasses a range of travel including culture and heritage, history, food, nature, adventure, the outdoors, water, music, and arts.





## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### How does Geotourism work?

- Always starts with listening to stakeholders along the trail
- Establishment of Geotourism Stewardship Council
- Build consensus on tourism priorities and opportunities, as well as threats
- Develop MapGuide and other marketing tools using user-generated content that tells local stories from a local perspective



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Where has this been done?

- Sierra Nevada
- Greater Yellowstone
- Tennessee River Valley
- Heart of the Continent
- Crown of the Continent
- Mississippi River
- Four Corners Region
- Sedona Verde Valley, Arizona
- Scenic, Wild Delaware River
- US Gulf Coast States
- Lakes to Locks Passage



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Vision for the Program



***Where Do We  
Want to Go?***

*By the year 2025, the Lewis and Clark National Historic Trail will be better known locally, nationally, and globally for its historic value and tourism offerings, due to a stronger and more diverse community of tourism stakeholders collaborating to protect, manage, and promote sustainable tourism along the Trail*



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Geotourism Program Objectives

1. A strong and active community of public and private stakeholders working to conserve the land and legacy of the LCNHT
2. Increased domestic and international awareness of the trail legacy and its tourism assets
3. Thriving tourism communities with visitors that appreciate their authentic sense of place
4. Strong participation of Native American tribes along the Trail, sharing their stories with travelers and leveraging tourism in a way that is compatible with their goals and sentiments



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

**Objective 1 - A strong and active community of public and private stakeholders working to conserve the land and legacy of the LCNHT**

### Strategic Activities

1. Establish and facilitate an active LCNHT Geotourism Coalition
2. Designation & Creation of a Network of LCNHT Visitor Centers
3. Designation & Creation of a Network of Official LCNHT Communities
4. Establish a LCNHT Geotourism Coalition Supporter Program to designate businesses and points of interest on the Mapguide



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Objective 2 - Increased domestic and international awareness of the trail legacy and its tourism assets

#### Strategic Activities

1. Promote thru-discovery of the entire LCNHT
2. Promote sectional discovery of the LCNHT
3. Create thematic trails within the LCNHT for special interest groups
4. Work with tour operators and local businesses to develop and offer LCNHT Packages to their clientele
5. Utilize social media and digital marketing to promote the LCNHT
6. Work with BRAND USA to develop and promote the LCNHT internationally



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Objective 3 - Thriving tourism communities with visitors that appreciate their authentic sense of place

#### Strategic Activities

1. Provide trainings and materials to help small businesses and points of interest featured on the site learn how to leverage the trail and website to market and grow their business
2. Develop sustainable tourism planning and training tools for LCNHT Communities and tribes
3. Assist visitor centers enhance visitor planning services
4. Work with communities and tribes to identify, document, sustain, and promote their cultural values to visitors



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

**Objective 4 - Strong participation of Native American tribes along the Trail, sharing their stories with travelers and leveraging tourism in a way that is compatible with their goals and priorities**

### Strategic Activities

1. Work with tribal contacts established during outreach workshops to assist with site nominations and encourage participation
2. Work with tribal representatives to develop "Tribal Trip Plans", thematic trails and Tribal Voices on the Program Website
3. Promote press trips and tour operator familiarization trips along the trail that focus on the stories, history and heritage of tribes along the trail



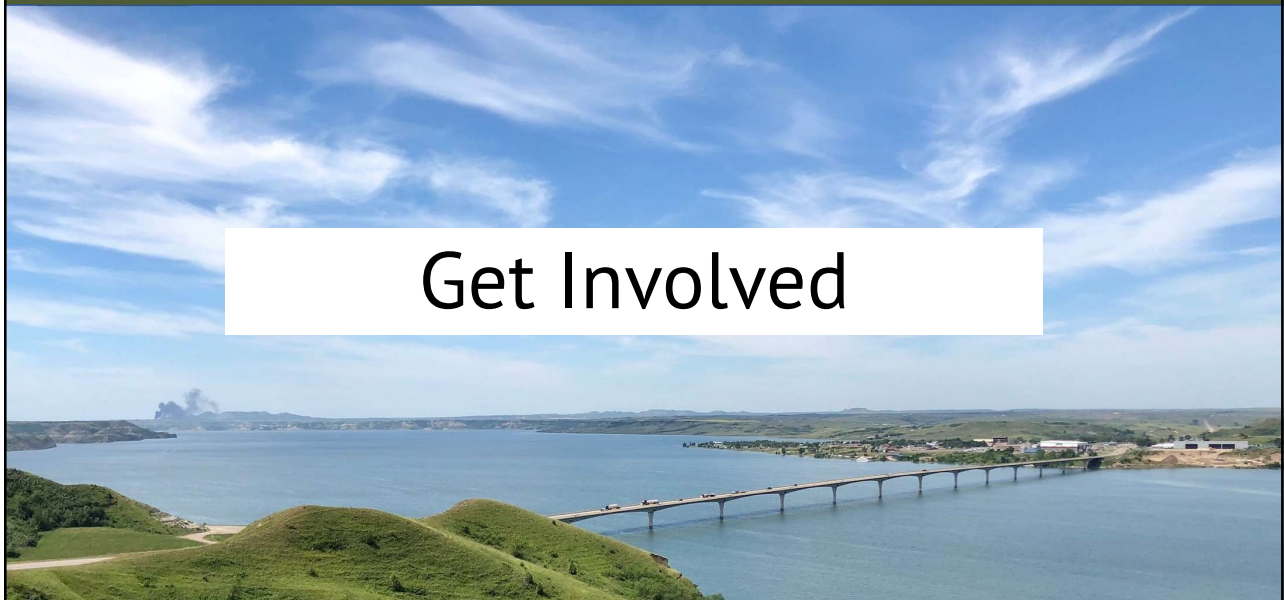
**AIANTA**  
American Indian Alaska Native  
Tourism Association



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

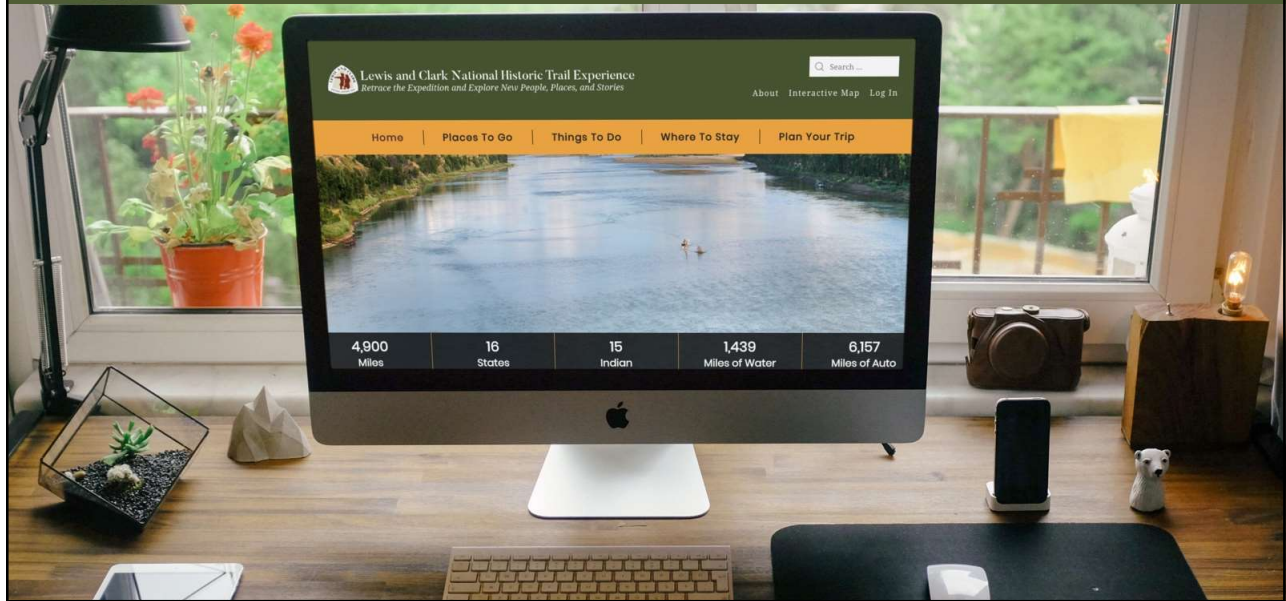
**Get Involved**





# Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



# Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

## Explore by Region

Filter



### Ohio River

Indiana, Kentucky, Ohio, West Virginia, and Pennsylvania

### Missouri Traverse

Illinois, Kansas, Nebraska, Missouri, Iowa

### Great Plains

North and South Dakota

### Plains to Peaks

Montana and Idaho

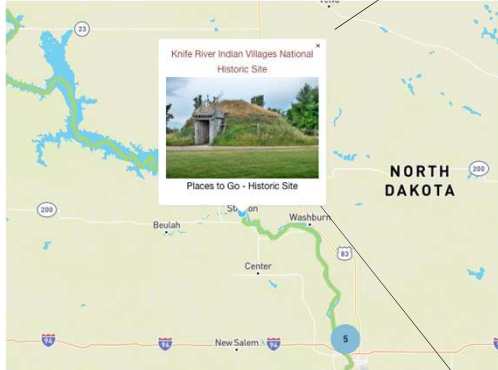
### The Columbia River

Oregon and Washington



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*



### Knife River Indian Villages National Historic Site

Imagine a busy earthlodge village full of life and excitement. Women sitting on platforms singing to their gardens, girls playing with homemade leather dolls, boys practicing with their first bow and arrow, old men smoking tobacco and laughing at each other's stories.

You see faces from across North America and even the world. You hear Hidatsa and Mandan and maybe even Lakota, English, French, or German. You smell corn boiling in a clay pot, sage smoke filling the air, and sweet wildflowers blowing in from the prairie.

Or perhaps you hear the howling winds of a winter blizzard. Thick wood smoke stings your eyes and cold air nips at your nose but the thick buffalo robe around your shoulders keeps you warm. Strange visitors enter the earthlodge bringing gifts of tobacco and in return ask for information of the land to the west.

This is the sense that is created as you hike one of the many trails within the park, which has three village

#### Contact Information

Darian Kath - Knife River Indian Villages National Historic Site  
Reservations:  
(701) 745-3399

Address:  
564 County Road 37 PO Box 9  
Stanton, ND 58571 US

[VISIT WEBSITE >](#)



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### What Can Be Nominated to the Site?

- Locally owned and family businesses
- Events, ceremonies, and festivals
- Cultural experiences such as heritage sites, museums, theaters, music,
- Artist studios and galleries, craft workshops, and shops featuring handmade items
- Operators of outdoor experiences such as rafting, hiking, biking, hunting
- Historic sites such as trails, old homes, or places that features local architecture
- Scenic routes including hiking trails, bike routes, water ways, birding trails
- Local artist or artisan, storyteller, outdoor guide or historian





## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Benefits

- Businesses, attractions, and points of interest who participate in the Sustainable Tourism program will be featured on this website.
- You will have the ability to create your own page, upload your own content, and edit it at your convenience.
- Approved participants will then receive an official Lewis and Clark National Historic Trail Sustainable Tourism decal to display at their storefront or other public area, as well as a digital badge to add to their website or social media channels.



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Get Started

- Step 1:** Go to [lewisandclark.travel](http://lewisandclark.travel)
- Step 2:** Click “nominate a place”
- Step 3:** Register for the site
- Step 4:** Click verification email
- Step 5:** Click “Add Nomination”
- Step 6:** Complete online form
- Step 7:** Click “Create a Nomination”

**Title \***

**Content \***  
Please take a couple paragraphs to describe your site, what makes it unique/appealing, and what travelers should know about visiting.

Visual Text

h | | | | | | | | | |

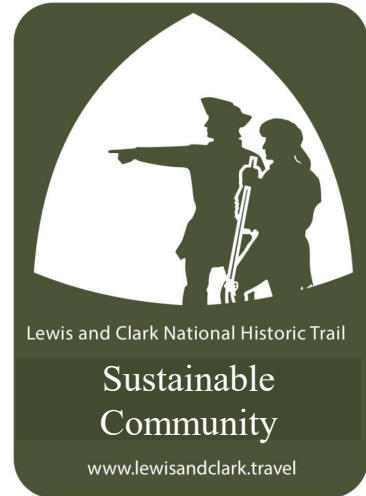
**Featured Image \***  
Upload an image of the business or point of interest. This will be the main image associated with your nomination.



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### *Lewis and Clark National Historic Trail* Sustainable Community Partnership Program

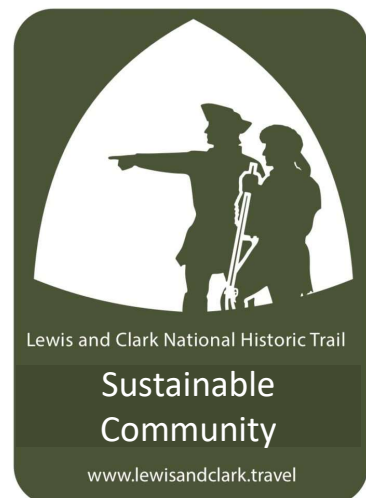


## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Community Partnership Program Goals

- Educate local residents about the Trail;
- Build community-based constituencies of people who feel connected to the Trail;
- Engage active participation in sharing the sites, attractions, heritage, and stories that make the region unique;
- Improve destination marketing and tourism promotion for participating communities;
- Encourage communities to develop their own projects that support the objectives of the Geotourism program, such as volunteer events, festivals, and other events.





## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

### Community Partnership Benefits

#### **Destination Marketing**

- ✓ Promotion on [www.lewisandclark.travel](http://www.lewisandclark.travel) website and other LCNHT communications channels;
- ✓ Recognition as LCNHT Community through digital badge for community destination;
- ✓ In-destination signage;
- ✓ Press release distributed in conjunction with Geotourism program.

#### **Increased Community Engagement**

- ✓ Opportunities for residents to share stories about their place and local narratives about Lewis and Clark through LCNHT website;
- ✓ Enhanced partnership with National Park Service and other Geotourism Program supporters;
- ✓ Connection to other LCNHT Communities.



## Lewis and Clark National Historic Trail Experience

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### Community Partnership Program Criteria

1. Community is located on the trail (within 20 +/- miles)
2. Participation in the program is endorsed by official community/tribal cultural OR tourism agency
3. Community showcases—or intends to showcase—its connection to the trail



## Lewis and Clark National Historic Trail Experience

Retrace the Expedition and Explore New People, Places, and Stories

The screenshot shows the website's navigation menu with 'Tribal Lands' highlighted. The page content includes a search bar, navigation links (Home, Places To Go, Things To Do, Where To Stay, Plan Your Trip), and a section titled 'Tribal Lands' with introductory text and a link to the American Indian and Alaska Native Tourism Association (AIANTA).



## Lewis and Clark National Historic Trail Experience

Retrace the Expedition and Explore New People, Places, and Stories

### Get Started

1. Begin online application for community partnership program
2. Help us get the word out to your tourism and heritage partners about how to create a nomination to the site
3. Let us know how we can help you leverage the trail and this program
4. Visit us at AIANTA Conference for more information



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

How else can Lewis and Clark National Historic Trail  
support tourism in your community?



## Lewis and Clark National Historic Trail Experience

*Retrace the Expedition and Explore New People, Places, and Stories*

**Thank you**

**Dan Wiley**

[Dan\\_Wiley@nps.gov](mailto:Dan_Wiley@nps.gov)

**Gabriel Seder**

[g.seder@solimarinternational.com](mailto:g.seder@solimarinternational.com)