

What is Hopi Tourism?

- Walpi Village (most picturesque village; top sought after visitor attraction asked about)
 - Has established tour business
 - Restoration work in 1980s
 - Need to know more about tours, pricing, etc.
- Blue Canyon
- Prophecy Rock
- Sipaulovi
- So far, pass through only (MV, etc)
- Telling the story of Hopi, education
- How is Hopi portrayed/viewed?
 - Chicago and San Fran top markets
 - Cultural image good, but can't connect with services
 - Wifi needed
 - No restrooms
 - The only way to see Hopi is if you know Hopi
 - DMO =MDC Designated Marketing Organization
 - MDC promotes everything
 - Arts crafts
 - Culture
 - History
 - Food
 - Story of the Spanish 1540...not 1492
 - Old Oraibi—oldest established village in N America (1100-1300)
- People want to see the villages (confirm what they have heard before via experience)
- Navajo uses Hopi ancestral sites; we need to do this for ourselves (Navajo National Monument, for example)