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
- Prophesy 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)