

The Navajo 50

50 Tourist Attractions
Ready to be Discovered by the World

4 Levels of Visitor Attractions

Drive By (4)

Stop & Explore (5)

Welcome In (17)

Destination Attraction (24)



Native Builders LLC

December 2015

The Navajo 50

The U.S. has 50 states; Navajo Nation has 50 tourist attractions

Navajo Nation Tourism Attraction Levels

Level One—Drive By

Level One attractions, otherwise known as “drive by” attractions, are characterized by a physical structure that may be a stand-alone feature (possibly a geologic formation) that is not staffed, managed, maintained nor does it provide any conveniences and typically is not signed directionally or for interpretation.

Level Two—Stop & Explore

Level Two attractions, otherwise known as “stop and explore,” are attractions that may have a minimal level of interpretive signage, and may have part-time or seasonal staffing. Such attractions are generally designed to encourage visitors to spend time at the attraction, perhaps by hiking and exploring.

Level Three—Welcome In

Level Three attractions, otherwise known as “welcome in,” are attractions that typically are staffed, but visitors cannot count on a high-level of professional management or services. Such attractions may or may not have a building with an accessible interior, but typically offer interpretive signage and minimal conveniences, and sometimes food and beverage. Trading posts are in this category.

Level Four—Destination Attraction

Level Four attractions, otherwise known as “destination attractions,” are full-scale tourist attractions which offer tourist conveniences and sometimes lodging and/or RV accommodations. Such attractions have interpretive signage and are established to encourage visitor stays. Such attractions frequently are marketed and have a business component to their overall activity.

| Navajo Nation Tourism Attraction Levels | | | | | |
|---|--------------------------------------|-------|---|---|---|
| Attraction | | LEVEL | | | |
| | | 1 | 2 | 3 | 4 |
| 1 | Antelope Canyon | | | ✓ | |
| 2 | Antelope Point Marina | | | ✓ | |
| 3 | Asááyi Lake/Bowl Canyon | | | ✓ | |
| 4 | Bisti Badlands | | ✓ | | |
| 5 | Buffalo Pass | ✓ | | | |
| 6 | Canyon de Chelly National Monument | | | ✓ | |
| 7 | Chaco Culture National Historic Park | | | ✓ | |
| 8 | Ch’lhootso Indian Marketplace | | ✓ | | |
| 9 | Church Rock—Rock Formation | ✓ | | | |
| 10 | Coal Mine Canyon | | ✓ | | |

| | | | | | |
|--------------|--|----------|----------|-----------|-----------|
| 11 | Diné College and Hatathli College | | | | ✓ |
| 12 | Dinosaur Tracks | | | ✓ | |
| 13 | El Capitán | ✓ | | | |
| 14 | Elephant Feet | ✓ | | | |
| 15 | Fire Rock Navajo Casino | | | | ✓ |
| 16 | Flowing Water Navajo Casino | | | | ✓ |
| 17 | Four Corners Tribal Park | | | | ✓ |
| 18 | Foutz Trading Post | | | ✓ | |
| 19 | The Gap Trading Post | | | ✓ | |
| 20 | Grand Canyon | | | | ✓ |
| 21 | Grand Falls | | ✓ | | |
| 22 | Good Shepherd Mission | | | | ✓ |
| 23 | Historic Tuba City Trading Post | | | ✓ | |
| 24 | Hopi Cultural Center | | | | ✓ |
| 25 | Hubbell Trading Post National Historic Site | | | | ✓ |
| 26 | Kayenta Visitors Center | | | | ✓ |
| 27 | Little Colorado River Gorge | | | ✓ | |
| 28 | Monument Valley | | | | ✓ |
| 29 | Navajo Arts and Crafts Enterprise | | | | ✓ |
| 30 | Navajo Bridge | | ✓ | | |
| 31 | Navajo Code Talkers Museum | | | | ✓ |
| 32 | Navajo Interactive Museum | | | | ✓ |
| 33 | Navajo Nation Council Chambers | | | ✓ | |
| 34 | Navajo Nation Fair | | | ✓ | |
| 35 | Navajo National Monument | | | | ✓ |
| 36 | Navajo Nation Museum, Library & Visitor Center | | | | ✓ |
| 37 | Navajo Village | | | | ✓ |
| 38 | Northern Edge Navajo Casino | | | | ✓ |
| 39 | Oljato Trading Post | | | ✓ | |
| 40 | Rough Rock Trading Post | | | ✓ | |
| 41 | Shiprock Pinnacle | | ✓ | | |
| 42 | Shonto Trading Post | | | ✓ | |
| 43 | St. Michaels Museum | | | ✓ | |
| 44 | Teec Nos Pos Trading Post | | | ✓ | |
| 45 | Toadlena Trading Post | | | ✓ | |
| 46 | Tuba City Trading Post | | | ✓ | |
| 47 | Twin Arrows Navajo Casino Resort | | | | ✓ |
| 48 | Wheatfields Lake | | ✓ | | |
| 49 | Window Rock Tribal Park & Veterans Memorial | | | ✓ | |
| 50 | Zoo and Botanical Park | | | | ✓ |
| TOTAL | | 4 | 5 | 17 | 24 |