

# Xanterra's Native American buying practices 2022

Jill Marsh

Gwynne Trivelpiece



# Jill Marsh

## Corporate Associate Buyer

### **Seeking, Supporting and Featuring more individual Native Artisans**

- Building relationships with a foundation consisting of trust and balancing appropriate value of art and profit.
- Support multi-generational artisans/families
- Years to develop relationships
- Collaborating with each property on seeking local Artists

### **Enriching the Guest experience:**

- Further connecting the guest traveler to the artist
- Telling the story of origin of the piece of art
- Enhancing the guest experience by offering only Native-made product which is within proximity to the park

### **Other practices:**

- Maintaining Cultural awareness & sensitivity
- Provide training to staff



# Gwynne Trivelpiece: Grand Canyon South Rim Native Buyer

- Hopi House (Grand Canyon) history
- Travel to 6-8 Native shows/markets annually
- Arrange meetings with artisans throughout NM & AZ, as well as onsite at the Canyon
- Feature artists (as pictured) rather than too much of a mix of artisans
- Taking the lead on creating Bio cards for other parks, such as Mount Rushmore and Zion
- Provide demonstrations & traditional dances

