



AIANTA
American Indian Alaska Native
Tourism Association

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Go West Summit 2016 Brings Native and Cultural Tourism to the Forefront

American Indian Alaska Native Tourism Association to Speak on Developing Tribal and Federal Partnerships in the Tourism Industry

Anchorage, Alaska (February 17, 2016) – Next week, tourism professionals from around the world will gather in Anchorage, Alaska, for the annual Go West Summit, where Indian Country tourism is being brought to light as a topic of discussion. This year, AIANTA Executive Director Camille Ferguson will present on the value of integrating and enhancing Native culture into tourism products.

Go West Summit is an annual event that introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the American West. Every year, Go West welcomes and encourages Indian Country tourism companies and products to participate in this unique business-to-business opportunity, offering its services to AIANTA members not only in the American West, but from across the entire country.

Bringing Indian Country to the forefront in 2016, Mrs. Ferguson will speak on the importance of investing in partnerships, by bridging federal, state, tribal and other private partnerships as a way to create, enhance and grow tourism across the country. Integrating Native culture into existing tour programs is an important aspect of building these partnerships, offering authenticity and depth to a traveler's experience.

"At AIANTA, we've helped to facilitate a number of partnerships between national agencies and tribes to create authentic, meaningful valued added tourism products and educational tools," said Ferguson. "By sharing stories of our own experiences and explaining how to find and nurture these opportunities, we hope that many more of these valuable partnerships can develop and thrive throughout Indian Country."

About Go West:

Go West's successful event formula and comprehensive, well-rounded program are designed to provide suppliers with every available opportunity to negotiate business contracts, establish relationships, and gain a better understanding about a variety of topics relevant to the tourism industry. Suppliers representing destinations, properties and attractions from the American West and international tour operators participate in multi-day networking sessions, familiarization trips and Adventure Day activities with the goal of showcasing the destination for future tourism business.



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Go West combines the conveniences of a large event with the intimacy of a smaller event, and prides itself on low supplier to tour operator ratio.

For more information about the Go West Summit, visit www.gowestsummit.com.

About AIANTA:

The American Indian Alaska Native Tourism Association (AIANTA) is a 501(c)(3) national nonprofit association of American Indian tribes, tribal tourism, cultural and private sector representatives, representatives from the tourism industry, Federal, State and local governments, colleges and universities, and friends that was incorporated in 2002 to advance Indian Country tourism. The association is made up of representatives from six regions: Alaska, Eastern, Midwest, Pacific, Plains and the Southwest. AIANTA's mission is to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

The purpose of the American Indian Alaska Native Tourism Association is to provide our constituents with the voice and tools needed to advance tourism while helping tribes, tribal organizations and tribal members create infrastructure and capacity through technical assistance, training and educational resources. AIANTA serves as the liaison among Indian Country, governmental, educational and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and facilitating economic development opportunities, the American Indian Alaska Native Tourism Association helps tribes build for their future while sustaining and strengthening their cultural legacy.

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