



AIANTA
American Indian Alaska Native
Tourism Association

FOR IMMEDIATE RELEASE
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American Indian Alaska Native Tourism Association to Represent Indian Country at IPW 2015

AIANTA Representatives in Traditional Regalia to Help Lead Opening Ceremony at Nation's Largest Travel Tradeshow

Orlando, Florida (May 28, 2015) -Next week, the American Indian Alaska Native Tourism Association (AIANTA), funded by the Bureau of Indian Affairs (BIA), will represent Indian Country tourism as part of the BIA booth on Federal Row at the U.S. Travel Association's 47th Annual IPW (formerly International Pow Wow) in Orlando, Florida, May 30-June 3, 2015.

As part of AIANTA's presence at IPW this year, four AIANTA representatives, dressed in their respective traditional regalia, will be participating in the IPW Marketplace grand opening on June 1. After IPW leadership performs the official ribbon cutting, AIANTA's representatives will lead the team into the Marketplace, alongside Roger Dow, CEO, U.S. Travel; Chris Thompson, President & CEO, Brand USA; Penny Pritzker, U.S. Commerce Secretary and other IPW leaders.

AIANTA is set to conduct more than 40 business meetings during the five-day event with journalists, tour operators and consultants from across the globe, all with strong interest in Indian Country tourism.

"As we meet with more and more tourism professionals from around the globe, we continue to see increased interest in unique, cultural tourism experiences," said AIANTA Executive Director Camille Ferguson. "Indian Country has an abundance of cultural tourism to offer the world and we are eager to meet more individuals and businesses that want to discover Native America. AIANTA's mission is to give tribes the tools they need to establish their cultural tourism programs so that they're ready for these travelers," Ferguson said.

Representing AIANTA and the BIA in Orlando this year include AIANTA Board President and Executive Director of Nevada's Indian Commission, Sherry L. Rupert; AIANTA Board Secretary and St. Croix Tribal Council Member, Aimee Awonohopay; and BIA Transportation Specialist/Tourism Coordinator, Edward Hall III.

AIANTA's booth will be full of displays showcasing the people and beautiful landscapes that Indian Country has to offer throughout the country. At the booth and during AIANTA's meetings, AIANTA's projects and Indian Country itineraries and tour programs will also be highlighted. Also representing Indian Country at IPW are AIANTA members Chickasaw Nation Tourism, Acoma Sky City, Navajo Nation Hospitality Enterprise, and more.



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Federal Row at IPW will also include a presence from America's Byways, America's Great Outdoors, U.S. Commercial Service, Department of Homeland Security, Customs and Border Protection, Transportation Security Administration (TSA), Department of State, National Parks Promotion Council, National Park Service, Recreation.gov, National Travel and Tourism Office, Historic Hotels of America and the National Tour Association.

Last year, nearly 6,200 delegates from across the U.S. and 70 countries from around the world were present at IPW in Chicago, including 1,400 international and domestic buyers, the highest since 2001, and 500 media professionals.

IPW anticipates billions of dollars in deals are signed throughout IPW week, with tour operators that will bring more international visitors into the U.S.

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 and preserves tribal 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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