



# AIANTA

American Indian Alaska Native  
Tourism Association

*Introducing America's First Nations to the World*

FOR IMMEDIATE RELEASE  
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## **American Indian Alaska Native Tourism Association President Sworn In to U.S. Department of Commerce Travel and Tourism Advisory Board**

*U.S. Secretary of Commerce Penny Pritzker Selects AIANTA's Sherry L. Rupert to  
Represent Indian Country for a Second Term*



*Sherry Rupert Speaks at TTAB Board Meeting*

**Albuquerque, New Mexico (April 15, 2014)** – Last week, American Indian Alaska Native Tourism Association (AIANTA) President Sherry L. Rupert was sworn-in to the Travel and Tourism Advisory Board (TTAB) for a second term by U.S. Secretary of Commerce Penny Pritzker.

The Board, established in 2003, serves as the advisory body to the Secretary of Commerce on matters relating to the travel and tourism industry in the United States. Its members represent a broad cross-section of the industry, including



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transportation services, financial services, and hotels and restaurants, as well as a mix of small and large firms from across the country.

The swearing-in ceremony took place in Chicago during the TTAB's first Board meeting of the term last week at the 2014 IPW travel and trade show. IPW is a premier event for travel and tourism professionals around the world.

"I am honored to continue to serve on the TTAB for a second term," said Sherry L. Rupert, AIANTA President and State of Nevada Indian Commission Executive Director. "The travel and tourism industry is so important to our country's economy as well as many tribal communities. It is crucial that Indian Country is represented here, and my reappointment to a second term means that Indian Country is being heard."

In a news release issued by the U.S. Department of Commerce, Pritzker reiterated the important role the Commerce Department plays in expanding U.S. exports in the travel and tourism sector, supporting millions of jobs and providing a major contribution to the recovery of the economy.

"The Travel and Tourism Advisory Board is a critical public-private partnership that helps drive growth in the travel and tourism industry," Pritzker said. "I look forward to working with the new Board members to continue our efforts in making America a more attractive and accessible destination."

The full list of members and other pertinent information is available at [http://tinet.ita.doc.gov/TTAB/TTAB\\_Home.html](http://tinet.ita.doc.gov/TTAB/TTAB_Home.html)

## **About AIANTA**

The American Indian Alaska Native Tourism Association (AIANTA) is a 501(c)(3) national nonprofit association of Native American tribes and tribal businesses that was incorporated in 2002 to advance Indian Country tourism. The association is made up of member tribes from six regions: Alaska, Eastern, Midwest, Pacific, Plains and the Southwest. AIANTA's mission is to define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and preserves tribal traditions and values.

The purpose of AIANTA 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 between Indian Country, governmental and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and providing



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economic development opportunities, AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacy.

To learn more, please visit [www.aianta.org](http://www.aianta.org). For current updates, like us on [Facebook](#) and follow us on Twitter ([@OfficialAIANTA](#)).

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