



**AIANTA**  
American Indian Alaska Native  
Tourism Association

**FOR IMMEDIATE RELEASE**

**Contact Liz Anderson**

**[eanderson@aianta.org](mailto:eanderson@aianta.org)**

**(505)724-3578**

## **Alaska Travel Industry Association Looks to Native American Tourism Association for Government Relations and Public Policy Expertise**

*American Indian Alaska Native Tourism Association's Executive Director Camille Ferguson  
Presents at Annual Convention and Tradeshow in her home of Sitka*

**Albuquerque, New Mexico (October 15, 2013)** – Last week, tourism representatives from across Alaska flocked to Sitka for the 2013 Alaska Travel Industry Association's (ATIA) Annual Convention and Tradeshow, where American Indian Alaska Native Tourism Association (AIANTA) Executive Director Camille Ferguson co-presented "Government Relations and Public Policy" with Patti Mackey, President and CEO of the Ketchikan Visitors Bureau.

"It's imperative for tourism professionals to understand how government relations and public policy play a role in all facets of a tour product – from start to finish," Ferguson said.

Ferguson educated attendees on AIANTA's integration into the Obama Administration's National Tourism and Travel Strategy, which includes international tradeshow ITB Berlin and IPW (formerly known as International Pow Wow). Attendees were also exposed to AIANTA's public lands outreach program, which includes collaborative efforts with the National Park Service, Bureau of Land Management, and more. Ferguson introduced AIANTA's new venture on the development of training tools for cultural heritage tourism development across Indian Country.

"AIANTA's work with federal public land partners, international outreach and the development of tourism development training tools across Indian Country are just a few of the opportunities and collaborative efforts we hope will inspire ATIA attendees."

This year's ATIA convention, "The Fine Art of Tourism," was held at the Sitka Fine Arts Camp - Sheldon Jackson College Campus in Ferguson's home of Sitka October 8 – 10. The annual event attracts delegates from tour operators, Alaska vendors, destination marketing organizations and elected officials.



# AIANTA

American Indian Alaska Native  
Tourism Association

In attendance were Alaska Governor Sean Parnell and Susan K. Bell, Commissioner of the Department of Commerce, Community and Economic Development.



*AIANTA Executive Director Camille Ferguson and Alaska Governor Sean Parnell*

## **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.

###