



AIANTA
American Indian Alaska Native
Tourism Association

FOR IMMEDIATE RELEASE
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AIANTA Announces International Tourism Training Program: Go International

Two-Day Course in Albuquerque to Feature Material for All Sectors of Tourism Industry

Albuquerque, New Mexico (December 14, 2017) – The nation’s leader in American Indian tourism, AIANTA, is bringing the second annual two-day international tourism training program, Go International, back to Albuquerque, New Mexico January 22-23, 2018.

As a part of the American Indian Alaska Native Tourism Association’s (AIANTA’s) established international outreach program, Go International is designed to introduce the international tourism market to tribes and businesses looking to create an intentional marketing approach for their tourism program or product.

The national tourism organization encourages businesses and individuals in all sectors of the tourism industry to attend the training program, which will include curriculum relevant to those with new programs or with established products and tours. This year’s training will include hands-on workshops and speakers from local, state and national level tourism organizations.

Go International will provide tailored, focused training on the international tourism market by experts in the field and will focus on topics including:

- International Tourism Market Overview from the National Travel and Tourism Office
- Review of AIANTA’s International Program and Opportunities
- How to Tradeshow: Overview of Major Shows’ Formats
- New Media & Marketing
- Featured Tours and Marketing Opportunities on NativeAmerica.travel
- Legal Seminar: How to Prepare to Work Internationally
- Developing Your Tourism Product/Itinerary Building
- Hands-On Itinerary Building Workshop
- Working with Tourism Trade Partners: Local, State and National
- Working with Receptive Tour Operators
- Familiarization (FAM) Tours
- Delivering Your Message: Pitching to Travel Media & Tour Operators

As another expansion to their international outreach program, AIANTA is inviting tribes and tribal businesses to participate with them in some of the world’s leading travel trade shows, including



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ITB Berlin, Showcase USA-Italy and World Travel Market, focusing on UK travelers. The German, Italian and UK markets boast some of the highest spending travelers in the world and have strong interest in cultural travel and Native destinations.

Travel and tourism is the largest service export in the United States, and Indian Country is just beginning to benefit from these international visitors. It is estimated that just 5% of overseas visitors (excluding visitors from Canada and Mexico) to the United States visited Indian Country: in 2016 these international travelers to Indian Country represented approximately \$8.5 billion in direct spending in the United States.

As the only national organization presenting Indian Country to the international marketplace, AIANTA has seen the demand and visitors grow from a low point of 693,000 when the organization started its international outreach in 2007 to 1,958,000 in 2016 – more than a 180% increase. It is forecasted that there will be more than 2.4 million overseas visits to Indian Country by 2021.

While 2016 overseas travel to the USA was down 2%, visitation to Indian Country saw no decline. International interest and visitation in Native communities remains strong.

For more information and to register for the Go International training, visit www.aianta.org.

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 traditions and values.

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

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