



AIANTA

American Indian Alaska Native
Tourism Association

FOR IMMEDIATE RELEASE

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Native Groups from Alaska, Hawaii and New Mexico Join AIANTA at ITB Berlin 2014

*2014 Marks the 5th Year of AIANTA Participation in the
World's Largest Tourism Tradeshow*

Albuquerque, New Mexico (January 24, 2014) – Tundra Tours of Alaska, The Office of Hawaiian Affairs and Sky City Cultural Center of New Mexico will join the American Indian Alaska Native Tourism Association (AIANTA) booth at ITB Berlin March 5-9.

In announcing the participants, Camille Ferguson, AIANTA Executive Director said, “There are 566 federally recognized tribes in the U.S. At ITB Berlin, we show international travelers how diverse we are culturally and geographically, and illustrate for potential visitors the wealth of places, people and experiences Indian Country has to offer. We know Europeans, especially Germans, are fascinated by our American Indian, Alaska Native and Native Hawaiian cultures so we are delighted to be able to showcase each of these this year. We are excited about the 2014 line-up.”

The annual ITB Berlin tourism tradeshow attracts up to 170,000 visitors looking for international travel destinations in more than 180 countries. This is the fifth year that AIANTA has sponsored eight tribal entities in its booth. For the 2014 tradeshow, three new destinations join five others who have attended ITB Berlin in previous years.

New Participants

Literally at the top of the world, **Tundra Tours of Barrow, Alaska**, offers visitors experiences 330 miles north of the Arctic Circle. It's a place where whales migrate, polar bears wander, and northern lights dance, and visitors can explore an Inupiat village, meet indigenous peoples of Alaska, witness traditional events and if they dare, take a dip or plunge into polar waters.

The **Office of Hawaiian Affairs** encourages visitors to explore a beautiful land discovered by Polynesians more than 800 years ago. In addition to the sun, surf and soft sand of Hawaii, visitors are drawn to Iolani Palace, one of the most opulent, innovative and intriguing places in the Pacific. Located in downtown Honolulu, this official residence of Hawaii's monarchy has been spectacularly restored.

Sky City Cultural Center is part of the Acoma Pueblo of New Mexico. Acoma is the oldest continuously inhabited settlement in North America and the 28th National Historic Site designated by the National Trust for Historic Preservation. The pueblo is built atop a sheer-walled, 367-foot sandstone bluff. The Center, officially named the Haak'u Museum, explores the history, art and lifestyle of a unique culture that has endured more than a thousand years.



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Returning Participants

Tribes returning to ITB with AIANTA include **Native American Tourism of Wisconsin (NATOW)**, representing the eleven sovereign tribal nations of Wisconsin. Wisconsin Indian Country includes 200,000 acres of pristine forest, the wild and scenic Wolf River, hundreds of pre-Columbian effigy mounds and stunning landscapes inside the new Frog Bay Tribal National Park. On the shores of the massive and mystical Lake Superior, the first tribal national park in the United States offers sandy beaches bordered by primordial boreal forest.

The **Chickasaw Nation of Oklahoma** offers many significant historical and modern attractions, including the Chickasaw Cultural Center, the largest tribal cultural center in the United States. The Center features exhibits, live demonstrations and an amphitheater for singing and stargazing. Chickasaw art, artifacts and archives draw visitors to the Chickasaw Council House Museum.

The Keepers of the Sacred Tradition of Pipemakers are based near the home of the Great Pipestone Quarries of Minnesota, the place where tribal people have come to obtain stone for their prayer pipes for more than 1,000 years. The Pipemakers believe in preserving their tribal arts and culture by educating their own people and sharing it with the world. Their annual powwow and culture camp is open to visitors. They also offer presentations and workshops.

For many Europeans, Indian Country and Monument Valley are synonymous. The area is rich in color, geographic marvels and native culture. Two area tour companies are back at ITB for the fourth year: **Monument Valley Tours** and **Monument Valley Simpson's Trailhandler Tours**. Both are led by Navajo people who know every crease, crater and canyon in their motherland. Both offer trips for photographers and adventurers in a magical land of petroglyphs, pictographs, ancient dwellings and views capes in a full spectrum of colors.

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 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 AIANTA is to provide Indian Country 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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