



AIANTA
American Indian Alaska Native
Tourism Association

FOR IMMEDIATE RELEASE

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From Hawaii, to the Midwest, Plains & Southwest, AIANTA to Showcase Indian Country's Diversity to European Market

American Indian Alaska Native Tourism Association to attend Showcase USA-Italy for first time & ITB Berlin for seventh consecutive year

Albuquerque, New Mexico (February 10«AddressBlock», 2015) - The American Indian Alaska Native Tourism Association (AIANTA) will be broadening its international outreach again this year, attending Showcase USA-Italy in Pisa, Italy for the first time, followed by the seventh consecutive year representing Indian Country at ITB, Berlin - the world's leading travel tradeshow.

AIANTA will be presenting Indian Country tourism at Showcase USA-Italy, a tradeshow organized by the U.S. Commercial Service and Visit USA Association Italy taking place March 1-3. Showcase USA-Italy provides AIANTA the opportunity to research the Italian tourism market and form valuable partnerships. At the 18th annual edition, U.S. participants individually meet with 25-30 major Italian tour operators.

The theme for Showcase USA-Italy 2015 provides an ideal platform for presenting the cultural tourism that Indian Country has to offer; "GEOTOURISM: The Local Experience" - showcasing new experiences and innovative presentations, captured through the concepts of: community, ethical consumption, innovation, regional identity and simplicity.

"National Geographic defines Geotourism as tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage and the well-being of its residents," said Camille Ferguson, AIANTA Executive Director. "What a perfect description and opportunity to share American Indian, Alaska Native, and Native Hawaiian tourism."

Immediately following Showcase USA-Italy, AIANTA will be attending ITB, Berlin - March 4-9 - for the seventh consecutive year, representing Indian Country tourism and all of its diversity. This year, AIANTA will be sponsoring six tribal entities in its award winning pavilion.



“With so many tribes all throughout the United States, we truly represent a diverse group of people, from Alaska, to Hawaii and to the mainland,” said Ferguson. “We feel these two shows are a great place to show the European market how much there is to see and do in all parts of Indian Country,” she added.

Joining AIANTA at ITB, Berlin 2015 will be:

The Office of Hawaiian Affairs (OHA): A public agency with a high degree of autonomy, OHA is responsible for improving the well-being of Native Hawaiians. The organization encourages Native Hawaiian tourism, including to sites such as 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.

Native Hawaiian Hospitality Association: Representing artists, cultural practitioners, hotels, and distinctly Hawaiian attractions, NAHHA promotes Hawaiian values through all elements of the visitor experience from hospitality staff training to encouraging students to consider careers in the tourism industry.

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

Monument Valley Simpson's Trailhandler Tours: Tours feature Navajo people who know every crease, crater and canyon in their enchanting homeland. Trips for photographers and adventurers are offered in a land of petroglyphs, pictographs, ancient dwellings and magical landscapes in a full spectrum of colors.

We-Ko-Pa Resort & Conference Center: The Arizona property features 246 contemporary guestrooms and suites, a restaurant offering bold Southwestern cuisine, a full-service spa and salon, and a heated outdoor pool with two whirlpools. Nearby are the award-winning golf courses at We-Ko-Pa Golf Club, gaming and entertainment at Fort McDowell Casino, and desert activities at Fort McDowell Adventures.

Muscogee (Creek) Nation: The Muscogee (Creek) Nation Travel Plaza, in the capital city of Muscogee Nation, Okmulgee, offers a gaming area, hot food and fuel for motorists. Also featured at Muscogee (Creek) Nation is the Okmulke (Okmulgee) Country Club and Golf Course, the oldest country club in Oklahoma. The club also offers fine dining in a casual setting at the Stone Blade Restaurant.



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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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