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June 17, 2013 – NativeNewsNetwork.com - *Red Cliff Band of Lake Superior Chippewa Hosts Tribes Working to Increase Tourism*



(l to r) Miguel Real, CBS videographer; Aianta President Mary Jane Ferguson; and Kirby Metoxen, Oneida Nation Tourism, NATOW Chairman and Aianta Midwest Region Board Member.

**RED CLIFF, WISCONSIN – Wisconsin American Indian tribes are attempting to increase tourism to their tribal lands and tribal business enterprises. Last week the Native American Tourism of Wisconsin association held its annual conference.**

American Indian Alaska Native Tourism Association President Mary Jane Ferguson was invited to give a keynote presentation on "Aianta's Mission in Indian Country" at the Annual Native American Tourism of Wisconsin 2013 Conference held June 10 - 13.

The Conference, "Sustainable Tourism: Naturally Attractive," was hosted by the Red Cliff Band of Lake Superior Chippewa and held at Legendary Waters Resort & Casino in Red Cliff, Wisconsin.

**"Travel and tourism is a means of sustainability for Wisconsin's tribes and tribes across the nation,"**

said Aianta President Mary Jane Ferguson.

**“Creating the infrastructure for sustainable tourism will help American Indian, Alaska Native and Native Hawaiian cultures thrive for generations to come.”**

In addition to AIANTA's guests, event speakers included representatives from the Wisconsin Department of Tourism and the Wisconsin Department of Transportation. The conference included the return of the Indian Arts Market, where 12 woodland artists showcased and sold their traditional arts, as well as multiple tours, by land and water, of the Red Cliff reservation and surrounding areas.

**“We've been working with Wisconsin tribes to establish and maintain eco-friendly tourism initiatives throughout the state and we're carrying our initiatives further by bringing regional and local experts in sustainability to the Red Cliff reservation,”**

said Aimee Awonohopay, Native American Tourism of Wisconsin executive director and AIANTA Midwest Region Board Member.