



AIANTA

American Indian Alaska Native
Tourism Association

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American Indian Alaska Native Tourism Association Presents International Tourism Opportunities to Indian Country

*National Indian Gaming Association's Annual Convention Features Panel Discussion with Travel
and Tourism Industry Experts*

San Diego, California (May 14, 2014) - Today, at the annual National Indian Gaming Association's (NIGA) Indian Gaming Tradeshow and Convention in San Diego, American Indian Alaska Native Tourism Association Executive Director Camille Ferguson joined a panel of industry experts to speak about international tourism trends in Indian Country. Also participating in the panel discussion was Bureau of Indian Affairs Transportation Specialist/Tourism Coordinator Edward Hall III and Native American Tourism of Wisconsin Executive Director Ernest Stevens III.

NIGA's Indian Gaming Tradeshow and Convention is the nation's premier Indian gaming event, which kicked off Sunday at the San Diego Convention Center and wraps up today.

The tradeshow and convention included a golf tournament, round table discussions, Native American arts and crafts and interactive workshops. Each year, attendees include Indian gaming executives, buyers, and industry professionals from across the country, who come to conduct business, discuss current issues and participate in professional development opportunities.

New to the convention this year was the expert panel discussion, "International Tourism: Building Partnerships for a 180 Billion Dollar U.S. Market".

During the discussion, Ferguson, representing Indian Country tourism on a national scale, shared the economic impacts and benefits of international tourism to Indian Country and focused on benefits of partnerships with the international market.

"Tourism is a huge industry, and it provides a way for our Native Nations to share their culture and heritage with the world," said Ferguson. "I'm excited to share the vast opportunities and benefits that international tourism can provide Indian Country."

Speaking from a national level, Hall's discussion focused on the National Travel and Tourism Strategy and federal involvement at IPW, the travel industry's premier international marketplace and the largest generator of travel to the U.S. Also representing the tribal tourism industry on the panel, Stevens shared best practices and spoke about building lasting state and tribal partnerships.



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To learn more about:

The National Indian Gaming Association visit:

<http://www.indiangaming.org/events/tradeshows/index.shtml>

Native American Tourism of Wisconsin visit: <https://www.facebook.com/nativewisconsin>

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 and preserves tribal traditions and values.

The purpose of AIANTA 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 between Indian Country, governmental and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and providing economic development opportunities, AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacy.

To learn more, please visit www.aianta.org. For current updates, like us on [Facebook](#) and follow us on Twitter ([@OfficialAIANTA](#)).

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