



**AIANTA**  
American Indian Alaska Native  
Tourism Association

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## **American Indian Alaska Native Tourism Association and National Indian Gaming Association Announce MOU for Sustainable Tribal Tourism Development**

*Unprecedented partnership Announced at Annual Indian Gaming 2015 Tradeshow and  
Convention*

**San Diego, California (April 2, 2015)** –Yesterday, the American Indian Alaska Native Tourism Association (AIANTA) announced its Memorandum of Understanding (MOU) with the National Indian Gaming Association (NIGA) for Sustainable Tribal Tourism Development.

“The MOU for Sustainable Tribal Tourism Development has been set in place to establish a framework for cooperation between AIANTA and NIGA in their shared interests of sustaining American Indian, Alaska Native and Native Hawaiian tribal welfare as well as their traditions and culture through tourism and associated facilities such as gaming establishments,” said NIGA Chairman Ernest L. Stevens Jr.

AIANTA Executive Director Camille Ferguson, AIANTA Board President Sherry L. Rupert and Stevens teamed up to unveil the MOU at the 2015 NIGA Tradeshow and Convention held at the San Diego Convention Center, March 30 - April 7.

“This is an exceptional advancement for both Indian Country tourism and Indian gaming,” said Rupert. “Both AIANTA and NIGA work to protect and sustain tribal wellbeing through economic independence. This new partnership will benefit both organizations through coordination and cooperation in the development, conservation, management and promotion of tribal tourism.”

The purpose of this new MOU is to establish a general framework for cooperation between AIANTA and NIGA to create a stronger national voice for Indian Country recreation, travel and tourism interests and needs.

Through this cooperation, the two organizations will strive to:

- Optimize understanding of the contributions of tourism to the quality of life and intercultural appreciation of tribal natural and human resources, history, and culture;
- Support the economic viability and sustainability of tribal tourism interests and communities and protect the natural, cultural, and historic resources that are the cornerstone for travel and tourism;



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- Provide assistance to the tribes and communities involved in coordinated travel and sustainable tourism projects;
- Assist in the presentation of educational materials and resource assessments related to tribal travel and tourism and their use in planning and management of tourism assets.

The complete MOU will be made available soon on [www.AIANTA.org](http://www.AIANTA.org), and is available now by request.

### **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.

### **About NIGA:**

The National Indian Gaming Association is a national nonprofit association whose mission is to protect and preserve the general welfare of tribes striving for self-sufficiency through gaming enterprises in Indian Country. NIGA works with the Federal government and Congress to develop sound policies and practices and to provide technical assistance, education and advocacy on gaming-related issues. NIGA also seeks to maintain and protect Indian sovereign governmental authority in Indian Country.

The annual National Indian Gaming Tradeshow and Convention invites Indian gaming executives, buyers, and industry professionals from across the country to conduct business, discuss current issues, participate in professional development opportunities and explore new initiatives, such as this MOU.

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