



AIANTA
American Indian Alaska Native
Tourism Association

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National Nonprofit Stresses Importance of Indian Country Tourism at Annual Native American Economic Summit

*American Indian Alaska Native Tourism Association Provides Insight into Cultural
Tourism Planning for Economic Success at New Mexico's Annual Summit*

Albuquerque, New Mexico (May 22, 2014) – Yesterday, American Indian Alaska Native Tourism Association (AIANTA) Executive Director Camille Ferguson presented "International Tourism: A 180 Billion Dollar U.S. Market" at the 8th Annual New Mexico Native American Economic Summit.

The Summit, "Planting the Seed... Harvesting for the Future," is being held at Isleta Resort & Casino in Albuquerque and presented by the American Indian Chamber of Commerce of New Mexico and the State of New Mexico Indian Affairs Department.

Ferguson gave an intriguing presentation, during which she explained the vast economic development opportunities cultural tourism can present for Indian Country and also expounded on the growing trends of international travel to Native American destinations.

"Tourism is one of the best ways for our Native Nations to preserve and share their traditions and history while also advancing economic development in established and rural communities," said Ferguson. "Our goal at AIANTA is to inspire tribes across the six regions of Indian Country to really focus on their indigenous traditions and incorporate them into a sustainable tourism program."

No one can tell the stories of Native America like American Indians can, which is why it is critical for AIANTA to educate tribes on the economic development benefits of telling their stories through tourism platforms, Ferguson said.

At the Summit, Ferguson and AIANTA staff are educating attendees on strides the national nonprofit has made across the country and internationally this year, including their award of a top ten booth at the international tourism conference, ITB in Berlin. AIANTA also announced their 16th Annual American Indian Tourism Conference (AITC) to attendees, which will be hosted by the Tunica-Biloxi Tribe of Louisiana in September.



AIANTA Executive Director, Camille Ferguson [Photo Courtesy of AIANTA]

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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