



AIANTA

American Indian Alaska Native
Tourism Association

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Indian Country Tourism to be featured at National Travel Exchange for First Time

American Indian Alaska Native Tourism Association to present American Indian tourism opportunities for first time at National Tour Association's National Convention

Atlanta, Georgia (February 1, 2016) - Tomorrow, at the annual Travel Exchange, hosted by the National Tour Association (NTA) in Atlanta, Georgia, American Indian Alaska Native Tourism Association Executive Director Camille Ferguson will present at the work session, "Tribal Tourism is Good for the USA!," the first of its kind at the convention. Ferguson will speak about tourism trends and opportunities in Indian Country.

NTA's Travel Exchange combines their own convention and the Federal Transit Administration's (FTA) conference on one floor to offer travel professionals from around the world a powerful business-building show in the tourism industry.

The convention features business to business meetings between buyers and sellers in the industry, and includes new travel product in all 50 states. Travel Exchange offers practical education, countless networking opportunities, and in the past three years Travel Exchange attendees generated \$393 million in business, according to NTA's website.

New to the convention this year is the topic of tribal tourism and its benefits for the nation.

During this session, Ferguson, representing Indian Country tourism on a national scale, will share the economic impacts and benefits of tourism to Indian Country and focus on the importance of partnerships within the national industry and Native America. Ferguson will delve into several of AIANTA's projects, programs and partnerships being developed to enhance, grow and sustain tribal tourism within the U.S., while also introducing session participants to new initiatives intended to develop tourism within local communities and states.

"With the inclusion of Indian Country tourism at one of the nation's largest business-to-business conventions, we are making great strides towards increased and more developed partnerships between tribes and the tourism industry at regional and national levels," said Ferguson "We are thrilled to help more industry leaders realize the shared benefits that tourism in Indian Country can bring, from economic and business development to cultural proliferation," she continued.

AIANTA and NTA recently announced their memorandum of understanding (MOU) for expanded collaboration opportunities and enriched education and cultural exchange within the tourism industry.

The purpose of the new MOU is to establish a general framework for cooperation and collaboration between AIANTA and NTA to help accelerate both organizations' goals and initiatives within the industry. Both organizations view tribal tourism, recreation and heritage resources as economic and



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cultural assets that will increase in value with expanded collaboration between both groups, especially through development of and education about tribal tourism.

To learn more about:

The National Tour Association visit: <http://www.ntaonline.com/>

The Travel Exchange visit: <http://businessbuilder.ntaonline.com/convention/Home.aspx>

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 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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