



AIANTA
American Indian Alaska Native
Tourism Association

FOR IMMEDIATE RELEASE

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AIANTA and NTA Announce Official Partnership for Enriching Education and Cultural Exchange in Tourism Industry

*American Indian Alaska Native Tourism Association and National Tour Association sign MOU
for increased and enhanced collaboration*

Albuquerque, New Mexico (December 17, 2015) – Today, the American Indian Alaska Native Tourism Association (AIANTA) announces its Memorandum of Understanding (MOU) with the National Tour Association (NTA) for expanded collaboration opportunities and enriched education and cultural exchange within the tourism industry.

"AIANTA is excited to enter into this partnership with NTA, which will expand collaboration opportunities while also enriching the education and cultural exchange among members of both NTA and AIANTA," said AIANTA Executive Director Camille Ferguson. "Building these types of partnerships help to grow and enhance tourism while supporting long-term economic viability."

The purpose of this 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 cultural assets that will increase in value with expanded collaboration between the two national groups, especially through development of and education about tribal tourism.

"AIANTA is a welcome complement to the collaborative work NTA members perform. We can make the most of our partnership with AIANTA by embracing the timeless heritage and traditions its members are able to share," said NTA President Pam Inman.

Through this cooperation, the two organizations will strive to enrich understanding, education and cultural exchange among the members of both AIANTA and NTA, offer new business development opportunities for their respective members and support the long-term economic viability of tribal communities and NTA members through advocacy efforts.



AIANTA

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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 traditions and values.

About NTA:

The National Tour Association is the premier organization of packaged travel professionals who serve travelers to, from, and within North America. The buyer members are tour operators who package travel domestically and around the world. The seller members – 500 destinations and 1,100 tour suppliers – specialize in markets such as student, family, faith, adventure, culinary, China inbound, and more.

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