



# AIANTA

American Indian Alaska Native  
Tourism Association

FOR IMMEDIATE RELEASE

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## **American Indian Alaska Native Tourism Association Launches NativeAmerica.Travel, First Destination Website to Promote Indian Country Tourism to the World**

*Website Launches During American Indian Tourism Conference, Open Call for Tourism Listings from All Federally and State-Recognized Tribes & Native Hawaiians*

**Albuquerque, New Mexico (September 16, 2015)** – The American Indian Alaska Native Tourism Association (AIANTA) announces the launch of NativeAmerica.Travel, a new destination website representing American Indian, Alaska Native and Native Hawaiian tourism across the United States. NativeAmerica.Travel connects tribes directly to travelers and features inspiring historical, cultural, and outdoor narratives and high-impact photographs to invite them to explore Indian Country.

The consumer-facing website is the first to feature Indian Country tourism experiences across the United States. To give all 567 federally-recognized tribes an opportunity to represent themselves in their own words, AIANTA is offering each a dedicated page with which to tell visitors about their history, culture and visitor attractions.

The Experiences section of the website offers exciting and authentic trip ideas unique to Indian Country. An interactive map helps users identify native experiences by region and type of attraction or accommodation. To assist travelers in planning their visit, NativeAmerica.Travel also lists American Indian, Alaska Native and Native Hawaiian attractions, activities and lodging information, spanning rural horseback riding adventures to cosmopolitan galleries featuring native arts.

The official launch of NativeAmerica.Travel on September 16, 2015 opens the website to all federally and state-recognized tribes and Native Hawaiians who wish to list their tribes, attractions and accommodations on the website.

“We are thrilled to be creating this tremendous opportunity for tribes to unite and to realize the shared benefits that tourism can bring, from economic development to cultural proliferation,” said Camille Ferguson, AIANTA Executive Director.

“Promoting Native America as a whole to travel consumers gives us the unique opportunity to share the multitude of destinations and diversity within American Indian, Alaska Native and Native Hawaiian cultures. This website is an exciting step in educating the world that there are unparalleled travel experiences to be had through the varied and vibrant communities that make up Indian Country,” Ferguson continued.



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AIANTA is partnering with Luckie & Co. to design and develop the website and A2B Consulting to research and collect content from across Indian Country. Tribes interested in registering on the website should contact [registration@nativeamericatravel.com](mailto:registration@nativeamericatravel.com).

Visit [www.NativeAmerica.Travel](http://www.NativeAmerica.Travel) for more information and access to the NativeAmerica.Travel Media Kit.

## **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 Alaska Native and Native Hawaiian 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](http://www.aianta.org). For current updates, like us on [Facebook](#) and follow us on Twitter ([@OfficialAIANTA](#)).