



AIANTA

American Indian Alaska Native
Tourism Association

Introducing America's First Nations to the World

FOR IMMEDIATE RELEASE
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Nevada Tribal Tourism Summit Takes Notes from a National Nonprofit

American Indian Alaska Native Tourism Association Educates Nevada on Tourism Strategies for Sustaining Indian Country

Albuquerque, New Mexico (April 26, 2013) - The 5th Annual Nevada Tribal Tourism Conference, "Building Sustainability Through Tourism," wrapped up yesterday in Fallon, Nevada where American Indian Alaska Native Tourism Association (AIANTA) Executive Director Camille Ferguson gave a keynote presentation and a workshop that covered all facets of successful tribal tourism.

The conference, hosted by the Nevada Indian Territory in partnership with the Nevada Indian Commission and the Nevada Commission on Tourism, featured a spectrum of professionals in the tourism and tribal tourism industries, who provided strategies on ways the eight Nevada tribes in attendance can access, build and share their rich history and culture with visitors from around the world.

"Travel and tourism is a means of sustainability for Nevada's tribes and tribes across the nation," said Sherry L. Rupert, AIANTA Vice President and State of Nevada Indian Commission Executive Director. "Conferences such as these, teamed with AIANTA's desire to see Indian Country tourism succeed, is why there's hope of sustaining American Indian and Alaska Native cultures for generations to come."

AIANTA Executive Director Camille Ferguson's keynote presentation covered the state of tribal tourism from a national and international perspective, and her workshop shared best practices on how to assess tribal communities and inventory for tourism development, and methods to help tribes build itineraries for their communities and regions.

A hands-on exercise titled, "True Colors" was presented by AIANTA Board Secretary and Sitka Alaska Tribal Council Member Rachel Moreno. True Colors is a descendent of Meyers-Briggs temperament theory and is a meaningful tool that



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assists tour operators to design and customize their product to provide attractions and activities that will make each visitor's experience meaningful and relevant to every interest.

At the conference, which began April 23, attendees also heard presenters speak of ancient stories told in petroglyphs at Grimes Point, a Tule Duck demonstration, accompanied by a visit to Hidden Cave and Stillwater Marsh.

To learn more about:

Nevada Indian Territory visit www.nevadaindianterritory.com;

Nevada Indian Commission visit www.nic.nv.gov;

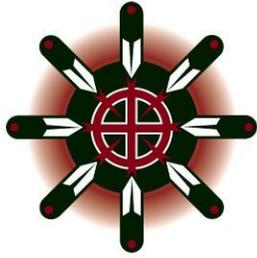
Nevada Commission on Tourism visit www.travelnevada.com.



AIANTA Board Secretary Rachel Moreno, AIANTA Executive Director Camille Ferguson, Fallon Paiute Shoshone Tribal Chairman Len George, and AIANTA Vice President Sherry L. Rupert

About AIANTA

2401 12 Street NW, Albuquerque, NM 87104



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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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