



# 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 Features Keynote Speaker from Leading National Tourism Association**

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

**Albuquerque, New Mexico (April 22, 2014)** - The 6<sup>th</sup> Annual Nevada Tribal Tourism Conference, "Tourism: Empowering Native Voices," is underway today in Incline Village, Nevada where American Indian Alaska Native Tourism Association (AIANTA) Executive Director Camille Ferguson gave a keynote presentation that covered international tribal tourism potential in Indian Country. Leading National Tour Operator Tauck Inc.'s Product Manager Roger Saterstrom also gave a keynote presentation today, highlighting tribal voices and the power of interpretation.

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

"Tourism is the leading industry in Nevada and the rich cultural heritage that we possess as Indian people enhances the Nevada experience," said Sherry L. Rupert, AIANTA President and State of Nevada Indian Commission Executive Director. "Tourism is a way for our Tribal Nations to share who they are with the world and this conference has been designed to share trends and assist our tribes in planning for their tourism futures."

AIANTA Executive Director Camille Ferguson's keynote presentation covered the state of tribal tourism from a national and international perspective, the importance of international tourism marketing, as well as AIANTA's education and training programs and initiatives.



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"I am so excited to see the interest in cultural tourism development demonstrated by so many tribal leaders attending the conference. This type of support is so beneficial and shows true interest in the tourism industry by Indian Country," said Ferguson.

At the conference, which began today, attendees also heard presenters speak about how to use Geographic Information Systems to get visitors to stay longer and spend more; using video to tell stories; and what goes into building a successful tourist itinerary. Other guest speakers included Nevada's Lieutenant Governor Brian Krolicki, President of the National Tribal Geographic Information Support Center Garet Couch and Director of the Churchill County Museum Donna Cossette.



*AIANTA Executive Director Camille Ferguson gives keynote presentation*

To learn more about:

Nevada Indian Territory visit [www.nevadaindianterritory.com](http://www.nevadaindianterritory.com);

Nevada Indian Commission visit [www.nic.nv.gov](http://www.nic.nv.gov);

Nevada Commission on Tourism visit [www.travelnevada.com](http://www.travelnevada.com).

## **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



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

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