



AIANTA

American Indian Alaska Native
Tourism Association

Introducing America's First Nations to the World

NEWS RELEASE

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Media contact: Staci Eagle Elk
Office: 505.724.3578

American Indian Alaska Native Tourism Association (AIANTA) Applauds National Strategy to Boost Travel and Tourism

Albuquerque, NM – In a first for the U.S., President Barack Obama announced a national strategy on travel and tourism to boost travel in the United States. The U.S. travel industry is a cornerstone of the U.S. economy, representing 1.8 trillion in economic output and supporting 14 million American jobs. According to a White House statement, the announcement calls for a national strategy to make the United States the world's top travel and tourism destination, as part of a comprehensive effort to spur job creation.

AIANTA applauds President Obama's initiative to increase travel and tourism to and within the United States. The travel and tourism industry plays an integral role in tribal economies. Visitor expenditures have a significant economic impact on tribal communities largely located in rural areas. Travel and tourism provides employment opportunities for tribal members, supports tribally owned businesses and enterprises, and sustains the cultural heritage and natural resources of Tribal Nations. "We are very pleased that President Obama has taken the initiative to issue a strategy to increase travel and tourism to the U.S. It supports the mission of AIANTA and will help to stimulate visitation, tribal economies and increase visitation to our tribal destinations" says Mary Ferguson, AIANTA President.

AIANTA has been diligently working to build collaboration and partnerships with key federal agencies and national tourism organizations in the past year to foster mutual tourism and recreation initiatives, advocate for tribal tourism interests, and to participate in the domestic and international market places. As a result, AIANTA

- Responded to the National Park Service's (NPS) germinal "Call to Action – Preparing for a Second Century of Stewardship and Engagement."
- Signed a formal partnership MOU with the NPS Intermountain Region. Via the MOU, AIANTA is an active participant in the Civil War Sesquicentennial and helping to create interpretation/tourism educational opportunities for tribal youth, with NPS career path opportunities.
- Entered into a formal Cooperative Agreement with the BIA as of 2010 to foster tribal tourism development and marketing opportunities.
- Participated at the ITB Berlin travel trade show in the Discover America Pavilion since 2009 to showcase tribal tourism destinations and product offerings to the international consumer.

AIANTA is a national American Indian tourism association, whose members represent tribes, tribal individuals and tourism businesses, and other industry professionals from all regions of the country. Our mission is to help define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and sustains tribal traditions and values.
