

AIANTA

American Indian Alaska Native
Tourism Association

Introducing America's First Nations to the World

FOR IMMEDIATE RELEASE

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AIANTA Promotes Tourism at National Business Conference

February 27, 2012

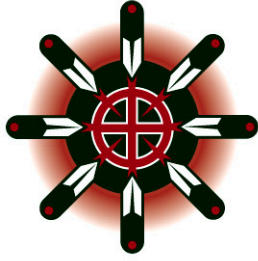
(Las Vegas, NV) The American Indian Alaska Native Tourism Association (AIANTA) is will present their educational track on Travel & Tourism at the Reservation Economic Summit & American Indian Business Trade Fair, Reservation Economic Summit (RES) 2012 on February 27 – March 1, 2012. <http://res2012.biz>

AIANTA has partnered with the National Center for American Indian Economic Development to provide educational breakout sessions to tribal leaders on creating and developing tourism capacity in tribal communities.

The last two years AIANTA has had a primary focus on how to capture dollars from the global travel market. AIANTA sponsors an expansive American Indian pavilion at the world's largest travel and tourism tradeshow, ITB, Berlin. AIANTA's International Outreach program provides tribal tourism departments and tribally-owned businesses the opportunity to showcase their destinations and tour packages to the global tourist market.

To coincide with the Whitehouse's 'Executive Order Establishing Visa and Foreign Visitor Processing Goals and the Task Force on Travel and Competitiveness', AIANTA will be presenting two breakout sessions during the conference.

Branding Your Destination: Capturing the Global Traveler with former Chief of the Cherokee Nation, Chad Smith, Chad Smith Consulting, LLC, Michele Crank, Director of Public Affairs and Government Relations, Heard Museum and AIANTA Board Member, and Lincoln McCurdy, President, Turkish Coalition of America. Panelist will discuss how to position your tribal destination in the international marketplace to capture a greater share of the inbound market. They will also share ideas about how to brand and package tribal destinations to appeal to the global traveler and groups by collaborating



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with tribal enterprises, tribally owned businesses, cultural amenities, and partners to create a distinct tribal experience.

Branding the U.S.: Regaining Global Competitiveness will be the second educational breakout with Sherry Rupert, Executive Director, Nevada Indian Commission and AIANTA Board Member, Ed Hall III, Bureau of Indian Affairs, Division of Transportation, and Mary Jane Ferguson, President, AIANTA Board of Directors, and Halle Czechowski, Brand USA development team. The United States is in a unique position to recapture its share of the global inbound market. Panelist will discuss President Obama's recent directive calling for a national strategy for travel and tourism, and the formulation of Brand USA, a public-private partnership. They will also discuss the federal initiatives underway in response to the President's executive order and the importance of tribal participation in both of these initiatives.
