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BY [NATIVE NEWS ONLINE STAFF](#) / [CURRENTS, TRAVEL](#) / 08 MAR 2015



Camille Ferguson, Aianta Executive Director talking to Italian travel professionals about coming to Indian Country

Italy Shows Strong Interest in Cultural and Educational Tourism Products

PISA, ITALY– The American Indian Alaska Native Tourism Association (AIANTA) introduced Indian Country tourism to the Italian market for the first time this week at Showcase USA-Italy, March 1-3, 2015.

DURING SHOWCASE USA-ITALY, AIANTA REPRESENTATIVES MET WITH NEARLY 125 ITALIAN TOURISM TRADE PROFESSIONALS INCLUDING TOUR OPERATORS, TRAVEL AGENCIES AND TRAVEL MEDIA.



AIANTA officials have been in Italy to gain drum up tourism for Indian Country

In providing these individuals and businesses with itinerary ideas, e-brochures from Tribes and Tribal entities from around the country, and general information about the travel opportunities within Indian Country, AIANTA found that there is great interest in unique and cultural travel experiences in this growing market. In these meetings, AIANTA found that there is still a strong need to educate and inform Italy's outbound tourists of the opportunities and experiences that exist off the beaten path.

As one of the United States' top suppliers of inbound travelers from Europe, Italian tourism to America grew 11% in the past year and Italian travelers remain the largest per capita spenders in Europe, with an average spending of nearly \$5,000 per person per trip.

AIANTA sees this high-spending market as a crucial target for Indian Country, as the top interests in leisure tourism for Italian travelers continue to be cultural and historical attractions and National Parks and monuments, along with shopping and other sightseeing, according to the U.S. Commercial Service.

As the fourth largest European market, providing 950,000 arrivals in the U.S. last year, Italy is an important market for Indian Country to break into for continued growth and education.

With a strong interest in cultural tourism, and higher per capita spending than the top three European markets –the UK, Germany and France –Indian Country stands in a uniquely strong position to leverage this market and be a substantial part of its expected 3% growth in the next year.

For information on marketing tourism products in the international market, or for information on other international markets, please visit www.aianta.org or contact the AIANTA office at 505-724-3578.