

AIANTA
American Indian Alaska Native
Tourism Association

International Pow Wow



June 8-12, 2013

Final Report

By Camille Ferguson

AIANTA Executive Director



Pictured Above: *AIANTA Executive Director Camille Ferguson and AIANTA Vice President Sherry Rupert at the Bureau of Indian Affairs booth on IPW's Federal Row*

The American Indian Alaska Native Tourism Association (AIANTA), funded by the Bureau of Indian Affairs (BIA), represented Indian Country tourism as part of the BIA booth on Federal Row at the U.S. Travel Association's 45th Annual IPW (formerly International Pow Wow) in Las Vegas, Nevada, June 8 – 12, 2013.

Nearly 6,400 delegates from across the U.S. and 70 countries from around the world were present at the Las Vegas Convention Center, including 1,300 international and domestic buyers and 500 media professionals.

IPW anticipates billions of dollars in deals are signed throughout IPW week, with tour operators that will bring more international visitors into the U.S.

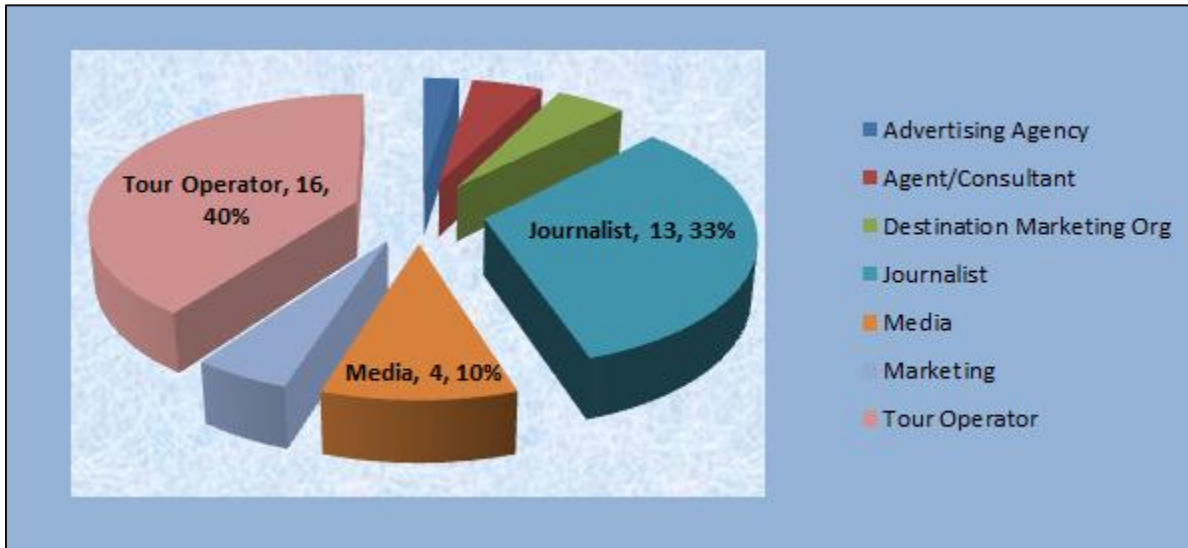
Every major American city and state tourism office attends IPW, as well as attractions, museums, amusement parks and other travel businesses. These groups market themselves to the world's top international tour operators that sell travel to the U.S. IPW pre-schedules meetings through a sophisticated online matching. AIANTA had 44 business meetings during the three-day event, not including visitations to more than 200 vendor booths.



"At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips," said Roger Dow, president and CEO of the U.S. Travel Association. "A recent Oxford Economics report we commissioned as part of our Travel Effect campaign notes that in-person meetings double the likelihood of closing a deal, and U.S. companies experience nearly \$10 in revenues for every dollar invested in business travel."

Pictured Left: *Roger Dow, president and CEO of the U.S. Travel Association*

AIANTA had the opportunity to share with these national and international buyers what available tour itineraries and tour options are available in Indian Country. AIANTA’s booth was full of displays showcasing the projects that AIANTA has accomplished to assist in the development of cultural tourism in Indian Country, national parks, scenic byways and on federal lands. AIANTA conducted 44 meetings, not including networking outside of the BIA/AIANTA booth, and had a variety of travel professionals seeking information regarding all that is happening in Indian Country. Nearly half were tour operators seeking out tribes that have itineraries as well as tour programs that could become part of existing itineraries. Of the tour operators coming to AIANTA the largest visitation was from the U.S. and France.



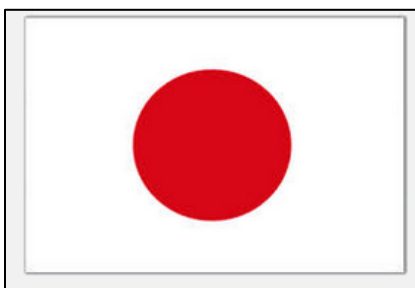
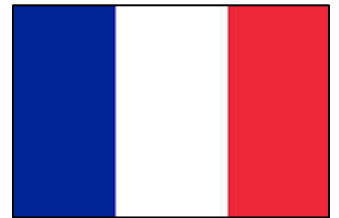
Visiting Journalists

Journalist	Travel Magazine	Belgium
Journalist	DPA The Mendienst	Germany
Journalist	Ulrich Pfaffenberger	Germany
Journalist	Dagbladet	Norway
Journalist	Sirius XM Satellite Radio	USA
Journalist	Kay Grant	USA
Journalist	American Motorist	USA
Journalist	Black Meetings & Tourism	USA
Journalist	Isabel Conway	Belgium
Journalist	30 Jahre	Germany
Journalist	Jim Winnerman	USA
Journalist	April Orcutt	USA
Journalist	ANDAR	Costa Rica

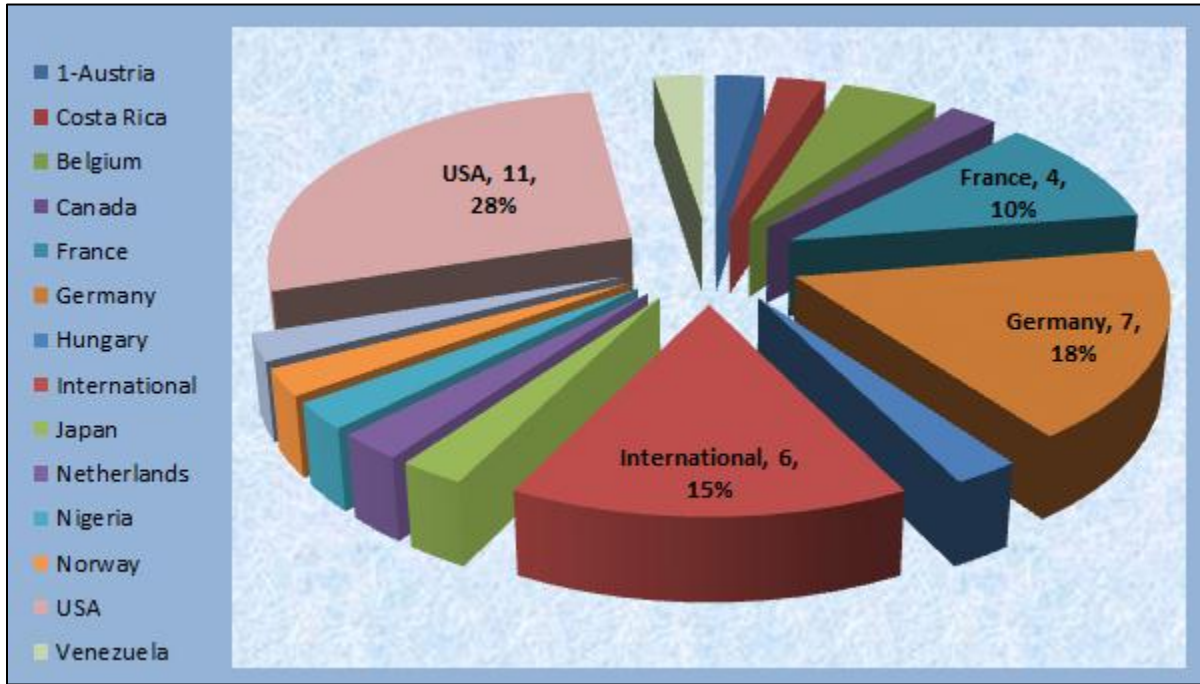


Visiting Tour Operators

Tour Operator	Orion-Reisen	Austria
Tour Operator	Universalturismo	France
Tour Operator	Revaamerica	France
Tour Operator	Avance Organisation -Events	France
Tour Operator	CoanUSA Touristik	Germany
Tour Operator	Tourismus Schiegg	Germany
Tour Operator	Quaestor	Hungary
Tour Operator	Discover Durango	International
Tour Operator	Gebeco	International
Tour Operator	Galaxy Tour Inc.	Japan
Tour Operator	American Vacations	Netherlands
Tour Operator	Tour Brokers International	Nigeria
	Across Luxury Travel &	
Tour Operator	Safaris	Portugal
Tour Operator	Multus	USA
Tour Operator	MikeTravel	USA
Tour Operator	MIAMI	Venezuela



The U.S. demonstrated the largest interest in Indian Country at the tradeshow. Of note, France showed equal interest in Indian Country as the German market did. All participants at the AIANTA meetings were looking for Native American tour itineraries or something new and different to add to existing tour programs.



Top Countries Visiting AIANTA

Media	Explorator	Nathalie Evarard	France
Tour Operator	Universalturismo	Stefano Gnerucci	France
Tour Operator	Revaamerica	Cyrille Cerretani	France
Tour Operator	Avance Organisation -Events	Christina Rey	France
Agent/Consultant	Get It Across	Albert Jennings	Germany
Journalist	DPA The Mendienst	Michael Zehender	Germany
Journalist	Ulrich Pfaffenberger		Germany
Journalist	30 Jahre	Klaus-D Lenser	Germany
Media	HR4 Public Radio	Rudiger Edelmann	Germany
Tour Operator	CoanUSA Touristik	Karin Buhse	Germany
Tour Operator	Tourismus Schiegg	Harry Weitler-Luvas	Germany
Advertising	Miles - Brand USA	John Deleva	International
Agent/Consultant	Go West Summit	Mary Motsenbocker	International
Marketing	Dept. of Commerce	Ron Erdmann	International
Marketing	ADARA	Darren Dunn	International
Tour Operator	Discover Durango	Maria Pradissitto	International
Tour Operator	Gebeco	David Kaiser	International
DMO	Hawaii CVB	George Applegate	USA

DMO	Greater Green Bay	Brad Toll	USA
Journalist	Sirius XM Satellite Radio	Dan Schlossberg	USA
Journalist	Kay Grant		USA
Journalist	American Motorist	Tom Inglesby	USA
Journalist	Black Meetings & Tourism	Solomon Herbert	USA
Journalist	Jim Winnerman		USA
Journalist	April Orcutt	April Orcutt	USA
Media	Family Travel (TV Show)	Tricia Fusilero	USA
Tour Operator	Multus	Enzo Prretta	USA
Tour Operator	MikeTravel	Nicholas Bright	USA

Pictured Right: *Norwegian Journalist Kirsten Margrethe Buzzi is fascinated learning about Indian Country during an interview with AIANTA Executive Director Camille Ferguson.*



Pictured Left: *German Public Radio Editor in Chief Rudiger Edelmann records AIANTA Executive Director Camille Ferguson's insight into the travel and tourism offerings across Indian Country for an upcoming radio broadcast to the German market.*



Representing AIANTA, Vice President Sherry Rupert (*front row fifth from right*) was sworn in to the U.S. Travel and Tourism Advisory Board (TTAB) during the scheduled meeting at IPW. TTAB serves as the advisory body to the Secretary of Commerce on matters relating to the travel and tourism industry in the U.S. The Board advises the Secretary on government policies and programs that affect the U.S. travel and tourism industry, offers counsel on current and emerging issues, and provides a forum for discussing and proposing solutions to industry-related problems.

The current Board has provided valuable advice on the National Travel and Tourism Strategy (Strategy) to the U.S. Department of Commerce, and, through the Department to the interagency Tourism Policy Council, informing the development of the Strategy. In addition to that work, the Board has established subcommittees to examine issues under four overarching topics: advocacy; business climate; infrastructure and sustainability; and travel facilitation. The Board has also formed a research task force to examine data and research challenges experienced in the industry. Future Board recommendations will be shared on this site.

The Board is comprised of up to 32 members appointed by the Secretary of Commerce. Members represent companies and organizations in the travel and tourism industry from a broad range of products and services, company sizes and geographic locations. Members serve, at the pleasure of the Secretary, typically for a two-year term.

TTAB Board advises on a wide-range of policies and issues facing the travel and tourism including travel facilitation, visa policy, infrastructure, aviation security, research, energy policy, economic sustainability and the need for a coordinated governmental strategy on travel and tourism.

Existing AIANTA Members at IPW



Pictured Above: AIANTA Executive Director Camille Ferguson and Paige Williams, tourism director of Chickasaw Nation Tourism



Pictured Above: AIANTA Executive Director Camille Ferguson and Donovan Hanley of the Navajo Nation Hospitality Enterprise

AIANTA's messages resonated with booth guests most when we were able to direct them to our AIANTA members who were at IPW. In some cases, new members were recruited because of the connection AIANTA was able to show with our existing members who had products and booths of their own to showcase.



Pictured Above: AIANTA Executive Director Camille Ferguson and Rich Figueroa of the Oneida Tribe of Wisconsin

Newly Recruited AIANTA Members from IPW

AIANTA was able to recruit six new members at IPW. These Native American and non-Native American members decided to join the AIANTA network of tourism professionals in our efforts to define, introduce, grow and sustain American Indian and Alaska Native tourism. New members include the Hualapai Tribe, Jicarilla Apache Tribe, Sitka Convention & Visitors Bureau, Ridgecrest Area Convention & Visitors Bureau, Apache Nugget Corporation, and the Tuolumne Band of Me-Wuk Indians.



Pictured Below: *Wilfred Whatoname Jr., media relations director of Hualapai Tourism in Arizona.*



Pictured Above: *AIANTA Vice President Sherry Rupert and Doug Lueck, executive director and film commissioner of the Ridgecrest Area Convention & Visitors Bureau in California.*



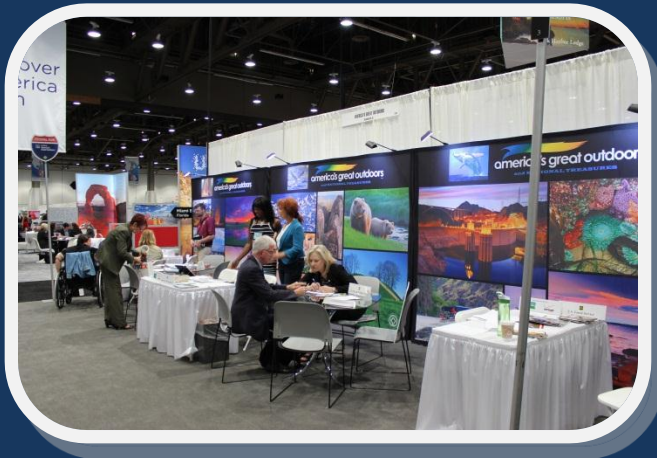
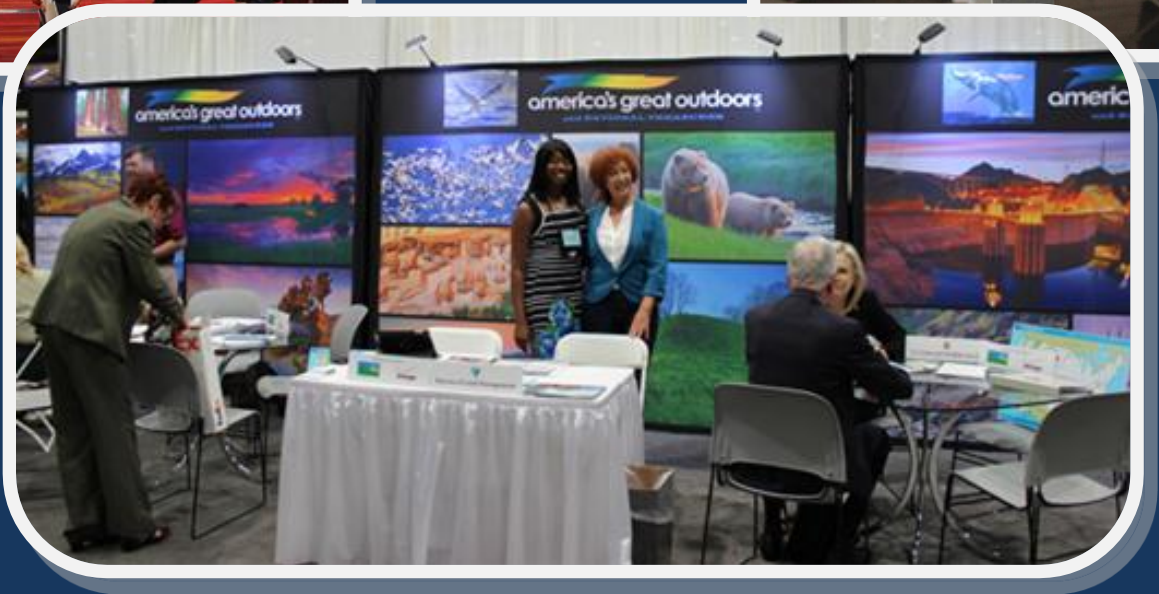
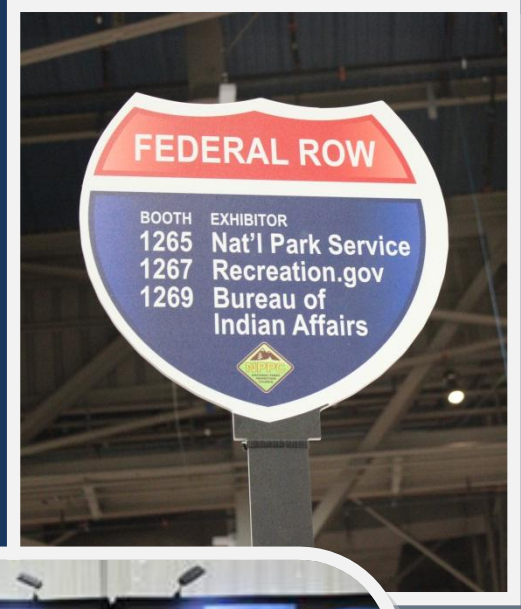
AIANTA & Department of Interior

IPW Federal Row



Photo below: Gail Adams, Director of DOI External and Intergovernmental Affairs, and Angela West BLM, Program Lead Tourism and Community Service

Bottom Right: AIANTA Executive Director Camille Ferguson, Gail Adams, Director of DOI External and Intergovernmental Affairs and AIANTA Vice President Sherry Rupert



AIANTA IPW 2013 Business List

Type	Business Name	Email	Representing
Advertising	Miles - Brand USA	john.deleva@milespartners.com	International
Agent /Consultant	Go West Summit	mary@itm.travel	International
Agent/Consultant	Get It Across	albert@getitacross.de	Germany
DMO	Hawaii CVB	gapplegate40@gmail.com	USA
DMO	Greater Green Bay	brad@greenbay.com	USA
Journalist	Travel Magazine	aimee.boyen@telenet.be	Belgium
Journalist	DPA The Mendienst	zehender.michael@dpa.com	Germany
Journalist	Ulrich Pfaffenberger	travelwriter@email.de	Germany
Journalist	Dagbladet	kbu@dagbladet.no	Norway
Journalist	Sirius XM Satellite Radio	dan@natja.org	USA
Journalist	Kay Grant	kkkatyg@comcast.net	USA
Journalist	American Motorist	Tom@American-Motorist.com	USA
Journalist	Black Meetings & Tourism	BMandTMag@aol.com	USA
Journalist	Isabel Conway	inconway@telfort.nt	Belgium
Journalist	30 Jahre	lenser.k@gour-med.de	Germany
Journalist	Jim Winnerman	bawinnie@earthlink.net	USA
Journalist	April Orcutt	april@aprilorcutt.com	USA
Journalist	ANDAR	gail.fernandez@revistaandar.com	Costa Rica
Marketing	Dept of Commerce	ron.erdmann@trade.gov	International
Marketing	ADARA	darren.dunn@adaramedia.com	International
Media	Baxter Travel& Media	dmcllung@baxter.net	Canada
Media	Exporation	nathalie.evrard@explo.com	France
Media	HR4 Public Radio	rediger.edelman@hr.de	Germany
Media	Family Travel (TV Show)	tricia@travelfilmproductions.com	USA
Tour Operator	Orion-Reisen	office@studienreisen.at	Austria
Tour Operator	Universalturismo	sterfano.gnerucci@uviversaltrismo.com	France
Tour Operator	Revaamerica	cyrille@revamericatours.com	France
Tour Operator	Advance Orgazation -Events	christine.rey@avance-org.fr	France
Tour Operator	CoanUSA Tourisik	karin.buhse@canasusa.de	Germany
Tour Operator	Tourismus Schlegg	harry.wieler-louvas@tourismus-schiegg.de	Germany
Tour Operator	Quaestor	peter.pallagi@quaestor.hu	Hungary
Tour Operator	Discover Dorango	international@duranto.org	International
Tour Operator	Gebeco	David.Kaiser@Gebeco.de	International
Tour Operator	Galaxy Tour Inc	cindike@usa-gti.com	Japan
Tour Operator	American Vacations	sylvia@americanvacations.nl	Netherlands
Tour Operator	Tour Brokers International	olufimi.adefdefope@ghiassets.com	Nigeria
Tour Operator	Across Luxury Travel & Safaris	mbarradas@across.pt	Portugal
Tour Operator	Multus	enzo@teamamericay.com	USA
Tour Operator	MikeTravel	nb@mike-travel.com	USA

Tour Operator	MIAMI	miamivijajesOI@hotmail.com	Venezuela
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