



# AIANTA

American Indian Alaska Native  
Tourism Association

## International Pow Wow



April 5-9, 2014

Final Report

*By Camille Ferguson*

*AIANTA Executive Director*

## 2014 AIANTA TEAM



Pictured Above: *AIANTA Executive Director Camille Ferguson, AIANTA President Sherry L. Rupert, Bureau of Indian Affairs Edward H. Hall and AIANTA Representative At-Large LaDonna Allard at the Bureau of Indian Affairs booth on IPW's Federal Row*



**“At IPW, the entire international marketplace comes to the United States under one roof,” said U.S. Travel Association President and CEO Roger Dow. “We certainly have a lot of work to do,” Dow said during an IPW press briefing. “The U.S. government is beginning to understand what so many other countries have understood for decades that travel is the front door to economic development and job growth.”**

**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 46th Annual IPW (formerly International Pow Wow) in Chicago, Illinois, April 5 – 9, 2014.**

Nearly 6,200 delegates from across the U.S. and 70 countries from around the world were present at Chicago’s McCormick Place Convention Center, including 1,400 international and domestic buyers, the highest since 2001, 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 system.

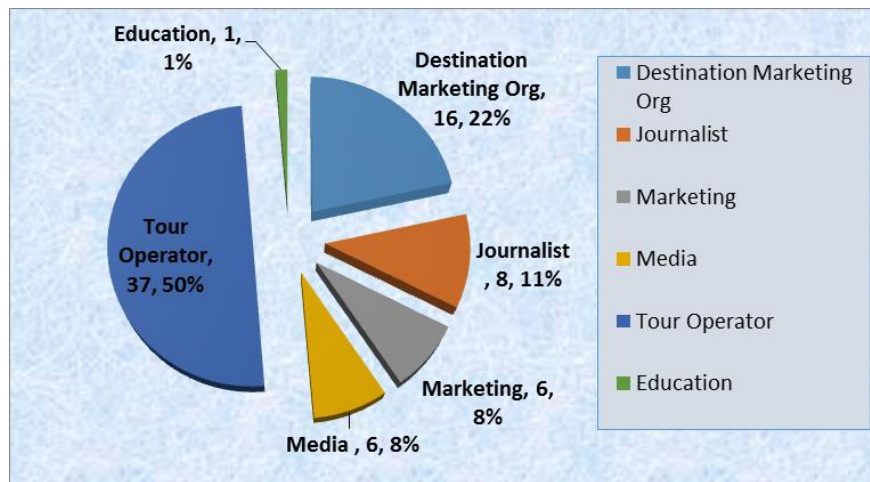
AIANTA had more than 75 business meetings during the three-day event, not including visitations to more than 200 vendor booths.



Pictured Above: *AIANTA Team and U.S. Travel Association President and CEO Roger Dow*

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 photos showcasing the people and culture that Indian Country has to offer. AIANTA was able to grab even more attention this year, as its booth occupied a block on Federal Row, which was centrally located and newly branded at IPW 2014. AIANTA conducted more than 75 meetings, 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. Many were tour operators seeking out tribes that have itineraries as well as tour programs that could become part of existing itineraries.

**2014 Agency IPW Meetings**



**Visiting Journalists**

Media	News 4 Travel	Portugal	
Media	The Lonely Planet	India	
Journalist	Ulrich Pfaffenberger	Germany	
Journalist	Arab News DC	USA	
Media	October Films	England	
Journalist	Carla Marie Rupp	USA	
Journalist	Mary Bergin	USA	
Journalist	National Geographic	USA	
Journalist	To Spend With You	Portugal	
Journalist	Donna McCrohan Rosenthal	USA	
Media	Travel Hunter	Denmark	
Journalist	April Orcutt	USA	
Media	The Travel Channel	USA	



Pictured above: *BIA Transportation Specialist Ed Hall III is interviewed by Portugal's News 4 Travel Salvador Alves Dias.*

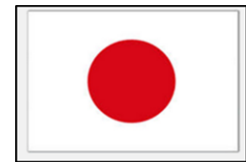
In 2013 AIANTA had visits from only two Destination Marketing Organizations (DMO), in comparison to 16 DMO visitations in 2014. AIANTA had six visits by media and conducted two live interviews with media curious about what is new in Indian Country tourism.

Pictured Below: *BIA Transportation Specialist Ed Hall III participates in Brand USA video interview*

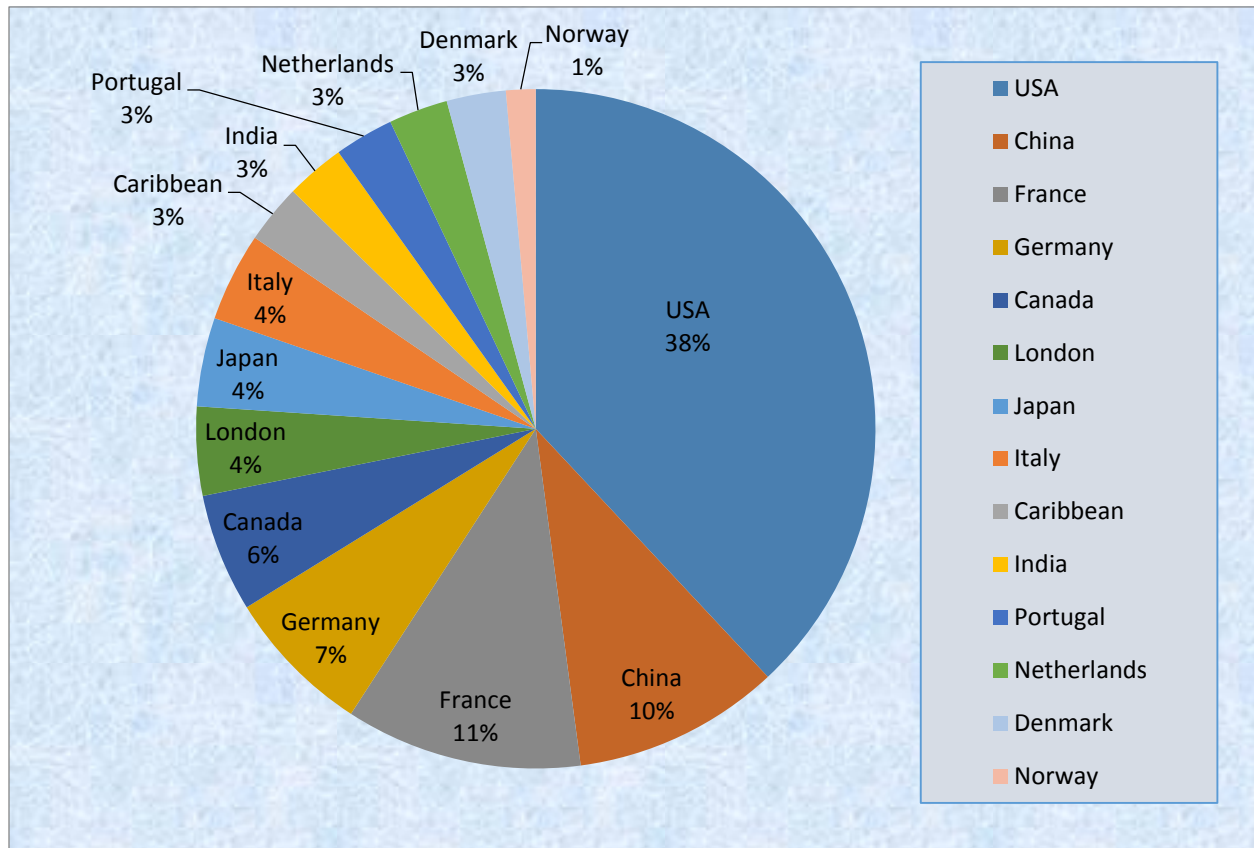


### Visiting Tour Operators

Tour Operator	La Fonderie	France
Tour Operator	Jaguar Travel Group	USA
Tour Operator	American Reisen GMBH	Germany
Tour Operator	Caribbean Traveling Network	Caribbean
Tour Operator	Disha Holidays	India
Tour Operator	Ntours International	China
Tour Operator	Trans Orbit	Japan
Tour Operator	Visit Norfolk	USA
Tour Operator	Vacaces Trasat	France
Tour Operator	HIS International Tours	USA
Tour Operator	Sherman Viaggi	Italy
Tour Operator	STA Travel	England
Tour Operator	Diversity Tourism	Germany
Tour Operator	Stjernegaard Rejser	Denmark
Tour Operator	Beijing Carnival	China
Tour Operator	PEAK Adventure Group	Venezuela
Tour Operator	Les Maisons du Voyage	France
Tour Operator	Oeden Viaggi	Italy
Tour Operator	Route 66 International	International
Tour Operator	Galaxy Tour, Inc.	China
Tour Operator	Aberdeen Tours	USA
Tour Operator	Discover Holidays	Canada
Tour Operator	La Case Depart	France
Tour Operator	Authentik USA	Canada
Tour Operator	AlternativTours	Germany
Tour Operator	Vacacances Le Voyage Illimete	France
Tour Operator	Trusted Tours and Attractions	USA



**The U.S. demonstrated the largest interest in Indian Country** at the tradeshow. Of note, France showed equal interest in Indian Country as the Chinese market did. The Chinese market's interest varies from 2013, when the German market showed higher interest. 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**

Journalist	Arab News DC	Barbara G.B. Ferguson	USA
Journalist	Freelance Journalist	Carla Marie Rupp	USA
Journalist	Freelance Journalist	April Orcutt	USA
Journalist	Freelance Journalist	Mary Bergin	USA
Journalist	National Geographic	Andrew Evans	USA
Journalist	Freelance Journalist	Donna McCrohan Rosenthal	USA
Tour Operator	Jaguar Travel Group	John Su	USA
DMO	Louisiana Office of Tourism	Doug Bourgeois	USA
DMO	Sonoma County	Tim Zahner	USA
Marketing	The Lane Hotel	Sean Ryan	USA
DMO	Commonwealth of Massachusetts	Betsy Wall	USA
DMO	International Trade Administration	Frank Spector	USA
DMO	Visit Norfolk	Erin Filarecki	USA
DMO	South Dakota Tourism	James Hagen	USA
DMO	Louisiana Office of Tourism	Kyle Edmiston	USA
DMO	Illinois River Road National		
DMO	Scenic Byway	Anaise Berry	USA

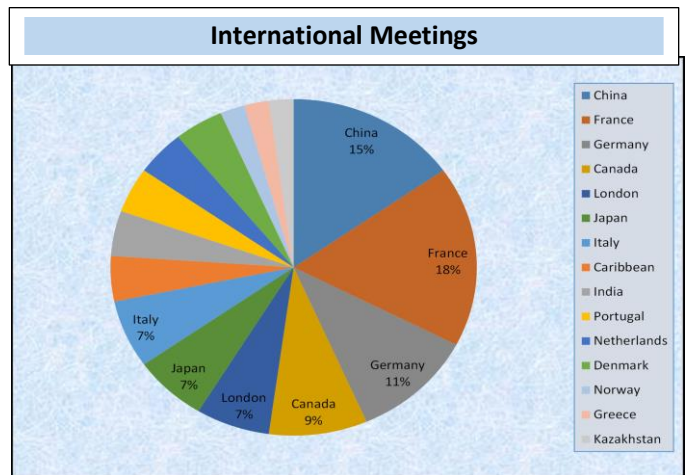
Tour Operator	HIS International Tours	Shisuke Takahashi	USA
Marketing	Hilton Santa Fe Buffalo Thunder	Lu Sadler	USA
DMO	Temecula Valley CVB	Ruben Labin	USA
DMO	U.S. Department of Commerce	Anastasia Xenias	USA
Tour Operator	PEAK Adventure	Gregory Mazzola	USA
Tour Operator	La Fonderie	Michel Bensadoun	France
Tour Operator	Vacaces Trasat	Severine Haillot	France
DMO	American Embassy in Paris	Valerie Ferriere	France
Tour Operator	Les Maisons du Voyage	Maureen Lachant	France
Tour Operator	La Case Depart	Sebastien Robin	France
Tour Operator	Vacances Le Voyage Illimete	Remi Venitien	France
	US-China Business Training Center	Shanna Shi	China
Education		Yang Lin	China
Tour Operator	Ntours International	Jessica Lee	China
Tour Operator	Beijing Carnival	Cindy Ke	China
Tour Operator	Galaxy Tour, Inc.	Paul Zhang	China
Tour Operator	Walkite		



Pictured Above: *Aianta Executive Director Camille Ferguson meets with New Oriental Global Study Tour to discuss encouraging international youth travel to Indian Country*

Aianta representatives provided and gathered information from the tradeshow participants. Common interests included the following:

- Something altogether new and different
- Something to add to existing itineraries
- What to learn, see and hear from the Native Americans



Pictured Above: *Aianta President Sherry Rupert speaks about Indian Country tourism at the BIA/Aianta booth*



*Pictured Above: AIANTA President Sherry Rupert speaks about cultural significance in U.S. tourism at the TTAB meeting*

**Representing AIANTA, President Sherry L. Rupert** was sworn in to the U.S. Travel and Tourism Advisory Board (TTAB) for a second term 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.



*Pictured Above: AIANTA President Sherry L. Rupert with TTAB Chair Sam Gilliland and TTAB Vice-Chair Kathleen Matthews*

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.

The Board advises on a wide-range of policies and issues facing the travel and tourism industry 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.



## Ed Hall Speaks on the Federal Partners Panel at USDOC Global Travel and Tourism Team Meeting

Representing the Bureau of Indian Affairs, Transportation Specialist/Tourism Coordinator Ed Hall III spoke on a panel with five other Federal representatives to a group of more than 50 U.S. Commercial Service trade professionals at their scheduled meeting at IPW.



The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.

Also on the Federal panel was Deputy Assistant Secretary for Transportation Affairs Krishna Urs, Director of the Private Sector Office of the Department of Homeland Security Steven Redlinger, Program Analyst, Office of the Secretary – Intergovernmental and External Affairs Vicki Dixon, Recreation One-Stop Program Manager for the National Park Service Rick DeLappe and Interpretation/Tourism Program Manager for the U.S. Forest Service Pacific Northwest Region Bonnie Lippitt.



The panel discussed topics ranging from customs and border control to the centennial of the National Parks to new and evolving trip planning tools.

Ed Hall highlighted the Bureau of Indian Affairs' partnership with AIANTA and the upcoming American Indian Tourism Conference in Louisiana. In his time during the panel discussion, Hall also reiterated the importance of international visitors experiencing the culture of the first inhabitants of America and having a cross-cultural understanding in international tourism.



# AIANTA & Bureau of Indian Affairs and IPW Federal Row

