

ITB Berlin 2013 – An International Success for Indian Country

In March, AIANTA Executive Director Camille Ferguson ventured to Berlin, Germany for AIANTA's fourth participation in the AIANTA Discover Native America booth located in the Brand USA Pavilion at [ITB Berlin 2013](#), the world's leading travel trade show. AIANTA hosted six tribes and tribal enterprises at the event, which attracts more than 113,000 tourism professionals from around the world including tour operators, travel agents, media, suppliers, buyers and destinations. Media and consumers flocked to the Brand USA Pavilion where AIANTA made a big impact. The vibrant colors, rich history and cultural dancing all fascinated foreign journalists and travelers.

AIANTA hosted first-time ITB Berlin participants including the Native American Tourism of Wisconsin, which proudly represented all 11 sovereign nations of the state. The Chickasaw Nation of Oklahoma showcased the largest tribal cultural center in the United States.

ITB Berlin veterans this year included Keepers of the Sacred Tradition of Pipemakers from Pipestone, Minnesota, Navajo Nation Hospitality Enterprise, Navajo Nation members from Monument Valley Tours, and Monument Valley Simpson's Trailhandler Tours, LLC.

Talk about a positive spike in international tourism. This year more than 100 ministers of tourism and state secretaries from around the world were in attendance. Following the event, the ITB Berlin Convention and eTravel World reported a growth of 25 percent compared to 2012. Over the five day conference, more than 10,000 exhibitors from 188 countries presented their products and services in packed display halls, and more than 6,000 accredited journalists (including 250 bloggers) from 80 countries reported on ITB Berlin events.

"The positive response we received from European travelers, specifically the German market, was incredible," said AIANTA Executive Director Camille Ferguson. "There is a definite interest within the European market for exploration of Native American culture and outdoors. ITB Berlin gives AIANTA members an international platform to market Indian Country tourism, which will ultimately help sustain and strengthen their cultural legacy."

[ITB Berlin 2014](#) is scheduled for March 5 – 9, 2014 and AIANTA is already gearing up for another exciting year abroad. Not sure if ITB Berlin is right for you or your organization? Give us a call at (505) 724-3592 and we'll be glad to further discuss the economic development benefits.

U.S. Embassy Berlin Ambassador Philip D. Murphy and wife Tammy dance with AIANTA participants.
http://www.youtube.com/watch?v=6lz-35gW8J8&list=UUMwIKHf44zNISTW_vXub_jg&index=2



Welcome to Berlin! AIANTA Board of Directors' Alaska Region Representative Rachel Moreno poses in front of the convention venue, Messe Berlin



AIANTA's presence is center stage at the Discover Native America booth located in the Brand USA Pavilion



AIANTA's Midwest Representative (and new member of the AIANTA Board of Directors) Aimee Awonohopay explains tour opportunities provided by the Native American Tourism of Wisconsin (NATOW)



Participants at the AIANTA booth smile for the camera

From left to right: AIANTA Board of Directors' Midwest Region Representative Aimee Awonohopay, AIANTA Board of Directors' Alaska Region Representative Rachel Moreno, Midwest representative Bud Johnston from the Keepers of the Sacred Tradition of Pipemakers, AIANTA Executive Director Camille Ferguson, Southwest representative Monument Valley Tours' Vergil, Rosita and Kody Bedoni, Rona and Camas Johnston



ITB Berlin media engage in an interview with Southwest representatives Vergil and Rosita Bedoni of Monument Valley Tours



U.S. Embassy Berlin Ambassador Philip D. Murphy with Aianta participants Donovan Hanley from Navajo Nation Hospitality Enterprise and Rona, Bud and Camas Johnston from the Keepers of the Sacred Tradition of Pipemakers



ITB Berlin spectators flock to the Aianta booth to catch a glimpse of Kody Bedoni from Monument Valley Tours in a ceremonial dance

AIANTA participants Camas Johnston (left) and Amber Big Plume, Calgary Stampede Indian Princess



AIANTA Executive Director Camille Ferguson and AIANTA members listen intently to during the meetings schedule during the 6 day trade show. The group met as a group and individually with a total of 67 media, tour operators, journalist and others who that came to the booth looking to learn about the many new adventures America’s Indian Country has to offer.

