



AIANTA

American Indian Alaska Native
Tourism Association

ITB Berlin



March 3-7, 2014

Final Report

By Camille Ferguson

AIANTA Executive Director

2014 AIANTA ITB TEAM



AIANTA Delegates in attendance at ITB:

Monica Rowe, Justina Neakok, Bud Johnston, Rona Johnston, Rowena Akana, Kauai Ashing, Paige Williams, Valorie Walters, Vergil Bedoni, Rosita L. Bedoni, Harold Simpson, Ryan Olson, Emerson R. Vallo, Prudy Correa, Kirby Metoxen, Carmen McGeshick, Camille Ferguson, John DeLeva, Jolica DeLeva, Sandra Necessary and Rachel Moreno

Tribal delegations attended ITB from Tundra Tours of Alaska, the Office of Hawaiian Affairs, Sky City Cultural Center of New Mexico, Native American Tourism of Wisconsin (NATOW), the Chickasaw Nation of Oklahoma, Keepers of the Sacred Tradition of Pipemakers, Monument Valley Tours and Monument Valley Simpson's Trailhandler Tours, LLC.

Visit to the U.S. Embassy, Berlin, March 4, 2014

The AIANTA ITB delegation was given a special tour of the new U.S. Embassy building and was personally hosted by U.S. Ambassador John Emerson in the embassy's official conference room. *The first official meeting that took place in this conference room was with German Chancellor Angela Merkel and President George H.W. Bush on July 4, 2008, at the grand opening of the new U.S. Embassy.*

Ambassador Emerson greeted each member of the delegation personally and participated in a group photo on top of the embassy building, overlooking Berlin.



Ambassador's High School Outreach Program, March 4, 2014

As they have in years past, AIANTA ITB delegation members participated in a visit to a local German high school. This year AIANTA visited the Carl-Von-Ossiecysky High School in Berlin-Kreuzberg to present Native American culture and talk to eighty (80) 12th grade students. The AIANTA delegates gave regalia



presentations to the students as well as performed cultural dances. Students also had the opportunity to ask questions – they were quite intrigued and asked very relevant and intelligent questions.

The U.S. Embassy Press Office organized the school visit as part of their “Meet US” program, formerly called the “Ambassador’s High School Outreach” program. They produced a video of the program and invited local German press to the event.

View the video here: <http://youtu.be/7krBjrPRft0>

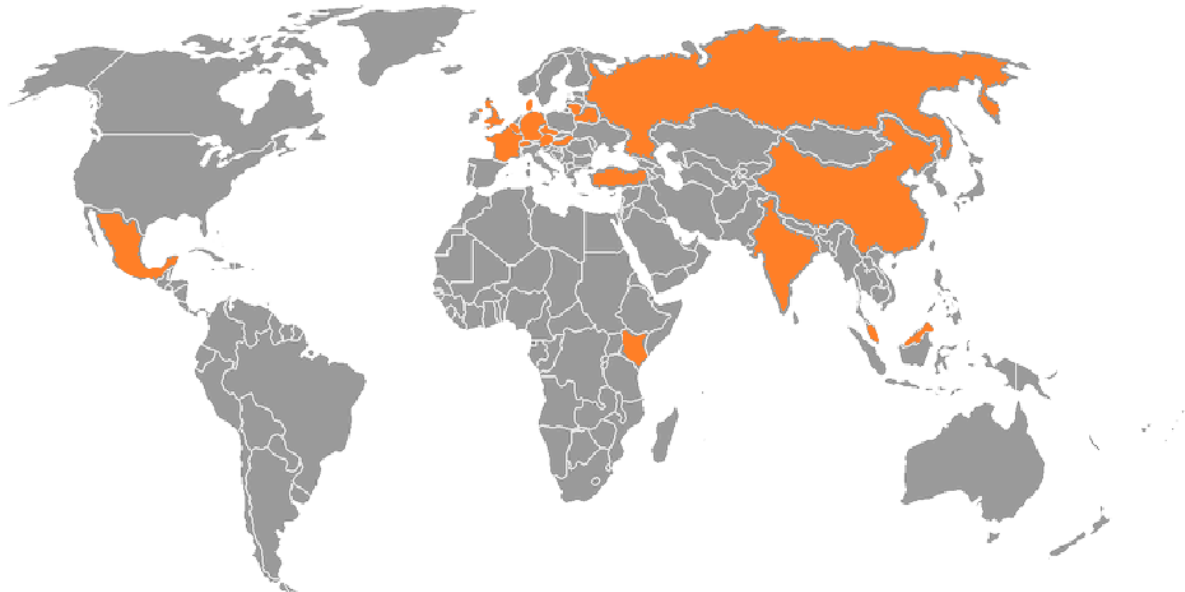
The “**Meet US** program” is designed to bring Americans – U.S. citizens from all backgrounds of life, as well as U.S. Embassy/Consulate staff – together with secondary school students in Germany to engage them in a dialogue about everyday life in the United States. The goal is to answer questions and clear up misconceptions German youth have about the U.S. The American guest speakers meet with the students at their schools to talk about anything that helps give them an impression of “how the Americans tick.” The intention is not to focus primarily on current policy issues, but rather to offer a first-hand, personal look on social, historical or cultural aspects of the United States and the interests and aspirations of Americans. The program is an important part of the cultural outreach activities of the U.S. Embassy and Consulates in Germany. It reaches out to all secondary schools in Germany.

The Embassy also arranged the transportation for the AIANTA delegates from their hotels to the U.S. Embassy and to the school.

AIANTA 2014 ITB Booth Activity/Visitors, March 5-9, 2014



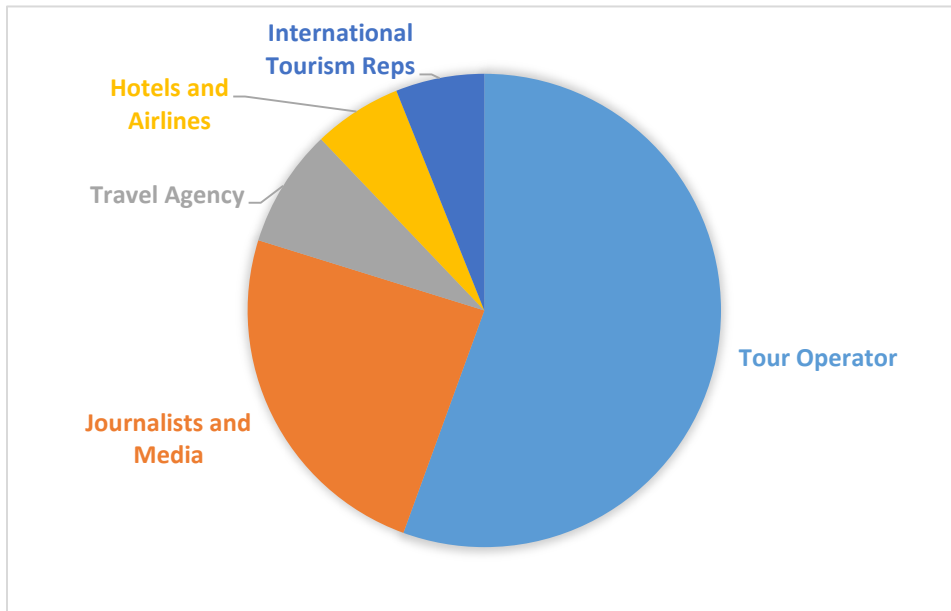
The 129 visitors to the ITB 2014 AIANTA booth, with whom AIANTA participants had interaction, included representatives from Austria, Belgium, China, the Czech Republic, Denmark, France, Germany, Hungary, India, Kenya, Lithuania, Luxembourg, Malaysia, Mexico, Poland, Russia, Switzerland, Turkey and the United Kingdom.



AIANTA's booth had a wide variety of visitors, including:

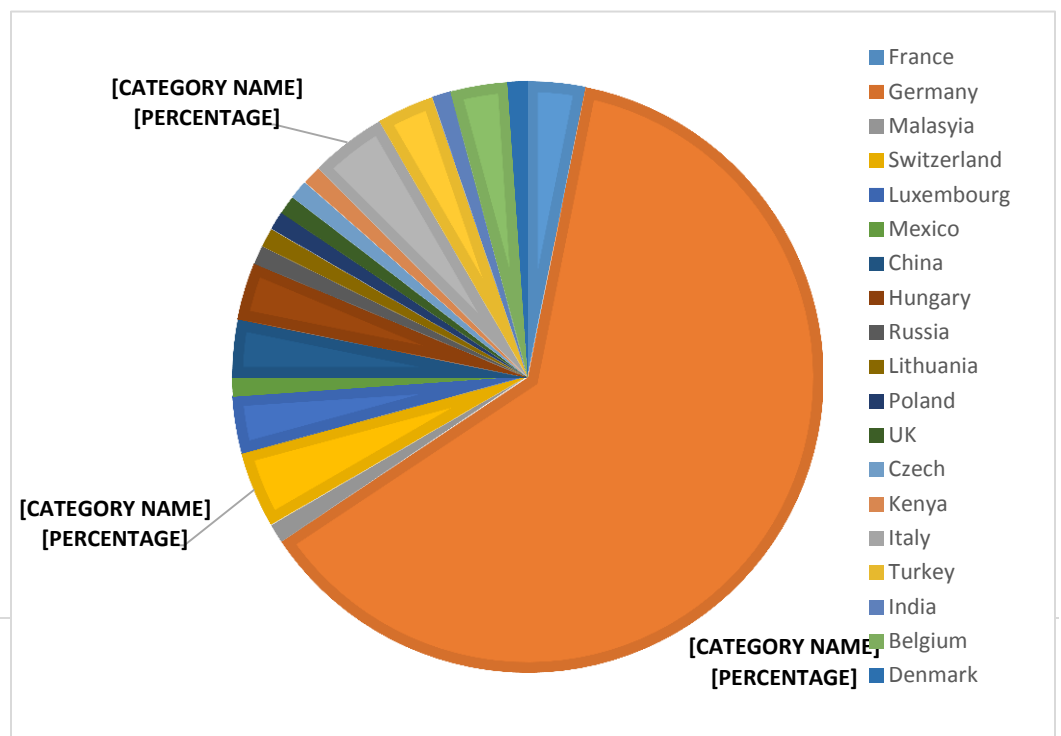
- 95 foreign travel representatives
- 42 tour operators
- 16 representatives from 11 receptive tour operators
- 18 representatives from 15 U.S. tourism organizations
- Media representatives including bloggers, travel magazines, journalists and more

Types of International Visitors



AIANTA delegates were able to meet and interact with tourism representatives, hotels and airlines, travel agencies, a variety of media and a large number of tour operators from around the world.

International Visitors to AIANTA's Booth



While the vast majority of international visitors to AIANTA's booth were from Germany, we also had visitors from 18 other countries.

Each AIANTA participant had the opportunity to occupy the stage area during the trade days (Wednesday-Friday) for additional exposure to the show visitors. They were encouraged to show videos of their tourism offerings and their culture during the time their time on the stage. Everyone rotated to the stage every two hours on the three trade days. Participants thought this was very effective to showcase their tribe and have it be highlighted for that period of time each day.

On the consumer days, Saturday and Sunday, AIANTA participants offered cultural performances at the booth stage, which consisted of cultural dances and music.



U.S. Commercial Service Gold Key Service (GKS) Meetings

Elizabeth Walsh, USCS Tourism Specialist for Germany, organized seven (7) meetings for Tundra Tours Inc. (Monica Feldman) and Monument Valley Simpson's Trailhandler Tours, LLC (Harold Simpson) during ITB. Ms. Walsh had offered to organize a Group Gold Key, which was available to up to five (5) of the AIANTA participants. Tundra Tours Inc. and Monument Valley Simpson's Trailhandler Tours LLC were the only ones that took advantage of this matchmaking service. Both organizations paid separately for the service.

Four (4) of the GKS meetings were with tour operators; two (2) were with travel agencies; and, one (1) was with a hotel reservation system company.



The Gold Key Service is a “business matchmaking” service provided to match U.S. business organizations with pre-screened and qualified potential partners.

Meetings are set up between these organizations, which have expressed interest in representing the U.S. entity, and the U.S. business organizations.

U.S. Deputy Chief of Mission James D. Melville Visits the AIANTA Booth, March 5, 2014

On Wednesday, March 5, ITB opening day, U.S. Deputy Chief of Mission James Melville visited the AIANTA Booth to interact with the delegates. USCS Berlin coordinated this visit.

See more photos from James D. Mellville's visit here:

[Link to pictures ITB March 5, 2014](#)



U.S. Ambassador Visits AIANTA Booth, March 7, 2014

On Friday, March 7, U.S. Ambassador John Emerson visited the AIANTA booth and interacted with the delegates, discussing their culture and their participation in ITB 2014. USCS Berlin coordinated this visit.



See more photos from John Emerson's visit here: [Link to pictures ITB March 7, 2014](#)

ITB Closing Ceremony

AIANTA was invited to be part of the International Delphic Council's program during the Grand Finale ITB Closing Ceremony which took place on Friday March 9, 2014 in the Palais am Funktrum at the Messe Berlin Fairgrounds. The AIANTA delegates gave a regalia presentation to the audience, which consisted of more than 200 tourism representatives. The International Delphic Council organizes the closing ceremony for ITB each year. Their mission is similar to the Olympic Games for sports, bringing together people of all nations and cultures across the globe. They organize "Delphic Games" for arts and culture annually. The next Delphic Games Festival will take place in Syracuse, New York in 2015.

