



International Tourism Marketing with AIANTA

Targeting Key International Markets

Through partnerships with the Bureau of Indian Affairs, U.S. Commercial Service, Brand USA, U.S. Department of Commerce and the U.S. Travel Association, AIANTA has developed a successful outreach program to stimulate awareness of Indian Country tourism in key international markets. In addition to attending top trade shows in the **United Kingdom, Italy and Germany**, AIANTA is also growing its presence at IPW, the major tourism showcase produced by the U.S. Travel Association.

Tribal tourism enterprises looking to attract international visitors to their destinations have the exclusive opportunity to join the American Indian Alaska Native Tourism Association (AIANTA) in building promotions in some of the **most important tourism markets** around the world.

Extend Your Marketing Reach

Tribal enterprises can display their marketing materials in AIANTA's booth at these trade shows. Or for maximum exposure, join AIANTA in person at these showcases for a **substantial savings** over attending as an individual entity.

AIANTA's international marketing program also includes exclusive, tailored trainings to provide tribal partners with the tools they need to develop their own international outreach efforts.

Not sure if you're ready for international travelers? AIANTA also provides a readiness survey to gauge if your programs are ready to be marketed internationally.

AIANTA's International Program is made available in partnership with the U.S. Department of Commerce International Trade Administration, through the Market Development Cooperator Program.

World Travel Market



London, England (Nov. 5-7, 2018)

The U.K. was the largest overseas market for Indian Country in 2016 according to the National Travel and Tourism Office. To increase awareness,

AIANTA attends the World Travel Market (WTM), held annually in London. One of the leading travel industry events, WTM attracts more than 50,000 travel industry professionals, government ministers and international media from around the world.

Showcase USA-Italy



Bergamo, Italy (March 2-5, 2019)

An emerging market for Indian Country, Italy has seen visitation to Indian Country jump by 79 percent since AIANTA began

marketing there. The annual Showcase USA-Italy, organized by the U.S. Commercial Service and the Visit USA Association Italy, is an ideal event for new-to-market tribal enterprises. Exhibitors have the chance to meet individually with 25-30 major Italian tour operators and travel media in pre-scheduled appointments.

ITB Berlin



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

Berlin, Germany (March 6-9, 2019)

Accounting for nearly 10 percent of all overseas travelers to Indian Country in 2016, German travelers continue to be an important

demographic for domestic tourism marketers. ITB, the leading business-to-business platform for global tourism, attracts more than 170,000 visitors, 113,000 tourism professionals and 11,000 companies from 180 countries, including tour operators, travel agents and media.

IPW



IPW
ANAHEIM
JUNE 1-5, 2019
Powered by U.S. Travel

Anaheim, California (June 1-5, 2019)

The largest generator of travel to the U.S., IPW, produced by the U.S. Travel Association attracts more than 1,300 international and domestic travel buyers

and media from more than 70 countries. IPW provides an intensive, three-day meeting schedule that generates more than \$4.7 billion in future tourism business.

Sign Up Now

Join AIANTA in our International Marketing Program as follows:

Brochure Distribution

	MEMBERS	NON-MEMBERS
World Travel Market 2018 November 5-7, 2018	_____ \$750	_____ \$800
Showcase USA-Italy 2019 March 2-5, 2019	_____ \$750	_____ \$800

Trade Show Participation

ITB Berlin March 6-9, 2019	_____ \$1,500 (member & non-member rate)
Showcase USA - Italy March 2-5, 2019	_____ Call for pricing
IPW (Anaheim) June 1-5, 2019	_____ Call for pricing

Brochure distribution fees are for distribution at trade shows ONLY. Participating companies are responsible for their own production and shipping costs. Shipping information will be provided prior to each event. Participation fees ONLY include attendance at trade shows. Participating companies are responsible for their travel, transportation, shipping and any other fees.

MEMBER PROMOTION

Order by **October 30, 2018** to receive a **\$200 discount** on WTM brochure distribution as well as **free shipping**. (Offer applies only to AIANTA members in good standing. Organizations are responsible for shipping materials to Albuquerque by November 2.)

Organization: _____

Contact Person: _____

Title: _____

Email: _____

Address: _____

Phone: _____ Fax: _____

Signature: _____

Date: _____

For more information about AIANTA's International Marketing Program, contact:
Hannah Peterson at hpeterson@aianta.org.