



Photo credit: Drew Tarvin

January 28-29, 2019
Albuquerque, New Mexico



AIANTA
American Indian Alaska Native
Tourism Association

3rd Annual **GO INTERNATIONAL**

Join AIANTA at the 3rd annual Go International two-day seminar. This training seminar is part of AIANTA's International Outreach Program and is designed to prepare tribes and native-owned businesses for the international marketplace and provide opportunities to participate in AIANTA's International Marketing Program. The program includes partnership opportunities to attend Showcase USA-Italy, ITB Berlin, World Travel Market in London and IPW. The German, Italian and UK markets boast some of the highest spending travelers in the world with a strong interest in Indian Country as a destination.

DESCRIPTION

Go International provides a tailored, focused training on the international market by experts in the field, and will support participants as they identify their tourism product(s) for pricing, packaging, presenting and selling to markets overseas. The training has information for newly developed tourism businesses as well as established tribes and businesses with established product.

Tourism is an economic driver in Indian Country, providing a bright future for tribes committed to creating strong cultural tourism programs. Indian Country is just beginning to benefit from the international visitors to the United States.

Indian Country has seen its overseas visitors grow from 693,000 in 2007, when AIANTA began its overseas marketing efforts, to a total of 1.9 million in 2016. The momentum is growing!

TRAINING TOPICS INCLUDE

- An overview of the international marketplace
- How to Tradeshow: An Overview of Tradeshow Formats and Tactics
- Marketing and Media Techniques
- Developing Your Tourism Product
- Working with Local, State and National Tourism Trade Partners
- Working with Receptive Tour Operators
- Building strategic fam tours, with input from an experienced panel of international and tribal tourism representatives
- Hands-on workshops in:
 - Pitching your message to the travel media
 - Meeting with tour operators
 - Creating an itinerary

UPDATE: Due to the government shutdown, the mobile workshop previously scheduled for Sunday, January 27 has been cancelled.

REGISTRATION FEE

\$225 Member

\$250 Non-Member

Register today at AIANTA.org

WORKSHOP LOCATION

BIA Southwest Regional Office
Conference Room 271
Building 2, 2nd Floor
1011 Indian School Road NW
Albuquerque, NM 87104

LODGING OPTIONS

AIANTA has not secured a host hotel for this event. Here are three nearby properties.

Holiday Inn Express & Suites

2300 12th St. NW
Albuquerque, NM 87104
(888) 480-0427
Distance: Less than 0.25 mi.

Best Western Plus Rio Grande Inn

1015 Rio Grande Blvd. NW
Albuquerque, NM 87104
(505) 843-9500
Distance: 1.8 miles

Hotel Albuquerque at Old Town

800 Rio Grande Blvd. NW
Albuquerque, NM 8704
(505) 843-6300
Distance: 1.9 miles

INFORMATION

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In partnership with: U.S. Department of Commerce International Trade Administration,
through the Market Development Cooperator Program



INTERNATIONAL
TRADE
CHAMBER OF COMMERCE
ADMINISTRATION

