



AIANTA and ITAC Memorandum of Understanding

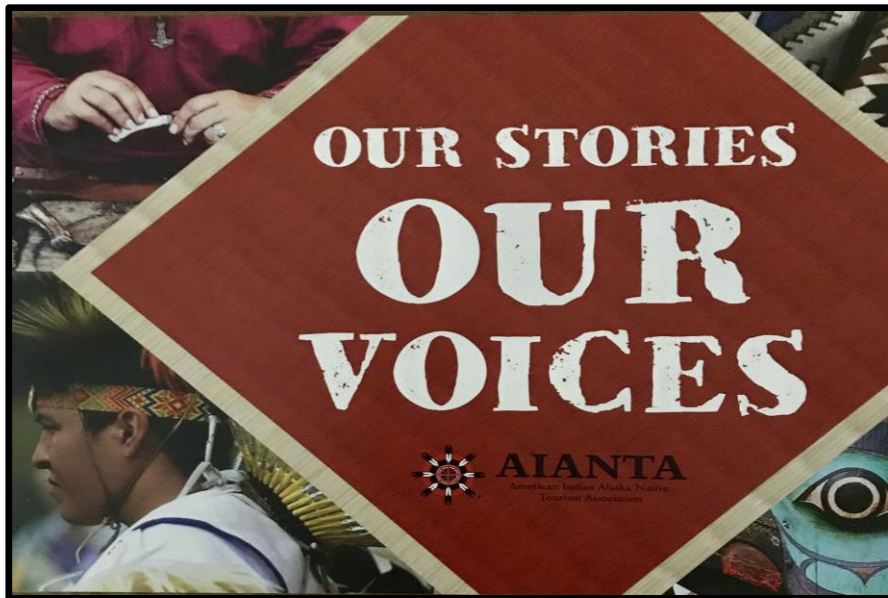
Sherry L. Rupert
AIANTA President



AIANTA
American Indian Alaska Native
Tourism Association

American Indian Alaska Native Tourism Association (AIANTA)

Mission: *To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values*



- AIANTA organized through 1999 tribal tourism conference
- Incorporated in 2002, became a 501(c)3 in 2009
- AIANTA is the only organization specifically dedicated to advancing Indian Country tourism across the U.S.
- AIANTA serves as the voice and resource for tribes and tribal organizations engaged in cultural tourism.
- AIANTA helps tribes develop, sustain, and grow tourism destinations through technical assistance, training and educational resources.

What AIANTA Provides to Tribes:

- Education and Technical Resources for Tourism Development
- Research and Data Analysis for Destination Mapping
- Creating and Nurturing Regional and National Partnerships
- Raising Public Awareness of Tribal Tourism
- Providing Domestic & International Marketing
- Providing National Tribal Tourism Leadership



Sherry L. Rupert,
AIANTA President
U.S. Department of Commerce
Travel & Tourism Advisory Board



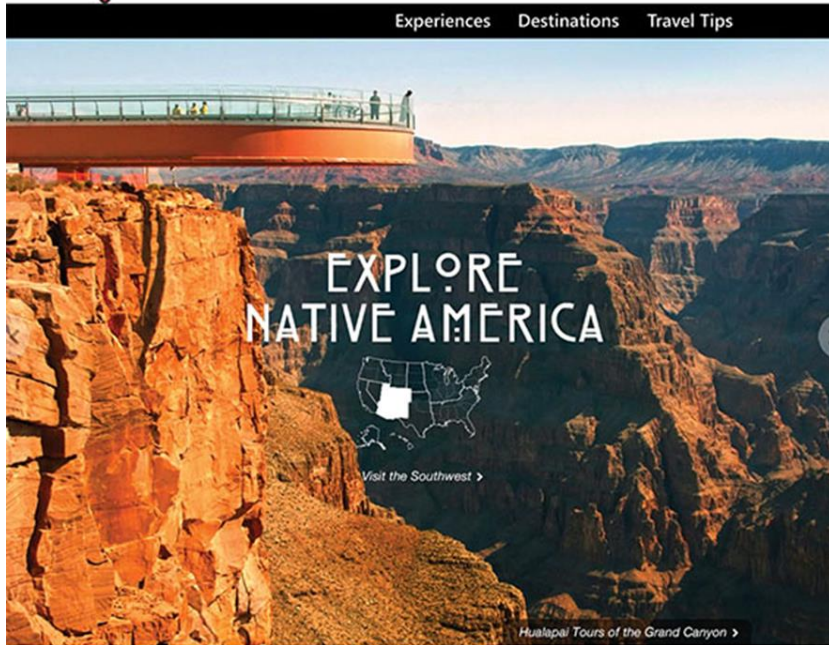
Camille Ferguson,
AIANTA Executive Director
U.S. Department of Transportation's
National Advisory Committee on
Travel & Tourism Infrastructure





NATIVEAMERICA
.TRAVEL

Experiences Destinations Travel Tips



Destinations



Alaska



California



Great Basin



Great Plains



Hawaii



Midwest



Northeast



Northwest



Rocky Mountains



Southeast



Southern Plains



Southwest

Explore all 12 Native American Destination Areas

Featured Experiences



AIANTA
American Indian Alaska Native
Tourism Association

Technical Assistance & Training

- Tribal Tourism Certificate Program
- American Indian Tourism (AITC) Conference
 - September 17-20, 2018
 - 20th Anniversary of the AITC – Albuquerque, NM
- Webinars
 - Agritourism
 - Native America Travel
 - **International Law** (coming soon)
- Go International
 - January 22-23, 2018



20TH ANNIVERSARY
**AMERICAN INDIAN
TOURISM CONFERENCE**

AIANTA
American Indian Alaska Native
Tourism Association

SAVE THE DATE
SEPTEMBER 17-20, 2018

ISLETA
resort + casino

1000 BROADWAY SE ALBUQUERQUE, NM 87105 | 877-475-3827 | ISLETA.COM

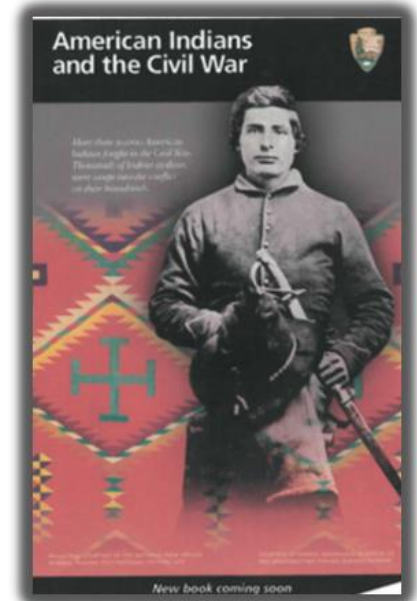
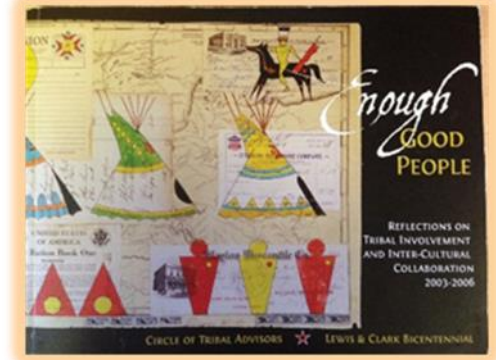
Sponsorships Available
2401 12th Street NW | Albuquerque NM 87104 | 505.724.3592 | aianta.org



Public Lands Partnership Program

The role of the AIANTA Public Lands Partnership Program is to manage and grow dynamic, mutually beneficial networks of partners in support of tribal tourism related to America's public lands.

- Lewis & Clark Bicentennial “Enough Good People”
- American Indians and the Civil War
- Grand Canyon National Park - Desert View
- American Indians and Route 66



International Tribal Tourism Outreach

- ITB Berlin Germany
- U.S. Travel Association's IPW
- Showcase USA-Italy
- New! 2017 WTM London



ITAC Mission: *To provide leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships.*



Vision: *A thriving Aboriginal tourism economy sharing authentic, memorable and enriching experiences.*

MEMORANDUM OF UNDERSTANDING

Indigenous Tourism Association of Canada (ITAC)
and
American Indian Alaska Native Tourism Association (AIANTA)



Purpose: To establish a general framework for cooperation to enhance and further collaborative opportunities



- Launch and sustain cross-border tourism initiatives to broaden the exposure and geographical reach
- Jointly increase Native American and Canada Aboriginal Tourism
- By Telling “Our Story”

Creation of the “Two-Nation Vacation”

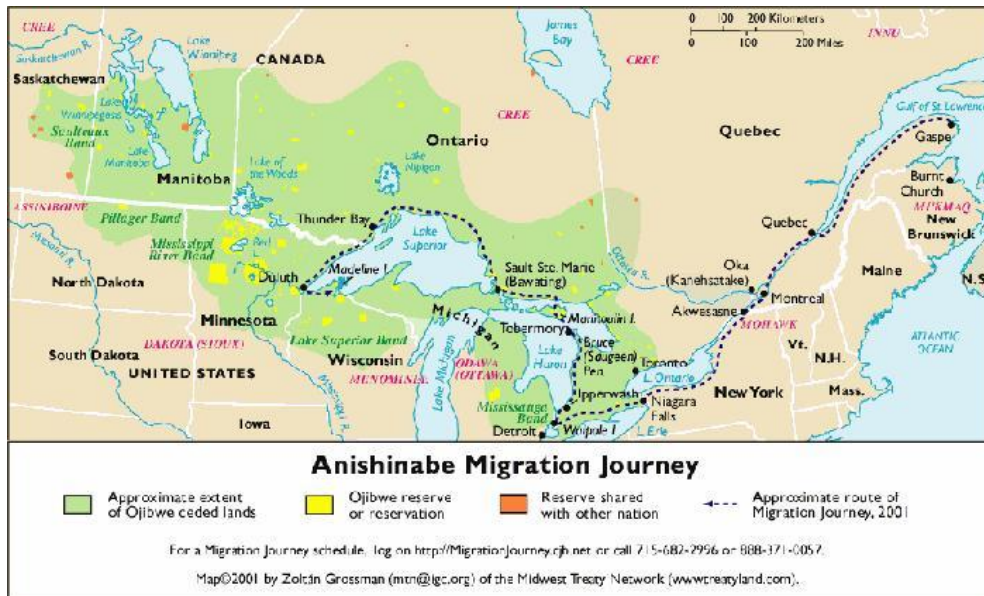
Our Strategic Partnership

- Reciprocal Educational & Networking Opportunities
- Reciprocal Speaker / Presenter Opportunities
- Collaboration Mutual Advocacy Initiatives
- Collaboration on Educational Series
- Shared Cyberspace Links
- Reciprocal Memberships
- Reciprocal Promotion



Future Joint Projects

- Itinerary Development
- Shared Booth at Tradeshows
- Education Webinar Development



**ABORIGINAL
TOURISM
TRAINING
WORKSHOP**

Make Indian Country your next
vacation destination.

Thank you!

www.nativeamerica.travel

www.AIANTA.org

