

Alaskans will participate in Native travel exposition

Established in 1972, the American Indian Travel Commission (AITC) is hosting the first all Native American travel exposition. The exposition will be the first of its kind in the world to combine all Native American owned tourism enterprises. The exposition is scheduled for April 25-27 at the San Diego Convention Center.

In an interview with Wayne Chattin, Executive Director of AITC, he stated that, "this will be the first opportunity for most if not all Native property owners to learn and gain first hand

experience in dealing with the travel industry." This show will attract travel writer, travel agents, tour operators, tour whole salers and the public.

Chattin stressed the importance of exposure, and above all, to know the sentiments of the travel industry. He feels that Native properties have been kept a secret for too long. In the face of economic pressure, promotion and sales are the only way of insuring the prosperity and long term success.

Furthermore, there is a need for Native properties to develop

a rapport with the general public, to not only pay off Native investments, but more importantly, to inform others of the rich living Native culture, heritage and history.

Chattin and other Native leaders are sure to emphasize that "Native Americans" are no a people of the past, but a future, a living custom and is an ever expanding and growing culture.

For additional information or participation, please contact the Alaska Native Tourism Association, Suite 309, 308 G Street, Anchorage, Alaska 99501. Phone 276-7001.