Indian Affairs - Office of Public Affairs

Media Contact: Oxendine 202/343-7445
For Immediate Release: January 24, 1983
Print PDF

Assistant Secretary for Indian Affairs Ken Smith announced that one hundred Indian Tribal leaders, Government Policy Officials and National/ International Travel Leaders will meet to discuss American Indian Tourism Thursday, January 27, 1983.

The meeting, co-sponsored by the Interior Department Bureau of Indian Affairs (BIA), and the Commerce Department U.S. Travel and Tourism Administration (USTTA), will be held at the Key Bridge Marriott in Rosslyn, Virginia.

The objective of this first such cooperative effort is to improve tribal income and reservation employment through increased foreign and domestic tourism. Workshops on marketing research, advertising and promotion, maintenance and facility upkeep, cooperation and regionalization, will be conducted by government and private sector experts.

The Seminar will begin at 8:30 a.m. Deputy Assistant Secretary for Indian Affairs John Fritz and Commerce Department Under Secretary for Travel and Tourism Peter McCoy will open the seminar. Others participating are; Congressman William Bonner of Tennessee; Author Harry Clement; Tribal Tourism Director, Author Dr. Alan Kite; President American Indian National Bank Conley Ricker; President Hilton Hotels William Edwards; Assistant Secretary for Tourism and Marketing Martin Darity; and Assistant Secretary Smith.