



October 24, 2022

Office of Indian Economic Development  
U.S. Department of the Interior  
1849 C Street NW  
Washington, DC 20240

Dear Office of Indian Economic Development (OIED) Selection Committee:

I'm writing to express the Alaska Travel Industry Association's (ATIA) support of Sitka Tribe of Alaska's Tribal Tourism Grant Application in support of A Xandei Yaan too At: Moving Sitka Tribal Tours into the Future project. We have reviewed the overarching narrative drafted by STA and we believe the evaluation and further development of a local tourism plan will greatly benefit the local and regional economy, and the experience of future visitors to Sitka.

ATIA is Alaska's leading nonprofit membership association for the travel industry and our team works tirelessly to provide marketing resources, education opportunities, and advocacy statewide to our members and promotes the Alaska tourism industry as one of the state's major economic forces. As the statewide and leading nonprofit association for travel and tourism we support the Sitka Tribe of Alaska's grant to strengthen their economic development objectives through a local tourism planning effort. ATIA has long-established partnerships with community partners, tourism businesses, including those with the Sitka Tribe and throughout Southeast Alaska.

As a partner of Sitka Tribal Tours, the Alaska Travel Industry Association commits to providing feedback and data to contribute to the development of an accurate and effective business plan geared towards recovering from the economic impacts of COVID-19, and empowering local businesses to make informed decisions on potential tourism projects. If awarded, we commit to coordinating with Sitka Tribal Enterprises on potential changes or initiatives that might serve to benefit both of our organizations and further maximize our current partnership.

We strongly support this proposal, and should it be awarded, we commit to supporting the successful implementation of the project and helping move Sitka's tourism industry into the future. If you have any questions about our support, please do not hesitate to reach out. Thank you for your time and consideration.

Sincerely,

Sarah Leonard  
President & CEO  
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Alaska Travel Industry Association