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Media Release

For Immediate Release

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Gathering of Nations Powwow named one of North America's 100 Best Events

Albuquerque event brings culture, excitement and group tourism dollars

Albuquerque, NM (Sept. 9, 2010) - The American Bus Association (ABA) announced today that the Gathering of Nations Native American Powwow has been designated as one of the *Top 100 Events in North America for 2011* by an experienced expert tourism industry selection committee. Inclusion in the Top 100 list, published as a supplement to the September/October issue of *Destinations* magazine, indicates that Gathering of Nations offers excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.

With the release of the American Bus Association's *2011 Top 100 Events in North America*, ABA celebrates 29 years of the program. What began as a way for motorcoach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motorcoach operators and the general public.

"The attractiveness of the Gathering of Nations Native American Powwow as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Albuquerque," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that Gathering of Nations has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Albuquerque an important boost in visibility among professional tour planners."

According to studies completed by researchers at The George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can leave from US \$5,000 to more than US \$13,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

"The Gathering of Nations Powwow has been attracting visitors to Albuquerque for nearly 30 years," said Dale Lockett, President/CEO of the Albuquerque Convention and Visitors Bureau. "In addition to recognizing a very deserving, world-class event, the ABA designation brings visibility to our city. We congratulate the Gathering of Nations on this award."

ABA's 2011 Top 100 Events Selection Committee selected Gathering of Nations Native American Powwow from among a record number of more than 650 event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria. The Top 100 Events list is available online at www.buses.org/top100.

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The mission of the Albuquerque Convention and Visitors Bureau is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For more information, please call 505.842.9918 or visit our web site at www.itsatrip.org.