



**FOR IMMEDIATE RELEASE**

## **WE-KO-PA RESORT & CONFERENCE CENTER TO EXHIBIT AT ITB BERLIN 2015**

*The only hotel in the Phoenix area to participate in this preeminent international travel trade show, the resort will introduce more than 174,000 visitors to its award-winning AAA Four Diamond property and equally impressive heritage and nearby amenities*

**(Scottsdale, Arizona) Feb. 3, 2015** – From March 4 to March 9, the We-Ko-Pa Resort & Conference Center will participate in ITB Berlin 2015, the leading trade fair for the worldwide travel industry being held at Berlin ExpoCenter City. They will be the only hotel from the Phoenix area in attendance, affording them a unique opportunity to acquaint trade show visitors with the benefits of vacationing in Arizona.

The We-Ko-Pa Resort & Conference Center will be one of several organizations exhibiting in booth 465 hosted by AIANTA (American Indian Alaska Native Tourism Association). Joining We-Ko-Pa and AIANTA in the impressive 71-square-meter space in Hall 2.1 of the Exhibition Grounds will be ambassadors from the Chickasaw Nation, Muscogee Creek Nation, Office of Hawaiian Affairs, Native Hawaiian Hospitality Association and Monument Valley Simpson's Trailhandler Tours.

In addition to the hotel itself, The We-Ko-Pa Resort & Conference Center will represent the Fort McDowell Yavapai Nation and nearby We-Ko-Pa Golf Club, Fort McDowell Adventures and Fort McDowell Casino. This will allow them to pay homage to the Tribe's rich and diverse heritage, while introducing ITB Berlin attendees to a comprehensive travel experience that includes luxurious accommodations, world-class golf, Wild West-inspired activities and casino gaming in a spectacular Sonoran Desert setting.

"We recently hosted an impressive group of German journalists at our hotel and they loved experiencing the adventurous side of Scottsdale," said Craig Benell, acting general manager of the We-Ko-Pa Resort & Conference Center. "Europeans truly embrace anything that has to do with the Old West or Native American culture, so having a presence at ITB Berlin gives us a tremendous opportunity to share our award-winning golf, cowboy adventures and casino entertainment with travel writers, tour operators and others in the global hospitality sector interested in an authentic Arizona vacation."

Last year, ITB Berlin 2014 attracted more than 174,000 visitors from five continents, including 114,000 trade visitors. A total of 10,147 companies and organizations from 189 countries exhibited their products and services.

### **About the We-Ko-Pa Resort & Conference Center**

Conveniently located 20 minutes from the airport, the new We-Ko-Pa Resort & Conference Center ([www.wekoparesort.com](http://www.wekoparesort.com)) features 246 contemporary guestrooms and suites designed with Native American traditions, bold Southwestern cuisine at Ahnala Restaurant, luxurious spa treatments and salon services at the Amethyst Spa, and a spacious heated outdoor pool with two whirlpools. The resort's proximity to the award-winning courses at We-Ko-Pa Golf Club, gaming and entertainment at Fort McDowell Casino, and the numerous outdoor activities at Fort McDowell Adventures make it the ideal destination for a vacation, business function or special event.

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