## **LEADER** in All We Do



January 21, 2025 FOR IMMEDIATE RELEASE Media Contact:
Cheyenna Kuplack, Communications
(907) 459-2097 Office
(907) 978-5888 Cell
kuplackc@doyon.com
www.doyon.com

## Doyon, Limited Announces President of Doyon Tourism, Inc.

*Fairbanks, AK* – Doyon Tourism, Inc. is pleased to announce Jordan Sanford as its new president. Sanford will be responsible for the overall strategic direction, operational management, and financial success of the organization to drive growth and maintain Doyon's position as a leader in the tourism sector.

Doyon's involvement in Alaska's tourism industry includes the operation of Kantishna Roadhouse, its partnership in the Doyon Aramark Joint Venture and its collaboration in the Na-Dena' Joint Venture, a partnership with Alaska Native corporation Huna Totem. Sanford will oversee new investment opportunities within the tourism space, with a specific emphasis on growth in transportation, lodging and tour development in Alaska. The company has identified promising opportunities in each of these sectors, positioning Doyon Tourism for expansion.

A key focus in Doyon's tourism strategy is the growth of cultural tourism, an important and rapidly growing segment of the industry. As the future of tourism increasingly shifts towards cultural and authentic travel experiences, Doyon is dedicated to offering meaningful, respectful, and culturally immersive opportunities that not only highlight the beauty of Alaska but also share the rich culture of Alaska Native people.

Sanford brings extensive experience to this role, having been with the Doyon Family of Companies since 2010. Since 2021, she has served as general manager of Kantishna Roadhouse, and general manager of Northern Laundry Services since 2016. She has led both wholly owned subsidiaries of Doyon, Limited jointly since 2021.

"This is a great next step for Jordan and Doyon Tourism as we continue to expand our tourism portfolio and position ourselves at the forefront of tourism in Alaska," said Aaron Schutt, Doyon President and CEO.

Sanford also serves on the boards of the Alaska Travel Industry Association (ATIA) and Discover Denali, where she plays an active role in advancing cultural tourism in Alaska. At ATIA, Sanford holds the seat dedicated to an individual who is a shareholder of an Alaska Native Corporation or a member of a federally recognized tribe, further strengthening Doyon's commitment to supporting and promoting Alaska Native culture within the tourism industry.

Headquartered in Fairbanks, Doyon, Limited has more than 20,700 shareholders and was established under the 1971 Alaska Native Claims Settlement Act. Doyon has subsidiaries in oilfield services, government contracting, and tourism, is also the largest private landowner in Alaska and one of the largest in North America. Its mission is to continually enhance its position as a financially strong Native corporation in order to promote the economic and social well-being of its shareholders and future shareholders, to strengthen its Native way of life, and to protect and enhance its land and resources. For more information, visit www.doyon.com.