



Promoting Sustainable Tourism in Alaska

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Nine businesses to receive first green awards from Alaska's only sustainable tourism certification program: Adventure Green Alaska

Girdwood, AK – Adventure Green Alaska (AGA), the state's first tourism certification program highlighting sustainable business practices, will be awarding certification to nine Alaska businesses on March 4 at the Alyeska Prince Hotel in Girdwood. The businesses are the first to be certified by AGA and will be recognized during the annual ecotourism conference hosted by the Alaska Wilderness Recreation & Tourism Association (AWRTA).

The following are the businesses to receive AGA's first round of tourism certifications:

GOLD LEVEL

- Alaska Wildland Adventures, Kirk Hoessle, owner
- Discovery Voyages, Dean Rand, owner
- Kodiak Treks, Harry and Brigid Dodge, owners

SILVER LEVEL

- Alaska Alpine Adventures, Dan Oberlatz, owner
- Alaska Rivers Company, Gary Galbraith, owner
- Alaska Sea Kayakers, Peter Denmark, owner
- Seaman's Adventures, Glenn Seaman, owner

BRONZE LEVEL

- Alaska Nature Guides, Howard Carbone, owner
- Good River Bed and Breakfast, Sandy Burd, owner

“As a business owner, I'm constantly looking for ways to save or make money,” said Dan Oberlatz, owner of Alaska Alpine Adventures, and an AGA silver award recipient.

“The AGA program highlighted ways I could be more efficient and ‘green’. And in today’s economy, any promotional edge helps!”

Adventure Green Alaska was launched last year by AWRTA and provided an online application and program information targeted to the Alaska visitor industry interested in sustainable tourism trends and practices. Tour operators applying for the AGA certification responded to application questions about their commitment to the environment, participation in community and village events, awareness of climate change impacts, and green business practices. A business may receive certification at a bronze, silver or gold level.

“The three levels allow a variety of businesses to enter at different places in the program,” said Tony Turrini, board president of AGA. “Businesses that are certified will be highlighted on the AGA website and be able to use the AGA logo in their own marketing efforts.”

Adventure Green Alaska program benefits for businesses will include recognition on the program website: www.adventuregreenalaska.org, highlights in travel articles, and potentially in advertisements in travel-related magazines. Turrini says program directors also want to be able to offer training and additional resources to businesses interested in receiving the sustainable tourism certification.

“During this process, we’re learning there are businesses in Alaska that are doing some really innovative things. We want to share these stories with visitors, but also with other businesses to show that they can do good things for the environment and for their bottom line,” Turrini said.

For more information about Adventure Green Alaska, visit www.adventuregreenalaska.org.

For more information about AWRTA’s annual ecotourism conference, visit www.awrta.org.

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