



**FOR IMMEDIATE RELEASE**  
August 30, 2022

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## **Adventure Green Alaska Program Announces New Members**

**Anchorage, AK** – The Alaska Travel Industry Association (ATIA) announces the Adventure Green Alaska (AGA) program, a sustainable tourism program for businesses operating in Alaska, has awarded 4 new members in the Spring 2022 cohort. AGA- certified companies subscribe to the belief that outstanding businesses can be sustainably operated to benefit employees and visitors, and have voluntarily met standards for certification.

AGA welcomes **Alaska Luxury Tours, Alaska Native Heritage Center, Visit Anchorage, and Wrangell Mountain Air** as new certified Adventure Green Alaska businesses! Additionally, AGA congratulates the **Alaska Wildlife Conservation Center, Alaska Photo Treks, Kodiak Brown Bear Center, Steamboat Bay Fishing Club, and Waterfall Resort Alaska** on completing the steps for renewal as AGA-certified businesses!

“The Adventure Green Alaska list of certified businesses continues to grow as socially conscious travelers seek out experiences with like-minded tour operators,” said Sarah Leonard, President and CEO of ATIA. “Congratulations to the four new and five renewing AGA member businesses for choosing to be leaders for sustainability in our Alaska tourism industry!”

“Alaska Airlines is proud to support the AGA program and congratulates this group of businesses for putting in the hard work in their commitment to sustainability,” said Scott Habberstad, Alaska Airlines’ Managing Director for the Alaska Market. “More and more, ‘sustainability’ is not just a buzzword but an ethos for effective long-term business viability. Kudos to these businesses for walking the walk in their operations.”

The Adventure Green Alaska program (<https://www.alaskatia.org/adventure-green-alaska-2>) is a voluntary certification program for sustainably operated Alaskan tourism businesses. AGA-certified businesses have adhered to high standards in economic, environmental, and social sustainability on the premise that travelers are increasingly seeking out businesses who operate at a highly sustainable level. AGA is managed by the Alaska Travel Industry Association.

The Alaska Travel Industry Association ([www.Alaskatia.org](http://www.Alaskatia.org)) is Alaska’s largest statewide membership trade association for the travel industry and represents more than 650 members and businesses supporting Alaska tourism. ATIA promotes Alaska’s travel industry as one of the state’s major economic forces and advocates for the growth of the industry while remaining attentive to Alaska’s natural environment, diverse cultures, and unique quality of life.

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