



FOR IMMEDIATE RELEASE

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 five new members and eleven re-certified members in the Fall 2025 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. The AGA standards, criteria, and application process ensures businesses meet metrics for economic, environmental, and cultural sustainability.

New Certified Businesses

Adventure Ketchikan Tours, *Ketchikan, AK*
Haunted Sitka, *Sitka, AK*
Klondike Electric Bicycles, LLC, *Skagway, AK*
KTN Services, LLC, *Ketchikan, AK*
Tide Rips E-Bike Adventures, *Sitka, AK*

Re-Certified Businesses

Above and Beyond Alaska, *Juneau, AK*
Alaska Airlines, *Seattle, WA*
Alaska Helicopter Tours, *Anchorage, AK*
Camp Denali, *Denali Park, AK*
Denali Photo Guides, *Denali Park, AK*
Holland America Princess Alaska Yukon, *Statewide*
Maple Leaf Adventures Corp, *Victoria, BC*
New Wave Adventures, *Denali Park, AK*
Premier Alaska Tours, *Anchorage, AK*
Salmon Berry Travel and Tours, *Anchorage, AK*
White Pass & Yukon Route Railroad, *Skagway, AK*

"ATIA is excited to welcome these five new certified businesses into the Adventure Green Alaska network. We celebrate their commitment to promoting sustainable tourism practices across the state," said Jillian Simpson, President and CEO of ATIA. "We also extend our congratulations to the eleven businesses who were recertified, recognizing their continued efforts to strengthen the long-term environmental, cultural, and economic prosperity of Alaska."

"Congratulations to the businesses that have newly earned or renewed their Adventure Green Alaska certification," said Josh Howes, Chair of the ATIA Board of Directors. "We're proud to support businesses committed to shaping a sustainable future for Alaska, and it's exciting to see this movement continue to thrive in the state."

The Adventure Green Alaska program (<https://www.alaskatia.org/opportunities/adventure-green-alaska>) 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

Alaska's leading statewide nonprofit membership organization for the Alaska travel industry.

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seeking businesses that operate at a highly sustainable level. AGA is managed by the Alaska Travel Industry Association, and there are 110 currently certified businesses. Alaska Airlines is the title sponsor of the AGA program.

The Alaska Travel Industry Association (www.alaskatia.org) is Alaska's largest statewide membership trade association for the travel industry and represents more than 600 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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