

FOR IMMEDIATE RELEASE

Aug. 18, 2026

Responsible travelers need to know these tips before visiting the Great Land

ANCHORAGE, ALASKA — The Alaska Travel Industry Association (ATIA) is making it increasingly easier for travelers to choose responsible travel options in the state.

With [Booking.com](#)'s Sustainable Travel Report findings showing the vast majority of travelers say sustainable travel is important to them, ATIA finds that being surrounded by the Great Land's jaw-dropping landscapes and majestic wildlife inspires travelers even more so to want to protect the state's flora and fauna.

A few tips can go a long way toward being a more responsible traveler in Alaska:

- 1) Use [Adventure Green Alaska's business directory](#) to find sustainable accommodations and tours across the state.

ATIA's Adventure Green Alaska (AGA) program, the only Alaska-based certification program for tourism businesses operating sustainably in Alaska, has certified more than 80 tourism businesses from lodges to whale-watching tour operators. AGA-certified businesses have adhered to high standards in economic, environmental, and social sustainability so travelers can feel good about supporting them. "We take our certification process very seriously so travelers can rely on these businesses to protect this land and its inhabitants for future generations," said ATIA President and CEO Jillian Simpson.

- 2) Support locally owned and operated businesses.

Many of Alaska's tour operators and lodges are locally owned; many by Indigenous corporations, second-or-third generation families and young entrepreneurs. Travelers who take time to research operators on [TravelAlaska.com](#) can discover smaller companies with a long history in the state. "Many small businesses just don't have the marketing budgets to compete with larger travel companies," Simpson said. "Travel Alaska tries to even the playing field so travelers can find locally owned businesses."

- 3) Look for Made in Alaska and Silver Hand logos on souvenirs and artworks.

When souvenir shopping in Alaska, travelers can look for the [Made in Alaska](#) logo or [Silver Hand Program](#) seal to ensure the products or artworks they are considering are

locally made and/or from Alaska Native artists. Shopping local is one way travelers can ensure their tourism dollars are staying in the local economy and supporting locals.

4) Respect Alaska Native culture.

As travelers increasingly seek out cultural tourism opportunities, ATIA has worked with Alaska Native tourism leaders to create [a guide and educational content](#) on [TravelAlaska.com](#). This includes etiquette to help guide interactions with Alaska Native peoples and artwork, like totem poles. “Totem poles are revered pieces of several Alaska Native cultures and travelers should be deeply respectful when visiting these sites,” Simpson said.

Use the resources at [TravelAlaska.com](#) and [Adventure Green Alaska](#) to plan a vacation as a responsible traveler.

About Alaska Travel Industry Association

The Alaska Travel Industry Association, Alaska’s leading statewide nonprofit membership association for the travel industry, promotes Alaska’s tourism industry as an economic contributor while providing statewide marketing resources, education opportunities and advocacy to members. ATIA has long managed Alaska’s destination marketing program: Travel Alaska. Visitor information can be found at [TravelAlaska.com](#).

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