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**Alaska Wildland Adventures President Named to
US Travel and Tourism Advisory Board**

Girdwood-based tour company Alaska Wildland Adventures (AWA) is pleased to announce the appointment of President Kirk Hoessle to the US Travel and Tourism Advisory Board (TTAB). Kirk represents three key tourism segments: small business, sustainable tourism, and Alaska tourism.

Senator Mark Begich, D-AK, recommended Hoessle for the position, noting his 30+ years in the Alaska visitor industry. "Kirk is a widely respected leader in the Alaska visitor industry and will be a great addition to the Travel and Tourism Advisory Board," Begich said. "He will bring a strong Alaska voice to issues of significance to the visitor industry and I applaud (Department of Commerce) Secretary Bryson for appointing him," Begich said.

Reflecting on the 32-member advisory board Hoessle noted, "Secretary Bryson did an outstanding job of selecting a very diverse group for this advisory board. From restaurant owners, to historical and cultural leaders, airline, research specialists, to inbound operators...they're all represented." Additionally, Hoessle commended the work of the prior board; "I understand the body of President Obama's Executive Order to boost America's visitor industry was based on recommendations from the 2011 TTAB. This sends a strong, and encouraging message, that the Advisory Board works effectively and is highly regarded at the Executive level."

For over 30 years, Alaska Wildland Adventures has been providing high-quality, small group interactive experiences into Alaska's national parks, forests and wildlife refuges with an effort toward sustainable building, operating, and employment practices. AWA promotes and practices methods for evaluating and minimizing its impact on the environment through its award-winning "Greenworks Program" and in 2012, Adventure Green Alaska awarded AWA its "gold standard" for green travel and tourism in Alaska. For more information on Alaska Wildland Adventures, visit www.alaskawildland.com.

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