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Press Release

COMMISSIONER'S OFFICE

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State to offer workshop for tour guide trainers

Juneau, Alaska — The State Department of Commerce, Community, and Economic Development (DCCED) will once again offer an Alaska Tour Guide Training Program aimed at expanding the skills of both new and experienced tour guides throughout Alaska.

This “train the trainer” program will be presented by DCCED’s Division of Economic Development in a 2½-day interactive workshop format. Topics covered will include elements of successful tours, different learning styles of clients and guests, Alaska’s visitors and their expectations, the art of interpretation or telling a story, and principles and techniques for responding when tours don’t go as planned.

“The tour guide training program supports job development and adds stability to the visitor industry,” said Wanetta Ayers, director of the Division of Economic Development. “The public-private partnerships that emerge from this program contribute to visitor industry improvements and development of regional marketing strategies that will attract visitors and visitor industry investment to rural Alaska.”

The course will be conducted at three times and locations around the state this month:

Anchorage: April 14-15, 9 a.m. to 5 p.m., and April 16, 9 a.m. to noon
BP Energy Center, 900 East Benson Boulevard

Juneau: April 21-22, 9 a.m. to 5 p.m., and April 23, 9 a.m. to noon
Department of Education, 801 West 10th (corner of 10th and Glacier)

Fairbanks: April 28-29, 9 a.m. to 5 p.m., and April 30, 9 a.m. to noon
Morris Thompson Cultural & Visitors Center, 101 Dunkel Street

The Alaska Tour Guide Training program is part of the Developing Alaska Rural Tourism initiative (DART), sponsored by the Alaska Division of Economic Development, with support from the U.S. Economic Development Administration. DART provides technical assistance, training, and business mentorship to rural Alaska communities and

businesses. It also guides communities to new funding sources that will help them achieve their long-term visitor industry development goals.

The registration fee is \$50. To find out more, or to reserve a spot in the course, contact Odin Brudie (465-5466, odin.brudie@alaska.gov) or Dru Garson (465-2162, dru.garson@alaska.gov).

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