

Africa Adventure Consultants Continues to be a Leader in the Safari Industry

2008-02-27

Boutique Safari Operator Now Offering Carbon Neutral Travel

Africa Adventure Consultants continues to lead the industry with innovative safari design, and now they are pleased to announce the launch of a comprehensive effort to reduce carbon emissions as well. Africa Adventure Consultants has joined forces with Sustainable Travel International (STI) on its pioneering TravelGreen(TM) program, which allows Africa Adventure Consultants to offer carbon neutral safaris to travelers. Africa Adventure Consultants is STI's first African safari operator partner implementing a sophisticated program that offers carbon offsets on every safari the company sells.

'Carbon neutral' means the point at which greenhouse gas emissions have been identified, measured, reduced where possible, and 100% of the remaining emissions have been offset through high quality renewable energy or energy efficiency projects. Total greenhouse gas emissions are a factor of the air travel to get to Africa as well as the style of safari people enjoy. Sustainable Travel International assists in determining the total greenhouse gas emission per traveler, and Africa Adventure Consultants then absorbs 50% of that amount and provides the option for the traveler to offset the remaining 50%.

'We've found that our clients not only appreciate our initiative to protect and preserve the delicate ecosystems of Africa, but appreciate being given the voluntary opportunity to contribute directly as well.' said Kent Redding, President of Africa Adventure Consultants. 'Earlier this year we worked to make our Denver office 100% carbon neutral, we continue to carefully select game areas in Africa that operate under sensitive environmental standards and now feel that Carbon Neutral travel is the next logical step. What does this mean for our clients? We are providing a way to travel to Africa with a limited negative impact on the environment.'

Africa Adventure Consultants also works with their African partner companies to reduce CO2 emissions by implementing solar and wind power schemes, reduce wood burning, protect land to create carbon sinks, and more.

Proceeds from purchased offsets are invested by Sustainable Travel International into high-impact sustainable development projects, including reforestation, renewable energy and energy conservation. These projects, which also benefit local communities, are located throughout Africa and other regions. Sustainable Travel International provides carbon offset projects that are independently verified by third-party sources.

The projects must verifiably reduce greenhouse gas emissions according to the CDM Gold Standard, consistent with the principles of the Kyoto Protocol, or meet the standards set forth by the Climate, Community, and Biodiversity Alliance. In 2007 Sustainable Travel International received the highest ranking in an independent study of carbon offsetting programs commissioned by the environmental group Clean Air-Cool Planet.

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