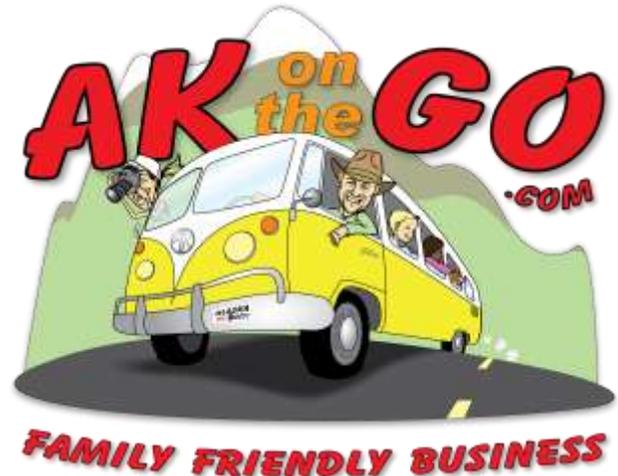


## What Is a Family Friendly Business?

AKontheGO encourages travel industry professionals to promote and encourage kid-friendly travel products and services through the *Family Friendly Business Recognition Program*, a not-so-formal, but very vital aspect of our commitment to Alaska family travel. Businesses selected by AKontheGO receive a sticker to display at their place of business, website code for placement of the “Family Friendly Business” icon on their website, and a certificate of appreciation from “AK Fam.”



*What do you have to do?* We expect the best, and so do families. Listed below are expectations for customer service, product placement, value, comfort, and overall experience based upon input from other parents and industry insiders. **Note:** This is *not* a formal, awards-based program, merely a guide through which travelers can obtain further information about businesses, services, and/or products for children and families. Know a family-friendly business? Shoot us an email at [togoak@gmail.com](mailto:togoak@gmail.com).

## What Makes a Family Friendly Experience?

Are children welcomed with smiles and greetings? Does the business understand that children can become hungry, tired, overworked, and thus behave accordingly?

Do kids receive any special products (coloring books, crayons, stickers, etc.) to help them learn from, or enjoy more, their experience?

Do restaurants feature a children’s menu? If a tour or activity offers a meal, is a children’s alternate available that suits young palates?

Do tour companies, vehicle rental agencies, and/or adventure businesses provide a safe environment for children (if their activity is indeed suitable for younger visitors)? Are there seat belts, PFD’s, and clear instructions to parents and caregivers regarding emergency procedures? Are there limits for age and/or weight?

Are activities tailored to children, or are certain aspects of an “adult” program tailored so children will be able to participate and enjoy the experience? Do guides, operators, and staff know how to talk to children on their level, using words and phrases kids will understand, and that are appropriate for young ears?

Does the business offer a space for children to play, indoors or out? Are there age-appropriate games, books, and/or small toys?

Do families say “We’ll be back!” at the end of their stay or experience?