

Tahoe travel company on tree planting mission



AdventureSmith Explorations of Tahoe City pledges to plant 100 trees for every new traveler booked on a journey now through May 15.

The active travel company secures matches between adventure-seeking clients and a treasure-trove of small, expedition ships.

“Part of our mission is to give something back to the individuals, communities and environments encountered on each and every AdventureSmith Explorations journey. In celebration of the 40th anniversary of Earth Day our goal is to plant more than 40,000 trees. Plus, we will offer travelers a 5 percent discount on any 2010 adventure cruise or land adventure booked during this promotion,” Todd Smith, founder and president of AdventureSmith Explorations, said in a press release.

This campaign augments the company’s ground-breaking Carbon Free Cruising initiative that since 2006 has offset 692.49 metric tons of CO₂ or the equivalent of taking 121 passenger cars off the road or the electricity use of 77 homes for one year.

In addition to its carbon offsetting and tree planting efforts, through a network of local and global conservation partners, AdventureSmith Explorations provides a means for travelers to make personal conservation contributions while at the same time enhancing their own travel experience through education and outreach.

Named by National Geographic Adventure as one of “The Best Adventure Travel Companies on Earth” AdventureSmith Explorations partners with award-winning, small capacity,

specialty-oriented ships in operation throughout the world.