

Contact: Katya Herrod
Alpenwild PR Marketing Specialist
katya@alpenwild.com
(801) 226-9026 ext. 1004

BIO

GREG WITT, FOUNDER OF ALPENWILD

Greg Witt, adventure guide and award-winning author, is the founder of Alpenwild, the leading tour operator in the Alps. For over 30 years, he has led group tours and expeditions, and today, Greg is considered one of the top adventure travel experts in the Alps.

In 1970, before the ink was dry on his high school diploma, he organized his first tour, a classic “backpacking through Europe” adventure, where he fell in love with the majestic peaks of the Alps.

Armed with a degree in cultural anthropology and an MBA, Greg launched a travel company in 1986, specializing in off-the-beaten-path hiking, walking and cultural tours in Europe, Africa, Central America, and the Middle East.

Greg combined his extensive tour operations and travel experience with his lifelong passion for the Alps to launch a specialty travel company. In 2003, Greg started Alpenwild, with only one tour and one tour guide, himself. Today, Alpenwild is the world’s leader in walking, hiking, trekking, culinary, and scenic rail tours in the Alps.

With 25 certified expert guides, the company offers over 90 tours throughout the Alps, mainly in Switzerland, France, Italy, and Austria.

Explore an Award-Winning Author

With an appetite for travel and adventure, Greg has led mountaineering expeditions in the Alps and Andes and paddled wild rivers in the Americas. He has crossed the Grand Canyon on foot more than a dozen times, rappelled into golden slot canyons, and led expeditions across the Arabian Peninsula. Greg lives for adventure and sharing adventures with others. On most days, Greg hikes more miles than he drives, which means he wears out his boots faster than he wears out his tires.

Greg is a prolific writer, and is the author of more than a dozen hiking, adventure, and travel books. A 2010 recipient of the “National Outdoor Book Award” for *Exploring Havasupai: A Guide to the Heart of the Grand Canyon*, he has authored *60 Hikes within 60 Miles of Salt Lake City*, and *Ultimate Adventures: A Rough Guide to Adventure Travel*. Recently published books include *Best Easy Day Hikes*, *Alpenwild’s Guide to Hiking in Switzerland*, and *50 Best Short Hikes in Utah’s National Parks*.

Awards and Honors

Greg is a Fellow with the Royal Geographical Society, a Wilderness First Responder and a Certified Switzerland Specialist. In 2010, he became the first North American to receive the Alpsteinpass Award for expertise in hiking and guiding in Switzerland's Appenzell's Alpstein range. He is also a recipient of the 2015 Gold Flower Award from Switzerland Tourism in recognition for Alpenwild's high standards in its Switzerland tours. In 2019 Greg became the first North American to complete all 20 stages of the Via Alpina 1.

Greg spends most of the year in the Swiss Alps along the borders of France and Italy, and the rest of his time hiking and cross-country skiing in the mountains near his home in Utah.