

SVEN-OLOF LINDBLAD

Founder, Lindblad Expeditions



Sven-Olof Lindblad was born in Switzerland and traveled extensively with his father, renowned adventure-travel pioneer Lars-Eric Lindblad, who led some of the first non-scientific groups of travelers to Galapagos, (1967) Antarctica (1966) and many other regions of the world. For six years, Sven lived in East Africa photographing elephants and wildlife in Kenya and assisting filmmakers on a documentary about the destruction of African rain forests. Lindblad's early exposure to nature and wildlife taught him the importance of maintaining natural resources and understanding the cultural background of remote regions of the world.

In 1979, Lindblad launched Special Expeditions (now Lindblad Expeditions), an innovative travel company aimed at offering marine-focused expeditions aboard small ships for adventurous travelers. Lindblad Expeditions distinguishes itself from the competition with its commitment to expedition excellence, innovation and conservation. In 2004, Lindblad formed a multifaceted strategic alliance with National Geographic that combines the strengths of these two pioneers in global exploration with the goal of further inspiring the world through expedition travel. Lindblad has built his company around a core tenet:



to provide travelers the opportunity to discover for themselves the natural, cultural and historic regions of the world and to provide thoughtful

approaches that make such travels enriching, responsible, safe, fun and memorable.

This mission, coupled with the company's long-standing commitment to conservation, has positioned Lindblad Expeditions at the forefront of environmentally sensitive expedition travel and

resulted in numerous travel and environmental awards, including *Travel + Leisure's* World's Best Small-ship Cruise Line for Families (2009 – 10), Virtuoso Best V.A.S.T. Supplier (2007, 2009-10), 2009 Climate Champion Award by Cool Air-Clean Planet, 2009 *Condé Nast* Gold List, 2009 Best Adventure Cruise from Cruise Critic Editors' Picks Award, and ForbesTraveler.com's "Best Adventure Cruise" in 2009.





In May 2006, Lindblad received international recognition for his distinctive and successful model of tourism in a ceremony hosted by HRH, Grand Duke Henri of Luxembourg at the Grand-Ducal Palace. He also had a newly discovered endemic species of moth in the Galápagos Islands, *Undulambia lindbladi*, named in honor of his conservation work in the archipelago. The United Nations Environment Programme recognized Lindblad's accomplishments, naming him to their Global 500 roll of honor. And, *Latin Trade* magazine named him Environmentalist of the Year in 2001.



In addition to running his business, Lindblad is an active supporter of numerous international organizations. He is a member of the General Assembly of the Charles Darwin Foundation for the Galápagos Islands. He serves on the Board of Blue Ocean Institute and the

National Geographic Council of Advisors. And, he is also a past Board of Directors member of the Mexican Fund for the Conservation of Nature and a past member of the Bi-National Advisory Board of the San Diego Natural History Museum.

Lindblad was recently named Commissioner of the Aspen Institute's Commission on Arctic Climate Change. He is also founding chair of the Adventure Collection, a founding member of the Galápagos Conservation Fund and founding chairman emeritus of Tourism Cares, associated with the United States Tours Operators Association.

An avid photographer, Lindblad's photography has appeared in *Smithsonian* and *National Geographic* magazines. And, he has produced photography books on Alaska, Baja California and Tanzania's Serengeti National Park published by Rizzoli.

