

THE LINDBLAD LEGACY OF RESPECTFUL TOURISM



The Lindblad name is synonymous with pioneering small ship expedition cruises and responsible travel. A multi-generational commitment to exploration, innovation and conservation has continually defined the Lindblad approach to travel from the earliest explorations led by Lars-Eric, to today's mission-driven partnership with National Geographic.



Starting back in the late 1950's, the focus of a Lindblad expedition was discovering the unknown and sharing the unique cultural and environmental aspects of these places

with others. Early expeditions in those days included destinations such as Easter Island, the Galápagos, the Amazon, Papua New Guinea, China and Bhutan — all with the focus of creating experiences that foster an understanding and appreciation of the most remote and pristine places on the globe. These first adventure travel expeditions led many to define Lars-Eric Lindblad as the “father of eco-tourism.”

Sven-Olof Lindblad, Lars' son, traveled extensively with his father, learning early on the joy and wonder of exploring the pristine corners of the globe. As a young man, Sven spent six years in East Africa photographing wildlife and assisting filmmakers on a documentary about the destruction of African rainforests. This early

and deep exposure to the delicate balance between humankind and natural resources was instrumental in formulating Sven's desire for his business to be involved in conservation efforts.

In 1979, Sven Lindblad founded Special Expeditions (later renamed Lindblad Expeditions) as a division of Lindblad Travel. Sven's company dedicated itself to focusing on remote and pristine destinations - such as Antarctica, Arctic Svalbard, Costa Rica, Alaska and Baja California - with the intent to provide travelers with unparalleled opportunities to explore the islands, coves and





open spaces of the sea. Today, Lindblad Expeditions is focused on finding creative ways to explore the places already “discovered.” With a growing fleet of small expedition ships, Zodiacs, sea kayaks and specialized technology for exploring

life under the sea, Lindblad continually strives to find the most innovative ways to enhance the guest experience. Likewise, under the guidance of experienced leaders who have a great respect for natural and cultural environments, Lindblad Expeditions is dedicated to providing unmatched opportunities for true exploration.

The mission of Lindblad Expeditions has remained consistent over time — *to bring travelers to regions that inspire them and eventually, help to shape their thinking about protecting these unique places.* The Lindblad approach - that business and

conservation go hand in hand, providing real value to our guests, to the local communities and to the business in the long term – is the cornerstone of the company’s operating model.

Sven Lindblad runs his business with the approach that as travelers, local stewards or businesses operating in a place that we are all stakeholders in the success and livelihood of a destination. This approach, coupled with Lindblad’s hallmark



model of hands-on exploration, has yielded a thriving formula for expedition travel which makes a difference in one’s life and in the world. This inspiring paradigm has yielded – by linking all of the efforts to preserve and in some cases, repair, these wild and wondrous places – contributions of more than \$9 million for conservation since 1997.

