



Natural Habitat Adventures Fact Sheet

Natural Habitat Adventures (NHA) has been a world leader in responsible adventure travel and ecotourism since its founding in 1985. The company's eco-conscious expeditions and nature-focused small-group tours led by renowned Expedition Leaders explore the planet's most remarkable natural destinations. NHA has always been a visionary and pioneer in the realm of sustainability, becoming in 2007 the world's first 100-percent carbon-neutral travel company. Today NHA offers approximately 100 nature adventures from Antarctica to Zambia. Polar bear tours in Churchill, Canada, Galapagos small-ship cruises, Alaska grizzly bear encounters and African safaris are among a wide range of artfully crafted nature journeys conducted by professional naturalist guides. Since 2003, NHA has been the travel partner of World Wildlife Fund, the world's leading conservation organization, operating WWF's travel programs and donating to the nonprofit's global conservation efforts. Conservation is at the forefront of everything NHA does, and its philosophy is simple: tourism must work with and benefit local communities, which will in turn find value in protecting natural resources and wildlife. NHA is also the business partner of Lindblad Expeditions, the world's premier small-ship expedition cruise company, since 2016.

Nature Travel

Natural Habitat Adventures' hallmark is small-group travel that focuses on nature and wildlife. From its inception, the company has immersed guests in the diverse wonders of the natural world. In addition to its traditional nature adventures, Nat Hab also offers programs that align with specific interests. These specialized offerings include:

- [Natural Habitat Photo Tours](#), led by some of the world's best nature photography instructors and naturalist guides
- [Family Adventures](#), tailored to multiple generations, where Expedition Leaders understand the needs of all ages and abilities to ensure a fun, exciting and worry-free adventure
- [Private Custom Adventures](#), exclusive journeys for private parties available in select destinations worldwide

Unique and Distinctive Itineraries

Nat Hab travelers seek more than the standard, predictable tour most commonly offered in today's travel marketplace. Inspired and created from years of scouring the planet for the singular and the extraordinary, NHA's itineraries are artfully crafted, one-of-a-kind experiences that are far from "typical."

Sampler of Adventures

- [Classic Polar Bear Adventure](#) – Guests encounter the "King of the Arctic" up close on NHA's flagship polar bear tour, an expertly guided small-group adventure to see the world's largest concentration of polar bears in their wild tundra habitat.
- [Discover Greenland: The Natural Habitat Experience](#) – An immersion in the stunning Arctic landscape of Greenland's remote east coast from NHA's one-of-a-kind luxury expedition camp, which debuted in 2015. Guests explore by boat, kayak, and hikes amid icebergs and tundra.
- [Galapagos Hiking & Kayaking Adventure](#) – Clients hike and paddle in places not included on standard trips. This catamaran-based adventure offers a very small group exclusive access to locations that are inaccessible to most Galapagos travelers.
- [Alaska's Coastal Grizzlies](#) – This small-ship-based adventure provides the world's closest encounters with the brown bears of Katmai! Safely walk the shores among the world's largest coastal grizzlies as they forage and fish.
- [Secluded Botswana Safari](#) – This exclusive safari encompasses the best private wildlife reserves in the Okavango Delta and beyond, plus Victoria Falls. Guests experience wild Africa at its most remote and authentic, with just 8 travelers total.
- [Great Kenya Migration Safari](#) – Africa's most classic safari destination – Kenya – is home to the massive movement of 2 million wildebeest and zebra that constitutes the Great Migration. Experience it from secluded mobile camps.

Nat Hab's Definition of Luxury

At Nat Hab, "luxury" encompasses the overall experience that travelers enjoy. Beyond the welcome creature comforts all trips include, "luxury" means staying at a mobile lodge located directly on the tundra in the heart of prime polar bear habitat, accessing a chartered aircraft to go deeper into the Alaskan bush, or traveling into Yellowstone in winter with high-powered spotting scopes to look for wolves, with input from wolf researchers. "Luxury" means quiet, intimate contact with nature and wildlife. "Luxury" is venturing well off the beaten path with the most renowned Expedition Leaders in the business, and staying overnight in secluded, wild surroundings.

"We consider luxury not so much the thread count in your sheets, but the animal count outside your door! Luxury for us is close proximity to remote natural places and captivating wildlife."

--Ben Bressler, NHA Founder & President

World's Finest Expedition Leaders

Despite all the intricate planning that goes into creating a superlative nature adventure, a successful trip can only happen with an outstanding guide at the helm. NHA has earned the reputation for employing the finest naturalist [Expedition Leaders](#) on the planet. No other company we know of undertakes as rigorous a vetting process and in-depth guide training. In addition, Nat Hab guides receive training resources from World Wildlife Fund's team of scientists — exclusively available to NHA as WWF's travel partner — supporting our claim that our guides are truly the best in the business.

Smallest Groups

Meaningful nature encounters, by definition, cannot take place in large groups. That's why NHA trips average just eight or nine travelers, by far the smallest groups in the industry. A small group not only increases our likelihood of seeing wildlife, but it ensures that our encounters will be quieter and more personal. Fewer numbers also mean a lower-impact presence in the special natural places we love and wish to protect.

Exciting Accommodations

For convenience and economy, standard tour companies utilize chain hotels and big lodges that are often overrun with hordes of tourists. NHA recognizes that superb nature adventures require the peace and seclusion of remotely located camps and lodges that become an integral part of the overall experience. Nat Hab's goal is to immerse travelers in nature without sacrificing comfort, and despite the isolated settings of many of our accommodations, our guests also enjoy surprising luxury.

NHA is World Wildlife Fund's (WWF) Conservation Travel Partner

Because of NHA's commitment to environmentally friendly travel, as well as the exceptional quality of its worldwide adventures, World Wildlife Fund — the world's leading conservation organization — has named Nat Hab as its global travel partner. Together, NHA and WWF share a commitment to travel as a means of helping to protect the planet's wondrous natural places and their wild inhabitants. NHA operates WWF's travel programs and donates to this nonprofit's global conservation efforts. For more information, see: <http://www.nathab.com/wwf/>

Commitment to Conservation & Communities

Conservation is at the forefront of everything Natural Habitat Adventures does. The company's philosophy on environmentally responsible travel is simple: tourism must work with and benefit local communities. NHA believes that travel has the power to protect wildlife, support people and preserve cultural heritage — principles the company views not only as its goal, but its responsibility. To that end, it is worth noting:

- NHA's relationship with World Wildlife Fund benefits travelers by opening up a wealth of information, connections and resources that clients benefit from.
- Conservation travel benefits the planet through relationships with program partners committed to maximizing social and economic benefits for local communities. Wherever possible, services and supplies are sourced locally. Local hires, guides

and support staff are given the opportunity to develop sustainable skills and are paid a fair wage.

- NHA's conservation passion nurtures, awakens and inspires a conservation ethos in travelers. They become motivated to make substantial donations to critical conservation projects and to testify about how such values add meaning to their travels – and to their lives.

NHA's Typical Client

Natural Habitat Adventures' core clientele are travelers who yearn for a rare and exciting adventure in nature yet who don't typically desire hard-core trekking or uncomfortable basic camping. Clients value a genuine immersion in wild places but want plenty of creature comforts wherever possible. Luxurious accommodations are not as high a value as the value of an outstanding guide and the luxury of proximity to wildlife and stunning natural settings, though many of the camps and lodges the company uses are indeed luxurious. Often repeat guests, Nat Hab travelers are passionate about nature and wildlife. Ages range from 8 to 80, with the majority falling between 50 and 70. On family-specific trips, extra guides are often added and age-appropriate activities are planned to engage and inspire children.

Chronology

1985 – Ben Bressler founds a small travel company focused on teacher-student adventures in nature. The first trip took a group of students from a boarding school in New Hampshire to Colorado. The company was launched with \$600 Ben had saved from driving a garbage truck at an amusement park in New Jersey.

1987 – Natural Habitat Adventures is born when Ben collaborates with the International Fund for Animal Welfare (IFAW) to design the company's first tour to see endangered baby harp seals in Canada's Gulf of St. Lawrence – launching its commitment to making wildlife conservation an economic benefit for local communities, instead of depleting resources.

1987 – The fledgling company hires its first employee.

1988 – Natural Habitat Adventures debuts its first polar bear tours to Churchill, Manitoba.

1989 – The company expands with bear-viewing adventures to Alaska's Brooks Falls, small-ship exploration in the Galapagos Islands, and mountain gorilla encounters in Rwanda.

1994 – To attract a more adventure-oriented staff, the company moves from New Jersey to Boulder, Colorado.

2002 – NHA adds wolf-watching tours to Yellowstone, operated in conjunction with the Teton Science School, to demonstrate the value to the local economy of protecting reintroduced wolves.

2003 – NHA's innovative alliance with World Wildlife Fund is initiated. WWF selected NHA as its global travel partner because of the quality of NHA's trips and a shared commitment to conservation.

2006 – *Conde Nast Traveler* awards Nat Hab a coveted position on its annual Green List, naming the company the top ecotourism tour operator in the world (a one-time award)

2006 – With the guidance of Sustainable Travel International, NHA creates its innovative Carbon Pollution Reduction program, making Nat Hab the world’s first carbon-neutral travel company by offsetting CO2 emissions from all trips and office operations.

2006 – Natural Habitat Adventures expands to China with the introduction of its first panda-focused wildlife trips to Sichuan Province.

2007 – NHA begins working with Mpopongi Primary School in Kenya’s greater Maasai Mara region. Donations support school and boarding fees, teacher salaries, solar installations, school supplies and more.

2008 – NHA is named the #1 Best Place to Work by *Outside* magazine, the first of five consecutive years the company was featured on this prestigious list.

2008 – NHA named a World’s Best Tour Operator by *Travel + Leisure* magazine

2008 – India is added to NHA’s trip collection, offering travelers a chance to view endangered tigers in the wild

2008 – NHA introduces the planet’s first hybrid safari truck. Additionally, some of the company’s U.S. and Canada adventures begin utilizing alternative fuel vehicles: 12-passenger transfer vans that run on recycled vegetable oil.

2008 – NHA purchases Explorers’ Corner, a boutique active adventure travel company, to expand eye-level kayaking and hiking tours in the Galapagos Islands, plus unique expeditions elsewhere.

2012 – [Natural Habitat Expeditions](#) is launched, a set of more active small-group trips that explore unusual and remote natural destinations via kayak, trail, sail and snorkel. Acclaimed global adventurer [Olaf Malver](#) is named CEO (Chief Exploratory Officer).

2012 – Natural Habitat Expeditions debuts new [Sailing Antarctica: The Ultimate Polar Nature Expedition](#), an exclusive and singular way to experience the earth’s last great wilderness in rare solitude – “a genuine adventure for the intrepid explorer.”

2012 – [Natural Habitat Foundation](#) is created to support both environmental and [community development initiatives](#) in destinations where the company operates.

2013 – WWF and NHA’s partnership expands to collaboratively develop a groundbreaking trip series called “In Search Of…” Travelers accompany local WWF scientists in the field in search of the world’s most elusive endangered species, venturing deep into the species’ habitat with the goal of encountering the animal in the wild. The first trip inspires guests to raise more than \$20K in support of snow leopard conservation work in Mongolia.

2014 – Natural Habitat builds [Base Camp Greenland](#), a new way to explore the Arctic wilderness of remote East Greenland, and the only luxury expedition camp anywhere in the region. The first guests arrive in 2015 to explore by boat, kayak, and hikes over tundra and ice.

2015 – The custom-built Aurora Pod is introduced as a new feature of NHA’s [Northern Lights & Arctic Cultures](#) trip to Churchill, Manitoba, providing a 360-degree view of the night sky in heated comfort from cushioned seating inside a structure with glass walls and ceiling.

2015 – NHA expands its Alaska coastal grizzly-viewing trips with the launch of the newly christened *Natural Habitat Ursus*, a privately chartered small ship providing access to remote areas of Katmai National Park where visitors can come safely within feet of mighty brown bears.

2016 – NHA joins forces with Lindblad Expeditions in a business partnership to complement and expand its adventure travel offerings, opening up new destinations and experiences for NHA travelers. Founded in 1958 by Lars-Eric Lindblad, Lindblad today is the world’s leader in small-ship expedition cruising.

2018 – NHA announces the world’s first Zero-Waste Adventure, a wildlife safari in Yellowstone, departing July 2019

Recent Awards

2011 – Ranked #1 “[Best Place to Work](#)” from *Outside* magazine for the 5th year a row

2011 – Named a World’s Best Top Tour Operator by *Travel + Leisure* magazine

2013 – Named “Best Outfitter” in *Outside* magazine’s 2013 Travel Awards

2013 – Awarded “Best Trip This Year” ([Antarctica: Ultimate Polar Nature Expedition](#)) by *Outside* magazine

2014 – NHA’s [Kingdom of the Monarchs](#) named “Best Trip” in “Go Wild” travel award category by *Outside* magazine

2015 – Honored with prestigious Sustainable Tourism Leadership Award by the Virtuoso international luxury travel network

2015 – Base Camp Greenland ([Discover Greenland: The Nat Hab Experience](#)) named “Best Splurge” by *Outside* magazine

2017 – Named “Most Exciting Company in Colorado” as top winner in “Colorado Companies to Circle” awards from Luke’s Circle, a Denver-Boulder professional association

2017 – Ranked “Best Place to Work” by *Outside* magazine

2019 – Base Camp Greenland ([Discover Greenland: The Nat Hab Experience](#)) named to “Best Trips of 2019” by *National Geographic Traveler* magazine

Memberships and Affiliations

- World Wildlife Fund
- Adventure Travel Trade Association (ATTA)
- Sustainable Travel International
- The International Ecotourism Society
- International Galapagos Tour Operators Association
- Friends of Serengeti
- SEetheWILD
- Adventure Collection
- Lindblad Expeditions

See: <http://www.nathab.com/sustainability/memberships-and-partnerships/>

Professional Travel Agents and Consultants

For more than three decades, Natural Habitat Adventures has had the privilege of working with the best travel professionals in the industry. Travel agents, counselors and consultants represent a significant portion of NHA's business. Base sales commission begins at 10 percent. For those who are among the company's Preferred Expedition Partners (PEP), the commission structure rewards such members with significantly higher commissions.

See: <http://travel-consultants.nathab.com/>

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Media Resources

- For weekly eNews: [sign up here](#).
- To receive NHA's Catalog of the World's Greatest Nature Journeys, [click here](#).

- Natural Habitat Adventures [Webinars](#) are informative, entertaining, free presentations hosted by top experts in the field about the destinations the company visits. These virtual adventures take place every first and third Tuesday of the month from 3-4 p.m. Eastern (12 p.m. Pacific); visitors can also access archived presentations.
- [Blogs](#) - From *Good Nature Travel* to *AboutGalapagos.com*, this company has lots to talk about. The press is invited to join the conversation.

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