

# Intrepid Group

## INTREPID GROUP APPOINTS CHIEF GROWTH OFFICER

*The Intrepid Group internally recruits Chief Growth Officer to lead the company's goal of being the first billion-dollar adventure travel company by 2025*

**22 November 2017** – The Intrepid Group, the world's largest adventure travel company, announced the addition of a Chief Growth Officer (CGO) to its global leadership team. Effective 1 January 2018, Michael Edwards will move into the role of Chief Growth Officer.

Today's news follows the announcement of Leigh Barnes to Chief Purpose Officer.

Intrepid Group CEO James Thornton created both roles to focus on sustained growth in both purpose and profit. Thornton believes the role of CGO will help Intrepid Group become the first billion-dollar adventure travel company by 2025, while donating \$3 million into local communities through the Intrepid Foundation by 2020.

In his role as CGO, Michael Edwards, formerly Intrepid Group's regional director in Europe, Middle East and Asia, will manage Intrepid Group's Regional Directors and Melbourne-based Marketing Services team. Edwards says a key focus for the new role will be to grow the Intrepid Group's Adventure Cruising program and launch its first Antarctica charters in partnership with Chimu Adventures.

### Ends

Note to editors: Photo of Michael Edwards is attached. Michael is in Melbourne and available for interviews between 29 November and 8 December 2017.

### About the Intrepid Group

Independently-owned by the original founders of Intrepid Travel, the Intrepid Group is now a collection of six tour operator brands and 18 destination management companies united by the vision of changing the way people see the world. For the past 29 years, Intrepid has been taking small groups to travel the local way, on real life experiences that give back to the places and people we visit. As this style of travel has developed, the Intrepid Group family has grown to now offer around 2000 trips to more than 120 countries and on all seven continents. We cater for all ages, budgets, and appetites for adventure through Adventure Tours Australia, The Family Adventure Company, Geckos Adventures, Intrepid Travel, Peregrine Adventures and Urban Adventures. Globally-renowned as a leader in responsible travel, Intrepid has been a carbon-neutral business since 2010. Our not-for-profit, the Intrepid Foundation has raised \$5.6m AUD for over 100 local and international charities by matching traveller donations dollar-for-dollar. For more information, visit: [www.intrepidgroup.travel](http://www.intrepidgroup.travel)



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