

INTREPID GROUP NAMED ON FAST COMPANY'S ANNUAL LIST OF THE WORLD'S MOST INNOVATIVE COMPANIES FOR 2019

NEW YORK, New York – February 20, 2019 – The world's largest provider of adventure travel, Intrepid Group, has been named to *Fast Company's* prestigious annual list of the World's Most Innovative Companies for 2019.

Intrepid Group – which is comprised of 21 destination management companies and four tour operator brands including its flagship Intrepid Travel – has earned the standing of number four in the travel category for its efforts in 2018 to advance the business' vision of "Changing the Way People See the World".

The list honors the businesses making the most profound impact on both industry and culture, showcasing a variety of ways to thrive in today's volatile world.

Already a world leader in responsible, sustainable travel (having been carbon-neutral since 2010 and being the first global tour operator to ban elephant rides), Intrepid Group focused on two major innovations in 2018 to advance its purpose-led business model.

Aligned with the company's long-term vision, in 2018 Intrepid Group CEO James Thornton created two new senior executive roles on its global leadership team – Chief Purpose Officer and Chief Growth Officer – to focus on sustained growth in both purpose and profit. The new position of Chief Purpose Officer was developed to have a member of the company's core leadership team work closely with The Intrepid Foundation (Intrepid Group's not-for-profit) and external partners as the company seeks to create more shared value projects and operate a business with a "purpose beyond profit." Both positions were created strategically so that Intrepid Group can continue to fulfill the business' founding philosophy of helping people and the planet through travel – while creating a new industry standard where purpose and profit are not mutually exclusive.

Furthermore, after an extensive three-year accreditation process, Intrepid Group became the world's largest travel B Corporation in June 2018, joining a growing community of businesses looking beyond the bottom line. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

The rigorous assessment process set a high benchmark that highlighted opportunities for Intrepid Group to improve its benefits for its workers and the communities it visits. Intrepid has now paved the way for global travel companies to engage with the sustainability movement by working with the not-for-profit B Lab for three years to create a new roadmap for medium and large travel companies to become certified B Corps.

"Just over three years ago, Intrepid Group returned to independent ownership because we no longer wanted to focus on delivering short-term quarterly profits. We wanted to invest in creating a business that would have long-term benefits for our employees, the planet and the local communities we visit," Thornton said.

“Being recognized for our purpose-led efforts by *Fast Company* is an incredible honor, and it’s our hope that the work we’re doing will be a catalyst for other global travel companies to look towards putting people and the planet before their bottom line.”

This year, *Fast Company*’s editors and writers sought out groundbreaking businesses across 35 industries and every region and judged nominations received through their application process.

The World’s Most Innovative Companies is *Fast Company*’s signature franchise and one of its most highly anticipated editorial efforts of the year. It provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy.

“Established players are showing the same kind of nimbleness that we’ve generally associated with startups,” said *Fast Company* deputy editor David Lidsky, who oversaw the issue with senior editor Amy Farley.

Fast Company’s Most Innovative Companies issue (March-April 2019) is now available online at <https://www.fastcompany.com/MIC>, as well as in app form via iTunes and on newsstands beginning February 27, 2019.

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About Intrepid Group

Independently-owned by the original founders of Intrepid Travel, Intrepid Group is now a collection of four tour operator brands and 21 destination management companies united by the vision of changing the way people see the world. For 30 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 caught on, Intrepid Group has grown to now offer more than 2,700 trips to 120+ countries and on all seven continents. We cater for all ages, budgets, and appetites for adventure through Intrepid Travel, Peregrine Adventures, Urban Adventures and Adventure Tours. Globally-renowned as a leader in responsible travel, Intrepid Group is a certified B Corp and has been a carbon-neutral business since 2010. Our not-for-profit, the Intrepid Foundation has raised AUD \$6M AUD for over 100 local and international charities by matching traveller donations dollar-for-dollar. For further information, visit: www.intrepidgroup.travel.

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies and thinkers on the future of business. Since 2011, Fast Company has received some of the most prestigious editorial and design accolades, including the American Society of Magazine Editors (ASME) National Magazine Award for “Magazine Of The Year,” Adweek’s Hot List for “Hottest Business Publication,” and six gold medals and 10 silver medals from the Society of Publication Designers. The editor-in-chief is Stephanie Mehta and the publisher is Amanda Smith. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with our sister publication Inc., and can be found online at www.fastcompany.com.