

## National Geographic Expeditions and PONANT announce an extensive long-term cruise partnership

- *National Geographic and PONANT create a new strategic partnership to develop its Small Ship Expedition programme in Australia, NZ and Asia Pacific.*
- *With significant shared experience in exploration and luxury travel, National Geographic Expeditions and PONANT will create unique experiences on board a fleet of state of the art ships*
- *Over 100 unique itineraries have been created by PONANT for National Geographic Expeditions, on sale from 8<sup>th</sup> August 2018*

**HONG KONG, AUGUST 8, 2018** – National Geographic Expeditions, the travel business of one of the world’s most trusted brands, and PONANT, the world leader of luxury expedition cruises, have today announced a new strategic partnership to create an extensive range of co-branded, luxury expedition cruises. With a shared common vision in premium experiences and responsible travel, PONANT and National Geographic Expeditions will offer an extensive range of expedition cruises throughout the world, targeting customers in Australia, NZ and Asia Pacific.

National Geographic Expeditions is the premium provider of travel experiences that embody the renowned National Geographic spirit of adventure, conservation and education. Offering unique access, experiences and expertise that only National Geographic can, the company also returns a portion of all proceeds to the non-profit National Geographic Society to support researchers and explorers who work to preserve, protect, and advance understanding of the planet and its people.

PONANT is the world leader in luxury expedition cruising operating a state of the art fleet of 7 small ships, increasing to 12 by 2021, with the delivery of new Expedition class vessels and a luxury hybrid Icebreaker powered by LNG. The full fleet has been ‘clean ship’ certified and offers a number of leading edge technologies to protect the environment, including recycling and reuse programmes, reduced exhaust emissions and sustainable purchasing practices. All efforts made by the luxury cruise operator are designed to respect the environment and marine life.

As part of the overall experience, PONANT will create unique itineraries to some of the most remote and inaccessible places on the planet, transporting guests in style and comfort along with innovative new features, including a new multi-sensory underwater lounge called Blue Eye. National Geographic Expeditions will provide a range of expedition resources on-board, including leading experts and National Geographic photographers to travel and engage with all guests to create an immersive and quality experience.

The luxury ships will offer an intimate experience with total passengers ranging from 180 to 240 per cruise and 130 itineraries have been designed for the next four years, with prices per person

starting from A\$4730 per person. Core destinations will be the Antarctic and Arctic, which will be complemented by a range of global expeditions covering all continents.

Tim Jones, Vice President Travel Asia Pacific, National Geographic Partners commented “Today marks a milestone in growing our National Geographic Expeditions business in Australia, New Zealand and the Asia Pacific region. In PONANT, we have a luxury and ethically minded partner with European flair, experience in traveling to ambitious locations, along with an expansive travel agent network. We will be working together to offer premium expedition experiences, creating unique itineraries that speak to the explorer in all of us.”

Sarina Bratton AM, Chairman Asia Pacific for PONANT added “We are thrilled and gratified that one of the greatest specialist media companies in the world has chosen PONANT to be their expedition cruise partner. This partnership brings together two highly respected global organisations with shared values and a common goal to inspire guests to live curiously, explore our planet and become ambassadors for sustainability.”

The new cruise experiences will be available to book from 8<sup>th</sup> August 2018. Discover the video and expedition cruises on PONANT website at [au.ponant.com/national-geographic](http://au.ponant.com/national-geographic)

Discover more on National Geographic Expeditions website at:

[www.nationalgeographic.com.au/ponant](http://www.nationalgeographic.com.au/ponant)

Dedicated Phone line: Australia: 1800 889 088 | New Zealand: +61 2 8311 0808

Dedicated Email: [natgeo.au@ponant.com](mailto:natgeo.au@ponant.com)

Drawing on the National Geographic Society’s 130 years of exploration and storytelling, National Geographic Expeditions offers a wide range of unique travel experiences, including small ship voyages, private jet expeditions, small group tours, private tours, a collection of luxury sustainable lodges, and more. Trips are organised in over 80 countries on all seven continents, from the tropical atolls of French Polynesia to the peaks of Nepal and the ice world of the Arctic.

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**About National Geographic Partners LLC**

National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivalled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 130 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. Every year, the Society awards more than 575 grants to scientists, educators, innovators, and storytellers around the world.

For more information visit [natgeotv.com](http://natgeotv.com) or [nationalgeographic.com](http://nationalgeographic.com), or find us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and Pinterest.

**About PONANT**

Established in 1988 by Jean Emmanuel Sauvée and a dozen officers from the French Merchant Navy, PONANT is the world leader in luxury expeditions and the only French-owned cruise line. Today, PONANT is leading the way with a new style of cruising through a unique conception of sea travel which combines exceptional itineraries and luxury hotel services, aboard smaller-scale ships. [www.ponant.com](http://www.ponant.com)