



FACT SHEET

Natural Habitat Adventures

ABOUT NATURAL HABITAT ADVENTURES

Pursuing a mission of *conservation through exploration*, Natural Habitat Adventures has been a trailblazer in sustainable and conservation-focused adventure travel since 1985. Led by professional naturalist guides, Nat Hab journeys reveal the planet's most extraordinary nature destinations, including polar bear tours in Churchill, small-group Galapagos cruises, intimate African safaris, close encounters with Alaskan brown bears, wolf quests in Yellowstone, and much more. As the world's first 100% carbon-neutral travel company, creator of the World's First Zero Waste Adventure, and the conservation travel partner of World Wildlife Fund since 2003, Nat Hab offers nearly 100 eco-conscious nature adventures from Antarctica to Zimbabwe and beyond. Featuring unique and artfully crafted itineraries, Nat Hab trips demonstrate how conservation travel works with and benefits local communities, furthering a shared commitment to conservation. Nat Hab actively seeks ways tourism can lower its impact on the planet while raising global citizens' appreciation for the wonders of nature. For more information, visit nathab.com.

SMALL-GROUP NATURE JOURNEYS

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

- [Photo Expeditions](#), led by some of the world's best nature photographers, who are also gifted photography instructors and seasoned 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
- [Women's Journeys](#), exclusive women-only adventures led by Nat Hab's top women naturalist guides, to foster comfort, camaraderie and female empowerment
- Private and Custom Adventures, exclusive journeys for private groups available in select destinations worldwide

UNIQUE & DISTINCTIVE ITINERARIES

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

Sampler of Top Nat Hab Adventures

- [Canada's Premier Polar Bear Adventure](#)—Guests encounter the "King of the Arctic" on Nat Hab's flagship polar bear tour, an expertly guided small group adventure to see the world's largest concentration of polar bears in their native tundra habitat near Churchill, Manitoba on Hudson Bay.
- [East Greenland Arctic Adventure](#)—An immersion in the stunning, ice-laden landscape of Greenland's remote east coast from Nat Hab's private luxury expedition base camp. Guests explore by boat, Zodiac, kayak, and on foot among icebergs, tundra and Arctic wildlife.

- [Galapagos Discovery: The Nat Hab Experience](#)—Explore the islands aboard a chartered luxury motor yacht, with close-up marine excursions by panga and kayak, plus snorkeling and hikes ashore. Every trip includes an overnight stay at Nat Hab's private Tortoise Camp, in wild giant tortoise habitat on Santa Cruz.
- [Alaska Bear Camp](#)—See abundant brown bears up close from Nat Hab's own sustainable bush camp in one of the world's top bear-viewing destinations. Located on a private parcel inside Lake Clark National Park, Bear Camp features expert naturalist guides, deluxe tent cabins, and chef-prepared gourmet meals.
- [Secluded Botswana Safari](#)—This exclusive safari for just seven travelers encompasses the best private wildlife reserves in the Okavango Delta, Linyanti and Chobe River region, plus Victoria Falls. From intimate safari camps, guests experience wild Africa at its most remote and authentic.
- [Kingdom of the Monarchs](#)—Each winter, millions of monarch butterflies migrate to the fir forests of Mexico's Central Highlands. With expert naturalist guides, walk among them and listen to the air hum with the vibration of their wings!
- [Great Kenya Migration Safari](#)—Africa's most classic safari destination, Kenya, is home to the massive annual movement of 2 million wildebeest and zebra that constitutes the Great Migration. Experience it from secluded mobile camps.

NAT HAB IS THE CONSERVATION TRAVEL PARTNER OF WORLD WILDLIFE FUND (WWF)

Nat Hab has been the conservation travel partner of World Wildlife Fund since 2003. The company has provided more than \$6 million toward WWF's global conservation efforts and will continue to give 1% of gross sales plus \$175,000 annually through 2028. Nat Hab's commitment to WWF supports the organization's conservation projects around the world, which seek to conserve nature and reduce threats to the planet's biodiversity.

For more information, See: nathab.com/wwf

COMMITMENT TO CONSERVATION, COMMUNITIES & COMBATING CLIMATE CHANGE

Conservation is at the forefront of everything Nat Hab does. The company's philosophy on environmentally responsible travel is simple: tourism must work with and benefit local communities, who in turn steward natural habitats. Nat Hab believes that travel has the power to protect wildlife, support people, and preserve cultural integrity—efforts the company views not only as its goal, but also its responsibility. With its Chief Sustainability Officer at the helm, Nat Hab aims to be a global leader in sustainable and eco-conscious travel, implementing best practices in both office and field operations, and inspiring other companies to follow its lead.

- Conservation travel benefits the planet through relationships with 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 encouraged to develop sustainable skills and are paid a fair wage.
- Nat Hab's conservation passion nurtures 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.
- In 2007, Natural Habitat Adventures became the world's first 100% carbon-neutral travel company, offsetting every element of its operations. Since then, Nat Hab has offset more than 68,000 metric tons of carbon dioxide with 18,000 tons offset in 2022 alone. In 2019, Nat Hab took its commitment a step further and began offsetting travelers' flights to and from their adventures, increasing carbon offsetting by 300-400%.
- In 2023, Nat Hab introduced Carbon Clear Vision, adding a diagram for each trip that shows its travelers a comprehensive overview of how and where carbon is emitted during their journeys. These charts, which accompany each trip on the website, provide easy-to-read data that illustrates the CO2 output generated on each portion of the itinerary, from accommodations to transportation, meals, and administrative support.
- Nat Hab released its first annual Sustainability Report in 2023, sharing the company's ongoing efforts as a leader in sustainable travel and providing more transparency within the industry.

See the current report here: nathab.com/conservation/sustainability-report

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. Nat Hab has earned the reputation for employing the finest naturalist [Expedition Leaders](#). 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, augmenting their already impressive knowledge base.

THE SMALLEST GROUPS

Meaningful nature encounters cannot take place in large groups. That's why Nat Hab trips average just 8–10 travelers, the smallest groups in the industry. A small group not only increases the likelihood of seeing wildlife but also ensures that encounters will be quieter and more personal. Fewer numbers also mean a lower impact on the vulnerable natural places we love and seek to protect.

ATMOSPHERIC ACCOMMODATIONS IN NATURE

For convenience and economy, standard tour companies typically utilize chain hotels and large lodges that are often overrun with big tour groups. Nat Hab recognizes that superlative nature adventures require the peace and seclusion of remotely located camps and distinctive small ecolodges that are 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 comfort and amenities.

Nat Hab's Private Accommodations

- Nat Hab's Alaska Bear Camp—Lake Clark National Park, Alaska
- *Natural Habitat Ursus*—Katmai National Park, Alaska
- The Tundra Lodge—Churchill, Manitoba
- Nat Hab's Base Camp Greenland—East Greenland
- *Natural Habitat Petrel*—Galapagos Islands, Ecuador
- Nat Hab's Tortoise Camp—Galapagos Islands, Ecuador
- Nat Hab's Gomoti, Explorer, and Pelo Camps—Okavango Delta, Botswana
- Nat Hab's Serengeti Plains and Migration Camp—Serengeti National Park, Tanzania
- Nat Hab's Migration Camp—Maasai Mara National Reserve, Kenya
- Nat Hab's Mara East Camp—Private Mara Conservancy, Kenya
- Nat Hab's Rhino Camp—Ol Pejeta Conservancy, Kenya

Nat Hab's Definition of Luxury

When you travel with Nat Hab, the term "luxury" takes on an important distinction. While many of our remote camps, ecolodges and small ships reflect the traditional definition—providing exceptional comfort and amenities—at Nat Hab, "luxury" means something more. The real luxury our lodgings and itineraries offer is how they connect you to the wild—to rare, awe-inducing moments in nature that few will experience in their lifetime. "Luxury" can mean 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. We offer the luxury of quiet, intimate contact with nature and wildlife, venturing off standard tracks with the most renowned Expedition Leaders in the business.

TRANSPORTATION INNOVATIONS

- Nat Hab's Electric Safari Vehicle—In 2023, Nat Hab launched its first off-grid, solar-charged safari vehicle in Botswana's Okavango Delta. The ESV allows for a near-silent approach to wildlife, enhancing the nature-viewing experience while reducing Nat Hab's carbon footprint.
- Nat Hab's Adventure Cruisers—On several of Nat Hab's U.S. National Parks itineraries, travelers enjoy an elevated wildlife viewing experience from deluxe custom vans with 360° viewing through pop-top roofs or triple roof hatches, plus large windows for 360° wildlife viewing and a comfortable stand-up interior.
- Polar Rovers—Nat Hab's custom Polar Rover tundra vehicles offer advanced suspension technology with huge windows and a see-through steel outdoor viewing deck for closer, safe polar bear viewing in Churchill, Manitoba.

NAT HAB'S TYPICAL GUEST

Natural Habitat Adventures' core clientele are travelers who yearn for a rare and exciting adventure in nature yet who don't typically desire physically demanding trekking or uncomfortable basic camping. Clients value a genuine immersion in wild places but want plenty of comfort 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, although 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 may be added, and age-appropriate activities are planned to engage and inspire children.

NAT HAB HISTORY HIGHLIGHTS

- 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 on a spring break trip 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, as an alternative to depleting resources.
- 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, Nat Hab moves from New Jersey to Boulder, Colorado.
- 2003—Nat Hab's innovative alliance with World Wildlife Fund is initiated. WWF selected Nat Hab as its global travel partner because of the quality of Nat Hab's trips and a shared commitment to conservation.
- 2006—With the guidance of Sustainable Travel International, Nat Hab 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.
- 2008—Nat Hab 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.
- 2012—Natural Habitat Foundation is created to support both environmental and community development initiatives in destinations where the company operates.
- 2015—Nat Hab debuts 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. Guests explore by boat, kayak, and hikes over tundra and ice.
- 2016—Nat Hab joins forces with Lindblad Expeditions in a business partnership to complement and expand its adventure travel offerings, opening up new destinations and experiences for its travelers. Founded in 1958 by Lars-Eric Lindblad, Lindblad Expeditions today is the world's leader in small-ship expedition cruising.
- 2019—Nat Hab operates the world's first Zero-Waste Adventure in Yellowstone National Park.
- 2019—Nat Hab begins offsetting all guests' flights to and from the starting point of their adventures, increasing the total amount of the company's carbon offsetting by 300-400%.
- 2020—Nat Hab launches Climate Change & Our Wild World, a climate-focused adventure series honoring 35 years of conservation travel, with trips featuring climate expert special guests
- 2020—Nat Hab debuts its women's adventure series—expeditions exclusively for women—with a northern lights adventure in Churchill, Canada. Covid-19 shut down additional plans until 2022.
- 2022—Nat Hab acquires Alaska Bear Camp, a rare private in-holding in Lake Clark National Park, where small groups of guests observe brown bears roaming freely, in the company of expert guides
- 2023—In Botswana, Nat Hab builds its first fully electric, off-grid, solar-charged electric safari vehicle designed to decarbonize, innovate and inspire

See the full timeline here: nathab.com/our-story

RECENT AWARDS

- 2015—Honored with prestigious Sustainable Tourism Leadership Award by the Virtuoso international luxury travel network
- 2019—Base Camp Greenland (Discover Greenland: The Nat Hab Experience) named to “Best Trips of 2019” by National Geographic Traveler magazine
- 2019—AFAR Traveler’s Choice Awards: Best Wildlife Encounters
- 2019—PURE Life Experiences 2019 Travel Awards: “Transformative Travel Award” for World’s First Zero Waste Adventure
- 2019—Nat Hab’s “Safari America: Yellowstone Country” named a “Best Trip of 2019” by Outside
- 2019—Best Adventure Travel Company finalist in USA Today Readers’ Choice Awards
- 2019—Finalist, Virtuoso Sustainable Tourism Leadership Awards
- 2019—Named “Best Place to Work” by Outside magazine for the eighth time in 12 years
- 2020—Best Adventure Travel Company finalist in USA Today Readers’ Choice Awards
- 2020—AFAR Traveler’s Choice Awards: Best Wildlife Encounters & Best Photography Expeditions
- 2021—Winner, Trips & Tour Operators, Newsweek Future of Travel Awards
- 2023—Named one of TimeOut’s Best Sustainable Travel Companies
- 2023—Winner, Best Nature Travel Company—TripSavvy Best Adventure Travel Companies of 2023
- 2024—Named to Top 10 Best Adventure Travel Companies, Newsweek Readers’ Choice Awards
- 2024—Nat Hab’s Alaska Bear Camp named top Nature Lover’s Lodging by Sunset magazine
- 2024—Nat Hab named by Travel + Leisure as one of 15 Readers’ Favorite Tour Operators for 2024

MEMBERSHIPS & AFFILIATIONS

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

See: nathab.com/partnerships

PROFESSIONAL TRAVEL AGENTS & CONSULTANTS

For four 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: travel-consultants.nathab.com

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MEDIA RESOURCES

- For weekly eNews, sign up at nathab.com/#enews.
- To receive Nat Hab's Catalog of the World's Greatest Nature Journeys, visit nathab.com/#catalog.
- Nat Hab [webinars](https://nathab.com/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 weekday from 3-4 p.m. Eastern Time (12 p.m. Pacific); visitors can access recorded presentations at nathab.com/webinars.
- [Blogs](#)—Good Nature is Nat Hab's blog, filled with great content and storytelling about wildlife, nature news, destinations and conservation.