



MODERN ADVENTURE™

# Welcome to Modern Adventure

*Let's build something beautiful.*

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# An Introduction ...



# We are *Modern Adventurists*

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We exist to create singular travel experiences in collaboration with industry-leading tastemakers and brands.

We are purveyors of joy, and we're here to build a community of curious, thinking travelers who value going deeper.

We believe that travel can be a force for good ....

... and that how we travel matters.

[Read our manifesto](#)





# Meet our Founder

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Modern Adventure founder and CEO Luis Vargas was born in Mexico City, grew up in California and found home in Oregon. He created Modern Adventure in 2017 on the idea that travel can be transformative — for travelers, and for the communities they visit.

Before MOAD, Luis spent 20 years building and scaling meaningful travel businesses with brands including the Walt Disney Company, REI, Exos, Backroads and the Clymb. He's a strategic advisor and board member to the Adventure Travel and Trade Association (ATTA).

Luis's 2017 TEDxPortland talk, "[Travel More, Buy Less](#)" has more than 1.8M views.



# What we do



# OUR BUSINESS

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## VALUES

Modern Adventure is redefining experiential travel for the benefit of our partners, our members and the planet.

An average of 67 cents of every dollar Modern Adventure earns is spent locally in destinations

We work with local partners who pay fair living wages to their workers and operate with care for the environment

The greatest luxuries are trust, access and understanding. These can't be bought; they must be earned.

We believe in the transformative power of FUN.

## FIND US

[modernadventure.com](https://modernadventure.com)



## FOUNDER & CEO:

Luis Vargas

**COMPANY  
HEADQUARTERS:**  
Portland, Oregon

## CERTIFIED

B Corporation  
Climate Neutral

## FOUNDING MEMBER

The Adventure Travel  
Conservation Fund

## TRAVELS TO:

Americas, Asia-Pacific,  
Europe and Africa

## OUR TRIPS

Modern Adventure enables travel that serves as a force for good in our lives and in the lives of the people and places we visit. We travel across the globe on experiences that showcase the best of a destination—from the rugged and adventurous to the sophisticated and sublime.

[LEARN MORE](#)

### Tastemaker Trips

Modern Adventure connects travelers to extraordinary experiences across the world in intimate group settings.

[LEARN MORE](#)

### Custom Travel

Modern Adventure curates stunning personal journeys around exclusive experiences and authentic access — from the beating heart of a world city to uncharted paths through pristine landscapes.

[LEARN MORE](#)

### MO/AD Retreats

Modern Adventure designs exceptional trips both close to home and spanning the globe that weave together the very best of the people and places we visit.

[LEARN MORE](#)



# Destinations (2026-2027)

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## **AFRICA** Morocco

## **ASIA-PACIFIC**

India

Japan

New Zealand

Thailand

Vietnam

## **EUROPE** France - Burgundy

Georgia

Greece

Italy - Emilia-Romagna

Piedmont

Sicily

Portugal

Spain - Basque & Rioja

## **AMERICAS**

Argentina

Chile

Mexico - Oaxaca

Mexico City

Peru

# An Invitation ...







## *Join us as a Purveyor of Joy*

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We collaborate with people and brands we deeply admire. We look for partners with a connection to one of our destinations, with whom we can create resonant journeys built around authentic experiences.

Our “True North” is to celebrate and amplify what you do. We aim to distill the joy you bring to your craft into a gorgeous travel immersion.

Together, we'll share it with your community and ours.



## MO/AD TASTEMAKERS

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Our tastemakers are creative, forward-thinking leaders at the top of their craft.

They are natural hosts who cherish opportunities to connect with the people in their community.

A tastemaker's clientele loves what they do, appreciates their perspective, wants to hear their stories ... In this, the feeling is mutual.

They appreciate value of beautiful content, and know that savvy, consistent, timely marketing is integral to success.

They believe in the transformative power of FUN.



**Chateau Montelena**



**Gregory Gourdet**



**Don Angie**



**Heath Ceramics**



**Tiffany Derry**



**Michael Cimarusti**



**Ludovic Lefebvre**



**Andrew Zimmern**



**Sean Brock**



# The Partner Experience



# Tastemaker Trips: An Overview

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- As a tastemaker, you travel as a MO/AD host. You are there to illuminate the journey with your perspective and passion for the destination.
- Trips are about a week, with 10-20 guests, and include a trip leader or local guide who handles operations, logistics and guest service.
- We work to incorporate your interests and local connections into the itinerary, and create opportunities during the trip for you to showcase your craft.
- We manage booking, guest relations, etc., and we market the trip together.



# The Process

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- Align on a destination where you have a connection and a basic travel timeframe
- Meet with a trip designer who will handcraft a gorgeous itinerary based on our curated experience in the destination. We'll work to include your passions and local connections.
- We build a stunning trip page and marketing materials for your approval.
- Together, we market the trip to our combined audiences with a goal of securing 10 confirmed guests in the first 2-3 months of the trip sales cycle.
- Once your trip is "confirmed," at 10 ticketed guests, we'll book flights, fine-tune all the details and logistics, and send you off to enjoy a beautiful trip alongside the guests.



A photograph of the interior of a large, ornate cathedral. The space is filled with tall, fluted columns and high, vaulted ceilings decorated with intricate frescoes and mosaics. Rows of wooden pews are visible on the left side of the image. In the center-right, a person is walking away from the camera towards a large, dark wooden door. A bright beam of light enters from the right, illuminating the person and the floor. The overall atmosphere is one of historical grandeur and quiet contemplation.

# Co-Marketing



# Why Co-Marketing?

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- As a tastemaker, you know that thoughtful and consistent marketing is essential to building a sustainable business.
- Traveling on a Modern Adventure is an opportunity to strengthen relationships with your top clients and cultivate new forever-customers. It's a chance to share the passion that distinguishes your work with folks who love what you do.
- Your community will be excited to join you for a delicious experience in one of your favorite places. Your ability to get the word out via email, social and personal channels is what will bring them aboard.
- Before your trip launches, we'll work with you develop a collaborative marketing plan that leverages our combined channels and audiences.
- We are proud to work with you. We can't wait to tell the world about your trip — and share your story and work — with our audience throughout our marketing partnership.



## EMAIL

Most of our bookings come in via email (we send them to our list, you to yours). Quality emails are essential to trip success.

Angie and Scott sent this email to their restaurant's mailing list. MO/AD provides photo assets and we can support copywriting and editing as needed.

[More Email Examples Here](#)

# MATTHIASSEN



## Join Us in Sicily

October 26 - November 1, 2025

We - Steve and Jill - are excited to share in Sicily's many millennia of culture, food and winemaking with you this fall. We'll explore ancient amphitheaters and markets, sample golden arancini from street vendors and roll fresh pasta for lunch. On the slopes of Mt Etna, we'll drink Carricante and Nerello Mascalese with local winemakers hand-picked by Jill and Steve. We'll make fresh ricotta with a shepherd, and sail the sparkling Ionian Sea, pausing for lunch and to explore Greek temples in a quiet fishing village.

BOOK YOUR SPOT

## Trip Highlights

- Cook with local ingredients
- Jeep ride up Mt. Etna
- Have lunch inside a volcanic cave
- Learn about the art of low-intervention wines
- Savor unique Sicilian wines
- Picnic at the Valley of the Temples
- Visit Marsala's scenic salt flats
- Try street foods at Palermo's market

BOOK YOUR SPOT



PRESS

INSTAGRAM

WINE SHOP

WINE CLUB

VISIT

No longer want to receive these emails? [Unsubscribe.](#)  
Matthiassen Wines 3175 Dry Creek Road Napa, California 94558

## SOCIAL MEDIA

We'll promote your trip via our Social media channels at launch and at key points throughout the sales cycle. We ask you to do the same, and to engage with us on Socials via collaboration posts, which are a fun, easy way to reach our shared audiences with with one simple push.

This is an opportunity to dig into a theme and really channel our shared excitement for our trip.

### EXAMPLES:

[Japan Reel: Phillip & Margarita Lee of Sushi by Scratch](#)

[Portugal Post: James London](#)



# Awards & Recognition







## AWARDS AND RECOGNITION

### FOOD & WINE

#### MODERN ADVENTURE NAMED A 2021 GAME CHANGER

"To be on the list means you are pushing your peers to think deeper, dream bigger, and innovate harder. You are changing how we collectively eat, travel, and drink for the better."

[READ MORE](#)

### FAST COMPANY

#### MOST INNOVATIVE COMPANIES IN 2020

Modern Adventure makes the Fast Company list of the world's most innovative travel companies in 2020.

[READ MORE](#)

### Condé Nast Traveler

#### #8 TRAVEL OPERATOR IN THE WORLD

Modern Adventure recognized twice-over as top travel operator in the world by Condé Nast Traveller's annual Readers Choice Awards, the most prestigious in the travel industry.

[READ MORE](#)

### Sunset

#### BEST NEW EXPERIENTIAL TOUR OPERATOR

"This new Portland-based company curates not just extraordinary itineraries, but they also enlist incredibly cool, in-the-know trip leaders."

[READ MORE](#)

## PRESS FEATURES

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### TRAVEL+ LEISURE

**"THIS TRIP IS BONKERS. YOU  
KNOW THAT, RIGHT?"**

"I'd had Oaxacan food before, but few restaurants served meals like this—'celebration food' worth the effort only for births and weddings. And, apparently, for Modern Adventure."

[READ MORE](#)

### VOGUE

**FARAWAY LANDS, DELICIOUSLY**

"Modern Adventure is curating a slew of foodie getaways, each spearheaded by the world's most prolific culinary influencers. Who wouldn't want to venture to faraway lands... eating really, really good food?"

[READ MORE](#)

### The New York Times

**THE WORLD ON A PLATE**

"In opening our mouths, we open our minds... A basket of dumplings can teach as much about a culture as its greatest monuments... on eating and drinking itineraries with Modern Adventure."

[READ MORE](#)

### Robb Report

**CRAFT, PASSION AND INSPIRATION**

"We hope travelers will return home from these trips with a better understanding of themselves and the world around them, and a deeper appreciation and context for the craft, passion and inspiration of our Paragon luminaries."

[READ MORE](#)

### AFAR

**DREAM ITINERARIES**

"New tour company Modern Adventure taps leading-edge VIPs in the culinary and wellness realms to plan and helm dream itineraries."

[READ MORE](#)

### TED<sup>x</sup>

**TRAVEL MORE. BUY LESS.**

Watch CEO and founder Luis Vargas' TEDxPortland talk. Because adventure and exploration is the best way to learn and expand your horizons.

[READ MORE](#)



An aerial photograph of a lush, green landscape featuring terraced rice fields carved into a hillside. The terraces are filled with water, reflecting the surrounding greenery. The fields are surrounded by a dense forest of tall palm trees and other tropical vegetation. A small stream or path winds through the terraces. The overall scene is serene and beautiful, capturing the essence of a tropical paradise.

Join us?  
*It's beautiful out here.*

Partner with us: *tastemakers:* [heidi@modernadventure.com](mailto:heidi@modernadventure.com)

*retreats:* [tanva@modernadventure.com](mailto:tanva@modernadventure.com)

*custom travel:* [alvson@modernadventure.com](mailto:alvson@modernadventure.com)

[modernadventure.com](http://modernadventure.com)