

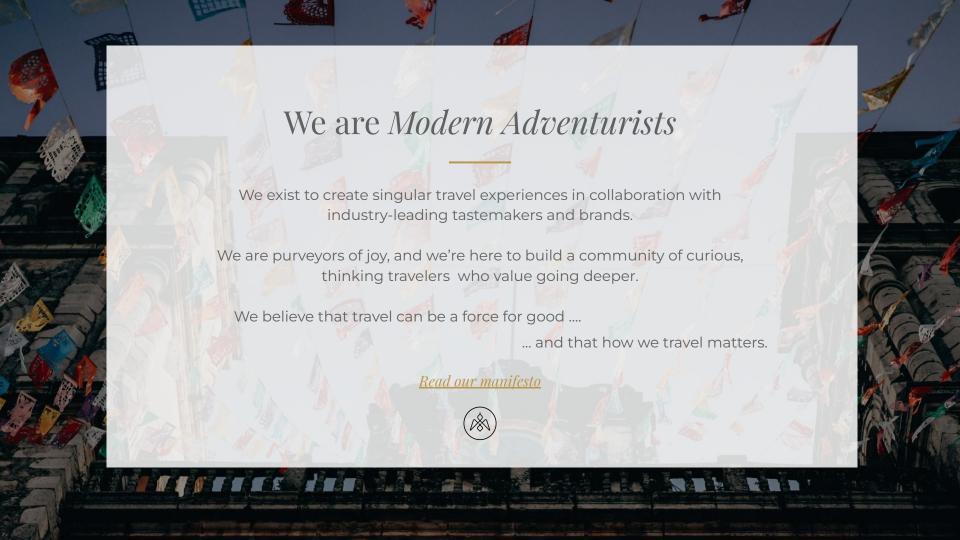
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An Introduction ...





Meet our Founder



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, "<u>Travel More, Buy Less</u>" has more than 1.8M views.



What we do



OUR BUSINESS

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







FOUNDER & CEO:

Luis Vargas

COMPANY
HEADQUARTERS:
Portland, Oregon

CERTIFIED

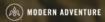
B Corporation Climate Neutral

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.

LEADN MODE

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)

AFRICA Morocco

EUROPE France - Burgundy

Georgia

Greece

Italy - Emilia-Romagna

Piedmont

Sicily

Portugal

Spain - Basque & Rioja

ASIA-PACIFIC

India

Japan

New Zealand

Thailand

Vietnam

AMERICAS

Argentina

Chile

Mexico - Oaxaca

Mexico City

Peru

An Invitation ...





MO/AD TASTEMAKERS

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





The Process

- 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.





Why Co-Marketing?

- 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.



MARKETING YOUR ADVENTURE

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**

MATTHIASSON



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. Matthiasson Wines 3175 Dry Creek Road Napa, California 94558

MARKETING YOUR ADVENTURE

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:

<u>Japan Reel: Phillip & Margarita Lee of Sushi</u> <u>by Scratch</u>

Portugal Post: James London



Awards & 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

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

FAST @MPANY

MOST INNOVATIVE COMPANIES IN 2020

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

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

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

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

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

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

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



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



Partner with us: tastemakers: heidi@modernadventure.com

retreats: tanya@modernadventure.com

custom travel: alyson@modernadventure.com



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