

THE EXCURSIONIST STORY



excursionist

Travel Your Passions™



THE EXCURSIONIST STORY

The idea for Excursionist was born on the streets of India, during a trip Norman Aynbinder (founder) took several years ago. Thanks to friends and colleagues familiar with the area, Norman was able to arrange a number of “excursions” tailored to his passions, including social development, conservation and contemporary art. Through these insider contacts, Norman was able to go on a private tiger tracking expedition with an Indian Wildlife Institute researcher, arrange a visit with artists in Mumbai’s arts district and meet with an organization in Delhi that trains recent migrants to be tour guides — giving them an opportunity for economic independence. Through these experiences, Norman gained unparalleled exposure into a challenging, vibrant and hopeful country that he might not have had he gone on an organized tour or tried to do it himself with a guidebook.

Through his work with customers at American Express, Norman realized that the definition of luxury travel was changing, as was the end consumer. Many “luxury travelers” were no longer utilizing traditional travel agents and tour operators, and preferred to control their travel planning and booking online. While staying at top-rated hotels remained important, luxury also meant having truly unique, authentic and life-changing experiences. Norman imagined a travel company that could deliver these kind of experiences and give the consumer the control to select from an online menu to create their own customized adventure. Finally, travelers would truly be able to travel their passions.

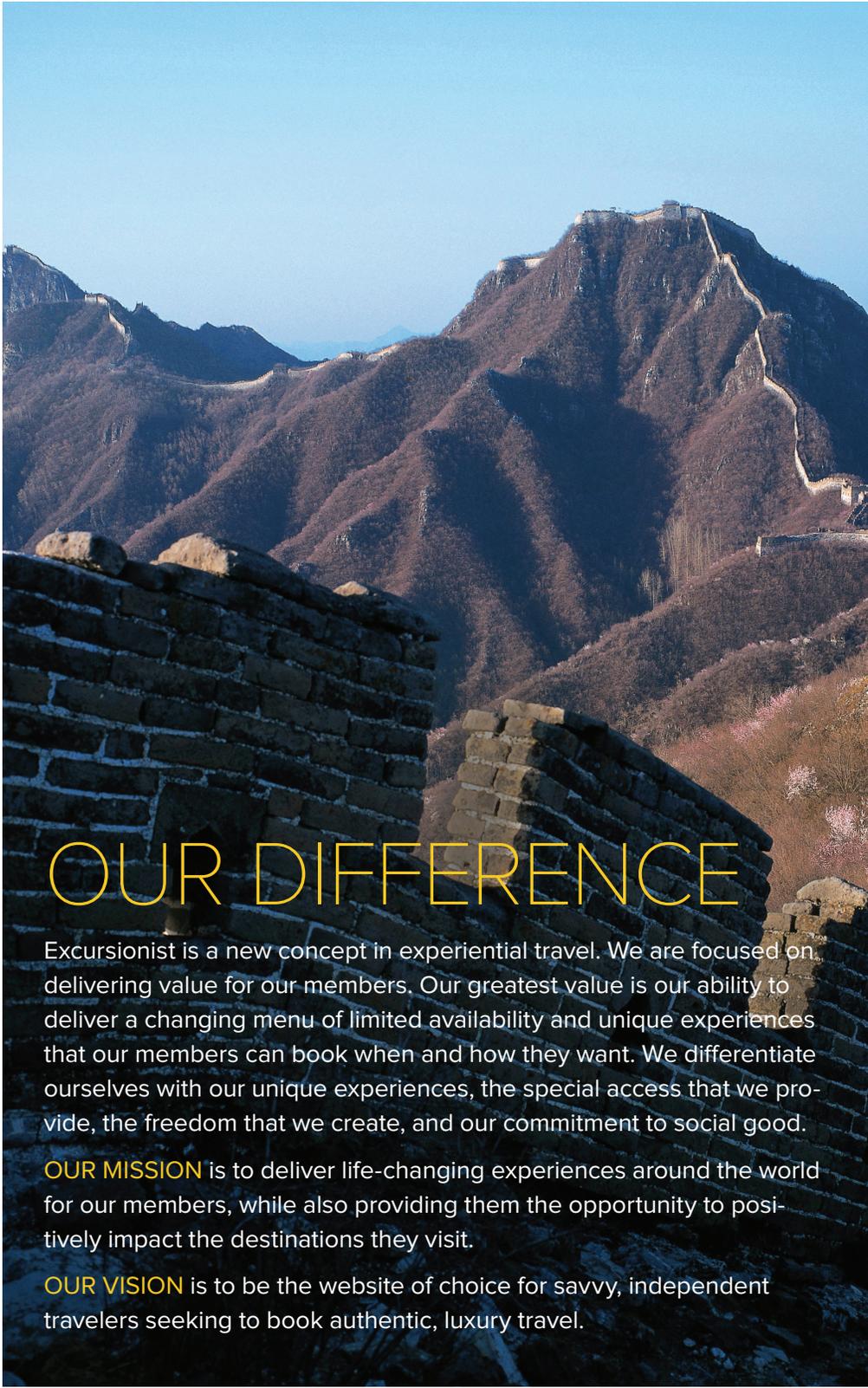
Partnering with Elan Nissenboim, Alex Greenbaum and a team of other passionate travelers, Norman founded Excursionist in 2010 with the mission of delivering life-changing experiences around the world to a community of members, while also providing them the opportunity to positively impact the destinations they visit. The company has developed relationships with world-renowned experts who advise and curate exclusive experiences for Excursionist’s members.

Our team has traveled to over 30 countries to create relationships with local personalities and partner with the top outfitters to implement these experiences.

“...luxury also meant being able to have truly unique, authentic and life-changing experiences.”

Excursionist pairs our experiences with a selection of the most unique, authentic and/or boutique accommodations in every destination and negotiates special rates for our members. We also have relationships with NGOs (non-profit organizations), academics, artists and conservation organizations to ensure that our travelers can learn about the places they visit in a deeper way and give back to make a positive impact. Finally, Excursionist has set out to revolutionize experiential, luxury travel by building a website that gives travelers freedom in how they plan and book their journey. While our Experience Specialists are available to help in trip planning, the site allows a member to combine several short experiences, build a unique and customized travel adventure and get an approximate price quote all online and at our customers’ convenience. Excursion Specialists then help with transportation needs and confirming the details.

Because many of the offerings involve meeting local experts with limited availability, Excursionist has chosen to make the website membership-based. The goal is not exclusion, but rather to create a community of like-minded travelers who are passionate about exploring the world. Over time, as the menu of experiences grows, additional memberships will be available.



OUR DIFFERENCE

Excursionist is a new concept in experiential travel. We are focused on delivering value for our members. Our greatest value is our ability to deliver a changing menu of limited availability and unique experiences that our members can book when and how they want. We differentiate ourselves with our unique experiences, the special access that we provide, the freedom that we create, and our commitment to social good.

OUR MISSION is to deliver life-changing experiences around the world for our members, while also providing them the opportunity to positively impact the destinations they visit.

OUR VISION is to be the website of choice for savvy, independent travelers seeking to book authentic, luxury travel.

CREATING UNIQUE EXPERIENCES

We facilitate authentic encounters between our members and local experts and personalities in addition to culturally sensitive encounters with indigenous communities and local groups.

FOCUSING ON PEOPLES PASSIONS

Our experiences are organized around the topics our members are passionate about and curated by world-renowned experts.

MAKING TRAVEL EASY TO BOOK ONLINE

We feature a changing menu of short modules that our members can price and assemble online and then submit to our specialists for confirmation. We offer 24 hour phone and e-mail support through our Experience Specialists.

HELPING MEMBERS MAKE A DIFFERENCE

We connect our members directly to local communities and NGOs and follow strict responsible travel guidelines.

PHILANTHROPY & RESPONSIBLE TRAVEL

At Excursionist, we work off a triple bottom line: financial success goes hand-in-hand with environmental and social responsibility. We do everything in our power to ensure that our eco-footprint is small and that we have a positive impact on the communities in which we work.

We do so by collaborating with local firms as well as NGOs to provide a wide range of experiences that directly address eco-sustainability and social well-being. Each NGO experience we feature includes a shared donation by Excursionist and the member booking the experience. The donation

goes directly to projects that will have a positive impact on the community and environment that our members visit. Working with international foundations, we vet all the NGOs we work with and monitor them to ensure they are fiscally responsible and successful in meeting their mission.

SAMPLE EXCURSIONS

Here is just a sampling of our experiences:



Nefertari's Tomb, Luxor, Egypt - Hisham El Meniawy

PRIVATE OPENING OF EGYPT'S BEST PRESERVED TOMB

Queen Nefertari is one of Egypt's best known queens, next to Cleopatra and Nefertiti. Have a private viewing of her tomb (now permanently closed to the public) with a Professor of Egyptology and Antiquities. Through our

local contacts in Egypt, we have been able to arrange for a limited number of visits inside the tomb in the coming year. This is truly a once-in-a-lifetime opportunity, as the tomb may soon be closed even for VIPs.



Lima, Peru - Guillermo Cock

PERUVIAN HISTORY WITH WORLD-RENOWNED ARCHAEOLOGIST

A visit to Lima's Larco Museum with a world-renowned archaeologist will arm you with the pre-Columbian knowledge needed to enjoy Peru's famed sites. Dr. Guillermo Cock, your exclusive guide, is one of Peru's leading

archaeologists. He has worked on, discovered, and reported on many of Peru's most important sites. Throughout the course of this excursion, Dr. Cock will offer his insight into the lost world of the Incan civilization.



Greenland - Alex Hibbert

ADVENTUROUS GREENLAND

In 2008 Alex Hibbert and George Bullard skied 1,374 miles across Greenland — their journey was the longest of its kind. Now our trekking Curator, Alex has worked with us to develop an itinerary that exposes members to the island, highlighting the southeastern

coast. Kayaking to icebergs, whale spotting, treks into the wild landscape and helicopter flights over the ice shelf, and night visits to the small, colorful village of Tasiilaq are just some of the unique experiences to be had on this amazing journey.



798 Arts Beijing, China - Stephen Cho

CONTEMPORARY BEIJING ART & CULTURE

Learn about Beijing's contemporary art scene, meet with up and coming artists, and visit Beijing's premiere art institutions. Visit 798 Art Zone, a vibrant art community in Beijing located in the industrial zone of the city as

well as the art village, Song Zhuang, located outside the city center. You'll also visit the Central Academy of Fine Arts (CAFA), the first national school of fine arts in China.



Seung River, Laos - Buffalo

COMMUNITY OUTREACH IN LAOS

A glimpse into riverside Laotian life can be found on this participatory visit to a local village. This three day excursion begins by waking at dawn in Luang Prabang to experience the Buddhist practice of alms giving. Through this simple act you will see how tourism is impacting local culture and learn

how UNESCO is working to protect this traditional way of life. Then later you will meet and cook with your host family while spending time working on a community based project. Past projects have included school or well construction, temple restoration and teaching English to youth groups.

CURATORS

Excursionist's curators — a panel of world-renowned academics, adventurers, TV personalities, scientists and artists — advise us in the fields where we offer experiences, ensuring quality and authenticity. Often curators have connected us to their colleagues so that we can do the same for our members! They may also lead once-in-a-lifetime experiences that only members can reserve.

Here is just a sampling of our curators:



ALLISON FISHMAN

Cooking — Celebrity Cooking Personality & Author

Allison is the author of *You Can Trust a Skinny Cook* and creator of the Wooden Spoon Cooking School. She is also a spokesperson for *Cooking Light* magazine and was a contributor to the bestselling *Cook Yourself Thin*. Allison

studied human development and family studies at Cornell, but after years of practice realized the way to keep families happy was by getting them back into the kitchen, enjoying good, healthy food together.



PAUL FREEDMAN

History — Professor of History at Yale University

Dr. Freedman is the Chester D. Tripp Professor of History at Yale, specializing in medieval social history, the history of Spain, comparative studies of the peasantry, trade in luxury products, and history of cuisine. He has published

several books including *Out of the East: Spices and the Medieval Imagination* (Yale University Press). More recently edited *Food: The History of Taste* (Thames & Hudson), an illustrated collection of essays about food through history.



ALEX HIBBERT

Trekking & Hiking — Record-holding Polar Explorer

At age 15, he was one of the youngest people to complete the 125-mile Devizes to Westminster kayak ultra-marathon before studying Biology at the University of Oxford. In 2007, Alex led a Greenlandic climbing/sledge-hauling expedition while hosting a film-crew. His pro-

fessional highlight to date was leading a 2008 record-breaking Tiso Trans Greenland, the longest unsupported polar journey in history. His first book, *The Long Haul*, was released in 2010 and this year, he plans to break the world speed record for a Greenland icecap crossing.



MELANIE STIASSNY

Wildlife & Conservation — Curator at the Museum of Natural History

Dr. Stiassny is the Herbert R. and Evelyn Axelrod Research Curator and Professor of Vertebrate Zoology at the American Museum of Natural History in New York. Her research focuses on freshwater biodiversity documentation and systematic ichthyology in Old World

tropics. Her current work is in collaboration with an international team of scientists and NGO's. She seeks to elucidate the evolutionary dynamics underpinning the high diversity of fish in the lower Congo River which will help in Congo's conservation planning.



ANDREW GOLDBERG

Film — Emmy Award-winning Director & Producer

Andrew is the Emmy Award winning founder of Two Cats Productions. His credits include producing/directing documentaries for PBS, ABC and MSNBC. Topics include public affairs, history, and current events, including Armenian Genocide and contemporary anti-Semitism.

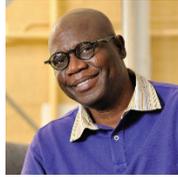
The 2009 film "Jerusalem: Center of the World," aired on PBS to critical acclaim. Andrew has also written and produced for Good Morning America's "Weekend Window" and NPR's "All Things Considered." His most recent film "Out in America" aired on PBS in June.



LOCAL PERSONALITIES

While Excursionist utilizes expert professional guides for many of our experiences, we also introduce our members to local personalities who are the true authority on the intersection of that passion and place. Below, you will find a few of the chefs, artists, professors, naturalists, architects, activists, students, and scientists that bring our experiences to life.

Here is just a sampling of our local personalities:



ZWELETHU

Artist — Cape Town, South Africa

Zwelethu Mthethwa received his BFA from the Michaelis School of Fine Art, University of Cape Town, a then “whites-only” university he entered under special ministerial consent. In 1989, he earned a master’s degree in imaging arts while on a Fulbright Scholarship to the Roch-

ester Institute of Technology, Rochester, New York. Mthethwa has had over 35 international solo exhibitions in the United States, France, Germany, Italy, South Africa and Switzerland, and has been featured in numerous prominent group exhibitions.



CATALINA

Television Personality — Santo Domingo, Dominican Republic

Catalina Ramirez is a specialist in African culture. She and her TV program “Rituales Milenarios” are well known to the public and media.

Her knowledge of urban trends and local haunts brings out her true personality and love of the D.R.



MR. WANG

Kite Maker — Beijing, China

Mr. Wang is one of China’s premier kite-makers. Born in 1950, he started flying kites at seven years old. In the years since he’s devoted his life to handcrafting some of China’s finest kites.

For the Olympics he created kites that were displayed throughout the Olympic Village and at major venues



CHLOE

Author of “The Chocolate Connoisseur” — Paris, France

Chloe is a renowned international chocolate expert. She was the chocolate buyer at one of the UK’s premier stores, Fortnum & Mason

from 2003–2006 and is also the author of *The Chocolate Connoisseur*.



RANDA

Department Head, Ancient Egyptian Antiquities at Mansoura University, Egypt

Dr. Baligh is a distinguished Egyptian Archaeologist with a Ph.D and M.Phil Degree from Yale University. She was instrumental in establishing a permanent exhibit of Egyptian Antiquities at Yale’s Peabody Museum, has published widely in academic journals and lectures on topics as

diverse as medicine and the role of women in Ancient Egypt. While Dr. Baligh is an authority on the ancient world, she has also worked as a correspondent on modern Egyptian civilization for the *LA Times* and ABC News.





Clockwise from top:
Buenos Aires; Argentina - Pit
Thompson; Great Barrier Reef,
Australia - Marc Fueeg; Longji, China



VOYAGER MEMBERSHIP

Complimentary memberships that require an invitation or referral by a current member. We are also releasing a limited number of invitations to those who request them from time to time.

Benefits include:

- Access to a changing collection of unique experiences around the world
- Ability to meet featured local personalities on your excursions
- Special offers at boutique accommodations
- Recommendations based on your passions and destinations of interest and more

EXPLORER MEMBERSHIP

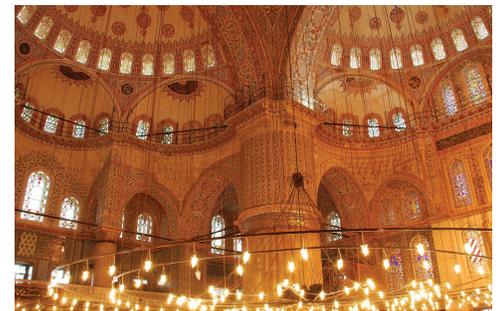
A limited number of two-year Explorer memberships the can be purchased at \$300 (per membership).

Benefits include:

- All Voyager benefits
- Access to Once-in-a-Lifetime Experiences not available to other members
- Preview of all new Limited Edition Experiences before other Members
- No fees for bespoke trip planning
- Invitation to private events with Excursionist curators
- And other additional benefits

OUR MEMBERSHIP

Excursionist was established as a membership based travel company not with the intention of exclusion, but rather with the goal of creating a community of like-minded travelers. Our members have very different passions, but share a common desire to travel the world in order to pursue those passions. They are curious and eager to open their minds to new people, ideas, and cultures.



Blue Mosque, Istanbul, Turkey - Jesus Solana, Luke Dale
Roberts Kitchen - Luke Dale Roberts



DESTINATIONS

THE AMERICAS

Argentina
Brazil
Chile
Colombia
Dominican Republic
Mexico
Peru
USA

EUROPE

Denmark
England
Finland
France
Ireland
Italy
Norway
Russia
Scotland
Spain
Sweden
Turkey

AFRICA & MIDDLE EAST

Egypt
Israel
Jordan
Lebanon
Morocco
Mozambique
Namibia
Oman
Rwanda
South Africa
Uganda

ASIA & PACIFIC

Australia
Cambodia
China
India
Japan
Laos
Thailand
Uzbekistan
Vietnam

PASSIONS

THE ARTS

Antiques + Crafts
Architecture + Design
Contemporary Art
Fashion
Film
Fine Art
Literature
Music
Performing Arts
Photography

FOOD & DRINK

Coffee + Tea
Cooking
Local Cuisine
Spirits & Beer
Wine

PEOPLE & CULTURES

Archaeology
History
Local Culture
Religion

SOCIAL GOOD

Economic Development
Politics + Human Rights
Social Development

NATURE

Astronomy & Geology
Birding
Botany
Paleontology
Wildlife + Conservation

SPORTS & ADVENTURE

Air Adventures
Cycling
Golf
Horseback Riding
Kayaking
Sailing + Boating
Skiing
Snorkeling + Diving
Sports
Trekking + Hiking

WELLNESS

Spa
Yoga + Healing Arts

FOUNDER & KEY STAFF

NORMAN AYNBINDER *Chief Executive Officer & Founder*

Norman started his professional career as a management consultant, first at Arthur Andersen, then Booz Allen, consulting international governments, non-profits and corporations on issues of strategy and technology. Norman's passion for issues around job training and employment led him to leave the private sector and open a job training center for ex-offenders and welfare recipients in Washington, D.C. Norman worked closely with major hotel chains to train his students for living wage jobs in the travel industry. The success of the center led to his appointment as the interim Deputy Director of the District of Columbia's Labor Department by the new Mayor. Despite his successful career in public service, Norman was fascinated by the emergence of new "triple bottom line" companies, which successfully achieved profits, while pursuing a positive social and environmental impact. Having seen first-hand the positive impact that the travel industry could have on people's lives, Norman decided to make a mid-career shift into travel.

At American Express, he managed corporate relationships with major tour operators and travel companies, negotiating contracts that benefited Platinum and Black Card members. It was there that Norman began to recognize a major gap in the travel industry, which prompted him to launch a new concept in experiential, luxury travel geared towards independent travelers. The idea for Excursionist was born!

Norman has an MBA from New York University's Stern School of Business and a Masters in International Relations from the University of Virginia. Beyond his love of travel, Norman's passions include

conservation and social causes, the arts, running and raising German Shepherds. He lives in New York with his partner of nine years.

ELAN NISSENBOIM *Chief Operating Officer*

Elan's passion in international affairs was inspired at a very young age — from his earliest memories growing up on a dairy farm in the Carmel Mountains of northern Israel. Since those early days, Elan's work in the international development, conservation and science/technology space have taken him around the world to over 30 countries. He studied International Affairs at Macalester College in St. Paul and also completed a MA in Public Administration from American University. His most recent employers include the American Museum of Natural History in New York and Rare, an international conservation organization based in Washington, D.C.

At Rare, Elan was responsible for overseeing international operations, all grant/financial administration as well as new business development. Some of the projects he is most proud of include helping Rare open new offices in England and Indonesia and representing them at conferences in Japan and Germany. At the museum, Elan was a Director in the Budget office overseeing the Scientific Research, Digital, Retail and Biodiversity research budgets and related programming.

Elan joined forces with Norman and Alex to bring Excursionist to life in 2010 and brings to the company his passion and knowledge of the world along with his background in Finance and Operations. He is passionate about wildlife and conservation, music, local cuisine and local culture when he travels. Some of his most memorable trips include an impromptu trip to Mada-

gascar while he was studying in South Africa, a solo trip to Eastern Turkey upon graduating from college and a trip to Brazil as part of a study-abroad experience focused on urban planning. At Excursionist, Elan is responsible for handling all operations — relationships with suppliers and customers and developing new experiences with our curators and local personalities.

ALEX GREENBAUM *Chief Social Responsibility Officer*

Alex moved to Washington DC from the United Kingdom eleven years ago to work in the fields of international economics and international development. During this time he has worked both in the not-for profit and for profit worlds and until recently, managed a project focused on economic development in post-conflict economies that was run across 50 countries. He joined Excursionist because he passionately believes that building a vibrant private sector through tourism, is a means to increase economic prosperity, reduce poverty and achieve an overall enhanced quality of life for many of the world's poorer communities. At Excursionist, Alex works to ensure that financial success goes hand-in-hand with environmental and social responsibility.

Alex has a passion for travel in the developing world and has visited more than thirty countries worldwide. His other hobbies include grass roots volunteer work with local LGBT organizations and organizations that assist adults with disabilities. He is also a fan of fine dining, musical theater and classic British literature.

Alex holds a BA(Econ) in Economic Studies and an MA(Econ) in Economics and Econometrics from the University of Manchester in the United Kingdom.



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