

TRAVEL AND HOSPITALITY

Seabourn showcases 'Safaris at Sea' as demand for expedition travel grows

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Seabourn uses zodiacs, environmental knowledge, scuba diving and slow-travel methods to bring guests closer to the furthest reaches of the planet. Image credit: Seabourn

By EMILY IRIS DEGN

Cruise line Seabourn is leaning into the increasing demand for far-out destination travel with "Safaris at Sea".

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The ultra-luxury offering allows travelers to immerse themselves in remote destinations. From scuba diving trips to onboard experts, guests have the chance to truly get to know places on Earth that few travelers get to even see.

"Exploration has always been part of our brand legacy, but the launch of Seabourn Venture turns the page on a new chapter for us, offering our guests opportunities to explore remote destinations in every corner of the globe and truly be a part of the natural wonders, wildlife, history, and culture they'll find there," said Josh Leibowitz, president of Seabourn, in a statement.

"Seabourn guests are as passionate about discovery as they are about traveling in ultra-luxury, and Seabourn Venture offers a new type of expedition experience allowing our guests to discover the magnificence from the Arctic to the Antarctic."

Far-out offerings

Seabourn is calling the expedition trips "Safaris at Sea" for a reason, as the excursions are centered around spending up-close time with seaside destinations from Pole to Pole.

On board the "safaris," guests have access to 26 world-class experts ranging from academics to naturalists. This educational aspect turns the trip into more than just another getaway, and into an informed immersion of the world's most remote places.

A Day in the Life on an Expedition

Travelers can pick from Seabourn's trips to Antarctica, the Northwest Passage, the British Isles and the Arctic, expanding the more usual vacation destination offerings into more adventurous territory.

Aboard the ship are 132 suites with ocean views, providing private seclusions for guests to take in the sea and

reconnect with themselves amidst the excitement of being at sea.

Those aboard these expeditions also get to explore on-site via submarines, kayaks, zodiacs and snorkeling. These wildlife viewing opportunities bring the natural world up close.

These "safari" excursions also offer guests a chance to float by icebergs, spend time in the most faraway seas and connect with nature.

[View this post on Instagram](#)

A post shared by Seabourn (@seabourncruise)

An ultra-luxury base camp, Seabourn Venture is introducing guests to expedition travel with extraordinary expertise. Explore the adventure that awaits as you visit the world's most epic regions and sail with all the luxuries you know to expect from Seabourn.

This form of ecotourism is a part of the growing movement of "slow travel." The term alludes to the fact that nature-focused vacations tend to result in travelers slowing down, and getting more quality time in the natural environment.

"Slow travel" is shown to have sustainability benefits, as it is not as reliant on consumer-focused activities, and instead involves activities such as hiking, swimming, walking tours and paddle sports.



Travelers aboard the expedition cruises get to try out snorkeling, scuba diving and other forms of adventure tourism. Image credit: Seabourn

With Seabourn making the "Safaris at Sea" include chances for visitors to kayak, spend time moving at nature's pace and learning from environmental experts, it is clear that the company is embracing the branch of eco-tourism.

Wild wanderings

The travel industry has been shifting in recent years, moving on from the ultra-populated, hyper-Instagrammed

locations and onto far-out places.

Seabourn first started leaning into the demand for immersive travel back in 2019, with its first introduction of expedition concepts ([see story](#)). The offering was aimed at luxury travelers who air on the adventurous side.

The pandemic delayed the release of the offering, but the demand for expedition travel has only increased since the pandemic.



Seabourn sends travelers out into the wild expanse, giving them an up-close look at destinations few have ever been to. Image credit: Seabourn

The expedition-style travel trend is only set to increase, according to bespoke travel experience agency Pelorus ([see story](#)).

The report released by the agency detailed that educational and far-out travel is to keep skyrocketing through 2027. North Pole trips, ocean exploratory yachts and other adventurous travel options are especially well-positioned for the future.

Whether the push for remote travel is being driven by high-spending travelers' desire to affirm their status, or by their truly adventurous spirit is hard to determine. However, the trend is set to cultivate a more authentic, mindful, nature-focused and informed way to travel.