



MODERN ADVENTURE™

MEDIA KIT



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WHO WE ARE

Modern Adventure is a new way to travel, purpose-built to offer singular travel experiences with deeply admired and respected brands and tastemakers, and to create a community that values going deeper. Founded in 2017, Modern Adventure is a Certified B-Corp and a certified Climate Neutral Business. We believe travel can be a force for good, and that how we travel matters.

Recognition for Modern Adventure includes being named a 2021 Food & Wine Game Changer, the #8 Tour Operator in the World by Condé Nast, one of Fast Company's Most Innovative Companies and Best New Experiential Tour Operator by Sunset, with Founder & CEO Luis Vargas named a Top Travel Specialist for small group travel by Condé Nast.

Follow Modern Adventure:



FOUNDED:
2017

FOUNDERS:
Luis Vargas
Scott McNeely
Joanne Vargas

**COMPANY
HEADQUARTERS:**
Portland, Oregon

CERTIFIED
Benefit Corporation
Climate Neutral

FOUNDING MEMBER
The Adventure Travel
Conservation Fund

TRAVELS TO:
Americas, Asia-Pacific,
Europe and Africa

MODERN ADVENTURE TEAM



Luis Vargas
CEO

Luis Vargas is the founder and CEO of Modern Adventure. Luis was born in Mexico City, grew up in California and found home in Oregon. His purpose is to inspire and enable others to have transformative experiences, with the knowledge that travel and entrepreneurship can be a force for good. Before Modern Adventure, Luis spent more than 20 years in the digital, start-up and technology spaces helping iconic brands like The Walt Disney

Company, REI, Exos, Backroads and The Clymb to build and scale meaningful businesses.

Luis is a strategic advisor and board member to the Adventure Travel and Trade Association (ATTA). In 2017, Luis presented a TEDxPortland talk, "Travel More, Buy Less," which has more than 1.6M views. He's had the great privilege of traveling to more than 100 countries.



Scott McNeely
COO

Scott McNeely is an avid traveler, having explored more than 50 countries by foot, camel, tuk-tuk and third-class train. His passion is in immersive storytelling that connects users to the beating heart of the MO/AD brand.

Scott's career spans more than 20 years in product management, product marketing, design and UX. He oversaw the product organization at the leading tours and experience platform Viator

for 7 years and was part of the management team that successfully completed the company's \$200MM acquisition by TripAdvisor. Scott was also the Global Online Publisher at Lonely Planet and a travel editor at Penguin Random House. He has written for dozens of magazines and authored a score of travel guides to destinations spanning the globe.

MODERN ADVENTURE TEAM



Rebecca Stein
VP Partnerships and Accounts

Rebecca is a passionate brand builder and connector who brings more than 15 years of experience to Modern Adventure. She is an expert storyteller and loves to make connections between people and places. Prior to Modern Adventure, Rebecca was an NYC agency exec in the marketing and communications world where she developed partnerships and experiential programming for marquee lifestyle brands including The

Macallan, Patron, Leica Camera, Campari and more. An avid traveler, Rebecca’s favorite thing to do on trips is sit at a bar or chef’s counter and get the best recommendations for how to experience a city like a local.

She is on the Young Professional committee for the James Beard Foundation and is very passionate about giving back to local communities.



Liz Boudreau
VP Experiences

Liz Boudreau is an accomplished leader who seeks to create innovative, engaging, and unforgettable guest experiences. She is passionate about travel being a force for good and believes in its power to make the world a better place—through community giveback, cultural exchange, and the practices of regenerative travel.

Prior to Modern Adventure, Liz spent 18 years in the luxury travel space and hospitality industry,

working for companies such as TCS World Travel and Lettuce Entertain You Enterprises, and on new restaurant projects with acclaimed chefs Gason Acurio and Marcus Samuelsson. Liz is most inspired by how the ingredients and dishes of a destination connect travelers to the soul of its people and culture and believe there is no better way to truly know a place than by breaking bread and sharing a meal with new friends.

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 and immerse you in the spirit of a place—from the rugged and adventurous to the sophisticated and sublime.

Small-Group Travel

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

[LEARN MORE](#)

Private Departures

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](#)

Paragon by Modern Adventure

Paragon is a collection of the world's premier culinary, creative and cultural travel experiences, designed by Luminaries who embody the pinnacle of their craft.

[LEARN MORE](#)

TRAVEL IMPACT



Certified B-Corp and B-Corp 'Best for the World' honoree in 2019 and 2021



Founding member of the **Adventure Travel Conservation Fund**



Certified Climate Neutral, with an average of **67 cents** of every dollar we earn **spent locally**

HOW WE TRAVEL MATTERS

Preserving and **promoting cultural importance** is key to what we do in the travel space.

In **Q1 of 2022**, more than **USD\$50,000** was directly spent in **Mixtec and Zapotec** communities in Oaxaca, Mexico.

Paragon by Modern Adventure donated **USD\$50,000** to the nonprofit Culinary Institute of America to support scholarships in Japan as part of the **Paragon Giveback for SingleThread Japan**.

To redefine luxury to serve a higher purpose, **every Paragon trip directly supports causes and organizations** selected by our Luminaries and **raises thousands of dollars per trip**.



MO/AD TASTEMAKERS

Our trips are led by expert tastemakers: chefs, winemakers, artists, musicians, who excel in their craft and add their passion, access, and connections to our trips.



Nyesha Arrington
Morocco



Michael Cimarusti
Japan



Gregory Gourdet
Peru, Morocco, Oaxaca



Meagan Morrison
Morocco



Traci Des Jardin
Peru



William Dissen
Patagonia



**Robin & Cathy of Heath
Ceramics**
Japan



Tiffany Derry
Vietnam



Mary Sue Milliken
Yucatán

TASTEMAKER TESTIMONIALS

“I really enjoyed getting to show the people the town of Bra and also cooking for them on the last night! It was amazing to have people in a city so important to me. I was able to not only show them a world and life I love but the group was also incredibly kind.”

GIORGIO RAPICAVOLI - PIEDMONT 2021

“This was like the best trip of my life.”

NYESHA ARRINGTON - MOROCCO 2022

“Accommodations were TOP notch, the local guide was an encyclopedia, the guests were always excited. It was absolutely perfect.”

DIEGO GALICIA - YUCATÁN 2022

“There wasn’t just one moment that stands out as my favorite. I enjoyed everything! It was so incredible to share why Burgundy has been so important to my career as a winemaker.”

KATE PAYNE-BROWN - BURGUNDY 2022

PARAGON LUMINARIES

Paragon by Modern Adventure trips are led by Luminaries who allow us to transcend the standard luxury itinerary. Thanks to their connections cultivated over decades (and their international renown), we are granted unprecedented access to some of the most compelling people and places in the world.



Kyle and Katina
Connaughton of
SingleThread

Japan and Napa and Sonoma



Jorge Vallejo
Mexico City and Yucatán



Bobby Stuckey
Friuli, Italy



Carlton McCoy
Napa and France



Rusty Rastello
**Champagne, France
with Dom Pérignon**

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

TED^x

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

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](#)

CONTACT



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