



**FOR IMMEDIATE RELEASE**

**Expedition:Earth Announces Its Second Strategic Investment, Partnering with Iconic Adventures**

Dallas, TX — April 7, 2026 — Expedition:Earth, a Texas-based multi-brand operator in high-end personalized experiential travel, announced a strategic investment in Iconic Adventures. Iconic is a Steamboat Springs, CO-based tour operator specializing in ultra-high-end bespoke travel experiences for corporate clients, non-profit organizations, universities, family offices, and FIT clients across five continents. This transaction represents Expedition:Earth's second platform partnership and further advances its buy-and-build strategy to establish a leading provider in the sector.

Founded in 2010, Iconic is known for designing and delivering one-of-a-kind, fully curated journeys — handling every element from private transportation to exclusive accommodations, events, and dedicated on-trip leadership. Combining Iconic's enterprise relationships, deep curation expertise, and talented team with the Expedition:Earth platform, the company will be able to accelerate growth through Expedition:Earth's technology, distribution, and infrastructure strengths.

"Iconic Adventures is exactly the type of partner we envisioned when we launched Expedition:Earth," said Bruce Cramer, President & Chief Operating Officer of Expedition:Earth. "Their ability to design and execute extraordinary, mission-driven experiences for some of the world's most discerning corporate and non-profit clients is a powerful complement to our growing, omni-channel platform, and we are excited to support their next chapter."

Joe Solomon, President of Iconic Adventures, commented, "Joining Expedition:Earth gives our team the resources and infrastructure to do more of what we do best — delivering transformative travel experiences — while preserving the culture and client relationships we've spent over fifteen years building."

Providence Investment Partners, a Dallas, Texas-based private investment firm, provided debt and equity financing to support the partnership. Innovative Travel Acquisitions, Inc., based in Gainesville, GA, represented Iconic Adventures in the transaction.

### **About Expedition:Earth**

Expedition:Earth is a Texas-based, multi-brand operator building a leader in high-end, personalized experiential travel. Founded in 2026, Expedition:Earth unites leading tour operators to deliver luxury, ultra-luxury and distinctive travel experiences on all seven continents and all seven seas. The company aims to be the “partner of choice” for founder-owned luxury tour operators by providing capital, technology and infrastructure to support growth while preserving each brand’s unique culture, travel expertise, and talented teams. Learn more at [www.expedition.earth](http://www.expedition.earth).

### **About Iconic Adventures**

Iconic Adventures is an ultra-high-end tour operator specializing in fully bespoke travel experiences for corporations, non-profit organizations, universities, and private clients across five continents. Headquartered in Steamboat Springs, CO, Iconic partners with clients to design journeys rooted in their core values and objectives, managing every detail from inception through on-the-ground execution. Learn more at [www.iconicadventures.com](http://www.iconicadventures.com).

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