



real life experiences..

Fun, affordable & sustainable travel since 1989

### **Intrepid Travel overall winner of the NAB SmartCompany Award 2008**

Intrepid Travel has taken out the top award for being Australia's fastest-growing and most innovative company at the **2008 SmartCompany.com.au Awards**. SmartCompany, Australia's online magazine for entrepreneurs and SME's hosted an awards night to recognise Australia's **smart 50** companies on September 12 in Melbourne.

Geoff Manchester, Intrepid Director and Co-Founder said, "This is a great honour and one that Darrell, my fellow Co-founder and I will cherish, because it recognises the 20 years of hard work our employees and industry partners have put into helping build Intrepid."

"It is also great to be now called 'Smart' as that's certainly not what the travel industry thought of us when we started selling small group adventure tours in 1989. At the time, we were more likely to hear the word, 'crazy' rather than smart!"

"Since then, we have grown to become one of the world's leading small group adventure tour operators. We offer travellers over 450 itineraries in 95 countries worldwide and employ over 900 people. Thank you to SmartCompany for this honour and congratulations to our fellow winners. It's great to be in such good company."

Amanda Gome Founder and Publisher at SmartCompany.com.au said of Intrepid win, "There were a few contenders for this award but one stand out leader. Congratulations to the Intrepid Team."

The **SmartCompany.com.au Awards** recognise Australia's smartest entrepreneurs who are changing the business landscape. The **smart 50** were selected based on the last three financial years of revenue growth rates. Intrepid Travel was chosen out of over 200 entries by a panel of judges for the top award for demonstrating both innovative product service and fast growth. Intrepid Travel won the award based on the following criteria;

- Being extremely innovative, with a history of challenging their industry and forcing it to change
- Seen as a market leader
- Must be international and changing the business landscape internationally
- Fast growing
- Proven resilience

#### **The Smart Company Judging Panel included:**

**Amanda Gome**: Over two decades in business journalism, Amanda has interviewed almost every entrepreneur in this country worth their salt. As a senior writer at BRW, her passion for encouraging entrepreneurs led her to founding and editing the Emerging Companies section, and founding the informative and inspirational Fast 100 list. In her spare time, she is an adjunct professor of business at RMIT University.  
<http://www.freestylemedia.com.au/>

**James Thomson**: James Thomson is the editor of SmartCompany.com.au. Most recently James was a senior editor at news and commentary website Business Spectator. Prior to that, James was editor of BRW's Rich 200, Young Rich and Executive Rich editions. James specialises in wealthy entrepreneurs and business strategy.

**Professor Kosmas Smyrniotis**: Kosmas Smyrniotis is a Professor and Director of Research in the RMIT School of Management. He is respected internationally for his research into SMEs and family businesses and frequently provides expert commentary on matters relating to SMEs.

#### **Fast Facts about Intrepid Travel:**



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- **2** owners of Intrepid Travel - Darrell Wade and Geoff Manchester
- **19** years of operation
- **10** different styles of travel
- **4.65** average traveller feedback rating, out of 5
- **38** Carbon Offset trips for 2009
- **10** average group size on Intrepid Adventures
- **98** Percentage of Intrepid Travellers who say they will travel with us again
- **459** Intrepid adventures on offer in 2008
- **45** different volunteering experiences in 15 countries

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For more information or to arrange an interview with Geoff Manchester, please contact Meg Koffel, Communications Manager on 03 9287 7209 or email [meg.koffel@intrepidtravel.com](mailto:meg.koffel@intrepidtravel.com)

Intrepid Travel is one of the world's leading small group adventure tour operators, with nearly 20 years experience. Intrepid runs small group adventures for travellers with a yearning to get off the beaten track, meet the locals and enjoy real life experiences. With over 450 itineraries in 95 countries worldwide, Intrepid has a range of trip styles including Original, Basix, Comfort, Family, Active, Independent, Volunteering, Overland and Urban Adventures. Committed to a style of travel that is environmentally, culturally and socially responsible, Intrepid runs The Intrepid Foundation, a charity that contributes to community and conservation projects worldwide.

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