

# Borton Overseas

MEDIA KIT



ADVENTURE MEDIA



# From Humble Beginnings to a Thriving Tour Operator

Borton Overseas began in 1894 as Sunden, Vanstrum, and Co., specializing in steamship travel for immigrants coming to the US from Scandinavia. In 1986, Vanstrum travel became a division of Borton Overseas, and continued to expand with land tour and cruise programs throughout Scandinavia and Africa.

Today, Borton Overseas is a thriving tour operator with programs including Fred Olsen Cruise Lines worldwide cruises, programs to Patagonia and Antarctica and ownership of the Trollstigen Resort in Andalsnes, Norway. In 2015, Borton Overseas expanded to add destinations including China, Asia, Thailand and India.



## Deep Roots and A Personal Connection

Owner Kjell Bergh is a native Norwegian and is the Honorary Consul of the United Republic of Tanzania. Kjell has been a business owner and leader in Minneapolis for 45 years, and has a deep commitment to community both locally and abroad.

Borton Overseas' connection to the lands in which they travel extends further than just Bergh. Staff members also have deep roots stemming from their ancestry, and their heritage plays an important role while planning destination itineraries.



## Specialization at its Finest



Instead of knowing a little bit about a lot of places, Borton Overseas focuses on select destinations. Destinations are extremely diverse, yet share some very similar attributes including natural beauty, geological wonders, rich culture and heritage, wildlife and conservation, and opportunities for educational and active experiences.

Travelers can expect to gain a real taste of the destination, including its people, traditions, landscapes and hidden treasures.

Additionally, Borton guests have access to some of the most interesting programs available. Often times, the most rewarding travel experiences happen off the beaten path, and Borton Overseas strives to help travelers discover them no matter where they are headed.



## A Combination of Dedicated Staff and Local Partners in Travel

Borton Overseas' Destination Specialists experience the programs and visit their destinations often, where they obtain valuable, first-hand knowledge of the destinations. They are also involved with program development, which is continually refined based on their experiences in the field.

Borton Overseas cooperates directly with their partners in travel in each of their destinations—including hotels, local tour and sightseeing companies, guides, cruise companies and small entrepreneurs and individuals who have created travel programs to showcase unique characteristics of their home countries. This combination of personal interaction with travel partners allows Borton Overseas to provide exclusive experiences and exceptional service to their clients.



# Customize your trip

All adventures with Borton Overseas are completely customizable. Potential travelers work exclusively with a Destination Specialist who will guide you through planning the experience based on your specifications.

While the travel programs suit a wide variety of travel styles and budgets, if you don't find exactly what you are looking for, Borton will customize an itinerary specifically for you.



## Signature Journeys



Signature Journeys are premier tours hosted by Borton Overseas' Destination Specialists to the destinations they offer. These programs have been specifically designed and will feature unique experiences, special themes and/or events.

Your personal host will take advantage of their heritage, education, personal interests, expertise and travel experiences to show you the destination as you have never seen it before.

## Sustainability

When customers choose Borton Overseas, they are choosing to travel with a company who cares. Striving to work with reputable local vendors who make good environmental decisions, Borton positively impacts local communities.

Borton Overseas also aims to give back by helping non-profits with their missions to Africa. Owner Kjell Bergh is a fervent supporter of important causes in Africa, and he works to combat poaching and contributes to building schools and hospitals.



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