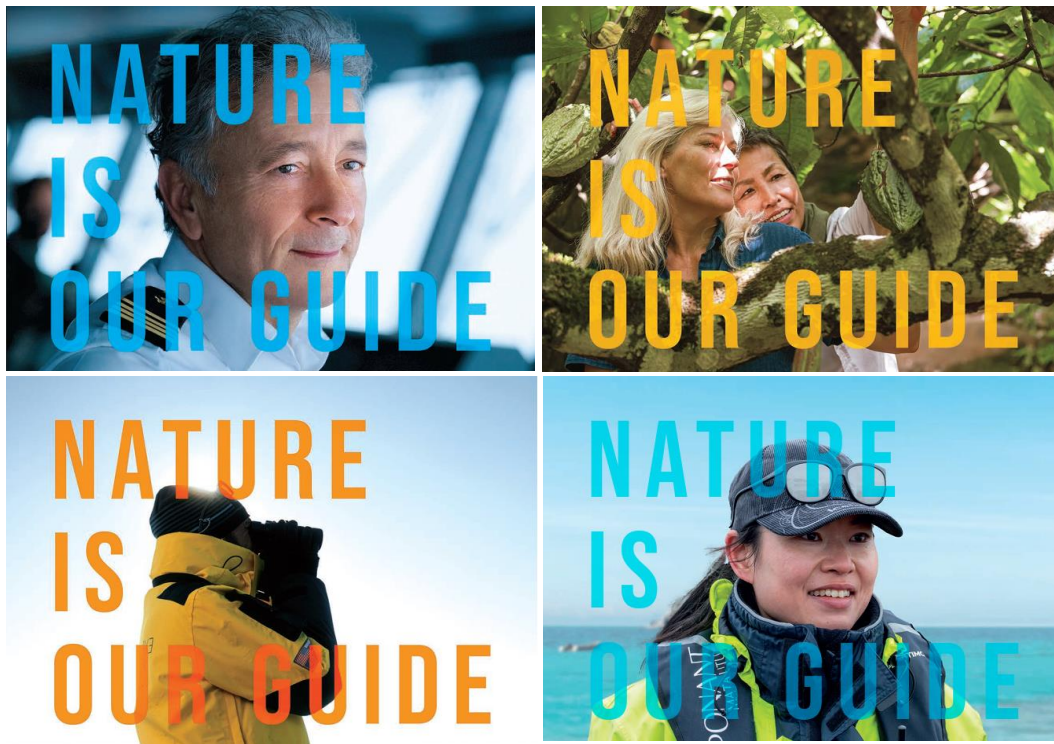




35 years of exploration
with nature as a guide



PONANT is celebrating its 35th anniversary by paying tribute to those who have been at the heart of its development and growth since 1988. All share the same ambition to make travel a unique experience of discovery, understanding and meaning. A media campaign highlights the expertise and commitment of the men and women engaged on this mission, with nature as a guide.

Exactly two years ago, Captain Etienne Garcia reached the North Pole aboard the first LNG-powered hybrid electric polar exploration vessel. Maria, a naturalist, shared her passion for tropical marine life in Las Islas de la Bahía archipelago in Honduras. Sophie, a guest who loves to travel, has just booked her next voyage to meet fishermen in Zanzibar. Claire, a palaeoclimatologist continued her research in one of the on-board laboratories with PONANT. All illustrate the philosophy that has guided PONANT on its own journey for 35 years.

35 years of environmental awareness

From the start, PONANT has never ceased to innovate in an ongoing quest to offer exceptional voyages and promote the better environmental practices.



1988



From the beginning, PONANT's founders had a vision of innovative, more responsible exploration under the French flag. In 1989 they opted for an unprecedented financing mechanism by launching a public offering to build their first ship.



1991



Committed to more responsible tourism from the start, the company promoted sail power by inaugurating *Le Ponant*, a three-masted sailing yacht with 32 cabins.



2004



Work began to design the "ideal cruise ship", a 132-stateroom yacht with cutting-edge technology to minimise the environmental footprint and optimise wastewater treatment with waste heat recovery boilers. This led to the launch of four SISTERSHIPS starting in 2010: *Le Boréal*, *L'Austral*, *Le Soléal* and *Le Lyrial*.



2015



True to its spirit of exploration, PONANT announced its order for the PONANT EXPLORER series, six yachts with 92 staterooms and suites specially designed for expeditions. They all have catalytic converters that allow a fourfold reduction in Nox polluting emissions.



2018



The PONANT Foundation was established with a remit to protect the oceans, the polar regions and the cultural exchanges between indigenous peoples.



2019



Heavy fuel oil was replaced by Low Sulphur Marine Gas Oil across the fleet to reduce SOx air pollution. The following year saw a switch to on-board sorting and recovery of recyclable waste and local recycling channels ashore being established.



2021



Le Commandant Charcot was launched, the world's only luxury icebreaking vessel, a hybrid-electric ship powered by Liquefied Natural Gas.



2022



Renovation of the sailing yacht *Le Ponant*. Drinking water treatment and bottling equipment installed on all ships to eliminate single-use plastics.

Reducing emissions remains a major challenge for the coming years, with a target of having 100% of our vessels being equipped with shore power by 2026.

This corporate journey could not be achieved without the commitment of guests, partners and the daily work of its employees, all mobilised towards more sustainable tourism.

Nature is our guide, a campaign paying tribute to those making PONANT history

Focused around PONANT's Corporate Social Responsibility policy, the campaign, written by FRED & FARID Los Angeles, is embodied in four key players: a Captain, a Naturalist Guide, a Scientist and a Guest.

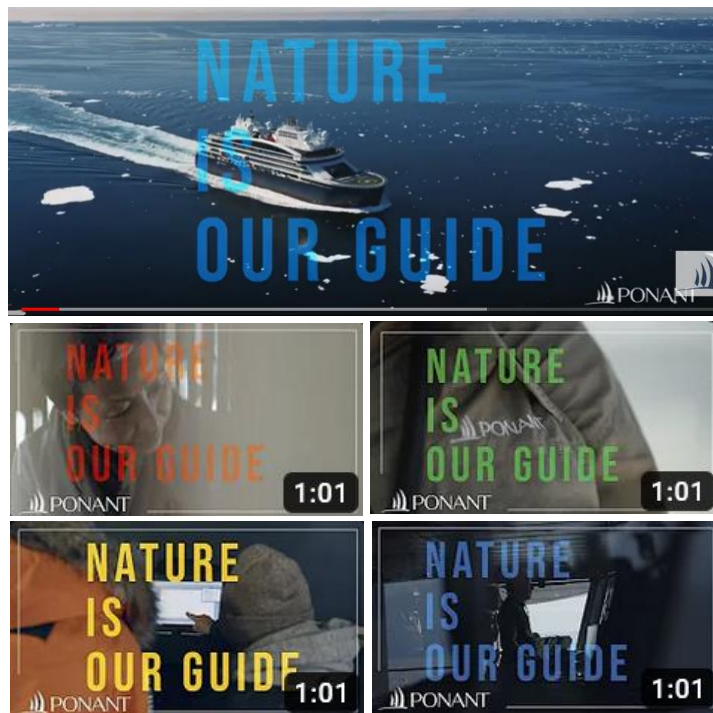
Each of them plays an essential role in ensuring PONANT's commitment to prioritise sustainability and environmental protection.

The campaign launches on May 25 in EMEA (France, Belgium, Switzerland, the UK) and will then be rolled out to the AMERICAs and APAC markets.

It is part of a 360° Print / Digital / Influence / Employer Brand approach.

"Nature is our guide is not just a campaign, it's a commitment to sustainability and responsible tourism as being core values that guide everything we do. We believe travel has the power to transform individuals and communities. It is our responsibility to ensure this transformation is positive and lasting both for people and the planet," says PONANT's CEO Hervé Gastinel, adding *"to mark our 35th anniversary we wanted to pay tribute to those who support us in this approach".*

Watch the videos: [advertising film](#)



Download the visuals: [advertising visuals](#)

ABOUT PONANT

Explore to Inspire: explore to better understand, learn, share and protect. PONANT has been committed to more responsible tourism, and purposeful voyages of exploration for 35 years. Aboard a fleet of 13 French-flagged small ships, fitted with the latest environmental technologies, the journey of exploration is always elegant, authentic and inspiring. For more information www.ponant.com

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