



BY CITY EXPERIENCES

**CITY EXPERIENCES ANNOUNCES *VENTURE ASHORE*,  
THE WORLD’S LARGEST INDEPENDENT  
SHORE EXCURSIONS PROVIDER**

***Venture Ashore* becomes the newest addition to the City Experiences portfolio of brands, further extending the company’s land-based experience offerings in top tourism destinations around the world**

**New York, NY (February 15, 2022)** – City Experiences announced today the launch of *Venture Ashore*, the largest independent cruise excursions provider in the world, delivering uniquely curated amazing experiences for cruise travelers led by professional guides in hundreds of ports worldwide. *Venture Ashore* cruising excursions are offered in 111 countries and counting with departures from over 500 ports of call worldwide featuring over 5,000 individual tours.

*Venture Ashore* is the newest addition to the City Experiences portfolio of brands, and backed by Hornblower Group, supporting the company’s overall business strategy in becoming a global transportation and experiences leader.

“We are thrilled to launch *Venture Ashore* and share with travelers our collection of tour offerings that will fully immerse you in the sites, sounds, tastes, passions and cultures in cruise destinations around the globe by creating personal connections and one-of-a-kind encounters,” said Rinat Glinert, chief operating officer, *Venture Ashore*. “We are all about building a community of like-minded travelers through developing unparalleled guest experiences that will create lifetime memories. Whether you’re looking for a family-friendly adventure, a bespoke private tour, or a fun way to explore a port of call with new friends, *Venture Ashore* has something for everyone.”

*Venture Ashore* offers a wide range of tour offerings to satisfy a variety of groups, interests and budgets. Parties of 12 or more can take advantage of a dedicated groups service, with a team of personal specialists to support a seamless experience from start to finish for a unique and tailor-made itinerary. *Venture Ashore* also offers extensive private tours and features small group tours, varying by destination and demand, accommodating up to 25 people or as few as 6. *Venture Ashore* will provide guests with a worry-free travel experience with more flexibility and generous policies such as full refunds provided up to 24 hours prior to the excursion, 24/7 customer service and a “back-to-ship” guarantee.

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*Venture Ashore* also includes a newly created “Essential Collection,” a compilation of curated global tours that will deliver an unparalleled guest experience ranging from innovative culinary encounters to walking experiences. It is a collection of the most important things to experience in each destination to maximize your time ashore at a great value.

*Venture Ashore* delivers an unrivaled global collection of extraordinary travel experiences for its guests fueled by innovative technology to deliver a personal, frictionless journey for travelers, advisors, and independent tour providers. The newly formed company will leverage City Experiences’ in-house developed, intuitive and feature rich operating system, Anchor™, to deliver end-to-end experiences featuring new trip planner tools for guests as well as a portal for enhanced functionality including group tools, access to reports, new marketing tools and ability to secure U.S. bookings with a deposit for travel agents looking to support their clients.

City Experiences represents a diverse portfolio of water- and land-based experiences in major travel destinations worldwide, offering locals and tourists alike a broad range of global experiences.

Hornblower Group includes a portfolio of brands spanning a rich 100-year history of creating extraordinary and memorable guest experiences. Today, the company’s footprint spans 111 countries and territories, and 125 U.S. cities, with more than 18 million guests served annually across offerings including water and land-based experiences, overnight cruise experiences, and ferry and transportation services.

For more information visit [www.ventureashore.com](http://www.ventureashore.com).

**Please click the below link for *Venture Ashore* press assets:**

**[CLICK HERE FOR PRESS ASSETS](#)**

### **About *Venture Ashore***

*Venture Ashore* is the largest provider of independent commissionable cruise excursions in the world, delivering carefully curated amazing experiences for cruise travelers led by professional guides in hundreds of ports worldwide. *Venture Ashore* cruising excursions are currently offered across 111 countries with departures from over 500 ports of call worldwide including over 5,000 individual tours. *Venture Ashore* is the newest addition to the City Experiences portfolio of brands and backed by Hornblower Group. *Venture Ashore* offers an unrivaled global collection of travel experiences fueled by innovative technology to deliver a personable frictionless journey for travelers, advisors, and independent tour providers. *Venture Ashore* provides a wide range of tour offerings to satisfy a variety of interests and budgets. Parties of 12 or more can take advantage of our dedicated groups service, with a team of specialists to support a seamless experience from start to finish for a unique and tailor-made itinerary. *Venture Ashore* also offers extensive private tours and features small group tours, varying by destination and demand, accommodating up to 25 people or as few as 6. For more information visit [ventureashore.com](http://ventureashore.com).

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### **About City Experiences**

City Experiences represents Hornblower Group's expansive portfolio of water- and land-based experience companies and includes two sub-brands: City Cruises and City Ferry. City Cruises companies operate dining, sightseeing and private events across 22 destinations in the U.S., Canada, and the UK. City Cruises companies also operate cruises on behalf of the National Park Service and the Niagara Parks Commission and currently hold service contracts to provide ferry service to the Statue of Liberty National Monument and the Ellis Island National Museum of Immigration, Alcatraz Island and Niagara Falls. City Ferry companies offer specialized knowledge and expertise required to transport passengers, vehicles, and other cargo safely across inland and coastal waterways, serving as operator of NYC Ferry and Puerto Rico ferry system, among others. City Experiences' portfolio of companies also offers a range of water- and land-based experiences including shore excursions, partner-offered experiences, multi-port packages, with companies including Venture Ashore, Niagara Jet Adventures, Walks and Devour Tours. For more information visit [cityexperiences.com](http://cityexperiences.com).

### **About Hornblower Group**

Hornblower Group is a global leader in world-class experiences. The corporate entity of Hornblower Group is comprised of American Queen Voyages® and City Experiences. Today, Hornblower's footprint spans 111 countries and territories, and 125 U.S. cities, with offerings including water-based experiences, land-based experiences, overnight cruise experiences, ferry and transportation services and full-service support via Hornblower Shipyard at Bridgeport Boatworks in Connecticut. Hornblower Group is headquartered in San Francisco, California, with additional corporate offices in Boston, Massachusetts; Chicago, Illinois; Fort Lauderdale, Florida; London, United Kingdom; New Albany, Indiana; New York, New York; and across Ontario, Canada. For more information visit [hornblowercorp.com](http://hornblowercorp.com).

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