

JUST THE FACTS

Wanderlust Tours Fact Sheet

Description

Wanderlust Tours offers half-day outings for groups and individuals, including canoeing, kayaking, snowshoeing, caving, volcano tours, Desert and Urban GPS Eco-Challenge and moonlight/starlight canoe and moonlight/starlight snowshoe trips, Dinner Canoe Under the Stars, Bonfire on the Snow and Brews and Views in Central Oregon's most beautiful, natural and remote areas. Professional naturalist guides offer vibrant interpretation on natural and cultural history, including geology, wildlife, wildflowers, winter ecology and native and settler history.

History

Wanderlust Tours, a private corporation in Bend, Oregon, was founded in September 1993 and is owned by David and Aleta Nissen. David had worked in the tour industry for 7 years prior to beginning Wanderlust Tours, and David and Aleta met as tour directors in the Canadian Rocky Mountains in 1993. There were some areas of guided, interpretive tours that they felt could be improved. Their interest was the story that the landscape had to share with visitors and getting people more involved in that story. Nature provides such wonder; it is a wonder worth sharing and people recognizably love being introduced to what at first does not meet the eye.

Today, Dave manages the day to day operations of the business, from guiding to accounting, sales, and finance. Aleta acts as a marketing and business development consultant on a part-time basis. The company currently employs one full time manager and several part-time seasonal guides and office staff. The company is a profitable and sustainable small business model and a frequent donor to local, state and regional charities.

Mission

Wanderlust Tours exists to vibrantly share the natural and cultural history of the Central Oregon region to small groups of interested guests while touring via canoeing, snowshoeing, caving, hiking and nature-based sightseeing.

Ethic

We hold great respect for the natural surroundings of our tours and hope to introduce people to delicate ecosystems while maintaining a low impact on the environment.

Slogan

Discover What's Around This Bend!

Awards

2000 Travel Oregon Governors Award for Tourism

2005 Travel Oregon Gene Leo Memorial Award for outdoor recreation

2007 Oregon State University's Austin Family Business Program Business of the Year Award

Archive press releases, newsletters and professional photography and logos can be found at:
<http://wanderlusttours.com/aboutus/pressroom.html>

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