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Arctic Adventures and Pt Capital Acquire All Alaska Tours and Alaska Private Touring

ANCHORAGE, ALASKA, June 3, 2022 – A joint venture between affiliates of Arctic Adventures hf (“Arctic Adventures”) and Pt Capital Advisors, LLC (“Pt Capital”) acquired all of the membership interests in All Alaska Tours, LLC, and affiliated Alaska Private Touring, LLC.

Founded in 1991, All Alaska Tours is the leading receptive tour operator for Alaska and Yukon, Canada, providing a full range of travel products and services to the domestic and international travel trade community. The company has developed relationships with over 1,000 Alaskan and Canadian suppliers, and the company services over 400 tour operators in 35 different countries. Alaska Private Touring is an affiliated company that provides unique and personalized travel experiences from start to finish. The company delivers ideal Alaska luxury trips specifically designed based on personal preferences.

Arctic Adventures and Pt Capital have partnered on this investment to grow the capabilities of All Alaska Tours in Alaska’s growing tourism market. Prior to the COVID-19 pandemic, Alaska consistently saw robust growth in tourism and is well-positioned for growth to continue in the coming years. “Arctic Adventures has a vision of becoming the leading travel and adventure company in the Arctic Region,” says CEO of Arctic Adventures, Gréta María Grétarsdóttir. “By welcoming All Alaska Tours and Alaska Private Touring into the Arctic Adventures family, we have taken a big step toward achieving that goal.”

Al Koch, President of All Alaska Tours, says: “We welcome Arctic Adventures and Pt Capital as the new owners of All Alaska Tours and Alaska Private Touring. Arctic Adventures’ experience with adventure travel in Iceland is a natural fit and will enable us to continue providing world-class service to our customers.”

Hugh Short, CEO of Pt Capital, says: “Pt Capital is proud to partner with Arctic Adventures on the acquisition of All Alaska Tours. Pt Capital has been an active investor in Iceland for the last five years, and we are now looking forward to bringing Arctic Adventure’s expertise and international investment back home to Alaska. The post-COVID-19 recovery and future growth of travel in Alaska provide ample opportunity for All Alaska Tours.”

About Arctic Adventures

Arctic Adventures is an Icelandic adventure travel company found in 1983 in Reykjavik, Iceland. The company is one of the largest travel companies in Iceland and served 550,000 customers in 2019. The company focuses on glacier hiking and providing single and multi-day tours throughout Iceland, with offerings of varying lengths and difficulty, suitable for all ages.

About Pt Capital

Pt Capital is an Alaska-based investment firm with a focus on identifying companies with superb management teams and market position. Pt Capital invests in the tourism, technology, industrials, and aviation sectors. Pt Capital currently manages a portfolio of nine privately held companies in the United States, Iceland, and Finland that employ over 1,400 employees in total.

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Disclosure

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