

## Obituary

**Lars-Eric Lindblad**, entrepreneur of Antarctic tourism, died in Sweden on 8 July 1994. Born in 1927, he was brought up in Sweden and studied business and economics in Switzerland. In 1948 his career in tourism began with a summer job in the Stockholm office of Thomas Cook and Son. Three years later, married and with a small son, Sven, he emigrated to the United States, joining first American Express and later the New York office of Lissone-Lindeman, a prominent tours company. Lindblad noted a growing interest in adventure tourism and in 1953 was sent around the world to explore its possibilities. After gaining experience in India, he established his own travel company in 1958. That company, Lindblad Travel, quickly developed a reputation for cultural and educational tours in South America, Africa, Mongolia, and other areas off the beaten track.

In 1964, while on tour in Mongolia, Lindblad determined to take tours of this kind to Antarctica. The first dedicated passenger cruises to Antarctica had already been made, by Argentine and Chilean naval transports in 1958 and 1959. US and British authorities, to whom he first turned for advice, gave Lindblad no encouragement. Argentines and Chileans were more supportive, and his first scheduled tour to the Antarctic Peninsula, early in 1966, involved a small Argentine task force — the naval transport *Lapataia*, with the icebreaker *San Martin* and tug *Irrigoyen* standing by. *Lapataia* was again chartered successfully in 1967, and in the following season Lindblad Travel was represented on both sides of Antarctica, Lindblad himself leading the first tourist cruise to the Ross Sea sector of Antarctica, using the ice-strengthened *Magga Dan*. Dissatisfied with chartering, in 1970 Lindblad introduced *Lindblad Explorer*, a compact, Finnish-built cruise ship accommodating 90 passengers. This was designed to be effective, both in Antarctica and the world over, in the

particular pattern of adventure cruising that Lindblad invented and made his own.

The 'Lindblad pattern' of cruising involved good living and cuisine, 'expedition' itineraries with a built-in element of uncertainty and adventure, and the use of inflatable boats under skilled drivers. More significantly, both for the clients and for the places visited, it involved the presence on board of friendly experts with detailed knowledge of the area visited, and a pervading ethos of social and environmental responsibility. This pattern provided a pass-key for many intelligent, influential (and necessarily prosperous) clients — typified by, but by no means restricted to, wealthy Americans — to see and appreciate the world.

Lindblad demonstrated that well-considered adventure tourism could be both benign and profitable. In Antarctica, at a time when the protective influences of the Antarctic Treaty were still developing, the pattern proved particularly effective. Under his influence, shipborne tourism, which might have been disastrous, became effectively self-monitoring, generating its own regulations, which eventually proved entirely consistent with those developed through the Antarctic Treaty. Lindblad-trained operators reaching independence and setting up their own operations continued the tradition. Now the Lindblad pattern is used, knowingly or not, by almost every Antarctic tours operator.

Lindblad-inspired cruises have visited Antarctica every year since 1966, enabling thousands who would not qualify to join scientific expeditions to see and appreciate Antarctica as tourists. Lars-Eric Lindblad himself was a regular visitor, celebrating his sixty-seventh birthday there in early 1994. Those who worked with him in Antarctica will sadly miss his presence.

*Bernard Stonehouse*

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## In Brief

**HBC DONATES ARCHIVES TO MANITOBA.** In March, the Hudson's Bay Company donated its entire corporate archives — 324 years' worth of cultural artefacts and historical documents — to the Province of Manitoba. More than 6000 artefacts relating primarily to aboriginal cultures and the fur-trade — including agricultural, hunting, and trapping tools; cooking utensils; clothing; weapons; and children's toys — but also comprising such pieces of northern historical interest as the chronometer used by Sir John Franklin during his second Arctic expedition

(1825–1827), were turned over to the Manitoba Museum of Man and Nature. The gift also consisted of the millions of documents — Company records and papers, maps, ships' logs, journals, diaries, photographs, drawings, and medical reports — that made up the HBC's historical archives. Most of these documents have been housed in the provincial archives since the mid-1970s, when they were loaned to Manitoba by the Hudson's Bay Company. They will now remain in the provincial archives permanently.