

FOR IMMEDIATE RELEASE

## **Centennial Milestone for Alaska's First Cruise Ship As It Welcomes New Owner**

### **Historic Eco-Tourism Company Marks 100 Years of Maritime Heritage with New Stewardship**

**Seattle, WA, July 8, 2024** – Pacific Catalyst, a renowned maritime eco-tourism company known for its unique wilderness tours along the coastal waterways of the Pacific Northwest, Alaska, and Mexico, proudly announces its acquisition by Jordan Elliott, a new generational steward. This transition promises to uphold the legacy of environmental stewardship, immersive travel experiences, and the preservation of historic maritime heritage as the company celebrates the centennial of its iconic vessel, the M/V Westward.

**Pacific Catalyst operates two classic wooden yachts, the M/V Catalyst and the M/V Westward, offering multi-day tours that emphasize environmental stewardship and education.** The M/V Westward, built in 1924, holds the distinction of being the first purpose-built Alaskan expedition ship, pioneering the Alaska cruising industry, and is listed on the National Register of Historic Places. The M/V Catalyst, built in 1932 by the University of Washington as their first oceanic research vessel, has its own rich history and is a testament to the Pacific Northwest's maritime heritage.

With a deep leadership background in the outdoor recreation industry and prior experience as an Alaskan guide and captain, Elliott brings a fresh perspective and a wealth of experience to Pacific Catalyst. This transition signifies a commitment to preserving the company's values while exploring new avenues for growth and innovation.

**"I am honored to take over the stewardship of Pacific Catalyst," said Jordan Elliott. "Our mission remains steadfast: to offer unique, educational voyages that foster a deep connection with nature while practicing sustainable tourism. Additionally, we are dedicated to maintaining and preserving the historical significance of our wooden ships, which are integral to the cultural maritime heritage of the Pacific Northwest. As I often say, 'They're not mine, it's just my turn.' I look forward to building on the strong foundation laid by past generations and exploring new horizons for our guests."**

Captain Bill Bailey, the previous owner, expressed confidence in the new ownership: **"Passing the torch to someone with a profound respect for our values and an innovative vision for the future ensures that Pacific Catalyst will continue to thrive and inspire."**

The new ownership aims to continue providing deeply immersive wilderness experiences that inspire a love for nature. By focusing on sustainability practices and forging partnerships with environmental advocates and influencers, Pacific Catalyst not only enhances its guests' travel experiences with exquisite cuisine and unparalleled natural beauty but also underscores the importance of preserving the regions it serves and its historical vessels.

**"Moreover, we recognize the significance of our ships as generational job machines," Jordan Elliott added. "The M/V Catalyst and M/V Westward have been providing unique and rewarding job opportunities for a century. Our goal is to continue this legacy, ensuring that these vessels remain a source of employment and skill development for many years to come."**

**About Pacific Catalyst:** Pacific Catalyst is a leading maritime eco-tourism company providing overnight wilderness tours by boat along the coastal waterways of the Pacific Northwest, Alaska, and Mexico. With a focus on sustainability and environmental stewardship, Pacific Catalyst offers unique, immersive experiences aboard its classic wooden yachts, the M/V Catalyst (1932) and the M/V Westward (1924).

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