

Gert Nieuwboer

Director SNP Natuurreizen

Gert (53) studied biology at the Wageningen University in The Netherlands and graduated in 1986. Together with some friends he started a company called **SNP Nature Travel** and began to organise adventure walking holidays all over world. In a few years' time SNP grew out to become the leading brand in adventure tourism in the Netherlands. The passion for nature combined with the love for travelling turned out to be the perfect combination. As the company grew Gert became responsible for the marketing strategy and since 2009 he is in full charge of SNP. Every year SNP brings about 28.000 Dutch travellers all over the world. In the office in Nijmegen more than 70 employees work constantly to build up and sell a wonderful portfolio of more than 800 guided and self-guided tours.

