

Aurora Expeditions Appoints Beth Mercier Vice President of Sales, North America



New York, USA – March 31, 2026 – Aurora Expeditions, the award-winning expedition operator, has appointed Beth Mercier as Vice President of Sales, North America.

A highly respected leader in the adventure travel sector, Mercier brings more than 15 years of experience across expedition cruising and small-ship travel, with deep expertise in polar travel, spanning both advisor and operator roles. In her new position, she will lead Aurora Expeditions' sales strategy across North America, with a focus on growing distribution and strengthening partnerships with the trade.

Mercier joins Aurora following a successful tenure as Chief Commercial Officer at Terra Nova Expeditions, where she developed commercial strategy, built strategic partnerships, and expanded distribution for the emerging brand. Prior to this, she played a key role in launching Hurtigruten in North America and contributed to global sales growth at Quark Expeditions, further strengthening her experience within the polar expedition sector.

Her career began on the front lines of travel advising, giving her a strong understanding of the guest journey and the evolving needs of today's expedition traveler.

David Tanguay, Head of Global Sales at Aurora Expeditions, said: "Beth's deep experience within the polar expedition sector, combined with her background across both advisor and operator roles, makes her a strong addition to the team. She will play an important role in strengthening our presence in North America and continuing to build momentum across the market."

Aurora Expeditions continues to see strong demand from North America across its global portfolio, including polar expeditions in Antarctica and the Arctic, as well as its expanding small-ship program in Europe.

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About Aurora Expeditions

Aurora Expeditions is an award-winning, Australian-owned adventure travel company that has been pioneering experiential travel for 35 years. A Certified B Corporation™, a commitment to the protection and preservation of the planet is at the heart of every experience.

Founded on the guiding principles of adventure and exploration, Aurora's carefully curated small-ship voyages offer immersive activities, more time off ship, and thoughtfully designed enrichment programs in some of the world's most remote and remarkable destinations.

Aurora's three purpose-built expedition ships — Greg Mortimer, Sylvia Earle, and Douglas Mawson — are designed for global discovery.