

### Categories

- Latest News (1095)
- Events (4)
- Kit Reviews (13)
- Campaigns (4)
- Web Exclusives (22)
- Top Videos (19)

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## 08.11.13 Guy Harvey Outpost Resorts launches Expedition Outfitter



Guy Harvey Outpost Resorts has announced the launch of Expedition Outfitters as part of its growing adventure travel lodging business. The announcement was made today by Guy Harvey Outpost Resorts President Mark Ellert and company co-founder Bill Shedd.

"Expedition Outfitters is being created to complement our collection of Outpost properties and serve our expanding adventure travel customer base," explained Ellert. "The Guy Harvey Outpost brand is defined by great watersport experiences and service, and our Expedition Outfitters are the dive operators and fishing captains that make this possible." Expedition Outfitters will feature two membership categories: dive shops and guided or charter boat fishing.

Coinciding with the launch, Ellert confirmed that diving legend Neal Watson, President of Neal Watson's Undersea Adventures and Past President of the Bahamas Dive Association, has been named Director of Outpost Dive Operations. Ellert adds, "his career has been spent writing the books on diving protocols and operating scuba diving resorts and along the way he's earned a couple diving world records, so it's little wonder he's affectionately referred to as the 'Dive God' throughout the dive industry."

"It's a logical brand extension for Guy Harvey Outpost" commented Shedd, Outpost co-founder and board member of the Guy Harvey Ocean Foundation. "These days, Guy spends most of his time underwater shooting new documentaries that showcase his marine research and conservation advocacy. He's pretty demanding on these diving expeditions, and it's that same expectation of professionalism and service we're looking for in recruiting new Outpost Expedition Outfitters."

Inaugural dive operators joining Expedition Outfitters include South Florida Diving Headquarters in Pompano, FL, Dive Atlantis in Key Largo and Islamorada, Stuart Cove in Nassau and Scuba Galapagos in the Galapagos Islands. The Neal Watson Dive Center in Bimini will also become an Expedition Outfitter.

"These dive operators have the records and testimonials to truly be considered diving 'legends,' notes Watson. "We're honored to have them join the Guy Harvey Outpost system. And if we don't have an Outpost resort or lodge nearby, you have a pretty good idea where we're looking." The company's two newest hotel additions include the Islander Resort in Islamorada and the Hotel Playa Media Luna in Isla Mujeres, just off the Cancun coast.

Tipping his hat to the obvious, Ellert describes the benefit he sees in having a carefully selected system of top-of-class outfitters. "Expedition Outfitters is going to save our customers time planning their next adventure, wherever it may be. After all, when you want to know who to fish or dive with, 'we know the Guy who knows the guy', guaranteed."

For more information about Guy Harvey Outpost Resorts, visit [www.guyharveyoutpost.com](http://www.guyharveyoutpost.com).

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