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Smithsonian Names Walter Littlejohn as Senior Vice President For Smithsonian Journeys

Smithsonian Journeys, the educational travel program of the Smithsonian Institution and a leader in authentic and enriching cultural travel, has announced Walter Littlejohn III as Senior Vice President. Littlejohn will provide overall leadership and strategy for the travel division, reporting to Smithsonian Enterprises President Carol LeBlanc.

“Walter is a seasoned travel industry professional with a proven track record for developing and operating high-quality, immersive and enriching travel experiences,” said LeBlanc. “I am confident that Walter will lead Journeys into our next phase of growth as we create more opportunities to inspire and educate the world.”

Littlejohn brings over 30 years of experience to his new role. He was the Senior Vice President and Managing Director of Crystal Cruises, spearheading the launch of their highly acclaimed river cruise division. Prior to Crystal Cruises, he has held leadership positions for companies such as Expedia and AmaWaterways and most recently was a consultant to Silversea Cruises. He was also the Co-Founder and COO of Chartwell Vacations, which is a direct seller of its exclusive line of guided land and cruise tour vacations.

“I am delighted to join Smithsonian Journeys at such a pivotal moment when the market for small-group cultural and educational exploration is reaching new highs. Our diverse array of expert-led travel experiences, enable intellectually curious travelers to explore the world through the unique lens of the Smithsonian, providing an enriching and deeper understanding of the places they visit.”

Littlejohn holds a bachelor’s degree in economics from the Wharton School, University of Pennsylvania and studied Maritime Business Administration at Texas A&M University, Galveston.

About Smithsonian Journeys

Smithsonian Journeys is a global leader in cultural travel, offering unique, expert-led trips on all seven continents. Smithsonian Journeys offers a robust collection of small-group land journeys, small-ship exploration cruises, river cruises, active journeys, cultural stays, private jet trips, tailor-made journeys for the

independent traveler and student travel. Smithsonian Journeys is part of Smithsonian Enterprises, a division of the Smithsonian that oversees the Institution’s commercial activities, including the Smithsonian Channel; the retail operation, which includes 35 museum and airport stores and food concessions; *Smithsonian* magazine, which reaches more than 8 million monthly readers; Smithsonianstore.com, an E-Commerce business; consumer and education licensing; and books. For more information, visit www.SmithsonianJourneys.org or call 855-330-1542.

About the Smithsonian

Since its founding in 1846, the Smithsonian Institution has been committed to inspiring generations through knowledge and discovery. It is the world’s largest museum, education and research complex, consisting of 21 museums, the National Zoological Park, education centers, research facilities, cultural centers and libraries. Two of the 21 museums—the National Museum of the American Latino and the Smithsonian American Women’s History Museum—are in the early planning stages. The Smithsonian Campaign for Our Share Future, which began in 2018 in a quiet phase, was publicly launched in September 2024 with a goal of \$2.5 billion. There are more than 6,200 Smithsonian employees and 3,800 volunteers. The total number of objects, works of art and specimens at the Smithsonian is estimated at nearly 157 million, of which nearly 148 million are scientific specimens at the National Museum of Natural History. www.si.edu.

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