



**ATLE BRYNESTAD**  
**Owner**

Atle Brynestad is an entrepreneurial and highly successful Norwegian businessman who has long had a fascination with ships and the sea, and more specifically with luxury sea holidays.

“My love of the sea and the ships that sail on them is part of my Norwegian birthright and one that I am most proud of” he says. When Atle was 16, following his early schooling in Norway, he purchased an old knitting machine and began turning out woolen sweaters. “I did everything myself. I designed the sweaters, knitted them and then went out and sold them,” he recalls.

By the time he was 19 he had sixteen employees and his small company was turning a modest profit, which he placed back into the operation. He was a success. He then pursued higher education with the same zeal he had shown in the development of his sweater business and soon he had earned an advanced university business degree.

From that point on, Atle took off. He expanded his business interests dramatically and with his love of the sea, he invested in Royal Viking Line that at that time was the leader in seagoing leisure holidays. That hooked him and in 1987, he founded Seabourn Cruise Line and was its Chairman during the ten years of that company’s greatest success. When Seabourn and Cunard merged in 1998, Atle became Chairman of Cunard Line Ltd., a position he resigned from in 2000. The following year he founded SEADREAM YACHT CLUB and was instrumental in conceiving the SEADREAM yachting concept that remains successful today. Atle Brynestad is a man who loves what he does.

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The expression “yachting” is not a sentiment about size; it is a statement about lifestyle aboard the small vessels. Chic and stylish, SEADREAM’s 56-stateroom twin yachts are favored for their elegant informality, state-of-the-art facilities, personal service provided by a crew of 95, inclusive fares, ocean-view accommodations, luxury spa and world class cuisine. 2013 marks the twelfth year anniversary of SEADREAM YACHT CLUB. Itineraries include the Eastern Caribbean, the Mediterranean, Northern Europe, Asia and Costa Rica.

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