



media release

Kingfisher Bay Resort Group to be acquired by SeaLink Travel Group

Kingfisher Bay Resort Group (KBRG) Managing Director, Gary Smith today announced that the businesses in the group will be acquired by national tourism and transport operator, SeaLink Travel Group. The purchase includes the two island resorts; Kingfisher Bay Resort and Eurong Beach Resort, Fraser Explorer Tours and the Fraser Island Ferry business operating from Hervey Bay to the western side of Fraser Island.

The agreement signifies an exciting future ahead for the Fraser Coast's leading tourism operator, which first opened on Fraser Island in 1992 with Kingfisher Bay Resort and has gone from strength to strength ever since.

Mr Smith said, "I am pleased to have a very successful Australian company purchasing the business and bringing a national focus to KBRG and the Fraser Coast region. I have been very impressed with my interactions with the SeaLink team during the sale process; they will be a great asset to our businesses and people, as well as the Fraser Coast region."

Operations across the KBRG will continue 'business as usual', with Group General Manager, David Hay continuing to manage operations across the group.

According to Mr Hay, "It is a very exciting time for our business and I look forward to leading our team into the next chapter of the evolution of our business. SeaLink is a progressive Australian company that will add significant value to our operations on Fraser Island. The decision to acquire our business is a vote of confidence in our region and its potential as a tourism destination."

SeaLink's management team will be augmented by the addition of existing members of KBRG, enhancing opportunities for both companies. SeaLink Managing Director, Mr Jeff Ellison stated that "David Hay and his team have been instrumental in building the presence and popularity of Fraser Island as a major Australian holiday destination. We are very excited about the prospect of applying our strengths and expertise to building on their vision and success."

Queensland Minister for Tourism and Major Events, the Hon Kate Jones MP, stated, "We are delighted that SeaLink, with its strong track record in growing tourism to several key destinations around Queensland and Australia, has demonstrated its optimism in the outlook and growth prospects for our State."

Acquisition Details:

- SeaLink Travel Group is purchasing the Kingfisher Bay Resort Group in its entirety, subject to customary conditions precedent and approvals.
- David Hay will remain as Group General Manager of the Kingfisher Bay Resort Group business suite, **"The message to all our customers and staff is that it is business as usual"**
- All current employees of the Kingfisher Bay Resort Group will continue in employment with the SeaLink Travel Group.

---CONTINUED---



media release

Background History

Kingfisher Bay Resort was established on Fraser Island in July 1992, as one of the first ecotourism resorts in Australia it has garnered numerous awards and accolades. The Kingfisher Bay Resort Group (KBRG) has invested many millions into promoting the destination over the past twenty five years, raising the profile of Fraser Island in key overseas and domestic markets, winning over nature lovers from across the world.

Fraser Island recently celebrated the 25th anniversary of its official UNESCO World Heritage status (listed in November 1992), and Kingfisher Bay Resort provides an immersive back-to-nature experience and gateway for visitors to explore the island's pristine environment.

All of the businesses within the KBRG suite operate in harmony to enhance the guest experience on Fraser Island, and this winning combination of accommodation, touring, and transit operations has set the scene for acquisition by SeaLink, one of Australia's leading tourism and travel companies – and opens new doors for future growth.

Mr Smith said, "From a personal perspective, today marks the end of a long journey. We acquired the land on Fraser Island in 1986, obtained all necessary Government approvals after an arduous process, found investors to fund the development, launched Kingfisher Bay Resort in 1992 to great acclaim, and then subsequently acquired Eurong Beach Resort and associated touring and marines businesses from Syd Melksham in 2002."

The KBRG directors remain strong advocates for tourism on the Fraser Coast and the positive opportunities that the acquisition by SeaLink presents.

As stated by Mr Smith, "I am sure SeaLink will look to partner with Fraser Coast Tourism & Events and the Fraser Coast Council, as we have done over many years, to raise the profile of the region and consequently attract more domestic and international tourists to the region."

KBRG Group General Manager, David Hay said, "We have been very fortunate to have had extremely supportive owners who have been willing to ensure our businesses on Fraser Island have operated successfully for the last twenty five years. We are equally fortunate to have the opportunity to be linked with a progressive Australian tourism business such as SeaLink to take us forward into the next phase of our business."

SeaLink Chair, Mr Andrew McEvoy said "This exciting new acquisition aligns with our strategy and enhances our position as a major provider for connections to iconic Australian destinations. We are excited about working with the fantastic management and operational team at Kingfisher Bay Resort Group to build on their strong and growing position in the Australian tourism market."

---ENDS---

Media contact:

Monique Parker

Group Communications Manager – Kingfisher Bay Resort

0419 647 752 or media@kingfisherbay.com