



**MEDIA RELEASE**

**For Immediate Release**

**Experience Co. expands portfolio with two major tourism acquisitions**

**(20 April, 2021)** Leading Australasian adventure tourism company, Experience Co (EXP) which offers “mild to wild” adventures, has acquired two well-known Australian tourism entities, Wild Bush Luxury - operator of premium experiences in South Australia and the Northern Territory, and The Maria Island Walk in Tasmania.

These are the first new acquisitions for Experience Co since 2017 which currently has two key areas of focus – a Great Barrier Reef division which offers tours in Far North Queensland and a Skydive division – which has 16 Drop Zones throughout Australia and NZ.

Experience Co CEO, John O’ Sullivan said “In the last year we have focused on simplifying business as part of our strategic plan announced in FY20 and managing the business through COVID 19. Now that we have recommenced all our operations, we are growing a strong business base and we are ready to start looking at what’s next.”

“These acquisitions allow us to extend our current portfolio into the premium adventure segment of the market which we believe will provide strong growth opportunities both from Australian travellers and also international visitors when the borders eventually re-open.”

“We are also excited by the opportunity to learn from what has been done by these two companies in the conservation arena and build on the opportunity to connect our guests with the natural environment as we are currently doing with our research and education work on the Great Barrier Reef” continued O’Sullivan.

The Wild Bush Luxury brand, which includes a range of premium walks from Arkaba Homestead in the stunning Flinders Ranges, and wildlife and fishing safaris from Bamurru Plains Safari Lodge on the Mary River Wetlands, offers guests the chance to connect to the bush through experiences that are quintessentially Australian. In Tasmania, The Maria Island Walk delivers a multi-day walking experience which allows guests to immerse themselves in the stunning natural landscapes and learn about the fascinating history and the flora and fauna of the island which lies off Tasmania’s east coast.

“This acquisition also allows us to extend our company’s geographic reach into SA, NT and Tasmania and grow our customer base into the 50 plus age group” said O’Sullivan.

Charles Carlow, who founded Wild Bush Luxury in 2006 will stay on with the business. “Charlie is a highly respected operator and incredibly knowledgeable. I have always been impressed by the work he has done in using tourism as a means of conserving the landscape. We are looking forward to developing this offering together,” stressed O’ Sullivan.

Following completion, Mr. Johnstone will retire from employment with the business, with the day-to-day management team to continue. Mr. O’Sullivan praised Mr. Johnstone’s efforts in building The Maria Island Walk into an internationally renowned tourism business.

Carlow added “I am looking forward to joining the Experience Co team to build out a premium adventure category through Wild Bush Luxury with a focus on conservation and nature-based experiences. It is a great time, with record booking levels ahead of the upcoming season and further opportunity when international markets open. The shared values of a passion for adventure experiences, environmental sustainability and disciplined capital management are a natural fit and the right foundation to grow the business into the future.”

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