

13 NOVEMBER 2023

## Red Cat Adventures Joins the SeaLink Marine & Tourism Family

In a momentous milestone for the Whitsundays tourism industry, multi award-winning tourism operator, Red Cat Adventures, is officially joining forces with SeaLink Marine & Tourism, the largest marine transport and tourism operator in Australia.

Red Cat Adventures is celebrated as one of the premier tourism operators in the Whitsundays region, renowned for offering exceptional day tours and private charters to destinations like the Whitsunday Islands, Great Barrier Reef, Mackay, and Airlie Beach.

Founded in 2015 by Asher and Julie Telford, the company has experienced remarkable growth, employing a dedicated team of 75 operating five custom-built vessels designed for the unique local conditions, along with a fleet of 22 jet skis offering personalised guided tours of the Great Barrier Reef Marine Park, and four coaster buses.

Donna Gauci, CEO of SeaLink Marine & Tourism, enthusiastically welcomed this significant partnership, stating, "We are thrilled to welcome the Red Cat Adventures team into the SeaLink family.

"SeaLink commenced operations in the Whitsundays in 2021, providing ferry transfer services to Hayman Island before expanding our offerings to include award-winning day tour experiences around the Whitsunday Islands and Whitehaven Beach, and Red Cat Adventures further expands our customer offerings and reach into the region."

Gauci highlighted the shared values and dedication to exceptional customer experiences, community engagement, and environmentally sustainable practices as the cornerstones of this partnership.

"Our companies are committed to showcasing the best the Whitsundays has to offer and providing brilliant unforgettable experiences for our guests. This collaboration denotes a significant milestone for both organisations," she said.

Red Cat Adventures has garnered a string of accolades, including a triple National Gold rating. In 2022, they were awarded Gold for Australia's best Adventure Tourism Business. They also secured GOLD at the 2018 and 2019 National Awards for Australia's Best Major Tour and Transport Operator.

The Co-Owner of Red Cat Adventures, Asher Telford, shared his personal ties to SeaLink, saying, "I have a close connection to SeaLink, having been born on Kangaroo Island. I travelled on the SeaLink ferry many times growing up, and before starting Red Cat Adventures I did my Master IV in Adelaide with some of the SeaLink crew; I love that we are joining the SeaLink family with our shared vision of providing award-winning brilliant experiences to visitors from around the world."

Telford continued, "For Julie and I, it was crucial to partner with a company that shares our values of family, community, customer satisfaction, safety, and environmental responsibility. While bigger companies have approached us before, we've never felt they were the right fit for our culture, but knowing SeaLink as we do, we feel very comfortable that we can all grow together as one successful Australian company."

Julie Telford added, "We absolutely love the Whitsundays region, as it is where Asher and I first met. We look forward to continuing to share this exceptional beauty with visitors for many years to come."

Red Cat Adventures will remain locally operated by the Telfords, and operations will remain 'business as usual' for consumers, agents and staff.

Both SeaLink Marine & Tourism and Red Cat Adventures are deeply committed to educating visitors and safeguarding the pristine environments in which they operate. Red Cat Adventures has earned the Climate Action

Leaders certification, the highest level of ECO standards accreditation in Australia. SeaLink Marine & Tourism has also received eco-tourism certifications for its operations in the Whitsundays, North Queensland, and K'gari (Fraser Island).

For more information on:

- The SeaLink Marine & Tourism family, visit: [BrilliantTravels.com.au](https://BrilliantTravels.com.au)
- SeaLink, visit: [sealink.com.au](https://sealink.com.au)
- Red Cat Adventures, visit: [redcatadventures.com.au](https://redcatadventures.com.au)

-- ENDS --

*Kelsian is Australia's largest integrated multi-modal transport provider and tourism operator, with established bus operations in Australia, the USA, Singapore, London and the Channel Islands. Kelsian provides essential journeys for our customers by delivering safe and intelligent transport solutions designed to improve the sustainability and liveability of the communities we serve.*

*Kelsian has over 30 years' experience delivering tourism experiences and passenger transport services. Kelsian is a leader in sustainable public transport as the operator of Australia's largest zero emission bus fleet and Australia's largest electrified bus depot.*

*As at 30 June 2023, Kelsian directly employs over 11,000 people and operates over 4,800 buses, 113 vessels and 24 light rail vehicles that delivered more than 274 million customer journeys over the last year. ([www.kelsian.com](https://www.kelsian.com)).*

**Media contact: Cheryl Monkhouse**, Media & Communications Manager  
Cheryl.monkhouse@sealink.com.au | Phone: +61 416 475 145