

MEDIA RELEASE

SeaLink SA Wins Major South Australia Tourism Award

SeaLink has won this year's "Major Tour & Transport" Operator category award in the 2021 Tourism Industry Council of South Australia's (TiCSA) Tourism Awards, held at Adelaide Oval. SeaLink CEO Clint Feuerherdt said "the company was immensely proud to win this award recognising the amazing efforts of the entire team whose dedication has helped us navigate our way through the most difficult time in our industry's history."

"Over the last two years we faced the devastating bushfires on Kangaroo Island and in the Adelaide Hills followed by the impacts of COVID-19 on both international and domestic tourism, which has been extremely tough on our industry and our business."

"We stood alongside these communities and the tourism operators to help them recover, reimagine and rebound from these major setbacks and will continue to do so on the long road back.

SeaLink credited its team's ability to remain agile and innovative during a period of unimaginable disruption. From partnering with the South Australian Tourism Commission on the #bookthemout campaign, redesigning day tours on Kangaroo Island to appeal to local markets, to developing creative domestic marketing campaigns to encourage travellers to go "overseas to Kangaroo Island" without even leaving Australia.

Mr Feuerherdt congratulated the other winners, finalists and the entire South Australian tourism industry who have truly shown just how resilient the industry has been over the last two years.

"Awards like these are important to recognise those businesses and individuals in our industry that go above and beyond day-in-day-out to bring our unique destinations and experiences to the world."

Mr Feuerherdt said SeaLink was looking forward to welcoming back all domestic and international tourists to South Australia's iconic destinations and experiences when borders re-open and it is safe to do so.

"We can't wait to welcome travellers from around the globe back to our State to share our brilliant and unique destinations and experiences with everyone."

About SeaLink Travel Group Limited (ASX:SLK)

SeaLink Travel Group is Australia's largest integrated land and marine, tourism and public transport service provider with established international operations in London and Singapore. It is one of Australia's most experienced and diverse multi-modal transport businesses, boasting performance-driven capabilities across ferry, bus and light rail. SeaLink is made up of Australian marine and tourism operations and Transit Systems' domestic and international public bus and light rail transport operations. SeaLink moved more than 207 million customers in FY2021, has approximately 9,000 employees and operates approximately 3,800 buses, 117 vessels and 24 light rail vehicles.

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