

31 July 2017

ABN 69 007 122 367 ACN 109 078 257

SEALINK TO COMMENCE ROTTNEST ISLAND SERVICE IN WESTERN AUSTRALIA

SeaLink Travel Group Limited (SLK: ASX) (SeaLink) today announced it is expanding operations for Captain Cook Cruises in Western Australia by introducing services to Rottnest Island, commencing in November 2017. This announcement follows last week's announcement that it is commencing a new ferry service in Sydney Harbour from Manly to Barangaroo.

Jeff Ellison, Managing Director and CEO of SeaLink, said the Company sees the potential to grow visitor numbers to Rottnest Island and increase Western Australia's reputation for high quality tourism experiences.

"When SeaLink acquired the Western Australian Captain Cook Cruises business in February 2016, we recognised the opportunity to introduce the Rottnest Island service was a logical and exciting step, capitalising on our current visitor market in WA plus our extensive international market reach." Mr Ellison said.

Captain Cook Cruises will commence the Rottnest Island service with its 400-passenger high speed water jet catamaran ferry *MV Capricornian Sunset*, which will be redeployed from SeaLink's Gladstone operations. The vessel will operate between Fremantle and the Main Jetty on the Island, and will tie in with Captain Cook Cruises' existing Swan River operations, ensuring a seamless transfer from the Perth CBD to Rottnest Island.

Rottnest Island is an iconic tourism destination for not only Western Australians but all Australian and International visitors. The market for Rottnest Island has been constrained by lack of capacity during peak periods and this will be addressed by the opportunity to access the Island with SeaLink.

"Nearly half a million people visit Rottnest Island each year via commercial ferries and we're confident we can grow visitor numbers and increase the reputation of the destination by our excellent service and promotion of the Island destination through our extensive domestic and international marketing. We are confident this will increase visitors not only to Rottnest Island but also Western Australia generally and create new jobs for locals.

SeaLink is already exploring ways it can work with both the private and public sector to further enhance the visitor experience on Rottnest Island.

Since SeaLink's acquisition, all of Captain Cook Cruises' existing cruise experiences have undergone major enhancements to bring them in line with today's consumer expectations. This includes new food and beverage menus as well as a refurbishment of the vessels," Mr Ellison concluded.



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Captain Cook Cruises operates leisure cruises out of Barrack Street Jetty on the Swan River to several destinations, including the Swan Valley and the Port of Fremantle.

Scheduling and pricing for the Rottenest Island service will be released closer to the commencement of operations.

For more information please call:

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About SeaLink Travel Group

SeaLink Travel Group (ASX: SLK) (SeaLink) is one of Australia's most dynamic tourism and transport companies bringing the nation's best tourism experiences to the world. With over 1,100 staff across the country servicing eight million customers annually and with a fleet of 73 vessels and 32 coaches, the Adelaide-based company has undergone a remarkable period of growth, emerging as a significant player on the national tourism and transport scene.

SeaLink's operations extend across New South Wales, Queensland, Northern Territory, Western Australia and South Australia, and includes:

- Passenger and vehicle services in South East Queensland and Gladstone in Queensland
- Cruises, ferry and charter services on Sydney Harbour and on the Murray River
- Passenger ferry services in Townsville, Queensland and Darwin, Northern Territory and Western Australia
- Lunch and dinner cruises in Perth, Western Australia and Sydney Harbour
- Passenger, vehicle and freight services between Kangaroo Island and the South Australian mainland
- Day and extended coach touring and charter operations on Kangaroo Island and around South Australia
- Tour wholesaler to the travel trade
- Luxury 4WD foreign language and adventure based tours
- Retail travel agencies in Adelaide and Townsville
- Adventure, accommodation and restaurant at Vivonne Bay, Kangaroo Island

SeaLink listed on the Australian Securities Exchange in October 2013. (ASX: SLK)

