



## MEDIA RELEASE

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### **World Expeditions Travel Group Acquires Blue Mountains Adventure Company**

Australia's leading adventure travel specialist, World Expeditions Travel Group has acquired a majority shareholding in the Blue Mountains Adventure Company, a long-respected operator of day adventure activities including canyoning, rock climbing, hiking and abseiling based in the Blue Mountains.

The acquisition, which takes to 13 the number of brands within the WETG, provides World Expeditions with a new operational base near its Sydney headquarters, complementing its existing domestic operations in Alice Springs, Darwin and Launceston.

According to World Expeditions Travel Group's CEO, Sue Badyari, World Expeditions plans to expand the range of guided and self-guided walking trips in the Blue Mountains region, while remaining completely committed to the canyoning specialisation, on which the company's excellent reputation is based.

"We're excited about this alliance with a like-minded organisation who are leaders in their specialised fields of canyoning, rock climbing, abseiling and bushwalking," Ms Badyari said.

"The cultural similarities between the Blue Mountains Adventure Company and our other brands is an ideal basis for closer collaboration, with all our brands having a strong focus on the customer experience, safety, adherence to responsible travel practices and philanthropic practices," she said.

"World Expeditions has had a long held desire to have an operational base in the Blue Mountains and the acquisition provides that with its Katoomba office, allowing us to provide even more opportunities for our guide team to have year-round employment, with operations based out of four Australian centres," Ms Badyari said.

"There's enormous potential to grow the business, with World Youth Adventures' expertise with school groups, and with our specialist experience with domestic adult private groups," she said, "and the fact that we share commonalities around our

customers and their passion for the outdoors, challenging themselves and immersing in adventure activities helps too.”

“The Blue Mountains Adventure Company offers great value for money experiences, with quality equipment and excellent guide interpretation provided on each activity and we’re delighted that its director, Dylan Jones, will stay on with the business for the next 12 months,” she said.

A market leader in day-long canyoning trips in the Blue Mountains, particularly the lesser known canyons such as Wollangambe, Serendipity, and Yileen, the Blue Mountains Adventure Company employs a world-class guiding team with a strong focus on the customer experience, safety and environmental conservation.

It offers introductory through to advanced outdoor enthusiasts opportunities to see a different side of the Blue Mountains as part of a shared small group adventure with groups of friends, schools and corporate groups making up the majority of the 4,000 clients it hosts each year.

Like World Expeditions, the Blue Mountains Adventure Company has a long established philanthropic ethos, supporting Mountains Youth Services Team (MYST), an organisation which provides support and empowers local young people at risk, by providing outdoor programs for these young people to learn new skills, confront challenges and fears in a supportive environment & to grow in confidence.

The World Expeditions Travel Group offers a range of active adventures across the globe, through brands including World Expeditions, UTracks, Great Canadian Trials, Tasmanian Expeditions and Australian Walking Holidays.

More information at [www.worldexpeditions.com](http://www.worldexpeditions.com) and [www.bmac.com.au](http://www.bmac.com.au) or 1300 720 000.

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**Notes for editors:** Since its inception in 1975, World Expeditions has earned an outstanding reputation as a world leader in small group adventure holidays and cultural journeys. The company offers more than 500 stand-alone itineraries, escorted by expert leaders and meticulously designed for those travellers who want to take the ‘paths less travelled’. Always innovative, it was the first company to offer cycling holidays in India (1977) and China (1978) and trekking trips in Mongolia (1980) and Tibet (1981). In 2011, it became the first (and remains the only) company to offer the newly mapped Great Himalaya Trail. World Expeditions is part of the World Expeditions Travel

Group, which comprises 13 brands, including UTracks, Tasmanian Expeditions, Adventure South, Great Canadian Trails, Australian Walking Holidays, World Youth Adventures, Huma Charity Challenge, Trail Journeys, Sherpa Van, Sherpa Expeditions and the Blue Mountains Adventure Company. It is an independently owned and a truly global company, with seven offices around the world, including Sydney, London and Ottawa.