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PEAK DMC OPENS BALI BASE AS DEMAND FOR SUSTAINABLE TRAVEL GROWS IN INDONESIA

PEAK DMC, the world's largest adventure travel operator, is spreading its brand of sustainable, experience-rich travel throughout Southeast Asia with the opening of PEAK DMC Indonesia.

The company, which is the operating brand of Intrepid Group, estimates it will reach more than 2,000 customers for Intrepid Travel, Peregrine Adventures and other partner brands in 2019.

Since 2014, Intrepid Group brands have seen a 47% increase in travellers booking on their Indonesian itineraries. With the opening of PEAK DMC Indonesia, the company will now be better able to develop new trips that will not only relieve pressure on over-visited sites, but create economic benefits for local communities.

"Tourism in Indonesia has had its fair share of ups and downs, but the country has so much to offer that travellers keep coming back. The goal of our new business is not just to grow tourism, it's to grow sustainable tourism" says Geoff Manchester, co-founder of Intrepid who officially opened PEAK DMC Indonesia on Friday.

"Tourism can be a fantastic force for good and we want to ensure that our style of travel creates shared value between us and the local community in-destination. "

The new office, located in Sanur, Bali, is the fourth to be opened globally by PEAK DMC over the past 12 months, and marks the company's 21st DMC globally. By employing nine local office staff, and working with more than 20 group leaders, the company hopes to encourage its clients to consider alternative destinations both within Bali and across Indonesia.

From 2016 to 2017, tourism numbers to Indonesia grew by 17%, with tourism income worth USD \$12.5 billion in 2017. Tourism growth is a high priority for the Indonesian government, which is eager to not only attract more tourists, but to disperse them beyond Bali, to lesser-visited destinations such as Lake Toba in North Sumatra and Mount Bromo in East Java.

This, too, is a major priority for PEAK DMC Indonesia Country Manager, Chris Hardy. While PEAK DMC's new office will be located in Bali, as the country's most popular destination, Chris hopes travellers will use Bali as a launching pad to explore the rest of the country.

"When Australians think of Indonesia, they often think of fly and flop resort holidays in Bali. We want to show travellers that there is so much more to Bali and encourage them to discover different destinations within Indonesia. For example, not many people know that Sumatra is actually a better place to see wild orangutans than Borneo."

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Notes to editors:

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Interviews available with Carl Needham, General Manager for PEAK South East Asia; or Natalie Kidd, Managing Director for PEAK DMC.

About PEAK DMC

For more than ten years PEAK DMC has been delivering destination management solutions for the world's leading adventure brands and, each year, creates extraordinary travel experiences to more than 90 countries. PEAK DMC operates 21 local Destination Management Companies (DMC) around the world combining global presence with local expertise. For more information, visit:

www.peakdmc.com

About the Intrepid Group

Independently-owned by the original founders of Intrepid Travel, the Intrepid Group is now a collection of five tour operator brands and 21 destination management companies united by the vision of changing the way people see the world. For the past 29 years, Intrepid has been taking small groups to travel the local way, on real life experiences that give back to the places and people we visit. As this style of travel has developed, the Intrepid Group family has grown to now offer more than 2700 trips to more than 120 countries and on all seven continents. We cater for all ages, budgets, and appetites for adventure through Adventure Tours Australia, Intrepid Travel, Peregrine Adventures and Urban Adventures. Globally-renowned as a leader in responsible travel, Intrepid has been a carbon-neutral business since 2010. Our not-for-profit, the Intrepid Foundation has raised \$6m AUD for more than 100 local and international charities by matching traveller donations dollar-for-dollar. For more information, visit: www.intrepidgroup.travel