



THE HEART OF THE GREAT BARRIER REEF

## MEDIA RELEASE

For immediate release  
30 November 2022

### Keeping it in the Family Red Cat Adventures buys Whitsunday Jetski Tours

Two of Australia's top marine tourism companies are about to become one, with Red Cat Adventures acquiring Whitsunday Jetski Tours.

At each of these Whitsunday businesses, locally owned and operated by Asher and Julie Telford and Steve and Toni Ward respectively, it will be 'business as usual' for consumers and staff, with both brands continuing to offer their much-loved award-winning tours.

For the Wards, this was an important factor in handing over their baby of 12 years.

"Whitsunday Jetski Tours has been a part of our family and the Whitsunday community for over a decade, so we knew that when the time came to let it go, it would need to be taken on by people we could trust to maintain the team spirit, ethos and high service levels we've worked so hard to achieve," Toni Ward said.

"The fact that they're both iconic, nationally acclaimed Whitsunday businesses is also significant," Steve Ward added.

"Over the course of our tenure, Whitsunday Jetski Tours has had the honour of being named Trip Advisor's number one rated experience in Australia and a 2022 Traveller's Choice award winner – and here we are handing over to Australia's top adventure tourism operator, also twice inducted into Queensland Tourism's Hall of Fame."

For Asher Telford the opportunity to take on another unique, securely established, premium tourism product was too good to overlook.

"For a long time now, we have felt that the offering provided by Whitsunday Jetski Tours would complement our existing experiences perfectly," he said.

"Both brands are bold, resilient, and renowned for their integrity, so it is an honour to be adding Whitsunday Jetski Tours to our Red Cat Adventures suite."

Julie Telford said the future for both brands and the Whitsunday tourism scene was bright.

"Now we can be a one-stop adventure shop, offering visitors to the Whitsundays a week-long itinerary if they so choose," she said.

"With Red Cat Adventures, you can now ride a fast boat to the Whitsundays' most iconic spots, or slow down and sail the 74-island paradise.

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+617 4948 5900

[www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)

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“You can snorkel, bush-walk, take banana boat rides, go on waterfall and sunset tours, embark on adrenalin-filled jetski tours, paddle board, kayak and camp at Lake Proserpine, or even extend your trip with our Wild Cat tours from Mackay.”

Red Cat Adventures operates the purpose-built vessel ‘Thundercat’ and sailing vessel Tongarra, as well as running mainland ‘Falls to Paradise’ combined waterfall and resort tours, and ‘Wild Cat’ tours to Great Barrier Reef islands off Mackay.

The company also runs school-based Coxswain’s courses and a variety of Eco and Edu-tourism-tailored tours, including the curriculum-based ‘Immersive Learning Project’, designed to foster ‘travel for good’ and broaden stewardship of the Great Barrier Reef.

With the tag-line “your ride, your adventure”, Whitsunday Jetski Tours offers the daily 1.5-hour Airlie Adventure Tour, two-hour Two Island Safari and four-hour Ultimate Trek, visiting Long Island’s Palm Bay.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton, said being able to access all these experiences through one operator would be an incredible bonus for visitors to the Whitsundays and an asset to the region.

“Asher and Julie’s confidence in the Whitsunday tourism market is inspiring and a sign of the region’s meteoric rise from the depths of the pandemic to the thriving environment we find ourselves in now,” he said.

“This announcement means there’s now an even better way to adventure with Australia’s best.”

For more information about Red Cat Adventures and Whitsunday Jetski Tours products visit [www.redcatadventures.com.au](http://www.redcatadventures.com.au) and [www.jetskitour.com.au](http://www.jetskitour.com.au).

This release is sent in partnership with Red Cat Adventures.

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To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays destination video, [click here](#).

About Red Cat Adventures: Red Cat Adventures is an Australian award-winning charter boat company providing exceptional trips around the Whitsunday Islands. We place absolute importance on every trip being the best 365 days a year. As a fast-growing innovative family operated business we focus all our attention on quality and safety but at an affordable price.

The team at Red Cats are proud to be awarded the Climate Action Leaders certification, May 2019. This is the highest level of ECO accreditation that can be awarded in Australia and we are only Charter boat tourism business in the Whitsundays to be honoured with the certification.

All our products offer travellers the opportunity to swim in crystal clear waters and snorkel in sheltered bays. Leave footprints on Whitehaven Beach and enjoy a guided walk through the Australian Bush. All passengers *will see the iconic swirling sand at Hill Inlet and get to take those ‘once in a lifetime’ photos.*

What we do;

- Thundercat Whitsundays is an exhilarating day boat that suits a wide range of travellers, including singles, couples, groups and families.
- Tongarra Whitsundays Sailing Adventures is a two-day, two-night sailing experience aimed at fun-loving backpackers travelling on a budget.

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About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

FOR MEDIA ENQUIRIES, CONTACT:

Cait Fleming

Publicity & Communications Executive

Tourism Whitsundays

Ph: +61 417 765 736

Email: [pr@tourismwhitsundays.com.au](mailto:pr@tourismwhitsundays.com.au)

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