

Kingfisher Bay Resort Launches 'The year of 30' with BRAND-NEW Look

Island-wide celebrations commence on K'gari (Fraser Island)

Monday April 4th, 2022 - FOR IMMEDIATE RELEASE

2022 marks thirty years since the sustainably developed Kingfisher Bay Resort officially opened its doors on K'gari (Fraser Island); a milestone year that is shared by the 30th anniversary of the island's UNESCO World Heritage listing in 1992.

To commemorate this momentous occasion, and in keeping with a long-lasting connection to K'gari, leading tourism operators Kingfisher Bay Resort, Eurong Beach Resort and Fraser Explorer Tours have unveiled a full rebranding across their businesses.

The island's flagship ecotourism accommodation, Kingfisher Bay Resort has retained its founding name, however, features a new island-inspired logo. The accent fern and signature forest green colour are reflective of the verdant, surrounding environment and indicative of the island's immersive, nature-based travel experiences.

Eurong Beach Resort, the 4WD-only accommodation situated within the township of Eurong along the east coast's famed 75 Mile Beach, will now trade as 'K'gari Beach Resort'. This is mirrored by Fraser Explorer Tours, the island's largest and most comprehensive guided touring business, which will now operate as 'K'gari Explorer Tours'.

The move follows the World Heritage Area within the Great Sandy National Park, along with the surrounding waters being renamed in September last year, to 'K'gari' - the original Butchulla people's name for the island, which translates to 'paradise'.

Butchulla Aboriginal Corporation Director Christine Royan said her people were in support of tourism operators such as K'gari Beach Resort and K'gari Explorer Tours incorporating the island's traditional name.

"If you're doing business on K'gari, then respectfully call her by her traditional name, K'gari, which is paradise".

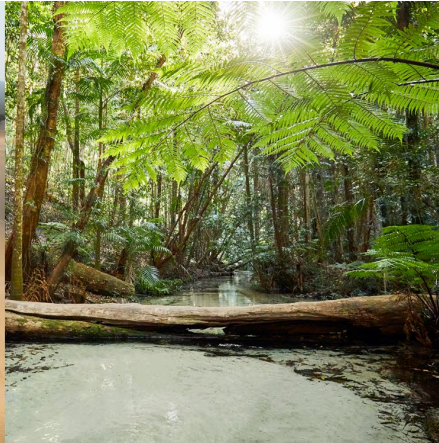
Ms Royan went on to state how those doing business on the island should also abide by the three Butchulla Lore; 'What is good for the land comes first', 'Do not touch anything that does not belong to you', 'If you have plenty, you must share'.

Kingfisher Bay Resort General Manager David Hay said there was no better time to unite their brands.

"K'gari is the reason we're all here – collectively, we connect visitors with this incredible destination, and we felt this year, in line with the World Heritage anniversary, it was the perfect opportunity to embrace this wonderful name change on the island directly across our businesses".

Kingfisher Bay Resort has a long-standing relationship with the BAC and are currently working together on a new cultural initiative, set to further enhance the Australian Indigenous experiences for visitors to the destination.

This follows the 2021 opening of the K'gari World Heritage Discovery Centre – a joint initiative by Kingfisher Bay Resort, the BAC, University of the Sunshine Coast (USC) and the Fraser Coast Council, to heighten awareness of the destination's environmental significance, and in turn, encourage conservation.



Stretching 123 kilometres, K'gari is the largest sand island in the world, recognised for its outstanding universal natural values when it achieved UNESCO status, becoming Queensland's fourth listed World Heritage environmental area at the time.

Regarded as a world class destination, Kingfisher Bay Resort welcomes upwards of 158,000 guests per year alone; having long been the favoured accommodation choice for travellers on K'gari, particularly within the southeast Queensland drive-market.

General Manager David Hay said repeat visitation has become an increasingly prominent trend, especially for multi-generational holiday makers.

"We've been established for thirty years, and so Kingfisher Bay Resort holds special memories for a lot of travellers. There's a sense of nostalgia; people who holidayed here as a child are now bringing their own families to K'gari".

"It's a remarkable milestone to reach, but it's all thanks to our loyal guests and everyone with a shared passion for K'gari, that we're able to honour this achievement", said Mr Hay.

Termed as 'The Year of 30', a series of celebratory surprise sales and activations will be launched throughout the year across the brands' resort and touring experiences - the first, starting today, April 4th, with 30% OFF hotel rooms at both Kingfisher Bay Resort and K'gari Beach Resort.

"For us, it's not solely about celebrating how far we've come over these past three decades, it's what actions we're taking moving forward".

"We've placed a strong focus on renewable energy with our solar powered projects, we've purchased our own recycling truck – we're championing as much as we can to encourage visitation, whilst ensuring we're treading as lightly as possible. The preservation of K'gari is paramount", said Mr Hay.

30th BIRTHDAY SPECIAL: SAVE 30% OFF Hotel rooms on K'gari, for travel from May 1st – July 31st 2022! Island escapes starting from just \$97 per night! [bit.ly/My-Kgari](https://www.dropbox.com/scl/fo/vfgisfec1pt50lnf4yhh/h?dl=0&rlkey=5h614kbobi6zblk226z5q418)

IMAGE GALLERY:

<https://www.dropbox.com/scl/fo/vfgisfec1pt50lnf4yhh/h?dl=0&rlkey=5h614kbobi6zblk226z5q418>

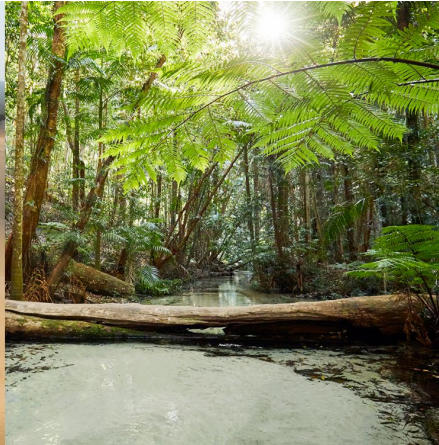
(Additional images available upon request)

K'GARI (FRASER ISLAND) MAGAZINE: [bit.ly/Kgari-magazine](https://www.dropbox.com/scl/fo/vfgisfec1pt50lnf4yhh/h?dl=0&rlkey=5h614kbobi6zblk226z5q418)

For editorial/famil opportunities relating to Kingfisher Bay Resort, K'gari Beach Resort or K'gari Explorer Tours please contact:

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An element of each founding logo has been incorporated into our new designs...

Kingfisher Bay Resort:

The accent fern and new signature forest green colour is indicative of the immersive, nature-based experiences for travellers, when staying at Kingfisher Bay Resort.



K'gari Beach Resort:

Palm trees are not only a stand-out feature within the grounds of the resort, but are also scattered throughout the remarkable rainforests of K'gari.

The warm, ochre tone of the logo reflects the coloured sands and rugged cliffs along the eastern coast.



K'gari Explorer Tours:

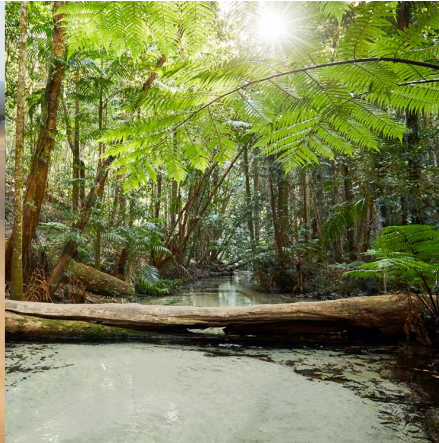
The water element along the base of the original logo has been retained, with the curved waves representing the island's many lakes and rugged landscapes visited on all of our guided tours.

The iconic blue colour of our buses has been retained as the brand's signature colour, which also complements the island's many lakes that our destination is renowned for.



The K'gari team:

Local guides Peter Meyer and Jarrad Anthony from K'gari Explorer Tours, join Kingfisher Bay Resort Ranger Tasmin Proost, to showcase the new branding across their uniforms.



THE YEAR OF 30

Where we've come from, and what actions we're taking moving forward

K'GARI (Fraser Island)

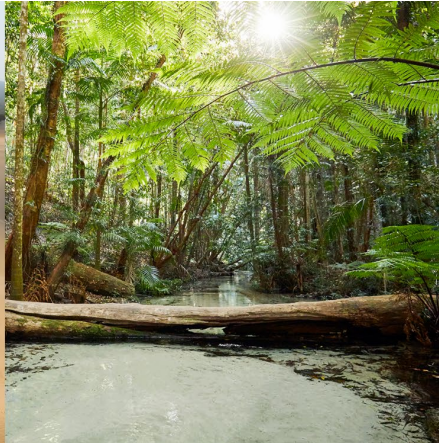
1. Inscribed on the UNESCO World Heritage list in 1992, the island was recognised for its natural values, ongoing ecological and biological processes, and as an example of superlative natural phenomena.
2. Stretching over 123 kilometres long, and 22kms at its widest point, the island's pristine environment is characterised by ancient dune systems, over 100 freshwater lakes and rainforests growing from sand.
3. An array of wildlife inhabits the rugged surrounds, most notably *Wongari* - the island's most famous residents, and the purest strain of dingoes in Australia, to over 384 identified species of coastal and migratory birds.
4. Hervey Bay was named the world's first Whale Heritage Site in 2020, regarded for its sustainable whale watching practices. K'gari is the only landmass in the world that breaks a whale's migration, with humpbacks entering the sheltered waters of the calm, western bay every August-October.
5. The Great Sandy Biosphere was awarded Reserve status in 2009, placing the Great Sandy Region in the same class as the Galapagos Islands, Central Amazon, the Everglades and Uluru. The area consists of a series of small islands and a mosaic of habitats including seagrass meadows, sandflats, mangroves, coral reefs and rocky shores, creating the perfect environment and feeding grounds for numerous species of marine life including dugong, sea turtles and dolphins.

KINGFISHER BAY RESORT

An integrated resort

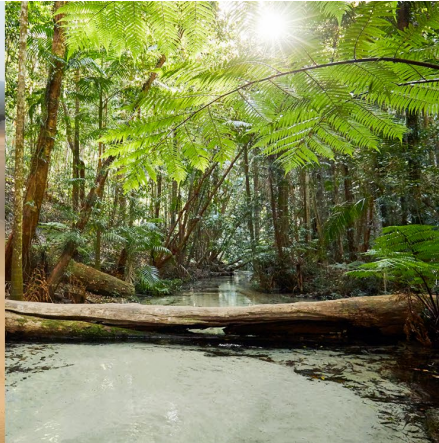
6. Kingfisher Bay Resort is a four-star eco accommodation, immersed within the tree-covered dunes along K'gari's western bay, encompassing 152 hotel rooms, 109 two and three-bedroom villas and a suite of 8 holiday houses.
7. A dedicated, seven-strong team of Resort Rangers run daily guided eco walks, talks and immersive, nature-based activities for guests, including canoe paddles through nearby mangrove and estuary systems, bush tucker tastings, night adventures to spot the island's nocturnal species and Segway tours along the western beach.

The accredited team of Rangers have an immense passion and knowledge for the destination, with backgrounds in Animal Ecology, Marine Science, Australian Indigenous studies and more. Together they enhance each travellers' experience, taking away a greater understanding and appreciation of the island's remarkable flora, fauna and diverse landscapes.



Eco initiatives

8. Built to strict environmental guidelines, the resort comprises specific architectural landscaping elements:
 - A distinctive Queensland style with native-timber buildings designed to harmonise with the environment, and not impact upon it. The resort is two storeys, as to not exceed the tree line.
 - Kingfisher Bay was the first resort in Australia to employ a Director of Environmental Management to oversee implementation of the resort's environmental program.
 - Claiming Australia's top Architectural prize, the resort's structure allows for minimal power requirements. In summer, windows and vents are kept open to generate the induction of cool air from the lower level and expel warmer air through loft vents. In winter, windows and vents are closed to create a glasshouse effect, trapping warm air inside the building. This design feature has been calculated to save 480,000 KW hours of electricity each year.
 - Kingfisher Bay Resort was landscaped to mirror the native vegetation and to ensure the protection of the fragile gene pool. Existing vegetation on the site was protected to the greatest extent possible. Many thousands of plants were removed prior to construction and held in an on-site nursery for replanting. A further 150,000 plants were raised from seeds and cuttings from the site, with Queensland Forest Services raising 60,000 seedlings for the project. The nursery continues to provide such plants for landscaping. The success of revegetation in the area can be judged by the abundance of wildflowers, birds and wildlife nesting and feeding in the bush and wetlands around the resort.
9. The resort comprises its own onsite nursery, water filtration plant and waste management system. Shredded office papers and kitchen preparation scraps are turned into rich compost in the onsite worm farm and then used to grow herbs for the kitchen. These eco elements set benchmarks for ecotourism ventures worldwide, and later saw Kingfisher Bay Resort inducted into the Queensland Tourism Awards Hall of Fame.
10. Sustainably conscious designs were implemented throughout the property from day one, with refillable hand soap, shampoo and conditioner dispensers located in every resort, hotel and villa bathroom, eliminating the need for single-use plastics.
11. The resort encourages responsible tourism through their Conservation Credit incentive program. Guests are offered a \$20 credit for each day that their hotel room is not serviced, giving them the option to reuse towels, in turn reducing excess water usage and unnecessary laundering. Credits were issued to 53% of occupied rooms in 2021.
12. Due to remote limitations and resourcing, Queensland Parks and the local council removed the recycling service on the island. Taking action, Kingfisher Bay Resort now internally manages all composting and recycling for their three businesses across the island. The resort purchased its own recycling truck and has a dedicated team that sorts items – saving 70 tonnes from landfill per quarter.
13. With a strong focus on renewable energy, Kingfisher Bay Resort Management is currently reviewing proposals for a dedicated solar farm on the property, with considerations that it will remain out of sight to guests, and not take away from the bushland surrounds.



Cultural connections

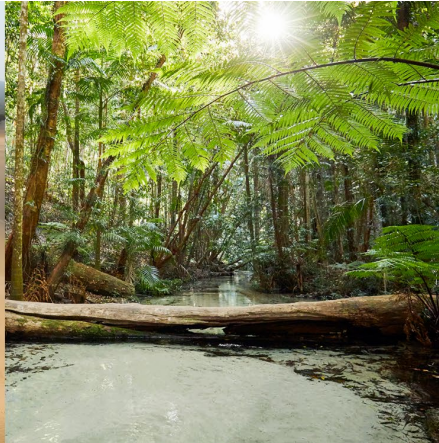
14. Kingfisher Bay Resort collaborates closely with the Butchulla Aboriginal Corporation – most recently, launching the K'gari Discovery Centre – an interpretative space, funded by Kingfisher Bay Resort and USC, featuring informative panels and striking photographs captured by the island's resident photographer and tour guide, Peter Meyer. Visitors can learn about and form a greater understanding of the unique wildlife and complex ecosystems that led to the island's World Heritage listing. Free for all visitors and open daily, the Centre is located within the grounds of Kingfisher Bay Resort.
15. Resort Ranger Jermaine La Rocca is a direct descendent of the Butchulla people of K'gari. Having worked at the Resort for 15 years, 'Ranger Jay' shares the knowledge of his elders, and is an expert himself in bush tucker and bush medicine survival – informing guests about the traditional methods in which various Indigenous ingredients were used, on a series of guided walks and interactive 'talk and taste' sessions.
16. Six of the resort's international team members have become Australian Citizens through their Employment Sponsorships with Kingfisher Bay Resort. Now all team leaders and Department Managers, the employees hail from countries including Saint Lucia (Caribbean), England, India and the Philippines.

Capital investment

17. \$1m refurbishment of the Kingfisher Bay Jetty: This is the primary gateway to K'gari and Kingfisher Bay Resort, providing access to the island for over 145K passengers every year – construction is set to both commence and be completed within the 22/23 financial year.
18. Two of the resort's primary restaurants and a new bar have been fully renovated within the last two years: Sand & Wood (formerly the Maheno Restaurant) the signature 'bush tucker' dining outlet, Seabelle Restaurant, as well as the adjacent, ALL-NEW Rainforest Bar. The third and final restaurant, The Sand Bar Bistro is set for renovation, to be completed in the 22/23 financial year.
19. Full refurbishments of all resort hotel bathrooms is also set to commence.
20. A purpose-built \$700k RIB (Rigid Inflatable Boat) vessel was commissioned, with the intention of connecting travellers to K'gari's remote western coast, featuring crystal clear waters and pristine white sands – an area previously inaccessible to resort guests. Sea Explorer is the resort's first, exclusive eco marine vessel, seating 28 guests, offering afternoon cruises and sunset sessions.

Collaborating with the community

21. Kingfisher Bay Resort works closely with the University of the Sunshine Coast (USC), sponsoring a bursary for tourism students, and continues to explore further opportunities, including an intern program. The majority of the Kingfisher Bay Resort Ranger team are USC graduates.
22. The twice annual Long Lunch is hosted at Kingfisher Bay Resort, raising in excess of \$30k+ per year, with all event proceeds supporting local charities and initiatives within the Fraser Coast Region, such as RACQ LifeFlight.



K'GARI BEACH RESORT

Resort overview

23. Acquired by Kingfisher Bay Resort in 2002, the property is located right on the east coast, just a few steps down onto the island's renowned 75 Mile Beach, encompassing a total of 53 rooms (inclusive of hotel and apartments).
24. Accessible by 4WD only, this 3-star beach resort has long been the favourite accommodation choice for avid 4WDers and keen anglers, due to its direct beach access to the destination's offroad locations and most sought-after fishing spots.
25. The property has recently completed resort-wide refurbishments, enhancing its premium accommodation allotment to include 6 King hotel rooms and 6 King two-bedroom apartments, as well as renovations across the suite of standard hotel + apartment accommodation. Refurbishments include hardwood flooring (previously tiled), new furniture, spacious living areas and kitchenette facilities (apartments only). Renovations have also been conducted within the McKenzie's on 75 Restaurant.

Sustainable initiatives

26. As a remote site, the resort relies on diesel generators for electricity supply. In January 2021 the first stage of the resort's solar power project commenced, with the installation of a 100KW system on the roof of the property's primary accommodation wing – a project fully funded by K'gari Beach Resort, contributing to a sustainable future on the island. To date, the resort has recorded a 19% reduction in diesel usage. Phase two of this renewable energy project comprises a further 100KW system to be installed.

K'GARI EXPLORER TOURS (Formerly Fraser Explorer Tours)

An eco-accredited experience

27. K'gari's leading tour operator has been running eco-accredited 4WD tours since 2002, departing daily out of Hervey Bay and Rainbow Beach, and are awarded with a Green Travel Leader status from Ecotourism Australia. With over twenty years' experience, the expert local guides share their immense knowledge of the island, with over 32 thousand guests per year.
28. Comprising a fleet of 21 purpose-built, low emission, four-wheel-drive buses, these vehicles are custom designed in Germany. Designed specifically to easily navigate K'gari's rugged and undulating terrain, the buses can carry up to 40 passengers, reducing the potential number of individual vehicles traversing the sand tracks, and in turn, fewer emissions entering the atmosphere.

Comprehensive island experiences

29. A NEW Lake McKenzie tour was created and is the only designated tour connecting travellers to the destination's #1 bucket list location – one of 40 perched dune lakes on K'gari. The tour allows guests an afternoon of leisure along the pristine white shores, with the chance to immerse themselves in the alluring turquoise hues.



30. A suite of K'gari 3, 4 and 5-day 'multi-day' tours were launched in June 2021 – offering a comprehensive coast-to-coast itinerary and packaging the island's two resort properties together for the very first time. With more time to explore the destination's bucket list spots, and hidden gems, guests can select pre and post-night stays at Kingfisher Bay Resort, with overnight touring accommodation along the surfside, at K'gari Beach Resort.