



ADAMS and Rottnefast Ferries transition into **Pinnacle Travel Group**

Dear Industry Colleague,

December 2021

We are delighted to announce the launch of **Pinnacle Travel Group**, Western Australia's premier locally owned and operated tourism business. Coach, train and ferry services converge to bring you **Pinnacle Travel Group**, the new group name for ADAMS and Rottnefast Ferries.

The ADAMS Group, comprising ADAMS Coachlines, ADAMS Pinnacle Tours and ADAMS Marine (Rottnefast), Westside Tours and Rottnefast Fast Ferries, incorporating Whale Watching Perth, will transition into **Pinnacle Travel Group** during early 2022.

Pinnacle Travel Group will see a rebranding of all land based touring allowing Western Australia's leading tourism products to come together under an official umbrella; with the sole aim to provide excellence in transportation services across Western Australia.

Pinnacle Travel Group will comprise of an unrivalled suite of premium tourism brands encompassing industry leading ferry and coach day tours along with niche seasonal products; all locally owned and operated.

Over the coming months our corporate and day touring businesses will be rebranded to reflect their respective new corporate identities. The transition will see our famous blue coaches move to a more earthy colour palette from pindan to platinum.

Digital and print collateral, along with uniforms and signage are in the process of a total makeover and we look forward to welcoming the new brands in the New Year to coincide with opening borders and the welcome return of domestic and international tourists.

We look forward to welcoming you on the **Pinnacle Travel Group** journey.



Changes within Pinnacle Travel Group:



Pinnacle Coachlines - WA's premium charter coach operator; the new name for ADAMS Coachlines

www.pinnaclecoachlines.com.au will replace www.goadams.com.au



Australian Pinnacle Tours - WA's premier day tour coach operator; the new name for ADAMS Pinnacle Tours

www.australianpinnacletraveltours.com.au will replace www.ADAMSpinnacletraveltours.com.au



Quokka Coaches - Premium bus and train tours on Rottnest Island within the Australian Pinnacle Tours portfolio; the new name for ADAMS Rottnest

www.australianpinnacletraveltours.com.au



Lancelin 4x4 Adventures - WA's only dedicated 4WD operation in the Lancelin sand dunes; the new name for Westside Tours (Lancelin)

www.westsidetours.com.au remains



Rottnest Fast Ferries - WA's only locally owned and operated ferry service to Rottnest will remain the same with a few minor additions to the styling to align in with the Pinnacle Travel Group branding.

www.rottnestfastferries.com.au remains



Whale Watching Perth - WA's newest dedicated Whale Watching service; niche Whale Watching operating by Rottnest Fast Ferries out of Fremantle launched in September 2021.

www.whalewatchingperth.com (new website)
