



Notification Waiver Determination

Intrepid Travel – Wild Bush Luxury

Acquisition	Intrepid Travel Pty Ltd (Intrepid Travel) applied for a notification waiver in respect of its proposed acquisition of 100% of the share capital in Wild Bush Luxury Experience Pty Ltd (Wild Bush Luxury), as described in the transaction documents provided as part of the application (the Acquisition).
Determination	The Australian Competition and Consumer Commission has determined under section 51ABV(1)(b) of the <i>Competition and Consumer Act 2010</i> (Cth) not to make the notification waiver determination applied for.
Date of determination	5 February 2026

Parties to the Acquisition	<p>The acquirer, Intrepid Travel, is a subsidiary of Intrepid Group Pty Ltd which is a global, experiential travel company specialising in small group tours and travel experiences. Intrepid Group Pty Ltd has 31 offices around the world and operates more than 1,000 small group adventures in 118 countries.</p> <p>The target, Wild Bush Luxury, is a boutique Australian tourism operator that manages and operates the 'The Maria Island Walk' (in Tasmania), 'Arkaba Walk' (in South Australia), 'Arkaba Homestead' (in South Australia), and 'Bamurru Plains' (in the Northern Territory). Wild Bush Luxury is currently held by Experience Co Limited, a tourism company and offers adventure experiences of tandem skydiving, aerial high ropes and ziplining activities and tours to the Great Barrier Reef and Daintree regions.</p> <p>Intrepid Travel and Wild Bush Luxury both supply tourism services in Australia, and particularly in Top End (Northern Territory), Flinders Ranges (South Australia) and Maria Island (Tasmania).</p>
Explanation for determination	<p>In making this notification waiver determination, the Australian Competition and Consumer Commission (ACCC) has considered the information provided with the notification waiver application and had regard to the factors in section 51ABV(2)(b) of the Act.</p> <p>Based on the information provided in the application, including the revenue of the parties in Australia and relevant cumulative acquisitions the ACCC considers that, if the Acquisition were put into effect, the notification thresholds would be met.</p> <p>The ACCC is unable to reach a view that the Acquisition would not be likely to raise competition issues in any market based on the information provided. It considers that the Acquisition warrants consideration through the notification process, including via further information gathering and consultation with third parties. This may include a focus on:</p>

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	<ul style="list-style-type: none">a. The extent of any horizontal overlap between Intrepid Travel and Wild Bush Luxury in the supply of tourism services in Australia, and particularly in Maria Island, the Top End and Flinders Ranges,b. The extent to which the parties are likely to face competition from alternative suppliers at these locations, particularly in relation to Maria Island where alternatives appear limited. <p>Given the above, the ACCC has determined not to make the notification waiver determination applied for.</p> <p>The ACCC considers that the determination is consistent with the object of the Act and the interests of consumers in promoting competition.</p> <p>For more information about the ACCC's approach to considering notification waiver applications and to assessing competition effects more generally, see the ACCC's interim guidance on notification waivers and merger assessment guidelines.</p>
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Determination made by a division of the Commission constituted by a direction issued pursuant to section 19 of the Act