



STRAY AND LOKA TO CREATE THE LARGEST HOP-ON HOP-OFF NETWORK ACROSS AUSTRALIA, NEW ZEALAND AND SOUTHEAST ASIA

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Stray Limited ('Stray') announces an investment in Loka Pty Ltd ('Loka') which will see it become the majority shareholder. This will create Asia Pacific's largest and most expansive Flexible Adventure Travel Network with operations across the East Coast of Australia, New Zealand and five countries in Southeast Asia.

Stray and Loka already share a similar operating model and ethos. They are at the forefront of adventure travel designing authentic, cultural and nature-based experiences with an emphasis on providing access into more remote destinations. Both specialise in a style of 'hop-on hop-off' travel, which offers their customer all the benefits of a guided tour along with the flexibility to hop-off and spend time at destinations en-route. This operation model not only supports the way new-age customer like to travel but also aligns closely with current Tourism Boards' objectives to promote regional dispersal of visitors.

For the foreseeable future Loka will continue to operate under the Loka brand but will be integrated from an operational and marketing perspective into Stray's wider portfolio. Neil Geddes, founder and director of Loka said *"It is amazing to be working with Stray and to be part of the orange family again. The investment will provide the resources to continue our journey to provide the best experiential trip in Australia"*.

Brett Hudson, CEO of Stray said *"The deal is extremely exciting as it brings together a huge wealth of experience from both management teams to create a strong and highly dynamic business"*.

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ABOUT: Stray, which operates New Zealand's most extensive hop-on hop-off network commenced tour operations in 2001 and has since expanded into five countries in Southeast Asia including Thailand, Laos, Cambodia, Vietnam and Myanmar. Loka commenced operations in 2014 offering flexible adventure travel passes between Sydney and Cairns (both North and Southbound).

IMAGERY: [Download imagery here](#)

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