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**22 June 2023**  
**FOR IMMEDIATE RELEASE**

**TRIPADEAL AND NEW ORLEANS PELICANS ANNOUNCE LANDMARK PARTNERSHIP**

- TripADeal announces global partnership with the New Orleans Pelicans
- The partnership is the first of its kind between an Australian company and an NBA team
- TripADeal and the Pelicans will provide exclusive VIP experiences for NBA fans worldwide

Byron Bay based online travel agent, TripADeal, and the New Orleans Pelicans have today announced a landmark agreement, launching the first Australian International Team Marketing Plan (ITMP) partnership in the NBA.

TripADeal will become the Official Online Travel Agency of the Pelicans, with the two businesses coming together to create once in a lifetime NBA experiences for basketball fans worldwide.

TripADeal is a leader of the industry when it comes to creating tailor-made travel packages at unbeatable prices, and the new partnership sees them open the door for its customers and sports fans looking to experience some of the world's best live entertainment.

TripADeal Co-founder and Co-CEO Richard Johnston said TripADeal was proud to be entering into a new international partnership.

"We're proud to be the first Australian organisation to sponsor an NBA team, and to be doing it with such a reputable organisation as the New Orleans Pelicans.

"The popularity of basketball and the NBA in Australia is at an all time high, with close to a dozen Aussies now playing in the league. We see tremendous upside in being able to provide money-can't-buy experiences for these fans" Johnston said.

As well as exclusive travel deals and branding opportunities at Pelicans home games at the 'Smoothie King Centre', the agreement also sees TripADeal become the Presenting Partner of Pelicans content during the NBA's Summer League competition which kicks off next month in Las Vegas.

To celebrate the partnership in the US, Pels' fans can get their first taste of a VIP Summer League experience by heading to the team's website and entering the sweepstake competition which is now live.

Australian fans will need to wait a little bit longer with TripADeal expected to announce their first money-can't-buy competition ahead of the 2024 NBA season tipping off in October.

Norm Black, Co-CEO and Co-founder of TripADeal, echoed Johnston's comments and encouraged all sports fans to make the most of the new partnership.

"This is an exciting time for TripADeal. We have a long history of backing sports teams that have strong ties to their community, and after meeting with the Pelicans last year, this felt like the right fit for us.

"We know how much Australians love their sport, and love to travel, so we're looking forward to working with the Pelicans to create some unique travel packages that everyone can get excited about".

Pelicans President Dennis Lauscha said of the announcement: "We are thrilled to partner with TripADeal to help create memorable once-in-a-lifetime experiences for basketball fans worldwide.

"With the NBA becoming increasingly popular in Australia, this partnership allows us to grow fan engagement and develop interactive opportunities with the passionate basketball fanbase in Australia and its surrounding markets."

The announcement marks the fourth ongoing professional sport sponsorship for the travel company, joining the St. George Illawarra Dragons, Manly Sea Eagles, and Carlton Football Club.

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### **About TripADeal**

*TripADeal is an online travel agent offering bucket list tour, cruise and escape packages at unbelievable prices to every continent including Antarctica, sending 60,000+ travellers around the world every year. Australian owned and operated, TripADeal was founded in 2011 by Norm Black and Richard Johnston and is based in Byron Bay. TripADeal was voted 'Best Online Travel Agency' by the Australian Federation of Travel Agents (AFTA) in 2017 and topped the Financial Review Fast 100 list for 2016 and 2017. In 2020, the company partnered with investor BGH Capital (BGH) and in May 2022 joined forces with Qantas*

*Loyalty to offer even better value to holiday makers by allowing them to earn and use Qantas Points on all TripADeal holidays. TripADeal proudly sponsors the St George Illawarra Dragons, Manly Sea Eagles, the Carlton Football Club and the New Orleans Pelicans.*

## **MEDIA RELEASE**



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