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FOR IMMEDIATE RELEASE

TRIPADEAL TURNS UP THE HEAT WITH BRISBANE PARTNERSHIP

- TripADeal announces sponsorship with the Big Bash League (BBL) team, the Brisbane Heat
- The Heat are the first Queensland-based sports club TripADeal have partnered with since 2018
- TripADeal will feature on the front of the playing pants for the Heat BBL and WBBL teams

Byron Bay-based online travel agent, TripADeal, will be turning up the heat this summer after today announcing their new partnership with the Brisbane Heat.

The Heat are the first Queensland-based sports club TripADeal have partnered with since the Titans in 2018, and will see them supporting both the BBL and WBBL programs, as well as featuring their logo on the playing pants of both sides.

With a long history of supporting sports teams and a focus on growing their new [sports-focussed travel and hotel experiences](#), this partnership is the perfect fit for TripADeal, and further enhances their connection to Queensland's highly engaged travel and sport-loving community.

TripADeal's Co-founder and Co-CEO, Richard Johnston, said of the partnership, "We're thrilled to have partnered with the Brisbane Heat for the upcoming season. We love partnering with clubs that have strong community roots and the Heat are a great fit in that regard.

"We know how popular cricket is over the summer months in Australia, plus, the Heat are just up the road from us in Brisbane so we're really happy we are able to give back to a team in what we consider to be our extended local area", he said.

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

"This is an exciting time for TripADeal. We know that Queenslanders love their sport, and they love to travel - they are a huge audience for us, so this is an important partnership for us.

“We are leaders of the industry when it comes to creating tailor-made travel packages at unbeatable prices, but we’ve shown over recent months that we know how to create really great sports experiences as well. It’s an area we’re excited to continue growing, and to work with the Heat on,” he said.

The announcement comes on the eve of the Heat’s WBBL season opener against the Melbourne Renegades this afternoon in Melbourne, with their opening home game penned for next Friday night at Allan Border Field. The Heat’s BBL side kicks off their campaign on December 4 at the Gabba when they take on the Stars.

Brisbane Heat GM, Marketing and Corporate Affairs, Peter Lock, said of the partnership announcement: “TripADeal are a highly visible and well-known national and international success story, starting just over the border at Byron Bay, so we’re thrilled they will become part of the Heat this summer,” he said.

“With another WBBL game in Mackay next month, and the return of the New Year’s Bash at the Gabba on January 1 featuring PNAU and Eves Karydis, there will be plenty of incentives for our fans to travel to Heat games from within Queensland and interstate” he said.

The announcement marks the fifth ongoing professional sports sponsorship for TripADeal, with the Heat joining the St. George Illawarra Dragons (NRL), Manly Sea Eagles (NRL), Carlton Football Club (AFL), and the New Orleans Pelicans (NBA).

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About TripADeal:

TripADeal is an online travel agent offering bucket list tours, cruise and hotel 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 holidaymakers 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.

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