



Byron Bay, May 24, 2022

TripADeal and Qantas announce new partnership

Byron Bay travel agency joins forces with national airline carrier

- Qantas buys 51 per cent stake in fast-growing online travel business
- Co-founders Norm Black and Richard Johnston remain as core shareholders and Co-CEOs
- Plans to significantly grow TripADeal through close partnership with Qantas Loyalty
- TripADeal to remain in Byron Bay

National carrier Qantas has announced it has purchased a majority stake in Byron Bay travel agency TripADeal.

Qantas Frequent Flyers can now earn and use their Points on TripADeal's entire range of holiday packages.

TripADeal packages range from African Safaris, Japanese cultural tours, Antarctic expeditions, to Northern Territory glamping stays and Bali villa holidays.

All of these ready-made holidays can now be paid for with Qantas Points, regardless of which airline is part of the package. Frequent Flyers will also earn three points for every \$1 they spend with TripADeal, and can also use 'points plus pay' to make their holiday happen sooner.

Co-founder Norm Black said TripADeal is very proud to be partnering with the national carrier and confirmed the company's headquarters will remain in Byron Bay, offering a range of jobs to Northern Rivers residents.

"We will remain a Northern Rivers company, with our heart firmly in Byron Bay. The growth of our company that will come from this partnership with Qantas is great news for the local community and jobs. Mr Black said.

"We have also recently expanded operations with teams in the Gold Coast and Brisbane."

Co-founder Richard Johnston said the agreement is positive economic news for Northern NSW at a time when it needs it the most.

“We are very proud to continue offering positions to skilled workers and contributing not just to the Byron Shire’s economic activity, but to the region’s economy,” Mr Johnston said.

“We remain the same company, an online travel agency offering bucket list deals at incredible prices, but now with a fantastic partnership with Qantas. This is great news for our customers, and that makes us very happy,” he added.

Mr Johnston said the agreement shows that regional businesses can be dynamic, competitive and successful.

“This announcement is proof that businesses located outside metropolitan areas can smash goals, experience sustained growth, attract skilled staff and retain them and, more importantly, serve their customers well,” he added.

Qantas Group CEO Alan Joyce said of the partnership: “This is a great opportunity at the perfect time. Coming out of the pandemic, people want a holiday experience that is special but also tried and tested, and there is a huge shift to booking online.

“That’s exactly what TripADeal does. It’s an Aussie success story built on delivering ready-made holidays at very sharp prices, and their level of repeat customers shows how well they do it.”

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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. TripADeal was founded in 2011 by Norm Black and Richard Johnston, and is based in Byron Bay, Australia. TripADeal was voted ‘Best Online Travel Agency’ by AFTA, the Australian Federation of Travel Agents, in 2017 and topped the Financial Review Fast 100 list for 2016 and 2017. In 2020, the company partnered with investor BGH Capital (BGH).

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