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FOR IMMEDIATE RELEASE

**HEADLINE: WORLD #10 SURFER CALLUM ROBSON GAINS FIRST MAJOR SPONSOR, SIGNING ON WITH TRIPADEAL**

Byron Bay, Australia - Online travel agent TripADeal is proud to announce the appointment of World Surf League rookie, Callum Robson as its newest brand ambassador.

The 21 year old from Evans Head on the Far North Coast of New South Wales has made waves in his rookie year on the World Surfing Tour, currently ranked tenth. Notable moments from his first year on tour include finishing runner-up at Bells Beach in April, ending Mick Fanning's fairytale attempt at a record 5th title in a thrilling upset. In addition, wins at the Tweed Coast Pro and Gold Coast Pro as well as victory against two time world champion John John Florence at the spiritual home of surfing in Hawaii.

Remarkably, Robson has achieved the above with no major sponsorship, financing his own travel to competitions all around the world.

"When TripADeal approached me to be a brand ambassador it was a dream come true, I am so grateful for their support. There was an immediate connection when we first met, I have a lot of respect for the way they operate, following their instincts and backing themselves. It's a great fit as these are attributes I pride myself on too", says Robson.

For TripADeal founders Richard Johnston and Norm Black, Robson's inspirational story as a self-made pro-surfer who took himself around the world to rank 10th reminded them of their own journey to success.

"When we started TripADeal, not many people thought we would succeed. We opted to do things our own way and were never tempted to follow the pack. We know all too well what it's like to put your all into something you're passionate about, which is what Callum embodies. We're excited to back Callum, he is incredibly talented and is going to go far!" says Johnston.

Co-founder Norm Black added "Given our company's path to success, we love supporting the underdog. We already have a significant stake in sports sponsorship, but this is a special one. Being a Byron Bay based business, we obviously want to back a local surfer chasing his dream and we're thrilled to be able to help him pursue it."

As Robson continues his journey taking on the world champions of surfing, during the one year ambassadorship TripADeal will support his travel around the world as he attends competitions, helping to make both his travel and surfing dreams a reality. Along the way, he will share content from his travels on the TripADeal website and social media channels; visit [www.tripadeal.com.au](http://www.tripadeal.com.au) for the latest updates.

**ENDS****Media Enquiries**

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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, the Manly Sea Eagles and Carlton Football Club.

## **TripADeal Online**

**Website:** [www.tripadeal.com.au](http://www.tripadeal.com.au)

**Facebook, Instagram, YouTube:** @tripadeal

**LinkedIn:** TripADeal

## **Official Hashtags**

#TripADeal #WeMakeTravelDreamsComeTrue

## **Callum Robson Instagram**

[@callumrobson](https://www.instagram.com/callumrobson)