



MEDIA RELEASE

Travellers Choice members discover TripADeal is just the ‘golden ticket’

19 October 2017: **Travellers Choice channelled Willy Wonka this month when it celebrated the launch of its exclusive new arrangement with online agency TripADeal by rewarding lucky members with a couple of coveted ‘golden tickets’.**

To promote the ground-breaking agreement Travellers Choice sent every one of its members a TripADeal box containing some branded merchandise, sweets treats and background information. A couple of fortunate agencies also found a Golden Ticket inside the package giving them \$500 towards their own TripADeal booking.

The new partnership gives Travellers Choice members exclusive access to bespoke TripADeal packages to bucket-list destinations. It also gives TripADeal customers the option of booking their holiday in any Travellers Choice store, with the group's agents receiving commission.

Travellers Choice General Manager Marketing Robyn Mitchell says members have embraced the new arrangement, which went live across the group's network on 9 October 2017.

“TripADeal has developed a dedicated wholesale website for Travellers Choice and almost 80% of our members have already set up their profile and viewed tutorial videos,” says Mitchell.

“In addition members are now promoting our unique TripADeal connection through their local area marketing activities, which include everything from flyers and window vinyls to cinema advertising, travel expos and social media.”

For more information on Travellers Choice please visit www.travellerschoice.com.au.

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