

24 JULY 2025

TRIPADEAL ROLLS INTO PARTNERSHIP WITH BOWLS AUSTRALIA

- TripADeal announces partnership with Bowls Australia
- TripADeal will have a presence at major Bowls Australia events and will be shared naming rights partner of the Bowls Show

Australian online travel agent, TripADeal, has announced an exciting new sponsorship agreement with Bowls Australia, the national organisation for Lawn Bowls.

As part of the agreement, TripADeal will have a notable presence at major Bowls Australia tournaments and events, and will serve as a shared naming rights partner of the Bowls Show, broadcast live on FOX Sports and Kayo every Tuesday night.

The partnership officially commenced at the recent Australian Open event held on the Gold Coast, where TripADeal was proud to be a part of the live event and Australian and New Zealand television broadcast.

Matt Wolfenden, CEO of TripADeal, said of the sponsorship, "We are incredibly excited to embark on this journey with Bowls Australia.

Our history with sports partnerships has always been about connecting with passionate communities and the alignment with Bowls Australia is exceptional. TripADeal's spirit of fun and connection are shared values with Bowls Australia members and we can't wait to be a part of their future travel plans."

Bowls Australia's Chief Executive Officer Matthew Kennedy said the partnership was a natural fit for the sport's active and travel-minded community.

"We're thrilled to welcome TripADeal to the Bowls Australia partner family," Kennedy said.

"This collaboration provides a unique opportunity to connect our large and engaged community with exceptional travel experiences.

"We know many bowlers are passionate travellers, particularly when attending or competing in the sport's marquee international, national and state events, and TripADeal offers exciting, accessible options that match the interests and lifestyle of our participants."

MEDIA RELEASE



TripADeal maintains a proud history of supporting Australia's sports community, with an existing roster of valued sports partners, which includes the Manly Sea Eagles, St. George Illawarra Dragons and the Carlton Football Club.

- ENDS -

About TripADeal

TripADeal is an online travel agent offering bucket list tour and cruise packages at unbelievable prices to every continent including Antarctica, sending 125,000+ travellers around the world every year. TripADeal is proudly Australian-owned and operated. Founded in 2011 by two friends from Byron Bay who shared a love of travel, the company enjoyed years of incredible growth. After two years as a majority stakeholder, Qantas acquired 100% of the business in 2024. TripADeal proudly sponsors the St George Illawarra Dragons, Manly Sea Eagles, and the Carlton Football Club.

For more information, please contact:

Katie Benson - Content Lead
katie.benson@tripadeal.com.au