



Friday, 17 October 2025

## Roy Morgan travel and consumer insights to provide exclusive benefits to ATIA members

**17 October 2025:** ATIA (Australian Travel Industry Association) members will gain exclusive access to world-class travel and consumer insights through a new strategic partnership with Roy Morgan, announced today at Beyond Borders 2025 in Brisbane.

By combining Roy Morgan's leading research expertise with ATIA's national member network, the collaboration will deliver regular, tailored insights into consumer confidence and travel intention - two of the strongest indicators of traveller behaviour and market demand.

The partnership includes two Spotlight Reports and targeted polls on key consumer travel issues across both leisure and corporate markets. These reports will provide ATIA members with relevant and actionable insights drawn from Roy Morgan's extensive data, helping them understand trends and anticipate changes in traveller sentiment. The first Spotlight Report will launch early next year.

**ATIA and Roy Morgan will also publicly share key findings of each report.**

This initiative is one of several unveiled at Beyond Borders 2025 in Brisbane today, underscoring ATIA's commitment to delivering tangible, data-informed value for its members.

### QUOTE ATTRIBUTABLE TO ATIA CEO DEAN LONG:

*"This partnership gives ATIA members access to credible, independent insights that were once out of reach for small and medium travel businesses, intelligence that helps them make better decisions, faster."*

*"By securing Roy Morgan as ATIA's Data partner, we're empowering our members to forecast demand, understand consumer confidence, and adapt their businesses with greater certainty. Beyond Borders is all about helping members prepare for the future. This partnership delivers real, practical value that supports smarter planning across the travel industry."*

### QUOTE ATTRIBUTABLE TO ROY MORGAN CEO, MICHELE LEVINE

*"Roy Morgan's partnership with ATIA will allow travel businesses of all shapes, sizes, and industry niches to draw upon the extensive data we have readily available at our fingertips to pinpoint the important challenges facing the travel industry."*

*"Roy Morgan draws upon the power of in-depth interviews conducted with thousands of Australians each week around the country to analyse the mood and direction of the Australian people, and importantly, distil how these factors will influence the travel industry into the future – both short and long-term. The partnership between Roy Morgan and ATIA is an important statement about the strength of the Australian travel industry and the bright future ahead of us."*

### QUOTE ATTRIBUTABLE TO ROY MORGAN HEAD OF TRAVEL & TOURISM, ADELE LABINE-ROMAIN

*"Roy Morgan's strength lies in providing robust, independent data. Through this partnership, we're equipping ATIA members with the information they need to better understand how Australians are thinking and feeling about travel."*

*"Our goal is to help businesses move from assumption to evidence so they can plan with confidence, identify new opportunities, and make decisions that keep them ahead of the curve. Together, Roy Morgan and ATIA are lifting the benchmark for insight-driven leadership across Australia's travel sector."*

**For media enquiries please contact LJ Loch at [lj.loch@atia.travel](mailto:lj.loch@atia.travel) or 0488 038 555.**

**About ATIA ([www.atia.travel](http://www.atia.travel)):**

The Australian Travel Industry Association (ATIA) is the peak body representing Australia's \$69 billion travel industry. ATIA represents the majority of Australian travel agents, corporate agents, tour operators, wholesalers and ITOs.

In 2024 alone, ATIA members booked \$13.5 Billion TTV of retail bookings, \$11.8 Billion of Corporate Bookings and \$5.6 Billion of Land Operations. Typically, at least 70% of all international air sales in Australia are through our members, and over 90% of corporate sales (medium and large businesses), rather than directly through airlines. Whereas with cruises, 73% of travellers use travel advisors to book.

An impressive 92% of ATIA members are small businesses, with women making up 72% of the workforce.

ATIA administers the **ATIA Accredited program**, which is the largest and most representative accreditation scheme for travel businesses in Australia. ATIA represents over 1,120 ATIA Accredited members and over 28,000 employees nationwide, directly supporting 16.98 million Australian travellers every year.

**About Roy Morgan**

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

**Related Announcements:****July 30, 2024: [Roy Morgan wins three-year contract to deliver international tourism statistics for Austrade.](#)**

From 2025, Roy Morgan will provide Austrade with the world's best practice survey methodology, big data integration and modelling techniques to deliver accurate international tourism statistics.

This is in addition to the contract to deliver domestic tourism statistics awarded to Roy Morgan earlier this year.

**October 8, 2024: [Roy Morgan welcomes Adele Labine-Romain as Head of Travel & Tourism.](#)**

Roy Morgan is proud to announce the appointment of Adele Labine-Romain, a highly respected voice in the tourism sector, as Head of Travel & Tourism. Adele's arrival coincides with Roy Morgan's appointment as the provider of the Domestic & International Tourism Statistics on behalf of Austrade and the Australian Government, positioning Roy Morgan at the forefront of tourism research and data innovation.

Adele brings a wealth of experience in tourism strategy, policy development and industry leadership, with a career that includes executive roles at Tourism Australia and the Tourism & Transport Forum. Most recently, she was the Travel & Tourism sector lead at Deloitte and a Partner with Deloitte Access Economics.

**October 30, 2024: [Roy Morgan invests in human-centric research, returning to face-to-face interviewing.](#)**

Commencing January 2025, Roy Morgan will be returning to face-to-face interviewing as part of our Roy Morgan Single Source survey program.

Roy Morgan Single Source will be multi-mode, with face-to-face, telephone interviews, online surveys, and self-completion journals ensuring that it continues to provide gold standard consumer data about all Australians. The inclusion of face-to-face interviewing 'future proofs' the Single Source design, enabling Roy Morgan to provide valuable consumer data trends into the future.

**February 26, 2024: [Women's Leadership a key factor as Roy Morgan aces the first Workplace Gender Equality Agency 'gender pay gap' test.](#)**

Roy Morgan has aces the Workplace Gender Equality Agency's (WGEA) first 'gender pay gap' test with a 'median total remuneration gender pay gap' of 0.0% compared to the industry comparison group average of 29.3% - an outperformance of 29.3% points in favour of Roy Morgan.

The 'median base salary gender pay gap' is also at 0.0% compared to an industry average of 27.3%.