

ATIA Members to Benefit from Exclusive Roy Morgan Travel and Consumer Insights

17 October 2025: ATIA 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 or 0488 038 555

About ATIA (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.