

## Beyond Borders On the Road Special Edition

TD's Beyond Borders On the Road edition features six pages of news, photos and highlights from the events across Adelaide and Perth, and a full page from **Destination Canada**.

## Air's there at BBOTR

**AVIATION** was well served at Beyond Borders On the Road (BBOTR), with the Hong Kong Tourism Board and Cathay Pacific partnering both events this week.

Also included in the program of speakers was Adelaide Airport, which will soon see 13 regular international flights connecting with it, and Perth Airport, which is busy with a range of significant infrastructure projects.

CX's Tom Kennedy, Regional Head of Customer Travel & Lifestyle, said it was important for the airline to back events like this to thank advisors.

# ATIA breaks borders in ADL and PER

ATIA'S annual conference, Beyond Borders, has gone on tour with its compact 'On the Road' (BBOTR) satellite events taking place in Adelaide and Perth.

South Australians converged at the Crowne Plaza in Adelaide on Mon evening, while Western Australians gathered at the Novotel Perth Langley on Wed.

The events went for two hours each, ending with casual drinks.

A range of established industry professionals spoke across both events, including Adele Labine-Romain, Head of Travel & Tourism at Roy Morgan; Cass Champion, founder of My First Job; Neeraj Prakash Tyagi, Head of Business Insights and Analytics at Cathay Pacific; and Karen Prideaux, Senior Manager Trade Marketing, Hong Kong Tourism.

Exclusive to Adelaide was Jonathan Cheong, Head of Aviation Business Development & Commercial at Adelaide



Airport, while Gina Norman, General Manager Travel and Distribution at RAA joined a panel with Champion.

Meanwhile, speaking on the Perth agenda was Kate Holsgrove, Chief Commercial and Aviation Officer from Perth Airport, while Nicola Strudwick, General Manager Sales at Travellers Choice, and Kristal Grace, Acting Head of Humanities and Social Science at Santa Maria College, joined the WA version of Champion's panel.

A range of ATIA executives took to the stage, including CEO Dean

Long; Director of Membership & Industry Affairs, Richard Taylor; and Director of Public Policy and Advocacy, Ingrid Fraser.

"The strength of BBOTR lies in its ability to bring the industry together - not just to listen, but to collaborate and lead," Long said.

"Thanks to Cathay Pacific, HKTb, and our airport partners, these events are reaching new heights."

**Travel Daily** was the media partner for Beyond Borders On the Road. **DF**

**Pictured:** ATIA's Richard Taylor, Ingrid Fraser, Elaine Trinh, Amanda Rixon and Dean Long.



**HONG KONG  
TOURISM BOARD**

**DISCOVER  
HONG KONG**

**SIGN UP**

**To HKTb's trade  
newsletter for all  
the latest updates**





## HK sees solid gains

**HONG** Kong is coming close to achieving pre-pandemic tourism levels despite its slow re-emergence from COVID-19.

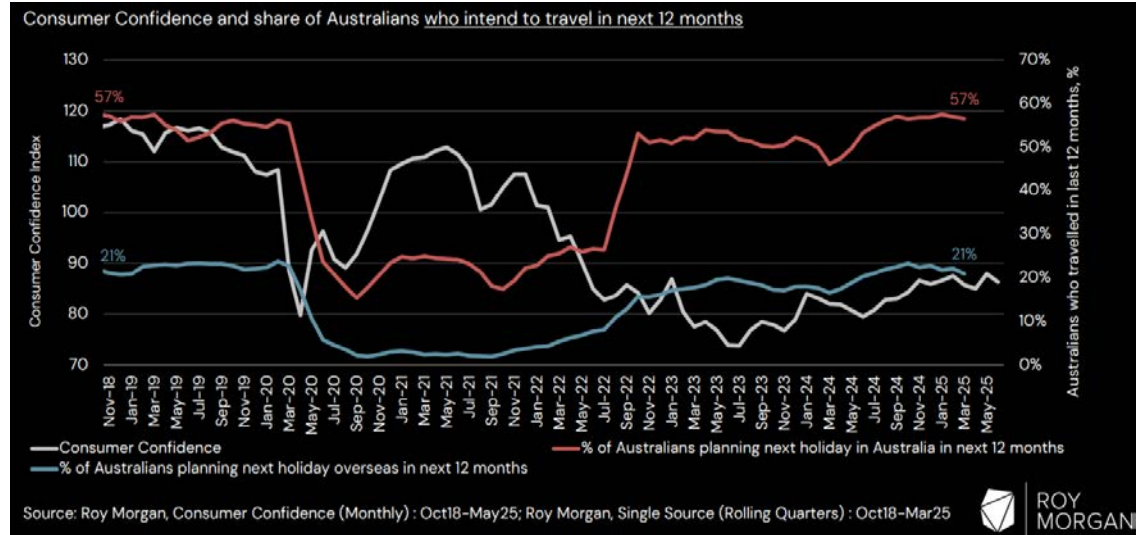
Speaking at BBOTR, Hong Kong Tourism Board's Marketing & Event Manager Karen Prideaux revealed the region is now witnessing double-digit growth.

"We're improving year-on-year and it's not single-digit growth, it is solid double-digit growth anywhere between 30-40%, and that is coming both from Australia and New Zealand."

She also revealed that tourists in Hong Kong are reaching into their pocket more, with spending up 10% YoY.

Prideaux suggested that it is unfortunately becoming a little harder to track visitation, as tourists are listing China as the country they had visited on their arrival cards after travelling to Hong Kong, leading to the mainland being erroneously credited visitor numbers.

## Confidence down but intention is strong



**CONSUMER** confidence is soft but the desire to travel is still strong - that is what data from Roy Morgan, revealed at BBOTR, has suggested.

Adele Labine-Romain, the research company's Head of Travel & Tourism, said that confidence is rebuilding, but it

"seems to have zero correlation with our intention to travel".

"I think this is the best proof point that in fact, travel is now no longer a discretionary good; it doesn't really matter how we are feeling about the economy, we are still planning to travel and we are making it happen - it's become

part of the core budget," she said.

Despite this, Labine-Romain admitted that data suggested "the mix of people travelling was now concentrating in the higher income households".

Concern over interest rates and financial stability are still high, but travel intent has not waned. *DF*

**SIGN UP**

To HKTB's trade  
newsletter for all  
the latest updates



**HONG KONG**  
TOURISM BOARD

**DISCOVER**  
**HONG KONG**





## ATIA UPDATE

from Dean Long, CEO

**BEYOND** Borders On the Road is our local event format tailored into an accessible, powerful evening and drawing on the experience of the Beyond Borders Travel Summit.

The events in Adelaide and Perth were aimed at broadening access and engagement within the professional travel community, building on the themes of innovation, collaboration, and industry leadership that defined the Oct 2024 summit.

We are doing this because we believe that leadership, insight, and networking shouldn't be limited by geography or industry segment - every travel

professional should have the chance to connect, learn, and have fun while doing so.

Those that attended left with a stronger network and insights to stay ahead of evolving traveller trends, explore new approaches to industry challenges, and future-proof their business.

The format allowed attendees to engage directly with our Project A30, hear about consumer trends, and provided an opportunity to learn more about ATIA's advocacy work.

It was great to have **Travel Daily** as our media partner for BBOTR, and this special edition is a fantastic way to catch up on what you have missed.

Keep up to date  
with **Travel Daily**  
on the go



Travel Daily



## ADL aims big for 2050

**ADELAIDE** Airport has signalled major intent at BBOTR, announcing it will have 13 international flights connecting South Australia's capital by the end of the year, with an aim to have 39 by 2050.

Countries including India, Japan, and Thailand were singled out as potentials by Jonathan Cheong, Head of Aviation Business Development & Commercial at Adelaide Airport (**pictured**), who spoke at the event.

"In terms of infrastructure, we are going to invest \$600 million to expand our terminal and airside so that we can have more aircraft parking, and also air bridges so that we can facilitate more growth," he said.

In the shorter term, Cheong said that he would like to take the seasonal United Airlines flight to San Francisco that was just announced, as well as the seasonal Air New Zealand flight to



Christchurch, and "convert that to year-around service".

When asked by **Travel Daily** how the airport planned to phase in the growth, he said, "We have phased our targets based on achieving 15 international destinations by 2030, 25 international destinations by 2040 and 39 international destinations by 2050". *DF*

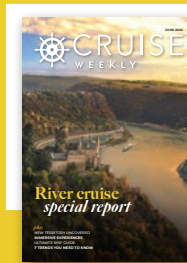
# Solomon Is.

## THE ULTIMATE PAGE 3 GIRL



visitsolomons.com.sb





Discover our  
River Cruise  
Special Report

*Click here*

## Cathay 'claws' back

AUSTRALIA is rebounding significantly for Cathay Pacific, its Regional Head of Customer Travel & Lifestyle, Tom Kennedy, told *Travel Daily*.

On the sidelines of BBOTR, Kennedy revealed that Adelaide signified a key piece of its business plan puzzle being put back in place.

"The significance of Adelaide is firstly that we are restarting our seasonal service back to Adelaide on 12 Nov, so this is a big one for us because this is the last piece of the pre-COVID puzzle that we're just putting back together now," he said.

From 1 Oct, Cathay Pacific will also increase flights into Perth to double daily for the first time.

But there was another pax type Kennedy said is also making a significant rebound.

"In Perth we've got a Boeing 777, which gives us the most belly space for our other VIPs - lobsters heading to Hong Kong," he said.

## Roy Morgan: Advisors making gains

THE latest research on the travel industry from Roy Morgan shows the popularity of travel advisors is steady, stating that one in five travellers still use them.

Roy Morgan's Adele Labine-Romain (**pictured**), Head of Travel & Tourism, shared the data, which specifically related to overseas leisure travel, and illustrated that despite a gradual decline in popularity up to the end of 2022, travel advisor use has not just begun to flatten out, but actually increased before stabilising.

"We've bounced back up and now started to level off so that more than one in five travellers are telling us they are booking their holiday with a travel agent - it's still a really big cohort," she told delegates.

"We have about 12 million Australians taking trips in the last 12 months, so that is a really sizeable market to be operating in," she continued.



Labine-Romain revealed that in about six months' time, Roy Morgan will have a refreshed view of the categories in terms of what options respondents have when it comes to sharing information about how they book travel.

According to Roy Morgan data, in terms of overseas journeys, 60% of travellers were on leisure trips, while just 8% were travelling for business.

This was a small drop compared to pre-pandemic figures, which had 11% of overseas travellers doing so for business in 2019.

That equated to just under a million overseas trips for business for the year ending May 2025.

Unsurprisingly, Indonesia, New Zealand and Japan were the most popular destinations, while the US is currently struggling for well-publicised reasons, down 29% versus 2019. *DF*

itravel

Achieve More  
with itravel

- ✓ More SUPPORT
- ✓ More CHOICE
- ✓ More EARNINGS
- ✓ More TIME BACK

LET'S TALK



MOBILE • FRANCHISE • LINK • LUXE • FRANCHILLI



Friday 1st August 2025

## Beyond Borders On the Road 2025

**IT WAS** a big week of action for the ATIA team as it took the Beyond Borders conference 'On the Road' to the Crowne Plaza in Adelaide on Mon evening and then the Novotel Perth Langley on Wed evening.

The main travelling team from ATIA consisted of Richard Taylor, Ingrid Fraser, Amanda Rixon and Dean Long, who credited newcomer Elaine Trinh in his initial speech as the main organiser of the event.

Around 50 industry professionals attended each event, with a casual atmosphere enabling a more intimate feeling, as well as proper conversations between delegates and speakers.

Long promised that more events like BBOTR would take place in

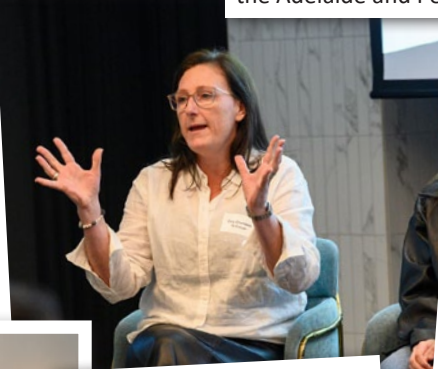
the future and that the learnings from it and its larger sibling, Beyond Borders, will be put into play when it comes to further conferences.

**Travel Daily** was the media partner for BBOTR and will be for the NTIAs in Brisbane this year.

# Plenty of action on the road



**BBOTR** drew great crowds for its inaugural events in the Adelaide and Perth.



**CHAMPIONING** young job hunters: My First Job's Cass Champion spoke at both the Adelaide and Perth events.



**ATIA'S** Dean Long attempts to ask himself a question.



**ADELAIDE** Airport's Jonathan Cheong, Head of Aviation Business Development & Commercial, spoke on a panel with Neeraj Prakash Tyagi, Head of Business Insights and Analytics at Cathay Pacific, and ATIA's Richard Taylor.

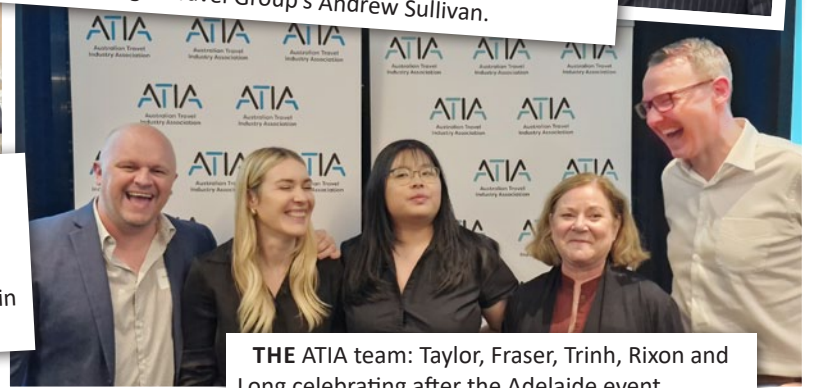
**HONG** Kong Tourism Board's Karen Prideaux sharing a laugh with Sonia Holt from Switzerland Tourism at BBOTR in Adelaide.



**LONG** speaks with TourTek Solutions' Alex Obleshchuk and The Don't Forget Travel Group's Andrew Sullivan.



**ROY** Morgan's Adele Labine-Romain dropped some very well-researched data bombs on delegates in Perth and Adelaide.



**THE ATIA** team: Taylor, Fraser, Trinh, Rixon and Long celebrating after the Adelaide event.



## Beyond the road

**ATIA'S** Richard Taylor has explained that the learnings from BBOTR will be used to improve Beyond Borders in Brisbane.

"After we have done these events, we will be honing the agenda," he said.

"Some of that agenda will be put together by our members - we have been asking [them] what they want to see at a conference."

Taylor also confirmed that 100 more spaces will be available at this year's Beyond Borders, which takes place 17 Oct.

## Take off for Perth

**PERTH** Airport has its eyes firmly on the future as it makes a significant investment in infrastructure after a positive financial year in terms of pax.

Kate Holsgrove, Chief Commercial and Aviation Officer at Perth Airport who spoke at the western capital's BBOTR event told **Travel Daily** the hub is ready to go even bigger.

"Perth Airport has recorded its highest-ever annual passenger numbers with 17.48 million passengers travelling through its terminals in FY25 - representing an 8.5% increase on last year's 16.1 million.

"The number includes 5.14 million international passengers, which is a significant 18.3% on last year, where we saw 4.35 million international passengers travel through the airport's terminals," she said.

Holsgrove also revealed that future upgrades would include a "new runway, new terminal facilities, two multi-storey carparks, major road upgrades, and our first hotel".

## Championing job growth



**THERE** is a serious communications gap between first-time job hunters and employees, but it is something that can be taken advantage of by the travel industry.

That is according to My First Job founder Cass Champion (**pictured left**), who has partnered with ATIA on the Travel Gap program and spoke at both the Adelaide and Perth BBOTR events this week.

In an interview on the sidelines of the event in Adelaide, Champion told **Travel Daily**, "We're seeing a clear disconnect between employer expectations and what young people are bringing to the table - it's not a lack of willingness or potential, but a gap in communication, confidence and context".

She suggested that often employers "assume young people should 'just know'" how to act in the workplace, even though they do not have any experience or exposure, and many of them are too scared to ask what they feel may be seen as dumb questions.

Champion said she has been impressed with how forward thinking the travel sector is and that it has realised that the future of workplace competitiveness

could be a real issue if it does not get ahead early.

"There's a huge opportunity right now and the travel industry has always relied on passion and experience, but the entry points haven't always been clear for new talent," she explained.

"We need to start early, engage teens while they are still in school, show them the real range of roles available and speak their language," Champion continued.

Alarming, she also shared that of all the surveys and workshops conducted by My First Job across Australia, "maybe 3% of the next generation could articulate what the travel sector was".

Meanwhile, Champion revealed there had been a "very positive" response to the Travel Gap.

"We've had strong interest across the ATIA membership and we envisage this to only grow.

"What we are looking for in a host employer is pretty simple: businesses that are excited to open their doors to the next generation; are willing to mentor and show what's possible in this dynamic industry; and be innovative in the roles you have now and what could be in the future," Champion said. *DF*



## Window Seat

**FIRST** run events will always have their hiccups, although BBOTR was surprisingly free of them, aside from perhaps a couple of dodgy AV moments - but which conference doesn't have those?

There was one situation, however, that was quite unexpected and even took emcee, ATIA's Richard Taylor (**pictured**), by surprise.

No stranger to a microphone, Taylor had welcomed the audience and was explaining the program for the evening when his phone rang loudly.

Curious, Taylor took one look at the mobile and decided he best pick it up.

"Hi there, yes, I'm on stage right now so I'm going to hang up straight away, OK, goodbye," he quickly said.

Turns out it was his wife.

Thankfully, BBOTR headed to Perth after Adelaide, giving him a few extra days to think up an excuse as to why he hung up on his better half.





# Focus Canada Agent Event

Join Destination Canada and our partners  
for a fun educational evening.

**Wednesday, 03 September 2025**

**Intercontinental Hotel Sydney**

**5.00pm - 9.30pm**

Registrations close 20 August



Focus  
Canada  
Australia 

**Register Now!**

**Win a trip to Canada!**