



## Helloworld for Business becomes Helloworld Business Travel

**1 May 2017**

In line with recent changes announced by Helloworld Travel Limited it has been confirmed that the corporate arm of the agency network will become **Helloworld Business Travel (HWBT)**.

“Through consultation with the Helloworld Business Council, we identified that the change in name to **Helloworld Business Travel** was by far the leading choice. Through this and our recent changes in the other networks, we are now more aligned within the industry and this alignment brings with it the strength of the wider Helloworld Travel group for all **Helloworld Business Travel** members” said David Padman, Head of Associate, Corporate and Affiliate Networks at Helloworld Travel Limited.

The **Helloworld Business Travel** logo has been updated accordingly and is also in-line with the updated suite of logos at the company.

**Helloworld Business Travel** (formerly **Helloworld for Business**) was awarded the Best Non Branded Travel Agency Group at the AFTA NTIA Awards in 2016. Helloworld is the Official Travel Partner of the Carlton Football Club and **Helloworld Business Travel** is the naming rights partner of Carlton IN Business.



*The new Helloworld Business Travel logo*

-ENDS-

### **About Helloworld Travel Limited**

- Helloworld Travel Limited (ASX: HLO) is a leading Australian & New Zealand travel distribution company, comprising retail travel franchise operations, destination management services (inbound), air ticket consolidation, wholesale, corporate and online operations. This includes “*helloworld*”, Australia’s largest network of franchised travel agents, as well as our Corporate, Associate, Affiliate and Travel Broker networks, Qantas Holidays, Go Holidays in New Zealand, AOT Inbound, ATS Pacific, QBT, Sunlover Holidays and Insider Journeys
- “*helloworld*” is a nationwide network of independently owned and operated retail travel agencies offering Australia and New Zealand outstanding service, and the best value, tailor-made leisure and corporate travel experiences
- HLO has over 2000 staff located in Australia, New Zealand, Fiji, the USA, South East Asia, India and UK/Europe
- Helloworld Travel Limited is the proud major sponsor of:



- Volleyball Australia and the **helloworld Volleyroos** men's and women's national teams;
- Basketball Australia and the **helloworld Boomers**, the Australian Men's Basketball team;
- Helloworld is a major sponsor of the National Basketball League (NBL)
- Helloworld is a major sponsor of the Carlton Football Club including "Carlton in Business"

**MEDIA CONTACT:**

Trudi Sheppard | Helloworld Travel Limited | [trudi.sheppard@helloworld.com.au](mailto:trudi.sheppard@helloworld.com.au) | 03 9867 9600