

WebBeds and Archipelago Hotels Deepen Partnership as Southeast Asian Hotel Groups Expand.

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As more Southeast Asian hotel groups expand into international markets, the need for stronger, more scalable distribution infrastructure is becoming increasingly important. Growth is no longer just about adding properties; it depends on how effectively those properties are connected, marketed, and distributed across a fragmented global ecosystem.

WebBeds has announced the next phase of its strategic partnership with Archipelago Hotels, Southeast Asia's largest privately owned hotel group. Following six months of execution that delivered measurable growth across multiple markets, both companies are now deepening their collaboration, aligning more closely on marketing and distribution technology to support Archipelago Hotels' continued growth.

Since formalising their partnership, WebBeds and Archipelago Hotels have worked together to expand market reach, improve distribution efficiency, and drive incremental demand across key markets. Building on this momentum, the next phase of the partnership focuses on two areas: marketing activation and deeper distribution connectivity.

Marketing Activation Across Global Agent Network

Under the expanded partnership, WebBeds will roll out targeted marketing initiatives to increase visibility and drive demand for Archipelago Hotels' hotel portfolio. These include accelerated WebBeds Rewards points for WebBeds' network of retail travel agents, alongside dedicated communications, premium placements across WebBeds' digital channels, including its e-magazine *Travel Aggregator*, and co-branded campaigns, trainings, and promotions in priority markets.

Deeper Distribution Connectivity and Integration

On the technology front, the partnership will strengthen distribution integration to support Archipelago Hotels' growth strategy. Enhanced connectivity with leading platforms such as Hyperguest and Channex will improve rate, inventory, and content management, enabling more seamless and efficient distribution across WebBeds' global partner network.

"As more Southeast Asian hotel groups expand beyond their home markets, distribution is becoming significantly more complex and fragmented. It is no longer enough to simply broaden reach; success now depends on how effectively supply is connected and activated across multiple channels. This next phase of our partnership is focused on solving that in a practical way, by combining targeted marketing with deeper connectivity so Archipelago Hotels can scale more efficiently across markets," said **Brett Henry, President Asia Pacific, WebBeds**.

"As we continue to grow our portfolio and enter new markets, having the right distribution infrastructure in place is critical. Strengthening both marketing and technology with WebBeds allows us to improve how we connect our properties to global demand, and support more consistent, scalable growth," said **Chris Legaspi, Chief Commercial Officer, Archipelago Hotels**.

The expanded partnership reflects both companies' focus on building a more connected and efficient distribution ecosystem to support long-term growth.

For more information about WebBeds, please visit www.webbeds.com.

About WebBeds.

WebBeds is a global marketplace for the travel trade, connecting hotels and other travel suppliers with travel buyers, uniting supply and demand through scalable technology, powerful distribution solutions, market insight, and strong partnerships.

We source, integrate and unify 500,000+ global & regional chain properties, independent hotels and ground travel services in the WebBeds marketplace platform, then optimise and distribute that content to our worldwide network of 50,000+ travel buyers – including retail travel agents, OTA's, wholesalers, airlines and more – through seamless API connectivity and trade-only booking sites.

Operating across four global regions - Europe, Asia Pacific, Middle East & Africa, and the Americas, with more than 1,900 travel professionals in 120+ cities across over 50 countries, WebBeds combines global reach with local expertise to support partners across the travel ecosystem.

Find out more about WebBeds at: webbeds.com

WebBeds is a travel brand of [Web Travel Group](#) (ASX: WEB).

About the Web Travel Group.

Web Travel Group, an ASX 200 listed company (ASX: WEB), is a global travel organisation that enables travel all around the world through its market leading B2B travel brand, WebBeds.

WebBeds is a global marketplace for the travel trade, uniting global travel supply and demand, connecting hotels looking to fill rooms with travel buyers booking travel content for their customers – the travelling public. WebBeds sources, integrates, and unites hotel and ground services in its platform, then optimises and distributes that inventory to a worldwide network of travel buyers via seamless API connectivity and trade-only booking sites. WebBeds is one of the few truly global B2B providers, offering extensive global reach for both hotel supply and travel buyer networks.

Find out more about Web Travel Group at: webtravelgroup.com

About Archipelago Hotels.

Archipelago Hotels is Southeast Asia's largest privately owned hotel management group, operating more than 45,000 rooms across 300+ hotels in Southeast Asia, Latin America, the Caribbean, the Middle East, and Oceania. With 13 award-winning brands—including Aston, Alana, Huxley, Kamuela, Avani, Harper, Quest, Four Corners, Neo, fave, Nordic, Powered by Archipelago, and Aston Collection—the company is recognized as one of the region's most reliable and fastest-growing hospitality leaders.

Headquartered in Jakarta, Archipelago Hotels brings decades of experience in building scalable hotel brands and managing extensive accommodation portfolios worldwide. Its asset-light, tech-driven, and high-governance approach supports rapid expansion across key global markets, including Southeast Asia, MENA, Oceania, and LATAM.

With strong operational frameworks, a focus on proprietary technology, and the agility of an independent company, Archipelago Hotels continues to redefine modern hospitality and support ambitious tourism growth across the regions it serves.