

## WebBeds and On the Beach Announce Strategic Partnership to Strengthen UK Leisure Travel Distribution.

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WebBeds, the global marketplace providing accommodation and ground product distribution services to the travel industry, is proud to announce a new strategic partnership with On the Beach.

The partnership represents an important step in expanding WebBeds' distribution capabilities for hotel partners across key leisure destinations, including Europe and the Mediterranean, amongst other high-demand beach and city markets popular with UK holidaymakers.

On the Beach is one of the UK's best-known online travel agents, specialising in great-value, ATOL-protected beach holidays and city breaks. With a strong digital-first approach and a loyal customer base, the award-winning brand has built a reputation for combining competitive pricing with a wide choice of destinations, airlines and accommodation options.

Through this collaboration, WebBeds will provide On the Beach with access to its extensive global accommodation portfolio, enabling greater choice and flexibility across hotel supply while supporting continued growth in the UK leisure travel market.

WebBeds brings to the partnership its global scale, advanced technology platforms and deep expertise in hotel distribution. With a portfolio of more than 500,000 properties worldwide, WebBeds connects accommodation providers with influential travel sellers, such as On the Beach to distribute their room inventory.

Lola Diaz, Senior Vice President Sales – Europe at WebBeds, said:

“We are delighted to partner with On the Beach, a brand that has transformed how UK consumers book beach and city holidays. By combining WebBeds' global hotel supply with On the Beach's strong digital platform and customer reach, we are creating new opportunities for our hotel partners while enhancing choice and value for UK travellers.”

Mark Littlefair, Director of Supply at On the Beach said:

“This partnership unlocks even more choice and value for our customers, whether they're looking for a beach holiday or a city break. WebBeds' scale and expertise make them a valuable partner as we continue to expand our reach.”

Ends.

## 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](http://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](http://webtravelgroup.com)

## About On the Beach.

On the Beach Group plc is one of the UK's largest online package holiday specialists, with significant opportunities for growth. Its innovative technology, low-cost base and strong customer-value proposition provides a structural challenge to legacy tour operators and online travel agents, as it continues disrupting the online retail of beach holidays.