

## Press Release

16 November 2022



## WebBeds announce strategic partnership with Abu Dhabi Department of Culture and Tourism.

- WebBeds will drive awareness of Abu Dhabi by promoting the destination to its global network of travel partners through webinars, roadshows and trade fam trips
- 12-month partnership will help cement Abu Dhabi as a leading global tourist destination among trade agents and travellers

WebBeds, one of the world's leading providers of accommodation and ground product distribution services to the travel industry, has signed a 12 month strategic partnership with The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi).

WebBeds will conduct marketing activity promoting the diverse, enriching, and memorable experiences that can be enjoyed when travelling to Abu Dhabi to its global network of travel agents and partners. The activity will include webinars, roadshows and trade fam trips to help drive awareness of the destination.

Abu Dhabi has a unique blend of experiences and events on offer for travellers throughout the year with a packed calendar of 180 events, including the biggest impressionist exhibition outside of Europe at Louvre Abu Dhabi.

Amr Ezzeldin, WebBeds President – Middle East and Africa, said: “We’re very pleased to be working with DCT Abu Dhabi on this exciting partnership that allows us to engage and educate our global travel trade network and partners about Abu Dhabi and all it has to offer travellers. WebBeds is always looking for new opportunities to innovate and add value to our client partners so providing them access to a rich source of information about the destination helps the travel trade promote the full potential of Abu Dhabi as a destination to their customers.”

Ends.

## About WebBeds

Launched in 2013, WebBeds is one of the world's leading providers of accommodation and ground product distribution services to the travel industry. It sources content from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade clients, who sell to the travelling public.

**Clients** – online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more – access the company's huge global inventory of more than 430,000 hotels (comprising 31,000+ direct contracted independent hotels, 62,000+ direct contracted chain hotels and 70+ integrated third-party providers) through market-leading, trade-only booking websites or via simple and seamless API connectivity. In addition to hotel product, clients can also book over 18,000 transfer services in 1,190 destinations along with thousands of guided excursions and tickets for attractions.

**Supplier partners** – global hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more – benefit from our global distribution network of over 44,000 travel companies in more than 139 source markets and are supported by a local dedicated point of contact focused on ensuring WebBeds delivers value, choice, expertise and an unrivalled level of service.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,500 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brands JacTravel DMC and Umrah Holidays International. JacTravel DMC provides tailor-made travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. Umrah Holidays International is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at [www.webbeds.com](http://www.webbeds.com)

WebBeds is a division of Webjet Limited (ASX: WEB).

## About Webjet Limited

Webjet Limited, an ASX 200 listed company (ASX: WEB), is a global travel business that enables travel the world over through our market leading travel brands supported by our travel technology businesses.

Our digital travel brands, spanning both wholesale and retail markets, include; **WebBeds** - the second largest B2B travel wholesaler in the world. **Webjet** - the market leading Online Travel Agency in Australia and New Zealand, and **GoSee** - a global motorhome and car rental ecommerce site.

Our travel business are supported by smart technology we build and invest in that differentiates our offerings and make booking and transacting travel better, including; **Trip Ninja** - providing complex travel itinerary automation technology to digital travel businesses globally and **Rezchain** - the travel industry's first blockchain-based hotel booking verification technology, along with investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: [www.webjetlimited.com](http://www.webjetlimited.com)