

Press Release

15 February 2023

WebBeds teams up with TAT to stage inaugural IMPACT Summit in Bangkok

Close to a thousand hoteliers and global partners attend this event to learn about Thailand's latest tourism strategies and hear expert insights from WebBeds' commercial presidents from Europe, Middle East and Africa, Americas, and Asia Pacific.

WebBeds, a global marketplace for the travel trade, joined forces with the Tourism Authority of Thailand (TAT) to hold its inaugural IMPACT Summit – a high-level event designed to help hoteliers forge a successful future, as the kingdom's tourism recovery grows from strength to strength.

Hosted at Centara Grand & Bangkok Convention Centre at CentralWorld on 8th February 2023, the IMPACT Summit saw senior executives from the TAT and WebBeds present industry updates – including Thailand's strategic direction and the current booking data and trends – to an audience of more than 500 hoteliers who attended in person and over 400 other partners who livestreamed the summit from around the world.

The event was notable for the quality of speakers in attendance. The TAT was represented by Mr. **Siripakorn Cheawsamoot**, Deputy Governor of International Marketing for Europe, Africa, Middle East & Americas, and Mr. **Chuwit Sirivajakul**, Executive Director for the East Asia Region, who helped delegates to understand the tourism environment and how to align their own business plans with the actions of the TAT. They were joined by all of WebBeds' commercial presidents, who flew into Bangkok to provide insights on industry trends, consumer habits, key markets, trends and opportunities. Joining Mr. **Daryl Lee**, WebBeds' CEO, at the summit were Mr. **KS Sun**, President for Asia Pacific, Mr. **Anders Kjong**, President for Europe, Mr. **Amr Ezzeldin**, President for the Middle East & Africa, and Mr. **James Phillips**, President for the Americas.

During the summit, Mr. Siripakorn shared the TAT's vision for its long-haul markets, which includes a focus on high value and sustainable tourism. The TAT's action plan, which has been labelled "A-B-C-D", priorities four key areas: "Airline Focus" (attracting more flights and greater capacity with airlines), "Big Cities & Beyond" (expanding Thailand's source markets to more major urban centres around the world), "Collaboration is Key" (working with new strategic partners, including airlines, airports, tour operators and travel agencies), and "Destination for All" (making Thailand an all-year-round destination for a wider variety of market segments).

Mr. Chuwit Sirivajakul then shared information about the TAT's 2023 marketing campaigns and activations for East Asia, with a focus on the reopening Mainland China, as well as South Korea, Japan, Taiwan and Hong Kong. He also revealed how consumer behaviour has changed over the years and what opportunities lie ahead for hoteliers targeting these important markets.

The IMPACT Summit marked the latest WebBeds initiative to stimulate travel and tourism in Thailand, following last year's "Excel and Upsell" forum in Bangkok.

Mr. Daryl Lee, CEO of WebBeds, commented: “We are delighted to collaborate with the TAT once again, as WebBeds continues to support the growth of travel and hospitality in Thailand and around the world. This event marked our first IMPACT Summit and the fact that we chose Bangkok as the host city reflects the importance of Thailand as a global tourism powerhouse. At WebBeds, we firmly believe that our industry is always stronger when it works together, so we truly appreciate the strong support from the TAT. This was the first of many IMPACT Summits and we look forward to collaborating with our esteemed partners in the months and years to come, to help forge a strong and sustainable future for the entire industry.”

Mr. Siripakorn Cheawsamoot, Deputy Governor - International Marketing for Europe, Africa, Middle East & Americas, added: “On behalf of the TAT, I am very pleased to have been invited to address this important event and meet so many of our trusted hotel partners. WebBeds has always been very supportive of Thailand and we are grateful that they chose Bangkok as the venue for the first IMPACT Summit. Thailand attracted over 11 million visitors in 2022, which exceeded our earlier projections. By aligning our strategies we can accelerate the recovery and attract even more international travellers to our country in future.”

Mr. Nichlas John Maratos, Vice President Commercial Dusit Hotels & Resorts, said: “Packed with valuable insights and innovative ideas, this highly informative event gave us a deeper understanding of the current state of global markets and the opportunities available. The TAT’s strategic update, paired with industry analysis from WebBeds’ senior executives, was especially impactful, delivering actionable data that we can utilise to drive growth in the coming months. We are grateful for the invitation to attend this summit and look forward to continuing and strengthening our partnership with WebBeds.”

Thailand welcomed a total of 11.15 million international visitors in 2022, with Malaysia, India, Singapore and South Korea the top performing source markets. An initial target of 25 million arrivals has been set for 2023 and while this remains lower than the 40 million visitors achieved in 2019, it represents a sharp improvement from the COVID-affected years and shows that the kingdom is experiencing a V-shaped recovery.

The IMPACT Summit in Bangkok marked the latest phase of WebBeds’ mission to re-energise travel, tourism and hospitality in Asia Pacific. The company will announce further dates and locations for its IMPACT Summits in the coming months, so stay tuned for further updates!

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

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About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

Hotels and other suppliers - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

Travel buyers - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC’s, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

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

WebBeds is a travel brand 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** - is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier, **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