

## Press Release

19 June 2023



## WebBeds IMPACT Summit informs Orlando hoteliers with global insights.

WebBeds, the global marketplace providing accommodation and ground product distribution services to the travel industry, held the second IMPACT Summit, in Orlando, providing hoteliers with insight from international global source markets and updates on the latest exciting Orlando developments from travel leaders.

WebBeds recently hosted the second of its IMPACT Summit series of global events at the Dr Phillips Center for the Performing Arts in Orlando, following the inaugural event in Bangkok earlier this year.

The IMPACT Summit was attended by nearly 200 hoteliers, based in Orlando and Central Florida, and provided them with unique international source market insights from WebBeds leadership and updates on exciting developments in the destination from Visit Orlando, HSMAI Central Florida and Brightline.

Key highlights from industry partners presenting at the IMPACT Summit included:

- Mike Waterman (Chief Sales Officer, Visit Orlando) reminded the audience that Orlando made travel industry history once again – welcoming 74 million visitors in 2022 (98% of pre-pandemic levels) solidifying it as the most visited destination in the US.

- Jeff Chase (Executive Director, HSMAI Central Florida) talked about the need for hoteliers to adapt rather than pivot in today's fast moving environment, outlining the tools the organisation can provide to help hoteliers stay relevant.
- Jos Schaap (CEO and Co-Founder, Roomdex) outlined how Roomdex can help hotels unleash new revenue streams through their fully automated Attribute-Based Selling product that enables hotels to easily unbundle and upsell individual room features to travelers.
- Barbara Drahl (SVP Marketing and Commercial Strategy, Brightline) showcased the exciting Brightline high-speed rail line connecting Miami to Orlando. This innovative new service opens a host of new traveler segments for the region intersecting world-class rail travel with a one-of-a-kind guest experience.

James Phillips, WebBeds President - Americas stated, "Orlando is home base for the WebBeds Americas region. USA is the number one country destination for WebBeds globally, and Florida the number one state destination. So it was a natural fit that we held this event in our spiritual home here in Orlando! Our guest speakers demonstrated why we are so invested in the region and are expanding our presence here as inbound business to Orlando and Florida goes from strength to strength."

In addition, Daryl Lee, WebBeds CEO, also commented, "Our strength in global source markets – especially in China, India, and the Middle East - was brought to life in the panel discussion involving our four regional Presidents. We are excited by the potential to grow Orlando business, especially after hearing the updates from our speakers about the new developments and plans to build on results many destinations would be envious of. Our business performance has already surpassed pre-pandemic levels so we are excited by the growth opportunities for Orlando and the US, as global airlines continue to increase flights on international routes across the world and direct to the US."

The IMPACT Summit in Orlando marked the latest phase of WebBeds' mission to re-energise travel, tourism and hospitality in the Americas region. The company will announce further dates and locations for its IMPACT Summits in the coming months.

Ends.

## 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 UHI. **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. **UHI** 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 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** - 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 businesses are supported by smart technology we build and invest in that differentiate our offerings and make booking and transacting travel better, including; **Trip Ninja** - providing complex travel itinerary automation technology to digital travel businesses globally and investments in **ROOMDEX** and **LockTrip**.

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