

Press Release

Tuesday, 7 May 2024

WebBeds partners with TAT to unveil creative Bangkok destination videos at Arabian Travel Mart

This proactive initiative with the Tourism Authority of Thailand marks the company's latest strategic collaboration to stimulate travel all across the Asia Pacific region.

WebBeds, a global marketplace for the travel trade, has joined forces with the Tourism Authority of Thailand (TAT) once again to create a series of attractive and inspiring destination marketing videos that will highlight what's new in Bangkok and stimulate inbound travel to Amazing Thailand.

The result of this strategic collaboration is a new series of 10 dazzling destination videos that showcase a diverse selection of activities and experiences in Bangkok, including what's new and exciting in the Thai capital. The aim is to encourage visitors to rediscover Thailand and fall in love with this captivating country all over again. These uplifting videos follow eight distinct themes: Eat, Nourish, Play, See, Shop, Explore, Relive and Indulge.

Eat features the best places to savour Thailand's world-famous cuisine, from street food to fine dining, while **Nourish** focuses on organic wellness, spa treatments, singing bowl therapies and yoga classes. **Play** highlights traditional cultural activities such as muay Thai boxing and local handicrafts, as well as Bangkok's intriguing bars and clubs, and **See** showcases the city's most eye-catching sights that are sure to illuminate Instagram!

Shop is dedicated to Bangkok's amazing array of retail options, from iconic brands to mesmerising malls and markets, **Explore** uncovers the city's rich cultural heritage, including its immersive museums, **Relive** reminds international travellers of their favourite attractions and activities, such as Chatuchak Market, and finally, **Indulge** focuses on newly opened five-star hotels and a fine dining cruise along the Chao Phraya River.

These videos will be aired for the first time at the Arabian Travel Mart in Dubai, which runs from 6-9 May 2024, and can also be viewed on WebBeds' ["Bangkok Unboxed" YouTube playlist](#). WebBeds will be providing all its partners with exclusive access to the content. To learn more, please reach out to our marketing team at apac.marketing@webbeds.com.

"We are delighted to be working with the TAT once again to provide a boost to Thailand's tourism sector. With our ability to monitor global booking data, WebBeds is in a unique position to identify trends even before they occur. Due to our long-standing relationship, we were able to advise Thailand's tourism authorities of potential opportunities and take proactive steps to capitalise on them. These marketing videos are the result of this collaboration, and we are very happy to work side-by-side with the TAT to ensure the continued strength of tourism in Thailand. We are always stronger when we work together," said Mr. Daryl Lee, CEO, WebBeds.

"We are appreciative of WebBeds' continued support and steadfast commitment to stimulating the travel industry, not only in Thailand but all around the world. In recent years, the planet has faced a series of challenges that have

impacted the ability of destinations to attract tourists. Throughout these times, WebBeds – one of our key wholesale partners – has been ever-present, supporting the TAT with market analysis and creative efforts to drive demand. This video marketing campaign is the latest example of this highly beneficial partnership,” commented Mr. Chattan Kunjara Na Ayudhya, Deputy Governor for International Marketing – Asia and the South Pacific, TAT.

WebBeds and the TAT have enjoyed a long-standing relationship. Last year, the two partners came together to stage the IMPACT Summit, a high-level event in Bangkok which was attended by more than 900 travel and hospitality professionals, either in person or via a live stream.

WebBeds’ destination videos will now support the TAT in its efforts to achieve its full-year target of 35 million visitors in 2024, while positioning the kingdom’s tourism industry for a prosperous future.

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 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

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 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 investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: www.webjetlimited.com