

Press Release

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WebBeds and DCT Abu Dhabi Forge Renewed Strategic Partnership to Enhance Abu Dhabi's Tourism Appeal.

WebBeds and the Department of Culture and Tourism - Abu Dhabi have announced a renewed strategic partnership at the Arabian Travel Market (ATM) Dubai, marking the beginning of another year-long collaboration between the two organizations. The main objective of this partnership is to strengthen Abu Dhabi's position as a leading global tourist destination for both travel agents and tourists.

In a significant development revealed during ATM Dubai 2024, WebBeds and DCT Abu Dhabi have come together to raise awareness about Abu Dhabi within WebBeds' extensive network of travel agents and partners. Through various initiatives such as webinars, roadshows, and digital marketing, the partnership aims to showcase travel agents about the diverse and unforgettable experiences that await visitors in Abu Dhabi.

This renewed strategic partnership offers numerous opportunities for both parties to work together in expanding WebBeds' range of products and informing trade professionals about the exceptional experiences and events available throughout the year in Abu Dhabi.

Amr Ezzeldin, President of WebBeds, Middle East and Africa said: "We are thrilled to join forces with DCT Abu Dhabi in showcasing the rich tapestry of experiences that Abu Dhabi has to offer. Through our extensive global travel trade partner network, we aim to amplify awareness of the emirate's diverse attractions and further contribute to its position as a premier travel destination."

With this second-year strategic partnership, WebBeds and DCT Abu Dhabi are poised to make a significant impact on the tourism industry in Abu Dhabi. By working closely together, they aim to attract more tourists and highlight the unique offerings that set Abu Dhabi apart from other destinations.

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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 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