

FOR IMMEDIATE RELEASE

## WebBeds Asia Pacific and Switzerland Tourism Embark on Asian Road-show to Showcase Summertime Experiences

- *Partners host first two workshops in Bangkok and Jakarta, with five more Asian events to follow throughout April*
- *Asian travel trade introduced to year-round experiences in Switzerland*
- *Top travel agents to be rewarded with prizes, including a fam trip to Switzerland!*

**(Singapore, 6<sup>th</sup> April 2018):** WebBeds Asia Pacific, the regional B2B travel distributor and part of the WebBeds global powerhouse, has hosted its first two travel trade workshops with Switzerland Tourism, showcasing a wealth of year-round attractions and activities in the Alpine country.

Earlier this year, Switzerland Tourism and WebBeds Asia Pacific formed a major partnership aimed at attracting more Asian travellers to the country during the summertime. As part of this cooperation, the two parties have organised a region-wide road-show during April, hosting major events for travel agents in seven key Asian markets.

The first two of these workshops were hosted this week, at The St. Regis Bangkok on Tuesday 3<sup>rd</sup> April and then at the Grand Hyatt Jakarta on Wednesday 4<sup>th</sup> April. These events gave Switzerland Tourism and WebBeds Asia Pacific the opportunity to connect with their travel trade partners in Thailand and Indonesia.

At both workshops, Ivan Breiter, Switzerland Tourism's Director of South East Asia, presented the many activities available to travellers who visit Switzerland in the summer months, away from the ski slopes. In total, 24 unique Swiss attractions and activities are now available for booking through the partnership, including breath-taking train journeys, helicopter sightseeing flights, spectacular cycling tours and city breaks, with many more expected to come online in the coming weeks.

"It was a pleasure to meet so many of our esteemed partners from the travel trade in Thailand and Indonesia and showcase the very best of Switzerland in the summertime," Mr Breiter commented. "We hope that, through these highly productive workshops, agents will be empowered and incentivised to present Switzerland to their customers as an all-year-round destination."

Senior executives from WebBeds Asia Pacific, including CEO Daryl Lee and Chief Commercial Officer Sun Kok Sheng, were also on hand to introduce agents to the many rewards and incentives created by the Switzerland Tourism partnership.

Members of the company's FIT Rewards loyalty programme will be able to earn triple FIT Points for every three-night hotel stay booked in key Swiss destinations from now until 31<sup>st</sup> October 2018, and quadruple points for four-night stays. In addition, Asian agents who combine a three-night hotel booking with a Swiss attraction or Swiss Travel Pass will receive FIVE TIMES the FIT Points!

The top bookers in each market will also be rewarded with special prizes, including a place on Switzerland Tourism's "Winter Wonderland in Switzerland VIP Fam" trip in December 2018.

“Switzerland is a fantastic country and a genuine year-round tourism destination, so we are delighted to be partnering with Switzerland Tourism to showcase their many exciting attractions and activities to our Asian travel trade partners,” said Daryl Lee, CEO of WebBeds Asia Pacific. “The response to our workshops in Bangkok and Jakarta was tremendous; we look forward to meeting more of our valued trade partners as our road-show continues across Asia in the coming weeks.”

Diana Wijaya, Travel Consultant Manager of WITA Tour, who attended the Jakarta workshop, commented; “We found the event very interesting and informative. Many Indonesian travellers love the idea of Switzerland, with its stunning scenery and fresh air, but there is still a belief that it is mainly a winter destination. This event has shown how many diverse activities are available throughout the year. I look forward to presenting these to our clients.”

Ms. Daungrat Huayhongthong, Assistant General Manager of AT Network Co., Ltd., who took part in the Bangkok workshop, said she was pleasantly surprised about the number of travel opportunities available. “The Swiss Rail Pass seems like a great and affordable way for travellers to see the country, and I was also impressed by the number of culinary experiences Switzerland has to offer. This workshop has shown that Switzerland can be summer destination in its own right, and not just part of a bigger itinerary.”

“Thank you WebBeds for inviting us to the Switzerland Tourism workshop. It was a great opportunity for us to learn more about Switzerland as a key destination. WebBeds is one of the best suppliers in our system; their customer support is professional, helpful and very reliable, and their hotel inventories and rates are very competitive. Overall, WebBeds has done a great job hosting this event, and we, Bayu Buana, look forward to strengthening our partnership with them in future,” said Hanna Djoenaedi, Assistant Manager of Bayu Buana.

Following this week’s workshops in Thailand and Indonesia, the WebBeds Asia Pacific-Switzerland Tourism road-show will move on to Malaysia (Grand Hyatt Kuala Lumpur) on 10<sup>th</sup> April, Singapore (Marina Bay Sands) on 12<sup>th</sup> April, Hong Kong (Grand Hyatt Hong Kong) on 17<sup>th</sup> April, the Philippines (Conrad Manila) on 19<sup>th</sup> April, and Taiwan (Regent Taipei) on 26<sup>th</sup> April.

For more information and to attend any of these events, please email:  
[marketing@fitrooms.com](mailto:marketing@fitrooms.com).

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## About WebBeds

WebBeds is a subsidiary of Webjet Limited, operating its B2B travel business through FIT Ruums, JacTravel, Lots of Hotels, Sunhotels, and Total Stay brands, selling more than 250,000 hotels rooms worldwide to travel agent partners via their API and online channels.

Webjet Limited (ASX: WEB) is an ASX 200 listed company operating a digital travel business with over \$1.9 billion in total turnover. In addition to its WebBeds B2B division, Webjet also operates in the B2C sector through the market leading Online Travel Agency of Webjet in the Australia and New Zealand market, and Online Republic which specializes in the online booking of cars, motorhomes globally and cruises in the Australia and New Zealand markets.

## About Switzerland Tourism

Switzerland Tourism (ST) is a federal public corporation. Its mission, as decreed by a Federal Resolution of 16 December 1994, is to promote Switzerland as a holiday, travel and conference destination both at home and abroad. ST's principal activity is to develop and implement effective marketing programmes, as well as to position Switzerland in international markets as a strong, modern but timeless brand. The company is managed according to business criteria focused on markets' needs and clients' satisfaction. The Board comprises 13 representatives from the tourism sector, and from business and political circles. Worldwide, ST employs 244 staff in 26 countries.

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Photo	Caption
 A large group of people, including men and women of various ages, are posed for a group photo in a conference room. They are standing behind several rows of tables set up for a workshop. A large screen in the background displays a logo and text.	<p>Group photo taken in Bangkok workshop. Location: St. Regis Bangkok</p>
 A large audience of people is seated at long tables covered with white cloths in a conference room. They are looking towards the front of the room, where a presentation is likely taking place. The room has modern lighting and a large screen.	<p>WebBeds &amp; Switzerland Tourism workshop in Jakarta. Location: Grand Hyatt Jakarta.</p>
 A group of people is gathered for a group photo in a conference room. They are standing behind tables that have red cloths on them. A large screen in the background shows a presentation slide.	<p>Group photo taken in Jakarta workshop. Location: Grand Hyatt Jakarta.</p>
 A man in a patterned batik shirt is presenting a prize to a woman in a white blouse. They are standing in a conference room. In the background, there are banners for 'Switzerland' and 'WebBeds'.	<p>Switzerland Tourism's Director of South East Asia, Mr. Ivan Breiter giving away lucky draw prize to winner in Jakarta.</p>