

FOR IMMEDIATE RELEASE

WebBeds Asia Pacific Launches *Travel Aggregator* – A New B2B E-Magazine Connecting Asia’s Travel Trade

- *Monthly newsletter delivers latest news, offers and partner updates to travel agents*
- *Produced in-house by WebBeds’ expert team and distributed to trade partners*
- *Inaugural edition focuses on Switzerland Tourism’s summertime experiences*

(Singapore, 16th April 2018): WebBeds Asia Pacific, the regional B2B travel distributor and part of the WebBeds global powerhouse, has launched an exciting new monthly e-magazine providing the latest news, offers and updates to the Asian travel trade.

Titled “Travel Aggregator”, this eye-catching e-magazine is produced in-house by WebBeds Asia Pacific’s team of travel experts, using an attractive flip-page format. It will be distributed every month by email to the company’s travel industry partners all across the Asia Pacific region.

Each issue will feature a wide range of hot topics, including the latest updates from WebBeds Asia Pacific and its travel partners; promotions from the FIT Rewards agent loyalty program; profiles of top hotels and destinations, and much more!



This will create a new channel connecting the travel trade’s suppliers and sellers, in line with WebBeds’ stated goal of becoming the leading B2B partner for the travel trade.

“We are delighted to launch the first edition of Travel Aggregator. With this new publication, we’ll be able to let our esteemed travel trade partners know exactly what’s happening at WebBeds Asia Pacific, including exclusive offers from our partners and the hottest hotel deals,” said Daryl Lee, CEO of WebBeds Asia Pacific.

“At WebBeds, our mission is to be the best possible partner for the travel trade. This e-magazine will help us achieve this by providing a wealth of need-to-know B2B content, including great earning opportunities for FIT Rewards members. Travel Aggregator will create new connections within the travel trade, giving suppliers even more opportunities to communicate with travel agents. It really is a must-read for the industry!” Daryl added.

The first edition of Travel Aggregator, published this month, focuses on Switzerland Tourism, which is currently promoting its extensive range of summertime attractions and activities to the Asian travel trade. The newsletter also reveals how Asian travel agents can benefit from booking these Swiss experiences with bonus FIT Points and additional rewards – including the chance to win an amazing fam trip to Switzerland!

The 12-page newsletter then showcases partner hotels in Bali, Croatia and Singapore, reveals which properties are offering double FIT Points for agents, and features exciting news about WebBeds’ ground-breaking blockchain project.

For hotels, transport operators, national tourism organisations and other travel suppliers, Travel Aggregator provides a fantastic opportunity to expose their products and services directly to the travel trade.

WebBeds Asia Pacific was created on 1st January 2018 following the merger of FIT Ruums, JacTravel, Lots of Hotels and Sunhotels, and now has an extensive presence all across the region, including dedicated offices in ten Asian countries and territories. The company's aim is to become the travel industry's most trusted local partner.

If you'd like to sign-up for Travel Aggregator, or even be featured in the next issue, please email Travel.Aggregator@fitruums.com. Alternatively, for more information about marketing partnerships with WebBeds Asia Pacific, please email marketing@fitruums.com.

To read to first edition of Travel Aggregator featuring Switzerland Tourism's summertime travel experiences and much more, [CLICK HERE](#).

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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. Webjet also operates in 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.

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