



*For Immediate Release*

## **WebBeds Appointed Official B2B Partner of SITM 2018, South Korea's Largest Travel Trade Expo**

- *Fourth edition of Seoul International Travel Mart to run from 10-14 September 2018*
- *WebBeds has invited travel agency clients from across Asia Pacific to attend*
- *SITM attracts buyers from several key regional markets, including China*

**(Seoul, 7<sup>th</sup> September 2018):** WebBeds has been selected as the official B2B partner of the Seoul International Travel Mart 2018 (SITM 2018), South Korea's largest travel trade expo.

Organised by the Seoul Metropolitan Government, Visit Korea Committee (VKC) and Korea Association of Travel Agents (KATA), SITM 2018 is expected to welcome 400 international travel professionals from 50 countries, who will meet in a series of pre-scheduled one-on-one appointments with approximately 1,000 South Korean tourism operators.

As the event's official B2B partner, WebBeds has assisted the organisers by inviting travel agents from several key markets, including China, Japan, Thailand, Hong Kong, Taiwan and Malaysia, to attend SITM 2018.

Daryl Lee, CEO of WebBeds, Asia Pacific commented; "We are very proud to be the B2B partner for this important event, and grateful for the opportunity to work together with the Seoul Metropolitan Government to promote the city – and all of South Korea – as a top international tourism destination. We encourage our travel agency clients to attend SITM 2018 and witness first-hand the exciting developments that are taking place across Korea."

SITM 2018 comes at an extremely exciting time for South Korea, following the hosting of the Winter Olympics earlier this year. This expo presents another invaluable opportunity to raise awareness about the country's tourism products and generate additional interest from key overseas markets.

WebBeds' extensive regional presence and deep relationships with the Asian travel trade is helping to attract the best possible B2B audience to the event, while also strengthening the ties between international travel agents and South Korean travel suppliers.

This year marks the fourth annual SITM, which has grown significantly since its inaugural edition to become the biggest international B2B travel expo in South Korea. While it originally focused on Seoul, the thriving Korean capital, the event now acts as a showcase for the entire country.

In addition to providing opportunities to meet with hundreds of South Korean travel suppliers and domestic organisations, SITM 2018 will introduce attendees to South Korea's newest tourism trends, products and destinations through a full schedule of tourism presentations and familiarization tours. There will also be plenty of networking opportunities.

South Korea welcomed 13.3 million international visitors in 2017, according to data from the Korea Tourism Organization (KTO). More than 80 percent of these arrivals were from countries East Asia and the Pacific, which demonstrates the importance of regional travel.

SITM 2018 will take place at the Grand Hilton Seoul Convention Center from 10-14 September, 2018. For more information about the event, please [CLICK HERE](#) to visit the official website.

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## **About WebBeds**

WebBeds is the world's second largest accommodation supplier to the travel industry operating its B2B travel business through; Sunhotels, JacTravel and Totalstay (Global & Europe), FIT Ruums (Asia) and Lots of Hotels (Americas, Middle East and Africa). WebBeds provides our global network of travel trade partners with a choice of more than 250,000 hotels around the world, comprising over 21,000 direct contracts, 60+ third party providers and 25 major hotel chains. Customers can access this huge choice of inventory, ranging from city-centre international chain hotels to independent beach properties, via market-leading booking websites or an API. Clients can also access transfer services in 950 destinations, and thousands of tour guide excursions and attraction tickets.

WebBeds also provides tailor-made travel arrangements for groups of all sizes covering leisure, special interest, education and MICE.

WebBeds is a subsidiary of Webjet Limited (ASX: WEB) - an ASX 200 listed company operating a digital travel business with over AUD \$3 billion in total turnover as at June 2018.

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