

**FITRUUMS.COM**



***FIT* RUUMS**  
Always stronger together

## ABOUT US

PASSION LED US HERE

FIT Rooms is a part of WebBeds FZ LLC, the B2B subsidiary of Webjet Limited. Webjet Limited is an ASX 200 listed company (WEB) with a market capitalization of over AUD 1 billion. It operates a digital travel business with over AUD 1.6 billion in total turnover covering both the B2C and B2B sectors.

Launched in November 2016, FIT Rooms focuses on B2B travel distribution for hotel accommodation, transfers and other travel services across Asia. FIT Rooms now has offices in Singapore, Hong Kong, Taiwan, South Korea, Indonesia, India, Thailand and Malaysia with Japan and China underway.

## GLOBAL FOOTPRINT



WebBeds FZ LLC is currently represented globally with Sunhotels in Europe, Lots of Hotels in the Middle East, Africa and North America and FIT Ruums in Asia.

As an industry leader in digital travel distribution, the aim is to provide a simplified business-to-business solution that connects and distributes the broadest range of hotel rooms worldwide to travel partners both online & offline globally.



# ALWAYS STRONGER TOGETHER

We strive to understand all our users to work out the most unique solutions so that we stay strongly united. We are always stronger together.



## OUR APPROACH



FIT Ruums applies a 360-degree approach to our travel industry partnerships. We start the travel distribution circle by sharing our content with all our partners, enabling them to significantly increase their reach and content. On the other end of the circle, our concept of all-round distribution enables our partners to buy from and sell to each other. This creates a truly harmonious relationship that benefits all of our partners and the wider travel industry.

We currently provide access to over 130,000 unique hotel properties worldwide, sourced directly or through our travel partners, including more than 300 destination management companies (DMCs).

We continuously make significant investments in market research and analysis to provide our partners an extensive and comprehensive outlook of the industry. These insights are regularly shared allowing everyone to be better prepared and also focus on developing the right market strategies.

## OUR DISTRIBUTION CHANNELS

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language_attributes(); ?>
<meta charset="<?php bloginfo( 'charset' ); ?>" />
<meta http-equiv="X-UA-Compatible" content="IE=edge" />
<meta name="viewport" content="width=device-width, initial-scale=1" />
<meta name="description" content="<?php bloginfo( 'description' ); ?>" />
<meta name="author" content="<?php bloginfo( 'author' ); ?>" />
<!--link rel="icon" href="<?php echo get_template_directory_uri(); ?>/img/favicon.png" />
<title><?php wp_title('&dash;', true, 'right'); ?></title>
<?php wp_head(); ?>
</head>
<body <?php body_class(); ?>
<header
  <div class="container"
    <a class="logo" href="<?php echo get_template_directory_uri(); ?>/img/logo.png" />
    <a id="nav-toggle" href="<?php echo get_template_directory_uri(); ?>/#nav-toggle" />
  </div>
  <?php $defaults = array(
    'theme_location' => 'main-menu',
    'container' => 'nav',
    'container_class' => 'main-menu',
    'nav_menu( $defaults ); ?>
  </div>
```

Our content can be easily accessed through either our retail booking site, FITRooms.com, or an easy to develop API connection. If you are a supplier, you can choose to distribute your products and services through our extranet or one of the many channel managers out there (we now work with over 40).

Once you are connected, it requires minimal maintenance. And because FIT Rooms has in-market offices across Asia, we can provide genuine real-time support in a similar time zone.

We are also great at hotel mapping and provide real support to ensure your products and services are always in the game.



## OUR CONTENT

Content is king! We provide extensive hotel inventory and travel content to grow your business. Currently, we are connected to more than 130,000 hotel properties, sourced either directly or through more than 300 Destination Management Companies (DMCs) plus many other intermediaries.

And if you have travel products to market, we can help you distribute through our global network directly or via a channel manager enabling you to gain instant access to a vast network of travel companies.

At the same time, make full use of our latest business intelligence, market trends from market research and analysis to devise strategic business plans for your company.

A long-exposure photograph of a city street at night, showing light trails from cars and illuminated skyscrapers. The scene is dominated by blue and orange light trails, with several tall buildings in the background. A teal banner with white text is overlaid on the top left.

## DIDATRAVEL - OUR ALLIANCE

In November 2016, FIT Ruums entered a landmark partnership with DidaTravel Technology, the largest B2B travel aggregator and distributor in China. Focusing on travel technology, DidaTravel provides real-time hotel inventory and room rates for more than 250,000 hotel properties worldwide.

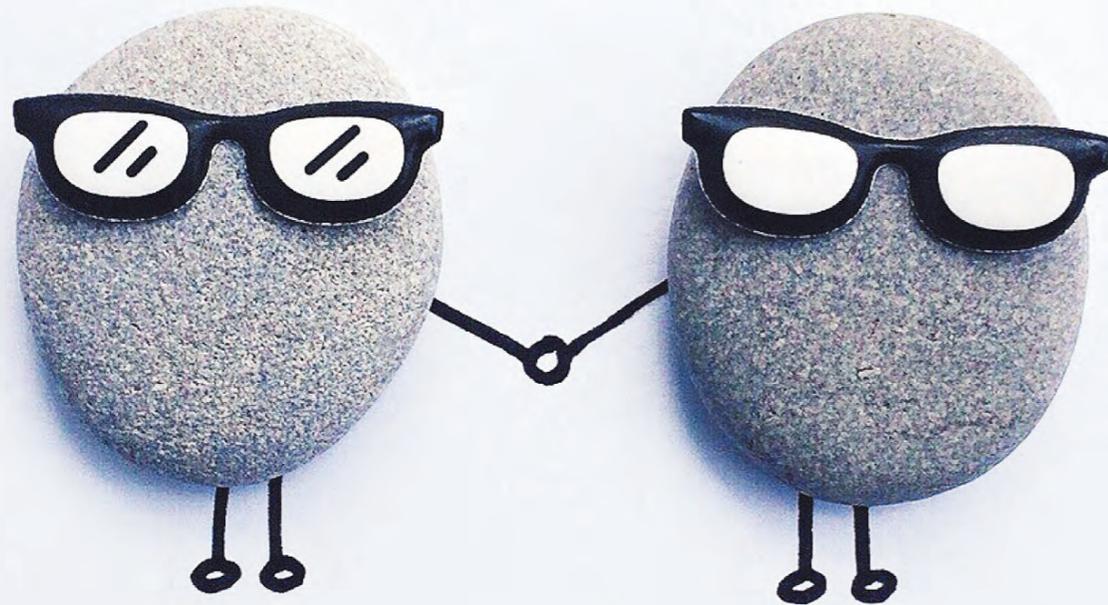
The Strategic Alliance Partnership allows two-way distribution, sharing of worldwide properties through an API connection and its hotel extranet, and collaboration in an array of areas such as market intelligence, business development and the advancement of new technology.

This also enables instant market penetration as we do all the hard work for suppliers seeking to enter the all-important Chinese market.

The logo for DidaTravel, featuring the Chinese characters '道旅' in a stylized font above the English text 'dida travel' in a lowercase, sans-serif font. The characters are in a dark blue color, and the English text is in a lighter blue color.

道旅  
dida travel

## PARTNERSHIPS AND MARKETING



At FIT Ruums, we work frequently and closely with multiple hotel chains, airlines and national tourism organizations (NTOs) to bring you exclusive offers and product information, allowing you to add value and develop your own unique travel offerings.

By partnering with us, you will be able to harness a new marketing service that provides enhanced access to the travel trade. Whether you are aiming to boost destination visitors, room nights or sales figures, we can effectively integrate partnership plans with various in-market sales offices, providing the support to reach out efficiently to our vast network of travel buyers and sellers.



## FIT REWARDS

Our B2B loyalty program, FIT Rewards creates a platform for our supplier partners to directly incentivize and educate agents with a series of rewards including familiarization trips. This allows more targeted product penetration, education and adoption by key bookers in the travel trade. It is an attractive, rewarding and fun way for Asian travel agents to earn additional benefits for doing what they love – booking travel.

FIT Rewards will also allow travel suppliers, including NTOs, to tailor rewards to the individual needs of each market by offering invitations to exclusive local events, bespoke educational activities, behind-the-scenes tours, and other exclusive offerings that are unavailable in the shops.

A cup of coffee on a wooden table with a blurred background of a cafe interior. The cup is white with yellow and white horizontal stripes and a blue rim. Steam is rising from the cup. The background shows a wooden railing and a blurred interior.

WORK WITH US

- **Always Stronger Together**  
we believe in a two-way reciprocal distribution partnership
- **Content is king**  
easy access to 130,000 unique hotel properties worldwide (and growing!)
- **Always in the game**  
we can source, contract and support in hotel mapping
- **Asia-based IT support**  
faster IT support response in similar time zones
- **FIT Rewards**  
unique reward platform that rewards you for bookings made on FITRuums.com

# CONTACT US

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