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FOR IMMEDIATE RELEASE

## **MEDIA RELEASE**

# **FIT Ruums partners with China Airlines to create tempting travel packages from Taiwan**

- *China Airlines to package exclusive fares with FIT Ruums' extensive hotel supply*
- *Packages to be sold via Taiwan's appointed leading travel agencies*
- *Partnership to focus on key Asian destinations, taking advantage of strong intra-regional travel*
- *FIT Ruums plans to develop dynamic packaging with more airline partners in future*

**(Taiwan, 31<sup>st</sup> July 2017):** FIT Ruums, Webjet Group's B2B travel distributor in Asia, has formed an exciting new partnership with China Airlines to provide exclusive dynamic packages to travellers in Taiwan.

Under the new agreement, China Airlines will release special airfares to leading appointed Taiwanese travel agencies, which will be combined with hotels to create a collection of tempting packages. The hotels will be selected and supplied by FIT Ruums from its vast global product inventory.

"We're very excited to announce this milestone partnership with China Airlines today, which demonstrates our continued commitment to delivering the best deals and promotions to Taiwanese travellers," said **Joseph Shih, General Manager of FIT Ruums Taiwan**. "As per our company's motto, we believe that we are 'Always Stronger Together' and will continue working hand-in-hand with industry partners to provide the very best services to our clients and suppliers.

"Partnerships such as these promote travel and create benefits throughout the entire industry. We are delighted to be able to use our latest travel systems to help partners respond to fast-changing market trends and demands," Mr Shih added.

The agreement will see a tailored collection of 15,000 hotels from FIT Ruums' global inventory packaged together with China Airlines' exclusive airfares. These dynamic packages will then be provided to an appointed group of Taiwan's top travel agencies, to offer to their customers. FIT Ruums worked with China Airlines in recommending and selecting the hotels, and more properties are expected to be added to the partnership in future.

Taiwanese travellers will be able to search for and book these exciting packages from beginning of August onwards via the websites of the appointed agencies. By choosing these special packages, customers will be able to enjoy the best prices, saving up to 25% compared to booking the hotels and flights separately.

Outbound travel from Taiwan is booming. According to official figures from Taiwan's Tourism Bureau, 14.6 million Taiwanese travelled overseas in 2016, representing an increase of 10.7% compared to the previous year. More than 92% of these outbound trips were to other destinations in Asia, reflecting the strength of the intra-regional travel market.



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Building on this demand for intra-Asian travel, the majority of the destinations featured in the partnership are located in the Asia Pacific region. These include Osaka, Tokyo, Kyoto, Hong Kong, Singapore, Seoul and Bangkok, which are expected to account for 85% of the partnership's sales. Travellers to these alluring destinations will be able to stay at a vast selection of hotels, including global chains and local independent hotels.

All of the hotel content supplied by FIT Ruums will be provided in Traditional Chinese language to support the local Taiwanese market. China Airlines' platform will provide a real-time booking option that packages the best airfares and hotel options. This dynamic packaging technology will enable consumers to find their preferred holiday package quickly and easily.

For hotel partners, this is a great opportunity to leverage the travelling power of one of Asia's most important outbound markets. By packaging their rates with China Airlines' fares, hotels are able to tap into the networks of one of Asia's biggest international carriers, while at the same time enhancing relations with Taiwan's top travel agencies.

A member of the SkyTeam alliance, China Airlines flies to almost 150 destinations in 29 countries or territories around the world. These will soon include London Gatwick Airport, with four weekly direct flights from Taipei due to commence in early December 2017, using the airline's state-of-the-art Airbus A350 aircraft. This will make China Airlines the only carrier to fly non-stop between the UK and Taiwan.

"As Taiwan's largest airline, we are very happy to be working together with FIT Ruums to bring attractive packages to Taiwan market, further boosting the outbound business. This partnership is exciting and innovative, combining the strengths of our two companies for the benefit of the Taiwanese travel trade and consumers. We look forward to working with FIT Ruums on many more initiatives in the future," said **Benjamin Yang, General Manager of Dynasty Package department, China Airlines.**

The partnership between FIT Ruums and China Airlines will take effect from beginning of August. FIT Ruums is planning to continue rolling out more such partnerships in the future, harnessing its vast hotel inventory, travel management technology, trade relationships and market insights.

The FIT Ruums-China Airlines travel packages will be sold by the following appointed travel agencies:

- [YesTrip](#) (a subsidiary of China Airlines)
- [Lion Travel](#)
- [Richmond Tours](#)
- [FTSTour](#)
- [Life Tour](#)
- [EZ Travel](#)
- [Star Travel](#)
- [COLA TOUR](#)
- [SET TOUR](#)
- [D.T.S. Group \(Coming Soon\)](#)
- [Fuller Tour \(Coming Soon\)](#)

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### **About FIT Ruums**

FIT Ruums is a B2B travel business owned by WebBeds FZ, a subsidiary of Webjet Limited. It is focused on B2B travel distribution for worldwide hotel accommodation and transfers in Asia. FIT Ruums is dedicated to driving 360-degree business partnerships, strengthening the efficiency of travel technology and rewarding its clients with a more user-friendly business solution. For more information, please visit [www.fitruums.com](http://www.fitruums.com).

### **About Webjet Limited**

Webjet Limited is an ASX 200 listed company (WEB) operating a digital travel business with over \$1.6 billion in total turnover. Webjet operates in both the B2C and B2B sectors. The B2B Travel business currently operates Lots of Hotels, Sunhotels and FIT Ruums brands, selling hotels rooms to travel agent partners via their API and online channels.

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