

Press Release

Tuesday, 21 Sep 2021

WebBeds - powering for travel recovery, fast tracking long-term strategy.

- Business transformation to simplify and drive efficiencies
- Technology developments to better support supply partners
- Global brand unification - WebBeds
- New geographical management structure

WebBeds, the B2B division of global online travel business Webjet Limited, has been powering-up for travel recovery, undertaking a transformation project to simplify the way it does business and provide enhanced support for partners, as the industry heads towards recovery.

Pre-COVID, WebBeds was the fastest growing and second largest B2B bedbank globally. As countries swiftly implemented travel restrictions to contain Covid-19, WebBeds focussed on initiatives to ensure it could deliver immediate support and value to its partners globally, amidst rapidly changing environments.

“Recognising domestic markets would be the first to open, we took the strategic decision to pivot our contracting and sales efforts to focus on domestic travel, diversifying our business model, which in turn has strengthened our supplier relationships and further developed our global footprint.” said Daryl Lee – CEO WebBeds.

“Another immediate change has been the reorganisation of our geographical management structure, moving to four regions from three (separating MEA and the Americas) and introducing regional leadership reporting into one WebBeds CEO. This reaffirms our commitment to strong local market representation within our global footprint.” Lee said. “In addition, we will be opening new offices in Saudi Arabia to focus on emerging opportunities within that region and further develop our specialist brand Umrah Holidays International.”

WebBeds recognised it was also an opportune time to perform a holistic review of the business, looking at overall strategy and areas where longer-term plans could be fast tracked while demand was low. It has commenced a series of transformational initiatives to ensure it is delivering the highest value to its partners when intra-regional and international travel markets reopen.

“Our underlying goals have not changed, but what we have been able to do is look at every aspect of our operation, review what we do well and what areas we could improve. We challenged ourselves to test all

assumptions about the way we worked, and pretty quickly established we could do things better for everyone concerned - suppliers, clients and our people too. The key driver has been simplification that drives efficiencies and makes it easier to do business with us.”

The simplification initiatives cover a number of key business functions and services provided within WebBeds Global Marketplace, including delivery of a new WebBeds ERP and enhancements to WebBeds contracting module and connectivity technology. WebBeds also created a new Global Product Group that will sit within the commercial side of the business, ensuring a greater focus on stakeholder engagement to ensure it delivers product and services that best suit its supply and distribution partners’ needs.

One important step in the evolution of the WebBeds business, which broadly supports the delivery of technology and simplification strategies and harnesses the benefits of a truly global footprint, is the unification of its stable of trade facing brands under a single, cohesive, global brand - WebBeds.

Mr Lee explains: “Bedbanks are more relevant than ever in the distribution landscape as they provide a single source of significant content for customers and valuable reach for hoteliers. For WebBeds to be agile within that context, we need to extend that agility to how our partners work with us. Working with one brand simplifies our commercial proposition and streamlines our process for both our supply and distribution partners, enabling both to leverage the benefits of WebBeds Global Marketplace.”

For WebBeds clients, change in this area begins with WebBeds trade booking websites, where the DOTW, Fit Ruums, Lots of Hotels and Sunhotels booking sites will be rebadged WebBeds. What agents see when they logon will look a little different, though users’ existing logon credentials remain the same.

In the near future, the simplification ethos will extend to WebBeds booking sites, with the release of Single Sign-On access (SSO), enabling any client currently accessing more than one of WebBeds’ booking sites to do so from a single logon page, using one set of new WebBeds User Account credentials. It continues with WebBeds Product Roadmap development of a single, best-in-class, global booking site that will leverage the deep knowledge base of multiple platforms in its creation and deliver additional content benefits stemming from a unified global supply approach.

Lee said: “The last 18months has been devastating for our industry, but we know travel is resilient and as soon as people can travel, they will. We see a world of opportunity and are working extremely hard to ensure our readiness to support our clients and supplier partners better than ever before amidst altered landscapes. We will be here to help facilitate growth and bring our industry together.”

Ends.

Interviews with Daryl Lee – CEO WebBeds

We would be pleased to discuss this release in greater detail via a conversation with our CEO, Mr Daryl Lee. If you are interested, please contact marketing@webbeds.com

About WebBeds

Launched in 2013, WebBeds is the world's fastest growing B2B travel intermediary, or 'bedbank', providing accommodation and ground product distribution services to the travel industry. It sources content from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade clients, who sell to the travelling public.

Clients – online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more – access the company's huge global inventory of more than 368,000 hotels (comprising 30,000+ direct contracts, 70+ integrated third-party providers and 60+ major hotel chains) through market-leading, trade-only booking websites or via simple and seamless API connectivity. In addition to hotel product, clients can also book over 5,500 transfer services in 1,200 destinations along with thousands of guided excursions and tickets for attractions.

Supplier partners – global hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more – benefit from our global distribution network of over 44,000 travel companies in more than 145 source markets and are supported by a local dedicated point of contact focused on ensuring WebBeds delivers value, choice, expertise and an unrivalled level of service.

WebBeds operates global coverage through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,600 travel professionals working in 50 offices worldwide. WebBeds also operates specialist brands JacTravel DMC and Umrah Holidays International. JacTravel DMC provides tailor-made travel arrangements for offline FIT and groups traveling to the UK, Ireland and key mainland European destinations to the international travel trade. Umrah Holidays International is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a division of Webjet Limited (ASX: WEB).

About Webjet Limited

Webjet Limited (ASX: WEB) is an ASX 200 listed company operating a digital travel business spanning both wholesale (through B2B) and consumer (through B2C) markets.

The B2B travel business, WebBeds, is the world's second largest and fastest growing accommodation supplier in the wholesale travel market. It operates global coverage through four regional divisions - Europe, Asia Pacific, MEA (Middle East and Africa) and Americas. The B2C travel business operates Webjet, the market leading OTA brand in Australia and New Zealand, and Online Republic, which specialises in the provision of online car and motorhome bookings.

Find out more about Webjet Limited at: www.webjetlimited.com