

FOR IMMEDIATE RELEASE

WebBeds Asia Pacific Partners with Switzerland Tourism to Showcase Summertime Experiences to Asian Travellers

- *Exciting new partnership signed at Embassy of Switzerland in Singapore*
- *Two parties aim to encourage year-round travel with a variety of activities*
- *Top Asian travel agents to be rewarded with prizes, including a fam trip to Switzerland!*

(Singapore, 5 March 2018): WebBeds Asia Pacific, the regional B2B travel distributor and part of the WebBeds global powerhouse, has formed an exciting new partnership with Switzerland Tourism aimed at showcasing this beautiful alpine country to the Asian travel trade.

Through this exclusive agreement, WebBeds Asia Pacific will encourage Asian travel agents to promote Switzerland's many exciting summertime experiences to their customers, including breath-taking train journeys, spectacular cycling tours and much more! Participating travel agents staff will be rewarded with bonus points and prizes, including a fantastic fam trip to Switzerland.

By harnessing WebBeds Asia Pacific's extensive regional network, Switzerland Tourism is aiming to increase the volume of Asian travellers choosing Switzerland as a year-round destination, encourage travellers to spend longer exploring the country, and expand the range of activities undertaken by Asian visitors in the country.

The partnership was finalised in a grand ceremony at the Embassy of Switzerland in Singapore.

"We are delighted to partner with Switzerland Tourism to showcase the many different attractions and experiences offered by this beautiful country," commented Daryl Lee, CEO of WebBeds Asia Pacific. "Switzerland is already a popular destination for Asian travellers, and through this collaboration, we aim to broaden the appeal of this stunning nation and also update the travelling community on what's trending with Swiss travel.

"We want to show Asian travellers that Switzerland is an all-year-round destination, with plenty to do. We look forward to working with Switzerland Tourism and our Asian travel trade partners to introduce even more Asian travellers to the wonders of Switzerland," Mr Lee added.

Switzerland is a destination with many appealing activities and attractions that should not be rushed. Experiences being promoted to the Asian travel trade include visits to alpine peaks and glaciers, trips on the Bernina Express, helicopter sightseeing flights over the Matterhorn and even a journey to the top of Europe on the Jungfrau Railway.

A series of cycling tours are also available, allowing guests to discover Switzerland's beautiful summer scenery. These range from the "Light Tour" through flat countryside, which is perfect all ages and ability levels, to the challenging "Alpine Tour" across mountain passes and deep gorges.

Switzerland Tourism is also highlighting the country’s urban attractions, including Basel’s art scene, Zurich’s innovation, the cultural appeal of Lausanne and the history of Bern, the Swiss capital.

To raise awareness among Asian agents, Switzerland Tourism and WebBeds Asia Pacific will conduct joint road-shows across the region. Running for the month of April 2018, this initiative will enable travel agents in seven key markets (Thailand, Indonesia, Malaysia, Singapore, Hong Kong, Taiwan and the Philippines) to learn the latest about Switzerland.

The overall aim of the partnership is to drive greater and longer visitor-ship to Switzerland’s key destinations during the forthcoming summer season, from its key Asian source markets through high level engagement with key market players.

Asian travel agents will be empowered to upsell and bundle hotels and experiences with the Swiss Travel Pass, providing even more opportunities for affordable adventure and exploration. Asian agents who are members of WebBeds Asia Pacific’s travel trade reward programme, FIT Rewards, will also have the ability earn bonus FIT Points, as follows:

Category	Rewards
3-night stay in a same booking	3X FIT Points
4-night stay in a same booking	4X FIT Points
3-night stay or more + a Swiss Experience (attraction or Swiss Rail Pass) in a same booking	5X FIT Points

The top bookers in each market will be rewarded with special prizes, including the chance to join Switzerland Tourism’s sensational “Winter Wonderland in Switzerland VIP Fam” trip in December 2018.

“Asia is the strongest growing source market for Switzerland Tourism. We are extremely optimistic about this new agreement with WebBeds Asia Pacific,” said Ivan Breiter, Director of South East Asia for Switzerland Tourism. “FIT travel is increasing over proportionally as more and more guests realise that Switzerland is the ideal FIT destination in Europe, combining Swiss quality with breath-taking landscape and must-see attractions, all connected with the world renowned Swiss Travel System.

“The expensive portfolio of world class experiences from FIT Ruums allows guests to plan and book their ideal trip already at home. Catering to the thrill as well as the inspiration seekers, we are convinced that with those new offers all generations find their way to happiness in Switzerland,” he concluded.

WedBeds Asia Pacific offers a comprehensive array of global travel services to the Asian travel trade, including hotel rooms, attractions, activities and ground transportation. This latest partnership with Switzerland Tourism is another great example of the company’s commitment to being a one-stop shop for both suppliers and clients under the motto “Always Stronger Together”.

About WebBeds

WebBeds is a subsidiary of Webjet Limited, operating its B2B travel business through Lots of Hotels, Sunhotels, JacTravel and FIT Ruums 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.

About Switzerland Tourism

Switzerland Tourism (ST) is a federal public corporation. Its mission, as decreed by a Federal Resolution of 16 December 1994, is to promote Switzerland as a holiday, travel and conference destination both at home and abroad. ST's principal activity is to develop and implement effective marketing programmes, as well as to position Switzerland in international markets as a strong, modern but timeless brand. The company is managed according to business criteria focused on markets' needs and clients' satisfaction. The Board comprises 13 representatives from the tourism sector, and from business and political circles. Worldwide, ST employs 244 staff in 26 countries.

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Photo:

(Left) Daryl Lee, CEO of WebBeds Asia Pacific.
(Right) Ivan Breiter, Director of South East Asia for Switzerland Tourism.

Taken at Embassy of Switzerland in Singapore.



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