



WebBeds launches exclusive Indonesian campaign to boost visitor arrivals to Macao

- *MGTO selects WebBeds as exclusive partner for its five-month promotional drive*
- *Campaign kicked off with a workshop for key travel agency clients in Jakarta*
- *Overall aim to boost arrivals to Macao from this important Southeast Asian source market*

Singapore, 04 September 2019

WebBeds, the world's second largest B2B accommodation provider, has penned a major new agreement to promote Macao to the travel trade in Indonesia, as part of the Macao Government Tourism Office's (MGTO) efforts to attract more visitor arrivals from Southeast Asia's largest and most populous country.

Under this exclusive new partnership, WebBeds and the MGTO will embark on a nationwide promotional campaign from 1st August to 31st December 2019. The campaign began with a bang with a workshop hosted by WebBeds for its clients in Indonesia. Held at DoubleTree by Hilton Hotel Jakarta - Diponegoro, this event enabled representatives from the MGTO to meet with local travel agencies and showcase everything Macao has to offer to Indonesian travellers.

WebBeds will also offer triple FIT Points for all bookings of Macao hotels made by its Indonesian clients during the campaign period, as part of its popular FIT Rewards programme.

And that's not all; WebBeds has partnered with several prominent hotels in Macao, including MGM Cotai and Hotel Lisboa, which are extending exclusive rates for this campaign! Other hotels who want to team up with WebBeds to target the lucrative Indonesian market should get in touch with us via choco.lee@webbeds.com.

"Macao is one of Asia's most dynamic cities with a compelling collection of drawcards for all visitors, from the city's UNESCO World Heritage-listed heart to the glittering show theatres of the Cotai Strip. We are honoured to have been selected by the MGTO to collaborate on this exciting new campaign. We look forward to working together to raise awareness of Macao's many highlights among our Indonesian clientele, and boosting visitor arrivals from this key Southeast Asian source market," said Mr. Daryl Lee, CEO APAC, WebBeds.

"As one of the world's largest B2B travel providers, WebBeds is the perfect partner for Hotel Lisboa Macau. By working together to offer exclusive trade rates for this campaign, we hope to extend our reach into Indonesia, attract even more guests from this important market, and show how many wonderful attractions our city has to offer," said Mr. Korwin Tsang, Senior Sales Manager of Hotel Lisboa Macau.

A jewel in the Pearl River Delta, Macao is a thriving, outward-looking port city that embraces centuries of Chinese, Portuguese and international influences. While the city is famous for its impressive integrated resorts, especially along the glittering Cotai Strip, it also has a wealth of cultural landmarks including its historic centre, which was inscribed on the UNESCO World Heritage list in 2005 and comprises multiple sites including the famous Ruins of St. Paul's, Senado Square and the Moorish Barracks.

For Muslim travellers, Macao has a range of suitable and sensitive activities, including several halal restaurants and the Macao Mosque and Cemetery, which is a charming place to visit and displays the territory's rich multicultural heritage.

According to official data, Macao welcomed a total of 35.8 million visitors in 2018¹, more than half of whom stayed in the city for at least one night. A further 17.2 million visitors arrived in Macao in the five months of 2019², which represents a strong 17 percent jump compared to the same period last year.

In 2018, 173,836 Indonesian travellers visited the Macao³, which makes it the city's tenth largest source market. The MGTO believes there is strong potential for future growth however, due to rising affluence in Indonesia and the country's vast population of 264 million people. The Cotai Ferry and TurboJET offers fast sea transfers to Macao from Hong Kong International Airport, which welcomes direct flights from Jakarta, Surabaya, Medan and Denpasar.

The triple FIT Points promotion is available to all participating travel agents in Indonesia, travel agencies wishing to learn more about this campaign can get in touch with WebBeds' Account Managers for Indonesia, Ms Risa Supena (Risa.Supena@webbeds.com) or Ms Yuniar Putri (Yuniar.Putri@webbeds.com).

Not a member of FIT Rewards yet? Join now at rewards.fitruums.com.

Ends

¹ <https://dataplus.macaotourism.gov.mo/document/CHT/Report/GlobalIndicators/2018/1.%20Global%20Indicators%20%20Dec.pdf>

² <https://dataplus.macaotourism.gov.mo/document/CHT/Report/GlobalIndicators/2019/1.%20Global%20Indicators%20%20May.pdf>

³ <https://dataplus.macaotourism.gov.mo/Publication/Report/TopTenVisitorSourceMarkets?year=2018&month=12&lang=E>

About WebBeds:

Formed in 2013, WebBeds is the world's second largest and fastest growing B2B accommodation supplier to the travel industry, operating its business through a portfolio of brands comprising JacTravel, Sunhotels, Totalstay, Lots of Hotels, Destinations of the World, (DOTW) and FIT Ruums. WebBeds provides a global distribution network of travel trade partners with the choice of 250,000 hotels, comprising over 30,000+ direct contracts, 70+ third party providers and 55 major hotel chains in over 10,000 destinations worldwide.

Customers can access this huge choice of inventory, (ranging from affordable guest-houses to luxury hotels and including international chain hotels, city-centre and resort properties) via market-leading, trade-only websites or simple and seamless platform to platform API connectivity. Clients can also book transfer services in 950 destinations along with thousands of guided excursions and tickets for attractions. WebBeds also provides tailor-made travel arrangements for groups of all sizes covering corporate and leisure, special interest, education and MICE via its dedicated and award-winning DMC division.

The company has a staff of over 1,800 travel professionals and 50 offices worldwide.

WebBeds is a subsidiary of Webjet Limited (ASX: WEB) – an ASX 200 listed company operating a digital travel business with over AUD\$3.8 billion in total annual turnover, as at June 2019.