

## **MEDIA RELEASE**

# **FIT Ruums selects Dida Travel Technology as its Strategic Alliance Partner in China**

- *Partnership gives ASX Top 200 listed Webjet Limited's newly-formed FIT Ruums an instant foothold in Mainland China*
- *Formed in 2012, Dida Travel Technology is now the largest travel aggregator in China*
- *"360-degree" partnership will see the two companies supply and distribute each other's content*
- *FIT Ruums global inventory will increase by at least 10% to 143,000 properties*
- *The partnership will help National Tourism Organizations drive inbound arrivals.*

**(Singapore, 23 November 2016):** FIT Ruums, Webjet Limited's newly launched business-to-business (B2B) online accommodation distributor dedicated to the Asian market, has formed a landmark partnership with Dida Travel Technology, the largest travel aggregator in China.

The exclusive "Strategic Alliance Partnership" will give FIT Ruums, which launched earlier this month, an immediate and solid foothold in the world's largest outbound travel market.

*"FIT Ruums has an ambitious regional expansion strategy that will see us move into multiple Asian markets and become a one-stop-shop for the region's travel trade," said **Daryl Lee, director of WebBeds FZ.** "To achieve this, it is vital for us to have a strong partner in Mainland China, and we are delighted to be working with Dida Travel Technology - the country's largest B2B travel content aggregator and distributor."*

The broad scope of this partnership includes content sharing of at least 13,000 properties, two-way distribution, and collaboration in an array of areas such as market intelligence, business development and the advancement of new technology. This will benefit not only the two companies, but also the Asian travel trade and destinations seeking to tap into the Chinese travel sector.

Dida Travel Technology has grown exponentially since being established in Shenzhen in 2012. In 2015, it became the first hotel aggregator to go public in China and its own B2B distribution platform currently serves thousands of clients, including tour operators, travel agencies and travel management companies throughout China.

*"Under the impressive leadership of CEO Rikin Wu, Dida Travel Technology has made fantastic progress since launching less than five years ago. With an equally aggressive growth plan at FIT Ruums, the Strategic Alliance Partnership between our two companies is a win-win scenario for both our dynamic companies, as well as the entire Asian travel trade," **Mr Lee** added.*

*"Our focus is on enhancing the technological capabilities of our travel partners," said **Rikin Wu, CEO of Dida Travel Technology.** ". By partnering with FIT Ruums we will be able to expand our network reach beyond China and accelerate our business growth. We are confident we can continue to double our sales revenue in 2017."*



Dida Travel Technology is one of the key suppliers to the major online travel agents (OTAs) in China, including Ctrip, Qunar, eLong, Fliggy (previously Alitrip), Tuniu and LY.com, as well as key airlines such as China Eastern Airlines. Dida also supplies to more than 8,000 Chinese retail travel agencies across multiple key Chinese cities.

Under the new “360-degree” partnership, FIT Ruums will focus on Asia, both in terms of content sourcing and distribution, while Dida will do the same in China. FIT Ruums and Dida will then buy and sell each other’s content, completing the circle and providing immediate and lasting benefits to both companies, as well as the broader travel industry.

Among the biggest beneficiaries of this partnership will be national and regional tourism organizations (NTOs), which will be able to work with FIT Ruums and Dida to tap into the high-value Chinese outbound market. Likewise, Chinese NTOs can harness the two companies’ networks to drive more inbound traffic to their destinations.

FIT Ruums plans to act as a marketing representative for NTOs that are interested in attracting more Asian business, particularly from China, but currently lack the resources to do so. In tandem with Dida, the company is also planning to offer tour packaging and mini-group capabilities for the Chinese market.

The Chinese outbound market will benefit from the extensive European content provided by FIT Ruums. With China expected to contribute approximately 20% of the European inbound market by 2020, the ability for Dida to offer this extensive content to the Chinese travel trade is a key attraction of the partnership

This partnership forms part of a significant expansion of the FIT Ruums business across Asia. The newly-launched company has already opened offices in Singapore, Hong Kong, South Korea and Taiwan. Additional offices in Japan, Thailand, India and Indonesia are expected to open in 2017, and the Philippines, Vietnam and Malaysia are being considered for future expansion.

For more information about FIT Ruums, please email [kevin.khor@fitruums.com](mailto:kevin.khor@fitruums.com).

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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, and uses the Sunhotels technology platform, offering over 130,000 hotels worldwide. 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.

### **About Webjet Limited**

Webjet Limited is an ASX Top 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 runs the FIT Ruums, Lots of Hotels and Sunhotels brands, which operate in all major global markets selling hotel rooms to travel agent partners via API and online channels.



**FIT RUUMS**  
Always stronger together



### **About Dida Travel Technology**

Since being established in 2012, Dida Travel Technology is now the largest overseas hotel distributor in China. Focusing on travel technology, Dida Travel Technology is connected to more than 35 international and regional hotel wholesalers through API connections, as well as 130 local Destination Management Companies via its hotel extranet distribution system, *Ebooking*. Dida Travel Technology's clients can now access real-time hotel inventory and room rates for more than 250,000 hotel properties worldwide.

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