

**Press Release**

**18 December 2023**



## **WebBeds partners with BeCause to increase the availability of eco-certified properties listed on its platforms.**

WebBeds, the global marketplace providing accommodation ground product distribution services to the travel industry, has partnered with BeCause to provide WebBeds users with certified sustainability data on its hotel partners.

As a multinational organization, WebBeds recognises the importance of global corporate responsibility and is dedicated to reducing its environmental footprint by promoting environmentally responsible sustainable travel.

WebBeds has partnered with BeCause – a sustainability technology start-up transforming how companies in the hospitality, travel, and tourism industries manage their sustainability data – to scale up the number of properties tagged as 'eco-certified' on WebBeds booking platforms.

BeCause will enable WebBeds to automatically match hotels in its database to those with Global Sustainable Tourism Council (GTSC) credentials (currently 49 recognised standards). Individual properties that meet GTSC criteria will receive an eco-friendly identifier on WebBeds' booking platforms, which travel trade partners can use to book hotel stays for the end traveller aligned with their values on sustainability.

Daryl Lee, WebBeds CEO said, "Partnering with BeCause is a key step in our ongoing journey to become a more environmentally responsible business. Our travel trade customers are becoming more conscious about the eco-credentials of the properties they recommend to the end traveller. Working with BeCause helps us to rapidly scale the number of eco-certified properties we provide on our platforms with the assurance that these properties have all been through a rigorous certification process administered by recognised standards authorities."

Frederik Steensgaard, CEO and co-founder of BeCause said, “Without BeCause, marketplaces like WebBeds have to manually perform sustainability checks. This process is expensive, outdated, and error-prone. BeCause eliminates these issues. Not only does automation help speed up and reduce costs, but with our centralised data hub, marketplaces and their users have access to real-time, trustworthy hotel information from recognised sustainability organizations like the GSTC. With more and more travellers putting a premium on eco-friendly travel, enabling this transparency is vital to a marketplace’s business.”

Ends.

## About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

**Hotels and other suppliers** - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

**Travel buyers** - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC’s, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,500 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brands JacTravel DMC and UHI. **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. **UHI** is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at [www.webbeds.com](http://www.webbeds.com)

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

## About Webjet Limited

Webjet Limited, an ASX 200 listed company (ASX: WEB), is a global travel business that enables travel the world over through our market leading travel brands supported by our travel technology businesses.

Our digital travel brands, spanning both wholesale and retail markets, include; **WebBeds** - a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier, **Webjet** - the market leading Online Travel Agency in Australia and New Zealand, and **GoSee** - a global motorhome and car rental ecommerce site.

Our travel businesses are supported by smart technology we build and invest in that differentiate our offerings and make booking and transacting travel better, including; **Trip Ninja** - providing complex travel itinerary automation technology to digital travel businesses globally and investments in **ROOMDEX** and **LockTrip**.

Find out more about Webjet Limited at: [www.webjetlimited.com](http://www.webjetlimited.com)

## About BeCause

BeCause is an enterprise software company that streamlines the flow of sustainability data and creates synergies between different stakeholders in the travel, tourism, and hospitality industries, empowering them to make decisions that result in positive, responsible change for people, the planet, and their profits. BeCause works with over 20,000 hotels, including brands like Radisson, certification entities like GreenKey, industry partners like the Global Sustainable Tourism Council, and marketplaces like Booking.com.

For more information, visit [because.eco](http://because.eco)