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WeTravel Unveils Rebranded Academy to Facilitate Professional Development

WeTravel's reimagined Academy provides multi-day and group travel professionals with streamlined access to free travel technology resources and tools, supporting their professional growth and success

SAN FRANCISCO, CA—Tuesday, July 23, 2024—[WeTravel](#), the all-in-one travel management platform, has unveiled an enhanced [WeTravel Academy](#), designed to improve usability and support the career development of multi-day travel professionals. The rebranded Academy features a comprehensive suite of resources and tools tailored to the needs of various travel businesses, from travel agencies to tour operators and destination management companies (DMCs).

Since its initial launch in December 2021, the Academy features a variety of webinars, workshops, courses, blogs, and downloadable guides in collaboration with industry experts, providing the latest industry information and tools free of charge. Over the past three years, the WeTravel Academy has grown to include over 500 pieces of multi-day, group travel-specific content across 12 topics and reporting thousands of travel professional downloads each month. In 2022, the Academy expanded with the launch of the [Women+ in Travel](#) vertical, a digital space dedicated to promoting equality in the travel industry with content pieces written and published by women+. This year, WeTravel added within the Academy a vertical supporting product managers, destination managers and product marketers through each stage of the product development process with the addition of the [Multi-Day Travel Product Development](#) vertical.

"The multi-day, group travel industry is constantly evolving, and it's crucial for professionals to stay informed about the latest trends and innovations to better create travel products, market their products to consumers and manage and grow their profession," said Kasi McGurk, WeTravel's Communications and Marketing Manager. "The enhanced WeTravel Academy underscores our commitment to providing top-tier resources to ensure travel professionals have access to the most relevant and up-to-date content, reinforcing WeTravel's dedication to their continuous growth and success."

The new group of verticals being introduced with this launch will provide specialized content and tools necessary for developing and marketing successful travel experiences in their respective niches. These verticals feature curated resources including:

- **[Sustainable Travel](#)**: Gain concrete knowledge and tools to help preserve popular travel destinations with the "[Introduction to Sustainable Tourism](#)" course in partnership with Tourism Cares
- **[Adventure Travel](#)**: Join insurance experts from Travelex and Pattern to learn how to prepare adventure travelers for insuring every part of their journey with the "[Adventures Insured: Travel Insurance Tips for Adventure Tour Operators](#)" webinar
- **[Wellness Travel](#)**: Discover the do's and don'ts of planning a retreat by watching the "[Retreat Planning 101: How to Create Successful Retreats](#)" webinar with insights from Fit Bodies
- **[Travel Agencies](#)**: Explore how to choose the combination of tech that promise to streamline travel business operations with expertise from Fieldbook in the "[Tech Solutions for Travel Businesses: Choosing Software to Maximize Profitability](#)" webinar
- **[Student Groups](#)**: In collaboration with Contiki, users can enroll in the "[How to Target Gen Y and Z Travelers](#)" course to learn more about attracting younger travelers.

"WeTravel Academy's new design is a direct response to the growing needs of travel professionals who are looking for targeted, high-quality resources. We know the industry is constantly changing—from the top consumer booking trends to the latest technology to the adaptation of products to the importance of developing tours that intentionally support economic development, social impact and environmental sustainability—and our Academy resources will change, too, so every multi-day, group travel professional can use the resources to professionally grow and, in turn, grow the industry," said McGurk.

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NOTES TO THE EDITOR

Image attached to email, with credit to WeTravel.

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ABOUT WETRAVEL

Founded in 2016, WeTravel was built as a platform to support travel businesses by digitizing and simplifying the travel booking process. Now used by more than 3,000 travel companies—to transact with nearly 500,000 travelers and thousands of suppliers annually—the business has revolutionized how the travel industry manages their businesses with a suite of integrated SaaS and FinTech solutions that fit into an intuitive platform.