

FOR IMMEDIATE RELEASE

Media contact: Kasi McGurk
Head of Marketing & Communications, WeTravel
kasi.mcgurk@wetravel.com

WeTravel launches in APAC, bringing its all-in-one Operating System for multi-day travel businesses to Australia, New Zealand and Pacific Islands

Expansion supports regional operators with global payments, local payouts, itinerary tools, and participant management to grow revenue and streamline operations

SYDNEY, AUS.--April 22, 2025—[WeTravel](#)—the leading end-to-end software for over 8,000 global multi-day operators—announced today its expansion into the APAC region. The move brings WeTravel’s all-in-one Operating System for multi-day travel to businesses across Australia, New Zealand and Pacific Islands, empowering them to scale faster with modern infrastructure built specifically for multi-day trips in the region.

The multi-day group travel industry—valued at over \$270 billion globally—continues to grow in the APAC region, especially as demand increases for curated retreats, educational tours, and active group adventures. With this expansion, WeTravel offers local operators access to a consolidated platform that includes interactive itineraries, participant management, international payment collection, and supplier payouts in local currencies – all from one platform.

“Australia and the broader APAC market are full of dynamic operators running incredible multi-day experiences. But until now, many have been held back by disconnected tools and limited payment infrastructure,” said Ted Clements, CEO of WeTravel. **“With our platform, operators in this region can increase bookings, collect payments globally, pay suppliers, and deliver a world-class experience, without needing multiple systems to do it.”**

WeTravel’s expansion into APAC includes:

- **All-in-One Operations Platform to Save Time:** With tools like the [Itinerary Builder](#), [integrated Booking flow with Payment Plans, Add-Ons](#) and more, operators can digitize their full pre-departure process, eliminating manual admin and spreadsheets.
- **Localized Payment Collection and Supplier Payouts to Save Money:** Operators can [accept payments from international travelers in a range of currencies](#), while offering suppliers instant, local payouts in AUD and other regional currencies without relying on banks or third-party processors.

- **Stronger Conversion Tools to Drive Growth:** Custom-branded itineraries, lead collection tools, and a mobile-friendly booking experience give regional businesses a competitive edge in attracting and converting travellers from around the globe.

This regional launch follows WeTravel's product evolution into a full operating system for travel businesses, announced in March 2025. With new features like AI-powered itineraries, automated traveller communication, free, instant Supplier Transfers in platform, and centralized payment management, WeTravel now enables operators to manage their trips, teams, and financials all in one platform.

“This is more than expanding to a new region, it’s about giving APAC operators the tools they need to thrive,” added Clements. “With WeTravel, they can simplify day-to-day operations, increase direct bookings, and focus more on what they do best: delivering unforgettable group travel experiences.”

WeTravel's APAC team will be headquartered in Sydney, Australia, with a dedicated sales presence to support local operators. The company is an active participant in the regional travel ecosystem, including through its involvement with industry associations such as the Council of Australian Tour Operators (CATO) and other local travel trade groups. This regional focus ensures WeTravel is well positioned to support the needs of multi-day travel businesses across APAC.

-30-

About WeTravel

WeTravel is the leading all-in-one operating system built for multi-day, group travel businesses. By combining itinerary creation, booking software, global payment processing, and trip management, WeTravel enables operators to increase direct bookings, sell premium travel experiences, and manage every part of their business in one platform. Serving thousands of operators worldwide, WeTravel powers the next generation of travel companies with a technology-first approach to selling and managing group trips. Learn more at www.wetravel.com.