

[LOGO PLACEHOLDER]

FOR IMMEDIATE RELEASE

WeTravel Partners with Tourism Boards to Launch Destination Hub

WeTravel's new Destination Hub hosts destination-specific information provided by global Tourism Boards to help travel businesses with itinerary building, supplier connection and destination information

SAN FRANCISCO, CA—June 12, 2023—[WeTravel](#)—the industry's leading booking and payments platform for multi-day travel businesses —launched today in partnership with xx Tourism Boards a Destination Hub within its existing, free WeTravel Academy. The Hub will provide free access to destination-specific information for itinerary creation, supplier resources and destination insights.

Hosted in WeTravel's Academy which has offered free resources and tools since 2021, the Destination Hub was created to support operators with relevant, destination-specific information that can be used within their tours. From Croatia to XX, the currently featured destinations highlight [put examples of highlights when ready].

“As a platform that is used by both operators and suppliers, WeTravel is consistently looking for ways to better support mutual benefits between the two stakeholders. The creation of a Destination Hub that's free for all to access is one way we're forging relationships between suppliers and operators, with resources that provide economic benefits,” said Shayna Zand, WeTravel's head of partnerships. “Whether operators are looking to improve their current itineraries or wanting to launch tours in a new region, the Hub is a reliable source to build better experiences into your product. For suppliers, it creates a free space to market their destination – and show operators the local, must-include activities in their respective regions.”

In December 2022 [WeTravel surveyed nearly 200 tour operators and travel organizers in the wellness, student group, travel advisor and destination management companies](#) categories and found that more than 75 percent of tour operators reported that their 2023 tours were 75 percent booked by the end of 2022. As we see travel spikes in a post-pandemic market, travel businesses will be pressured to expand their offerings which might mean adding new destinations to their offerings.

When developing trips in new regions, building a relationship with reputable suppliers is a crucial step for travel companies who are looking for ways to expand their business into new areas of the world. The Destination Hub assists businesses in expanding their itineraries and gives them the necessary tools to support local communities during the process.

“We’re honored to create a Hub that provides immediate benefit to many of travel’s stakeholders, from suppliers to operators to local communities,” said Zand. “We also know how access to the information within the Hub will help operators create better tours – and provide their travelers with immersive, local experiences that are sourced from and trusted by destination experts.”

You can visit the Destination Hub here: XX. If you’re a Tourism Board interested in featuring your destination on WeTravel’s Hub, please submit your information on the Hub’s landing page.

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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.

For further information visit WeTravel’s [Press Page](#) or follow WeTravel on [LinkedIn](#) and [Twitter](#)