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WeTravel's Academy Utilized by Hundreds of Travel Businesses as Growth Tool

The world's only integrated-payment platform for multi-day travel businesses, WeTravel, launched in December a free WeTravel Academy to help any travel business with its growth strategy, since its launch more than 1,200 travel businesses have download content from the source

SAN FRANCISCO, CAL.—Feb. 2, 2022—[WeTravel](#)—the only integrated-payment platform for multi-day travel companies, used by thousands of global travel businesses to book trips and collect payments—launched in December a free-for-use WeTravel Academy, an online resource with downloadable tools to help travel businesses with their growth strategies. Since its launch, more than 1,200 travel businesses and travel advisors have downloaded its content.

With more than 400 content pieces on 12 topics—from [how to handle credit card disputes](#) to [how to put climate action at the forefront of your business's strategy](#)—WeTravel collaborated with industry experts to create usable, downloadable eBooks, guides, templates, spreadsheets and surveys to implement into any travel business's operations.

“At WeTravel, we exist to empower anyone—whether home travel advisors or large tour operators—to lead the best trip possible through our integrated platform. However, we strongly believe our connection to thousands of travel businesses, advisors and influencers stretches beyond bookings and payments to helping these businesses grow in all areas from management to marketing to sustainability,” said Johannes Koeppel, WeTravel's CEO and co-founder. “Last year, we worked alongside other industry professionals and businesses to provide relevant tools to help travel businesses grow in 2022; it's incredible to see the impact the Academy is having on business's growth strategies, in such a short time.”

To date, of the more than 1,200 content downloads, 30 percent of downloads are from tour operators and 30 percent from travel advisors. More than 50 percent of the tour operators and travel advisors who downloaded content have been in their business for less than five years, the remaining half being veteran businesses and travel advisors. Most downloads are from North America, with the top-downloaded content falling into three categories: wellness (16 percent), climate change (12 percent) and inclusive travel (12 percent).

In 2022, the business plans to double the Academy's content production, further working with other travel businesses to create timely and relevant tools that evolve with the travel industry, specifically focusing on sustainability and equality as core growth strategies. Beyond downloadable content, the business plans to continue its work with industry experts to offer real-world applications and hosted discussions for businesses to grow, together.

“It's our hope that as the world continues to open to travel all businesses will have opportunities to grow and succeed, in their respective markets,” said Koeppel. “Through the WeTravel Academy, we will

continue to offer growth tools that are relevant and current – and actually make an impact on businesses’ recovery plans.”

-30-

NOTES TO THE EDITOR:

Images attached to email, with credit to WeTravel

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ABOUT WETRAVEL:

Founded in 2016 by three travelers who met at UC Berkley—now with nearly 50 employees based in six continents, but headquartered in Europe and The United States—[WeTravel](#) is the first integrated-payment platform for multi-day travel businesses, which revolutionizes how travel companies sell trips, manage bookings, collect payments and pay suppliers. Used by over 3,000 businesses, from individual trip planners to large multi-day tour operators, WeTravel’s platform streamlines disjointed SaaS tools into one platform, at the industry’s lowest processing fee, to ensure businesses of all sizes have solutions available to increase revenue and customer satisfaction.

Further fulfilling its vision to be resourceful and provide solutions, the business launched its [WeTravel Academy](#) in December 2021: A free-for-use resource in collaboration with travel businesses to offer more than 400 content pieces on 12 topics—from credit card disputes to how to market to travelers to tackling climate change in the tourism industry—for any business to increase revenue and scale their business models.

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