



FOR IMMEDIATE RELEASE

WeTravel Unites with Tourism Cares on Meaningful Travel Map

WeTravel announces its sponsorship of Tourism Cares' new Meaningful Travel Map of North America, connecting travel businesses with sustainable, instantly bookable experiences, and opportunities

SAN FRANCISCO, CA—Tues., March 22, 2022-- [WeTravel](#)—the world's only integrated-payment platform for multi-day travel businesses, used by more than 3,000 group and multi-day operators—announces today its sponsorship of Tourism Cares' newly created [Meaningful Travel Map of North America](#), connecting travel businesses with bookable, sustainable experiences in North America to add directly to new or pre-existing itineraries.

Conceptualized as a product development tool for the travel industry, the Meaningful Travel Map of North America emphasizes the need to connect travel professionals with social and environmental impact experiences—from visiting a [non-profit urban farm](#) in Los Angeles to a [multidisciplinary venture](#) dedicated to showcasing Caribbean culture in New York City—to improve travel's socioeconomic and environmental impact.

"The past two years have spurred conversations on travel's negative—and, contrastingly, its potential positive—impacts on the people and places we visit; the responsibility of sustainable travel falls into operators' hands. The positive impacts like economic and social development need to be accentuated and, immediately, the negative impacts on people and the planet need to be halted," said Johannes Koepfel, WeTravel's CEO and co-founder. "To provide a tool that takes the guesswork out of sustainable travel experiences, while providing mutual benefit for all travel's stakeholders, is revolutionary. We're thrilled to align our mission with Tourism Cares' mission to unite and empower the travel industry, for a greater good."

Tourism Cares, a 501(c)(3) non-profit organization dedicated to the long-term survival of the travel and tourism industry, has been known for bringing all sectors within the travel industry together to create positive change. Its latest programming focuses on the power of the industry to impact destinations through meaningful supply chains and creates a hub for product developers to easily source vetted sustainable tourism experiences. How we buy meals, experiences, transportation, souvenirs, and accommodations for our customers has a tremendous impact on local communities. The Meaningful Travel Map is a business-to-business tool designed to make it easier for travel business to identify and connect with social enterprises and community-based tourism experiences and add them to product offerings, which will diffuse the benefits of tourism across diverse communities.

Aligning with WeTravel's mission to empower multi-day travel businesses to lead exceptional trips through its end-to-end platform, Tourism Cares' Meaningful Travel Map is empowering businesses to lead better trips.

"Tourism Cares is very excited to grow our partnership with WeTravel and we embrace their mission to help businesses of all sizes gain easier access to the tourism value chain. We can't wait to see their engaged community embrace the Meaningful Travel Map and connect with these impact organizations."

said John Sutherland, Tourism Cares' Director of Community Impact. "There is extensive evidence that global travelers are demanding more sustainable travel options, want tourism revenue to boost the local economy and that they are yearning for authentic, unique experiences that help them connect with a destination on a deeper level. We hope that the Map can help travel companies create positive benefits for local communities while at the same time differentiating their product for guests looking for a meaningful experience."

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NOTES TO THE EDITOR:

Images attached to email, with credit to Tourism Cares.

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ABOUT WETRAVEL:

Founded in 2016 by three travelers who met at UC Berkeley—now with nearly 50 employees based in five 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](#).

ABOUT TOURISM CARES:

Tourism Cares, Inc., a US 501(c)(3) non-profit that unites the travel industry and is a catalyst of positive social, environmental, and economic impact for the people and places of travel. We believe it's in all our best interest to support the destinations our industry depends on so that communities, travelers, and businesses can prosper. We mobilize the entire industry to use its business as a force for good by uniting, activating, and inspiring all sectors to make a positive impact through travel.

Learn more at TourismCares.org and @TourismCares