

**FOR IMMEDIATE RELEASE**

**[LOGO PLACEHOLDER]**

### **WeTravel Launches Academy Dedicated to Multi-Day Travel Product Development**

*The all-in-one travel management platform expands its WeTravel Academy to include a new vertical aimed at providing comprehensive resources for enhanced product development and market expansion*

**AMSTERDAM, NL.--Wednesday, June 5, 2024**—[WeTravel](#)—the booking and payments platform supporting the growth of over 5,000 travel businesses—has launched a new vertical within its [WeTravel Academy](#), the [Multi-Day Product Development Hub](#), designed to support travel product managers, destination managers and marketers in researching, building and marketing multi-day group tours. Partnering with industry experts, this vertical offers a range of tailored resources including Product Marketing Workshops with Guest Focus, a familiarization trip to Jordan, and destination insights sourced from nearly a dozen tourism boards.

Partnering with industry experts, this vertical offers a range of tailored resources including, Product Marketing Workshops with Guest Focus, a familiarization trip to Jordan, and destination insights sourced from nearly a dozen tourism boards. The Multi-Day Product Development vertical provides original content crafted to equip travel businesses with the tools necessary to develop desirable trips, from initial concept to creating tour pages that convert, all in one centralized place.

“The launch of our Multi-Day Travel Product Development Hub is more than just a collection of resources; it’s an essential tool for travel businesses looking to explore emerging markets and rethink their approach to creating new travel products. Developed leveraging partnerships with industry leaders and tourism boards, this vertical includes resources on community-based tourism, BIPOC-led suppliers, and much more,” said WeTravel’s Director of Partnerships and Enterprise Sales, Shayna Zand. “By providing a comprehensive toolkit for product development and promotion, the learnings within the content are supporting global expansion among travel businesses, with a heart for purposeful, impactful experiences.”

Key resources offered within the Multi-Day Product Development vertical include:

- [Quarterly Product Marketing Workshops](#): Conducted in partnership with Guest Focus, these virtual sessions provide live, personalized feedback to create better-converting tour pages.

- [Indigenous Tourism: How to Partner with Indigenous Communities with ITCA course](#): In partnership with Indigenous Tourism Collaborative of the Americas (ITCA) this course equips travel professionals with the skills to form respectful tourism partnerships with Indigenous people and communities.
- [Destination Spotlights](#): Insights sourced from nearly a dozen tourism boards representing both popular and emerging travel markets, aiding travel businesses in expanding their trip offerings.
- [Jordan Familiarization \(FAM\) Trip](#): Partnering with Intrepid Travel, Jordan Tourism Board, and Royal Jordanian Airlines, this trip offers applicants the chance to explore the diverse experiences offered by Jordan as a travel destination.

The WeTravel Academy was launched in December 2021, as a free resource for travel-specific content in 12 topics with more than 500 pieces. In 2022, WeTravel expanded their educational offerings with the addition of a Women+ in Travel vertical, aimed at better supporting and representing individuals who identify as women in the travel industry. The introduction of the Multi-Day Travel Product Development hub marks the second vertical within WeTravel's Academy.

"Through empowering travel businesses to enrich their offerings and venture into new regions, we're fostering a mutually rewarding dynamic where travelers gain access to superior tour options, while companies see a surge in their transaction volume," said Zand.

-30-

## **NOTES TO THE EDITOR**

Image attached to email, with credit to WeTravel.

## **CONTACT**

Aerin England(she/her), WeTravel's communications specialist

[aerin.England@wetravel.com](mailto: aerin.England@wetravel.com)

## **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.