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[LOGO PLACEHOLDER]

WeTravel and Guest Focus Launch Tour Page Workshops

The industry's leading multi-day travel business management platform is hosting this month a free workshop to offer Travel Product Managers live, personalized feedback to optimize tour pages

AMSTERDAM, NL.--Tue., May. 7, 2024--[WeTravel](#)—the all-in-one business management platform supporting booking and payments for thousands of multi-day travel businesses— in collaboration with Guest Focus, launched today registration for the first of quarterly interactive workshops, [Product Marketing Workshop: Crafting Standout Tour Pages](#).

Led by Kelsey Tonner from Guest Focus Tour Business Coaching, the workshops allow product managers, destination managers and marketers involved in tour page building to step outside of the usual webinar format and submit tour pages to receive live, expert review.

“With the travel industry growing more competitive, our goal at WeTravel is to go a step beyond offering booking and payment management tools and provide the travel community with the knowledge they need to stand out,” said WeTravel’s CEO, Ted Clements. “This workshop is more than just a knowledge-sharing session; it's a commitment to delivering actionable insights that translate into tangible results for travel businesses.”

In the competitive landscape of group and multi-day travel, businesses often find it challenging to distinguish their tours. While constructing a trip demands considerable time and resources, translating it into a compelling, bookable tour page can present further hurdles due to evolving industry standards. With the aim of closing the gap between product creation and marketing to enhance conversion rates, this workshop series is tailored to partner with industry experts and empower travel businesses to increase their bookings with trip pages that convert more effectively.

“Sales pages and tour descriptions are the single most important pages for any business's website. It's well worth your time to create these using proven industry best practices that increase conversions and

bring in more revenue,” said Founder of Guest Focus, Kelsey Tonner. “Most tour descriptions lack compelling headlines and language that describes solutions to the challenges and desires that the ideal target guest has. Before spending big bucks on ads or hiring an expensive marketing agency to promote your tours, make sure your tour descriptions and sales pages speak to the right person, include valuable SEO strategies, and compel guests to click the "buy now" button. That's where the real ROI is. And that's exactly what we teach.”

To register for the webinar, which will take place on May 15th, 2024, at 4pm GMT, visit [here](#).

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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.