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**WETRAVEL ANNOUNCES AGENDA, OPENS REGISTRATION FOR ITS TRAVEL INNOVATION  
SUMMIT**

*WeTravel unveils line-up for second-annual Travel Innovation Summit 2024: A free, virtual conference with sessions, exhibitor booths and networking sessions built for multi-day group, travel innovation*

**SAN FRANCISCO, CA--TUES., JUNE 18, 2024**—[WeTravel](#)—the leading booking and payment platform known for supporting through its technology thousands of multi-day, group travel businesses—launched today the agenda and early-bird registration for its second-annual [Travel Innovation Summit](#) for multi-day, group travel professionals, designed to mimic an industry conference, but hosted virtually.

The three-day, half-day event will connect all stakeholders in multi-day, group travel—from operators to suppliers and destination management companies to travel advisors and agencies—by hosting esteemed panelist discussions, virtual exhibitor booths and daily sponsored networking events. The agenda is organized by a daily theme, with the first day exploring tomorrow’s travel including discussions on the interplay between OTAs and operators, the second day filled with product development sessions and the final day will explore artificial intelligence (AI) in developing and managing multi-day, group travel.

“It’s our privilege to virtually bring together professionals in all areas of multi-day, group travel—from operators to destination management companies to travel advisors—to discuss the promising future of the industry,” said Ted Clements, WeTravel’s CEO. “Our Summit has become a hub to virtually gather thousands of travel professionals and, together, figure out what tomorrow’s travel holds – to amalgamate opinions and experiences to find solutions for how we

can grow the industry, for a greater purpose of not just growing businesses, but investing in travelers, the planet and local communities.”

Last year’s virtual Summit brought together more than 2,000 attendees representing over eight key travel markets to participate in six expert-led discussions. Building on the success of last year’s event, this Travel Innovation Summit has expanded from a one-day virtual event to three days to include more sessions and enhanced networking opportunities.

Running from September 10 to 12, 2024, attendees are able to join for free, and attend sessions, exhibitor booths and networking sessions that are relevant to them. A first this year, virtual exhibitors will gather to showcase local suppliers like accommodation, transportation and excursions, destination management companies and more.

Here’s a look at select sessions from the [Summit agenda](#):

- **Untangling Payment Choices: Check, Card or Digital Wallet? – Tues., Sept. 10, 2024, from 10 a.m. EST to 11 a.m. EST.** Learn from payment experts in a dynamic panel discussion on the evolving landscape of cross-border payments and the most effective payment technologies.
- **OTAs and Operators: Expanding Your Reach in the Travel Industry – Tues., Sept. 10, 2024, from 11 a.m. EST to 12 p.m. EST.** Join TourRadar, GetYourGuide and TUI in a panel discussion on how operators and OTAs can better work together to grow revenue and enhance the customer experience.
- **Beyond the Itinerary: Building an Experience, Not a Product – Wed., Sept. 11, 2024, from 9 a.m. EST to 10 a.m. EST.** Intrepid, Atlas Obscura and AAA-Club Adventures will be hosted in a panel to discuss the importance of looking beyond a tour product and focus on the experience, for travelers and local communities and people.
- **Women+ Led Travel: Rethinking Product Building – Wed., Sept. 11, 2024, from 10 a.m. EST to 11 a.m. EST**—G Adventures, IGLTA and Travelopia will join this panel to discuss the importance of building products that focus on developing women and non-binary individuals by including their businesses in itineraries—through community-based tourism experiences, choosing women-owned businesses and more—and in your product ecosystem.
- **AI’s Impact on Personalized Experiences – Thurs., Sept. 12, 2024, from 9 a.m. EST to 10 a.m. EST** —Tourpreneur and Kaptio will explore how AI is transforming personalization in

travel—from the booking process to the trip planning experience—in this insightful panel discussion.

- **Daily networking from noon EST to 1 p.m. EST – day one hosted by Travoluion, day two hosted by Tourism Cares and day three hosted by European Tourism Association.**

“By creating a virtual conference—with everything you love about industry conferences, and the ability to join from wherever you are in the world—we hope the barriers and limitations on who can attend are broken down, and all the benefits of industry events are available to all,” said Clements.

For more information on the summit and to register, visit here: [WeTravel Travel Innovation Summit](#)

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## **NOTES TO THE EDITOR**

Image attached to email, with credit to WeTravel.

## **CONTACT**

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## **ABOUT WETRAVEL**

Founded in 2016, [WeTravel](#) is built to support multi-day, group travel businesses by digitizing and simplifying the travel booking process for both operators and travelers. Now used by more than 5,000 multi-day, group travel companies—to interact and transact with more than 500,000 travelers and thousands of suppliers annually—WeTravel has revolutionized how businesses manage their operations with a suite of integrated marketing, administrative and payment solutions that fit into an intuitive platform.