

FOR IMMEDIATE RELEASE

WeTravel Academy and Fieldbook Launch Mastering Tour Operations Course

Making tour management expertise accessible to all travel professionals, WeTravel and Fieldbook team up to talk about mastering tour operations in a competitive landscape

CALIFORNIA, U.S.--JANUARY 8, 2025—[WeTravel](#), the leading operating system for multi-day, group travel businesses, and [Fieldbook](#) launched today in the WeTravel Academy a free, self-driven course *Mastering Tour Operations: Your Guide to Building a World-Class Tour Business*.

Operational efficiency has become a top priority for tour operators striving to meet rising customer expectations and navigating global market and operational changes. Customer satisfaction is increasingly tied to the behind-the-scenes efficiency of tour operations; late departures, booking errors, and miscommunications not only hurt reputations but also cut into margins. This course, lectured by Jeff Kwok, co-founder of Fieldbook, directly addresses these issues, empowering tour operators to deliver memorable experiences while improving profitability.

“Managing tour operations is complex, from coordinating suppliers to tracking and managing bookings to meeting traveler demands both pre- and post-departure,” said Ted Clements, WeTravel’s CEO. “In conversations with the thousands of operators that use WeTravel every day to handle the complexity of managing their operations, we know the importance of mastering your operations. In partnering with Fieldbook on this course, we want to further provide operators with actionable frameworks to not only stay competitive but thrive in this fast-changing industry.”

Addressing Critical Industry Challenges

[With travel demand surging](#) beyond pre-pandemic levels, the stakes for delivering seamless tour experiences are higher than ever. The course is designed to help operators tackle:

- **Operational Scalability:** Meeting the demands of growing tour volumes without compromising quality.
- **Complex Logistics:** Streamlining multi-day, multi-destination itineraries to reduce errors and delays.

- **Resource Management:** Optimizing technology, teams, and supplier relationships for greater efficiency.

What's Inside the Course

Participants will gain practical skills through lessons focused on:

- Overcoming operational roadblocks to enhance efficiency.
- Mastering the Six Pillars of Effective Tour Operations, a proven framework for operational excellence.
- Mapping and improving existing workflows with tools like the Tour Operating Model Canvas.
- Crafting a clear roadmap to implement scalable systems aligned with long-term business goals.

“Planning, organising, and delivering unforgettable tours takes a tremendous amount of time and effort,” said Jeff Kwok, Co-founder and CEO of Fieldbook. “That’s why we’ve partnered with WeTravel on this course—to help tour operators overcome the operational challenges they face every day. It offers practical frameworks and real-world examples from leading tour businesses to help operators optimize operations and deliver tours more efficiently.”

Travel professionals can enroll for free in *Mastering Tour Operations: Your Guide to Building a World-Class Tour Business* now on the WeTravel Academy platform. The course offers on-demand access, making it convenient for travel professionals to learn and implement at their own pace.

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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 5,000 travel companies—to transact with a million 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.

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

ABOUT FIELDBOOK

Fieldbook is a tour management platform that helps operators plan and organize tours with ease. Trusted by tour professionals globally, Fieldbook combines an intuitive interface with powerful features to streamline operations, minimize errors, and save time. By making logistics effortless, Fieldbook enables tour operators to focus on what matters most—creating and delivering unforgettable experiences.