

FOR IMMEDIATE RELEASE

[LOGO PLACEHOLDER]

WeTravel and Intrepid Travel Launch Online Course Rethinking Tour Development

WeTravel and Intrepid Travel have collaborated on a free course to help multi-day tour providers develop impactful products that positively impact local communities.

AMSTERDAM, NL—XX, 2024—Today, [WeTravel](#), the leading bookings and payments platform for multi-day travel businesses, in collaboration with one of the world’s largest adventure travel companies and certified B Corp, [Intrepid Travel](#), launched a free online course through its [WeTravel Academy, Rethinking Tour Development](#). This course is designed to equip travel professionals with the skills and knowledge necessary to develop tourism products that are impactful, scalable, and sustainable.

As international travel continues to grow, with nearly [790 million tourists traveling globally in the first seven months of 2024](#), travel businesses must meet the demand with products that aren’t strictly good for business, but good for the world. This course, led by Erica Kritikides, General Manager of Global Product at Intrepid Travel, provides essential guidance for multi-day tour operators with the knowledge they need to create immersive travel offerings while maintaining a focus on sustainability and market relevance.

“Intrepid has a 35-year long legacy designing and delivering tours that are all about experiencing destinations like a local and giving back along the way. We’re excited to be sharing our knowledge from this journey with up and coming tourism entrepreneurs and challenging them to come up with innovative products that can change the world for the better.”

By drawing on the successful strategies of industry leaders like Intrepid, this course aims to inspire participants to transform their passion for unique travel experiences into thriving tourism products. The course is structured into five comprehensive lessons:

1. **Introduction:** Gain insight into the evolution of Intrepid Travel and how they have successfully developed scalable, replicable tourism products.

2. **Building Your Product:** Explore the fundamentals of product development, including how to define unique offerings, understand your target audience, and ensure scalability to meet increasing demand while maintaining a competitive edge.
3. **Marketing Your Product:** Learn strategies for marketing your tour through authentic storytelling and brand development. This section covers how to effectively highlight what makes your product distinctive and build a compelling brand presence.
4. **Your Product's Impact:** Understand how to create tourism experiences that positively impact local communities and the environment, with a focus on sustainability and responsible travel practices that benefit all stakeholders.
5. **Conclusion:** Conclude with an example of a successful tourism product, encouraging innovation and creative thinking as you develop products that thrive in the marketplace and contribute to meaningful travel.

“As a technology platform that supports the growth of all-sized multi-day, travel business, WeTravel is committed to ensuring that a business’s growth is met with a core focus on operating to a standard that benefits every stakeholder—including our precious Planet—for the future of the industry and the world,” said Kasi McGurk, WeTravel’s Head of Marketing and Communications. *“Offering free resources on sustainable-led operations, in collaboration with purpose-led industry leaders like Intrepid, is one way WeTravel aims to support a better future for the industry.”*

For more information on the course and to begin your learning journey, [visit the WeTravel Academy](#). Designed for professionals in the multi-day, group travel industry, the Academy provides free access to a wide range of resources aimed at fostering growth and development. With expertly curated content, it offers travel businesses the opportunity to enhance their skills and knowledge—without the constraints of time or cost.

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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 INTREPID TRAVEL

[Intrepid Travel](#) has been a world leader in responsible travel for 35 years. The company's mission is to create positive change through the joy of travel, which comes to life on more than 900 trips all designed to truly experience local culture. With its own network of destination management companies in 27 countries, Intrepid has unique local expertise and perspectives. Globally recognized for their commitment to transparency and ethical travel, they became a certified [B-Corp](#) in 2018. Intrepid Travel is also the first tour operator with near-term science-based climate targets through the Science Based Targets Initiative, and its not-for-profit, [The Intrepid Foundation](#), has raised more than \$15.5 million for more than 160 partners. For more information download the company's [2023 Integrated Annual Report](#) and follow Intrepid on [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#) or [LinkedIn](#).