

**FOR IMMEDIATE RELEASE**

**[LOGO PLACEHOLDER]**

**WeTravel Brings Together Travel Professionals to Learn from Women+ on the Ground**

*WeTravel is hosting this month its third annual Women+ in Travel community event, lead by four women+ sharing their stories of working on the ground in the travel industry*

**AMSTERDAM, NL—Tues., March 12, 2024—**[WeTravel](#)—the all-in-one business management platform supporting booking and payments for thousands of group and multi-day travel businesses—is hosting this month its third annual Women+ In Travel event, sharing the unique stories of four women who are making a positive impact on travellers, local communities, and the travel industry through their meaningful work on the ground.

In line with this year’s International Women's Day theme, “accelerating gender equality through economic empowerment,” WeTravel invites travel professionals to join the [Women+ in Travel: Learning from Women+ on the Ground](#) virtual community gathering. Hosted on WeTravel’s [Women+ in Travel Academy](#)—an educational platform committed to sharing resources created by women+ and championing equality in the travel industry—the event seeks to recreate the atmosphere of travel professionals coming together at a virtual table to share their unique experiences as women working on the ground in travel and empower others.

“We recognize the meaningful impact of women+ on the ground; their distinctive perspectives and dedicated efforts are instrumental in shaping unforgettable travel experiences for travellers,” said Morgan Mostrom, WeTravel’s community manager. “In our ongoing commitment to championing equality and amplifying the narratives of women+ in travel, we're excited to bring you firsthand insights from the women on the ground making waves in their local communities.”

Echoing the United Nations’ International Women’s Day theme, [UN Women](#) shared that closing the gender gap could boost the global economy by an estimated 7 trillion USD. This statistic emphasizes the significance of advancing gender equality and underscores the influence of women's economic empowerment. Uplifting women to enter the workforce and take on decision-making roles increases economic diversification and income equality for shared prosperity.

WeTravel’s platform supports hundreds of women-led tour operators and group travel organizers, which inspired the launch of the Women+ in Travel Hub within the WeTravel Academy. Functioning as a dedicated arm, this digital space curates insightful pieces by identifying and showcasing women+ in the travel industry. These articles, courses and webinars, created and hosted by women+, are then published as free resources, contributing to the broader goal of fostering improved representation in the travel industry.

As part of this year's Women's History Month celebrations—and the business's commitment to equity in tourism—the Women+ in Travel virtual gathering will be facilitated by WeTravel, however, the conversation highlighting the highs and lows of working as a woman on the ground will be lead by:

- Kaitlin Calogera (she/her), President of A Tour of Her Own
- Vaishali Patel (she/her) - Tour Guide, Marketer, Coach and Author
- Poonam Rawat-Hahne (she/her) - Founder & CEO of Fernweh Fair Travel
- Cindy Reátegui García - Owner and Business Manager of Grupo La Patarashca

To register for the virtual gathering, which will take place on March 26, 2024, at 4:00 pm GMT, visit [here](#).

"We're honored to provide these women, and the greater community of women+ in travel, with a platform to share their experiences," said Mostrom. "It's our hope that by learning from these women on the ground and sparking a conversation between like-minded travel professionals, we can empower attendees to continue to make strides towards a more equitable travel industry."

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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 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 travellers 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](#).