

FOR IMMEDIATE RELEASE

WeTravel Acquires Tourwriter To Go Further Upmarket in the \$271 billion Experiences Market

The two companies will serve the most complex, highest-priced end of multi-day travel.

- WeTravel is the Operating System for multi-day travel, used by more than 10,000 travel businesses and more than 8,000 partners operating on every continent.
- Tourwriter is the software tailored for bespoke travel designers, with 23 years of expertise and over \$1b USD in itineraries sold in the last two years
- This is WeTravel's first acquisition since its \$92 million USD Series C in 2025, and positions the company alongside Tourwriter to support upmarket multi-day operators
- Terms of the transaction were not disclosed

SAN FRANCISCO, CA. — Wednesday, Sept. 2, 2026 — WeTravel, the leading Operating System for multi-day travel, acquired today Tourwriter Limited, the New Zealand software company used by luxury tailor-made tour operators and destination management companies (DMCs). The deal closed nearly one year after WeTravel announced its Series C funding round of \$92 million USD, raising funds from Sapphire Ventures, Left Lane, Base10 and Cross Creek, to continue building the leading Operating System for operators working within the \$271 billion experiences market.

The acquisition deepens both companies' focuses on creating tooling for custom travel, where operators design each trip for an individual client rather than selling seats on a scheduled departure. WeTravel already serves both scheduled-departure and custom operators in The Americas and EMEA, and last year expanded into the APAC market where Tourwriter was founded. Tourwriter brings software and a customer base built entirely for companies that focus only on bespoke experiences. The two will continue to operate as separate platforms, with WeTravel investing in Tourwriter's product development through its extensive payment infrastructure and AI capabilities.

"From the first time I met Glenn and the team, it was clear Tourwriter is a special organization, with deep expertise and strong product-market fit," said Ted Clements, WeTravel's CEO. "We're excited to partner with Glenn and invest in the Tourwriter platform, putting WeTravel's engineering, product and payments infrastructure behind it, starting with our extensive global payment options and AI tooling."

"We invested in WeTravel because multi-day travel is a deeply complex industry that has never had a real operating system, with operators juggling multiple currencies, pay-ins and vendor payouts, itinerary logistics, etc. with tools that do not talk to each other. Tourwriter brings 23 years of expertise in the hardest corner of this industry, along with the same belief that an operator's day should be easier. That combination is rare, and we believe it makes this a great first acquisition," said Jason Brooke, principal at Sapphire Ventures.

Custom travel is growing, and so is the work behind it

According to [WeTravel's 2026 Annual Trends Report](#), drawn from more than a million bookings on the platform and thousands of survey respondents, 56% of operators saw increased interest in custom luxury bookings in 2025 compared with the previous year. Booking data in the platform shows the growth of custom multi-day travel: WeTravel's established custom and luxury travel organizers saw bookings rise 16% and dollar volume jump 31% year-over-year in the first half of 2026, compared to the same time period in 2025.

Because each trip is designed from scratch for the traveler, an operator's workload grows in step with its bookings. One quote can mean checking supplier rates that moved with the season, converting them into the client's currency, applying a partner's commission, adding taxes that vary by destination, then collecting a deposit months before departure and paying every supplier on the trip in the currency they invoice in. Today that sequence can run across a quoting tool, a spreadsheet and a bank portal, and every handoff between them is retyped by hand.

What each company brings

WeTravel's platform combines itinerary and trip building, an online booking system and task management, multi-currency payment processing with integrated payment plans and deposits, and supplier discovery, management and payouts, including the newly launched WeTravel virtual and physical Cards in more than 40 countries. Trips booked through WeTravel have supported millions of travelers seeing the world.

Tourwriter has spent 23 years building software specifically for operators creating bespoke experiences: digital itineraries, a supplier library with rates and seasonality, pricing and quoting with margins and commissions, bookings, task management, invoicing, accounting and analytics. Glenn Campbell built the first version in 2003 to run his own inbound operation and co-founded Tourwriter around his prototype the following year. Tourwriter's software now supports bespoke operators in 35 countries.

"More people want to experience the world their way, which means custom multi-day travel will keep taking a larger share of the experiences market," said Ted Clements, WeTravel's CEO. "That demand comes with a need for deep tooling that can handle the daily work these operators are doing and makes their days easier. Tourwriter's team has spent 23 years in that specific work. We've spent more than a decade building for the entire market, with pay-ins and pay-outs built into the operator's workflow rather than bolted onto it. Together we can give operators their days back to build custom experiences, and let the tools handle the rest."

"This is an exciting next chapter in Tourwriter's 23 years," said Glenn Campbell, CEO and Co-Founder of Tourwriter. "We are committed to continuing to support the luxury travel sector with tools to help them increase their profitability and better serve their customers."

What happens next

Tourwriter customers stay on the same product, with the same team, pricing and support. In the months ahead, WeTravel will bring global products, payment options and AI tooling to Tourwriter customers.

Glenn Campbell continues to lead Tourwriter, with the team of nearly 30 remaining in New Zealand, London and around the world. The Tourwriter team will join WeTravel's four global offices—Australia, Azerbaijan, the Netherlands and the United States—and more than 400 global employees.

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About WeTravel

WeTravel is the leading all-in-one Operating System built for multi-day travel businesses. By combining itinerary and trip creation, booking software and trip management, global payment processing, and supplier discovery, management and payouts, WeTravel enables operators to increase direct bookings, sell premium travel experiences, and manage every part of their business in one platform. Serving more than 10,000 operators and 8,000 partners worldwide, WeTravel powers the next generation of travel companies with a technology-first approach to selling and managing multi-day trips. Learn more at www.wetravel.com

About Tourwriter

Tourwriter is the software built for bespoke travel designers, luxury inbound operators and destination management companies, focused on the tailor-made segment of multi-day travel. Digital itineraries, a supplier library with rates and seasonality, pricing and quoting with margins and commissions, bookings, task management and invoicing, allow operators to quote in minutes and run their business in one system. Founded in 2004 in Wellington, New Zealand, Tourwriter has 23 years of specialist development and customers in 35 countries who sold over USD 1 billion in trips in the last two years.

www.tourwriter.com