

NEWS RELEASE

Media contact: Kasi McGurk
Head of Marketing & Communications, WeTravel
kasi.mcgurk@wetravel.com

WeTravel evolves into all-in-one travel management platform for multi-day group travel, helping businesses increase revenue in competitive market

WeTravel's product evolution includes interactive itineraries, pre-departure task management, additional currency exchange and local payment methods, virtual WeTravel credit cards and other features designed to help multi-day travel businesses grow

SAN FRANCISCO, CA—March 24, 2025 – [WeTravel](#)—the leading end-to-end software for over 8,000 global multi-day, group operators—announced today it's evolving beyond a booking and payments platform into the first all-in-one solution for managing multi-day, group travel businesses. This expansion consolidated tools that otherwise required multiple systems to manage—like direct booking tools for lead management, interactive, AI-enabled itineraries for custom selling, and accepting and paying out international funds at local rates in the platform instead of through banks and third-party payment processors—into its existing digitized ecosystem.

The multi-day group travel industry—valued at over \$270 billion—has long been underserved by technology, forcing operators to juggle disconnected tools for bookings, payments, trip management, and customer engagement. In a competitive marketplace where growth depends on delivering exceptional experiences, operators lose valuable time and revenue in managing daily operations.

“For too long, multi-day, group operators have been forced to stitch together tech that wasn’t built for them,” said Ted Clements, CEO of WeTravel. “Whether you’re a trekking operator in Africa or running domestic and international trips for student groups from The United States, travel requires impressing clients from the first website visit to the final group dinner. WeTravel’s product expansion is another key building block for these businesses to create itineraries, manage bookings, collect payments and pay-out suppliers, all through one platform, so they can impress travelers before their trips even depart.”

Founded in 2016, WeTravel started as a booking platform but quickly recognized a critical gap in the multi-day, group travel industry: Operators lacked an integrated payments solution. In 2021, as the travel industry rebounded post-pandemic, WeTravel introduced payments functionalities like in-platform fund transfers from business to suppliers, and global payment processing in multiple currencies, with deposit and payment plan structures. These additions not only helped operators scale, but it opened expansion opportunities for WeTravel into the Latin America, Europe and Africa regions, where trusted payment

methods are imperative to success. This expansion led to a threefold increase in clients and bookings within a year, with more than 8,000 global clients and millions of travelers booking trips through the platform.

Now, in 2025, WeTravel has evolved into a fully integrated travel management platform. In WeTravel, businesses can create AI-powered itineraries shareable in mobile app, web or PDF, accept bookings with add-ons and payment plans, process global payments at local rates, manage pre-trip details and pay-out suppliers instantly and for free. Here's what's new:

Increase Direct Bookings and Revenue

- **Custom, Premium Itineraries** – Sell more trips with beautiful, interactive itineraries that increase traveler confidence and conversion
- **Flexible Payment Options** – Save on fees and grow revenue by offering an expansion of fee-free local payment methods in multiple currencies, all converted and managed in WeTravel

Automate Operations and Trip Management

- **Pre-Departure Automation** – Ensure travelers submit required details for group trips, such as passport information, dietary preferences, or waivers, with automated reminders and tracking
- **Upgraded Participant Management** – View and manage all traveler data in one place, eliminating the need for scattered spreadsheets, and share with on-the-ground operators in a manifest

Payment and Payout Innovation for a Global Industry

- **Multi-Currency Payment Processing** – Accept payments worldwide with built-in local currency options to reduce fees and increase accessibility
- **Pay Suppliers with Virtual Cards:** Make instant payments to suppliers, DMCs and vendors with WeTravel virtual cards, available for now to U.S. entities only; enable, top-up and freeze Cards for any purchase, including adding to Apple Wallet for on-the-ground payments
- **Instantly Discover, Connect and Pay Suppliers:** A centralized platform designed to seamlessly connect and facilitate free and instant payments between registered WeTravel clients

“We have seen a 50% increase in sales. People respond to us with way more enthusiasm, and they book right away. One client said, ‘I got so excited that I didn’t even realize how fast I booked’,” WeTravel client and Be In Italy Founder, Matteo Troiani.

“This is more than a technology update, it’s a shift in how multi-day operators run their businesses,” added Clements. **“With WeTravel, operators no longer have to rely on outdated systems or multiple softwares: They have total control over their bookings, cash flow, and customer relationships – all in one place. We know that managing a multi-day tour business is complex, so let your software share the load.”**

About WeTravel

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