



SMES IN TRAVEL & TOURISM MATTER

www.wtn.travel



WHO WE ARE?

- The long overdue voice of small and medium-sized travel and tourism businesses
- There are more than 20,000 members and observers in 133+ countries
- Started in 2020 on the sideline of a canceled ITB Trade Show in Berlin, Germany, facilitating the first global discussion on rebuilding travel in response to COVID-19 together with PATA, The Nepal Tourism Board, and the African Tourism Board
- Among our members are ministers of tourism, tourism boards, hospitality, transportation, attractions, personalities, DMCs, tour operators, travel agents, hospitals, and associations.
- Founder & Chairman: Juergen Steinmetz, publisher of eTurboNews
- President: Dr. Peter Tarlow, Tourism & More
- Patron: Dr. Taleb Rifai, former UNWTO Secretary-General
- VP: Alain St. Ange, former Minister of Tourism Seychelles



WHAT WE DO?

- Our chapters are not just our inspiration, but also a platform for you to voice local concerns and share achievements with the world. By joining our growing number of chapters, you get the opportunity to make a global impact.
- Members bring forward our increasing numbers of interest groups and think tanks, which focus on subjects such as education, hospitality, transportation, destination weddings, ageless travel (60+), accessible travel, health, wellness, and medical tourism.
- Our chat and social media groups and virtual and physical events are not just platforms for interaction. They are opportunities for you to network with other members and a much larger global audience with some help from our media partners. This networking can lead to professional growth and opportunities.
- Our Advocacy creates awareness to address critical issues
- Our HEROES award recognizes members and others in the travel and tourism industry



AGELESS TRAVEL COALITION

- **Introduction:** Between 2023 and 2050, people over 60 are slated to take 1.6 trillion leisure trips worldwide. Of that growing cohort, travelers over the age of 85 are in the fastest-growing tourism market, and 60+ women make the most significant number of travel decisions, even those who are married.
- **Mission:** Our mission is to raise awareness of this unprecedented opportunity for economic development growth by attracting and reaching these travelers. We aim to address and eliminate the ageist culture of the tourism industry, which manifests in limited accessibility options, lack of consideration for dietary restrictions, and stereotyping of older travelers. We can work towards a more inclusive industry by shedding light on these issues.
- **Tourism and Better Ageing:** Tourism offers valuable assets for successful, healthy aging: lifelong learning, friendship, and self-reliance. A U.S. NIA study cited tourism as extending longevity by training against self-imposed helplessness and increasing self-reliance as we age. Tourism is the first avenue for intergenerational understanding as younger people enjoy jobs in the industry, interact with elders, and understand aging issues.
- **The Benefits of Coalition:** By joining the Coalition, members build a powerful collaborative to learn from experts, each other, international advocacy organizations, and the consumers themselves to serve The Ageless Traveler. Members are eligible for a comprehensive variety of training, courses, and retreats that mold the future of ageless travel and become an environment to develop lucrative age tech, travel tech, training techniques, marketing guides, and more that set a standard for the industry. For example:
 - An invitation to an exclusive conclave of <online> meetings to set standards for an Ageless Traveler Certification Program. This program recognizes businesses that have successfully implemented age-friendly practices and services. Achieving this certification enhances a business's reputation and signals to older travelers that their needs and preferences have been considered and catered to.
 - An intake session with The Ageless Traveler experts, an award-winning consultative company, followed by a plan of action to make the member's business age-friendly efficiently, increase revenues, decrease costs, and maximize its assets related to the leisure and business of 60+ travelers.
 - Recognition by WTN in press releases covering forming the collaborative and premium membership in WTN.
 - This is an opportunity to judge or apply for The Ageless Travel/WTN Awards ceremony, which is slated to take place at the end of every year.



HOW TO JOIN & COST?

- Joining is easy. Simply visit www.wtn.travel/join and select the category for your engagement and membership
- OBSERVER: \$25.00/ year gives basic access to our chat groups and social media and allows you to download our logos
- MEMBER: \$100.00/year adds a full searchable profile and allows participation in events, chat groups, interest groups and, social media, advocacy campaigns. It allows access to chapters.
- PRIME MEMBER: \$500.00/year allows active participation in think tanks and interest groups and adds visibility with access to promotional tools, media partners, or a free certification for programs such as AGELESS TRAVEL or Amazing Travel.
- VIP MEMBER: \$2,500.00/year. VIP members will join our advisory board. They shape and form WTN in every way.