

A group of people are seen from behind, sitting in a green safari vehicle. They are driving on a dirt road that winds through a dense, lush forest. The trees are tall and green, with sunlight filtering through the canopy. The overall atmosphere is adventurous and scenic.

WEROAD

**Group travel experiences
on the road**

There are no stock images in this presentation

What is WeRoad

(in a nutshell)

WeRoad is a **community of travellers** on the road united by their will to **discover** faraway countries and cultures and their desire to **share** this **experience** with their peers in sync with the preselected trip-



**NATURE &
ADVENTURE**



**MONUMENTS
& HISTORY**



**RELAX &
BEACH LIFE**



**CITY &
CULTURE**



**PARTY &
NIGHTLIFE**

**170+ destinations
all over the world**



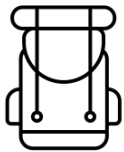
We are WeRoaders



Millennials
30 y.o. average age,
60% women



Young professionals
50% works in medium-big
companies

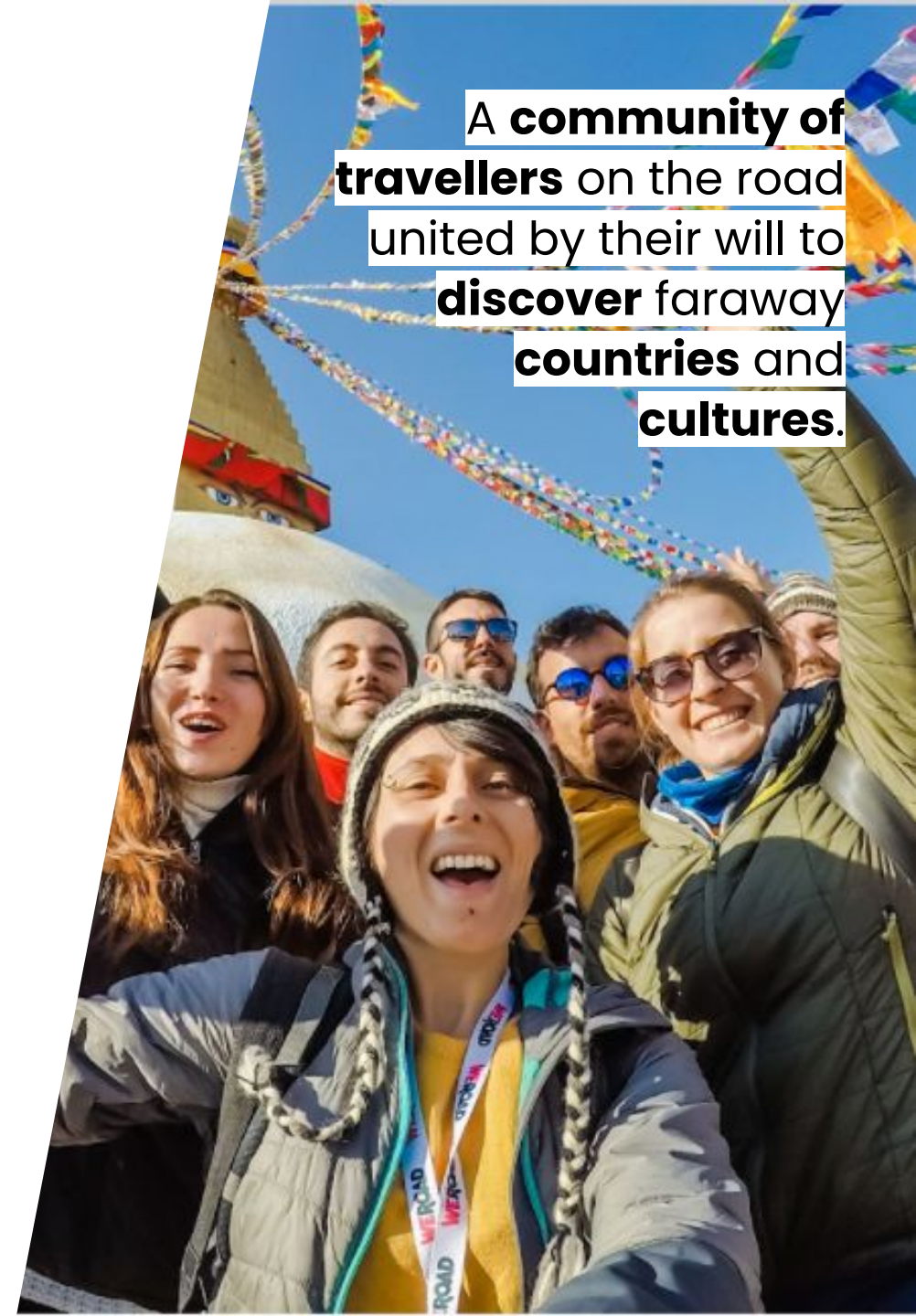


Solo travelers
90% travels alone



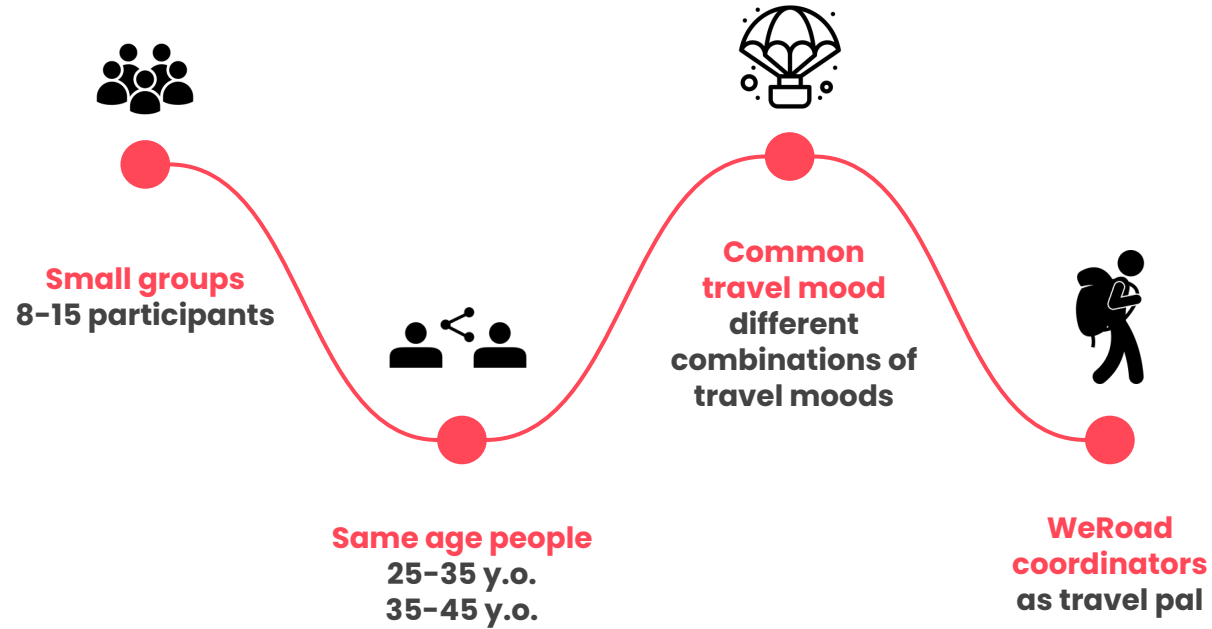
High-spending
2k€ average spending for a
WeRoad trip

A **community of travellers** on the road
united by their will to
discover faraway
countries and
cultures.



Our magic formula

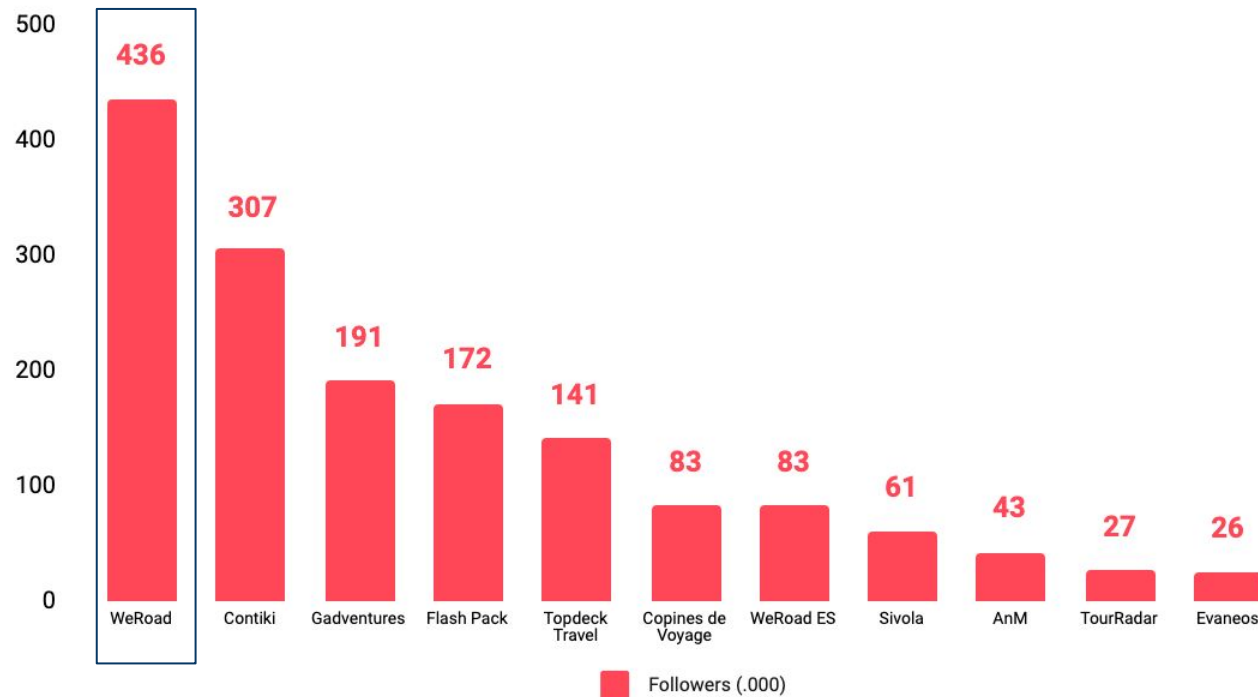
500+
travel coordinators†



Our community

1 million followers
across our
social media

430+ K followers on Instagram, 1 M across social channels



*Last update in January 2021



WeRoad Communities

Our uniqueness is our people

Travel Coordinators



Passionate travelers and natural-born leaders, true brand evangelists:

- **500+** Trained travel Coordinators
- Highly selective process, with **15% admission rate**
- **3 vibrant local communities** in Italy, Spain and UK

WeRoaders



Not just travelers, but real brand lovers:

- **1Mln followers** across our media assets
- **15.000+** already joined a WeRoad
- **33%** repeaters



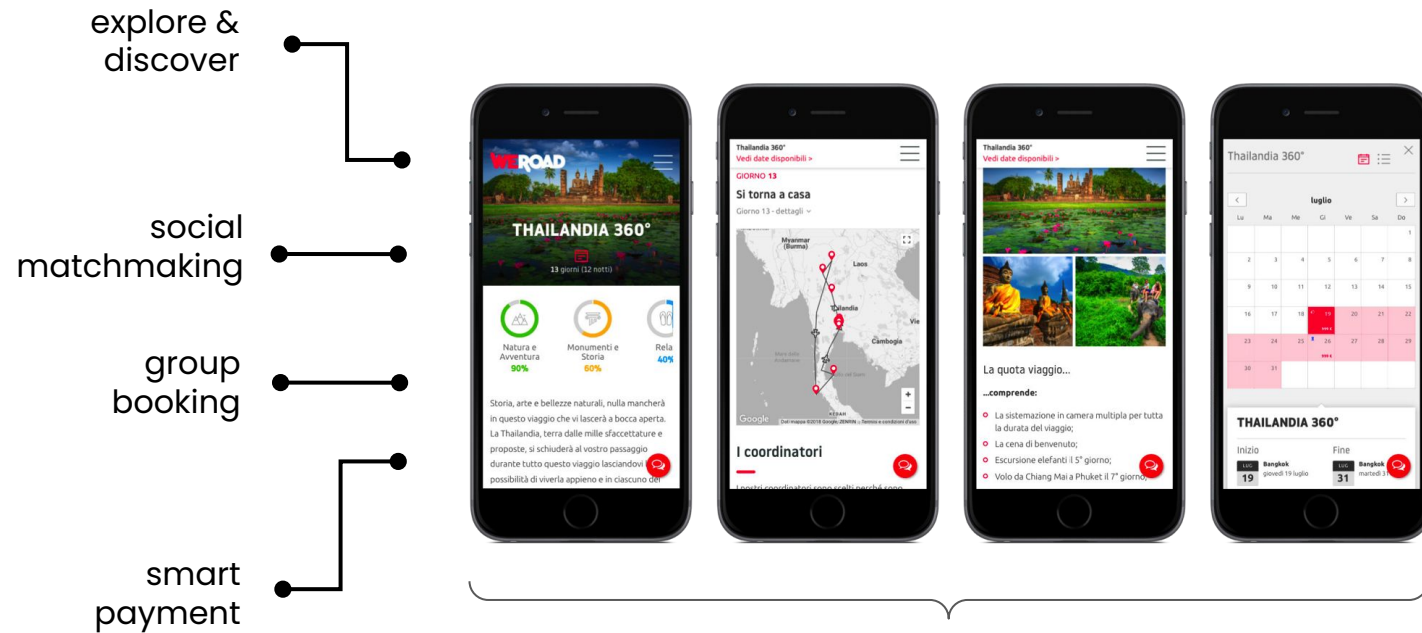
June 2020 - Sardinia

1st tour 5 days after release of COVID Travel Ban

Customer centric approach

100% digital & social

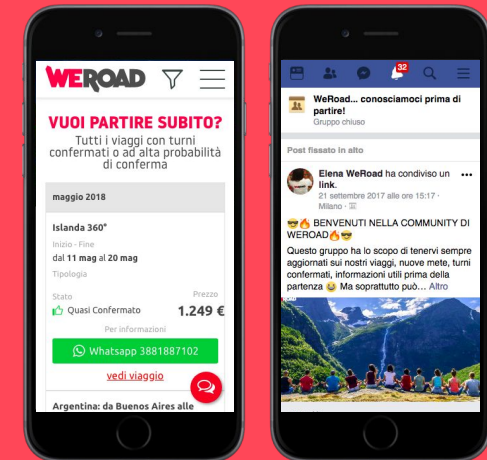
Custom platform



- **providers & buyers operations**
- **coordinators & travel design**
- **real-time availabilities and group rooming**
- **BI, Data, Analytics & Admin**

Customer care

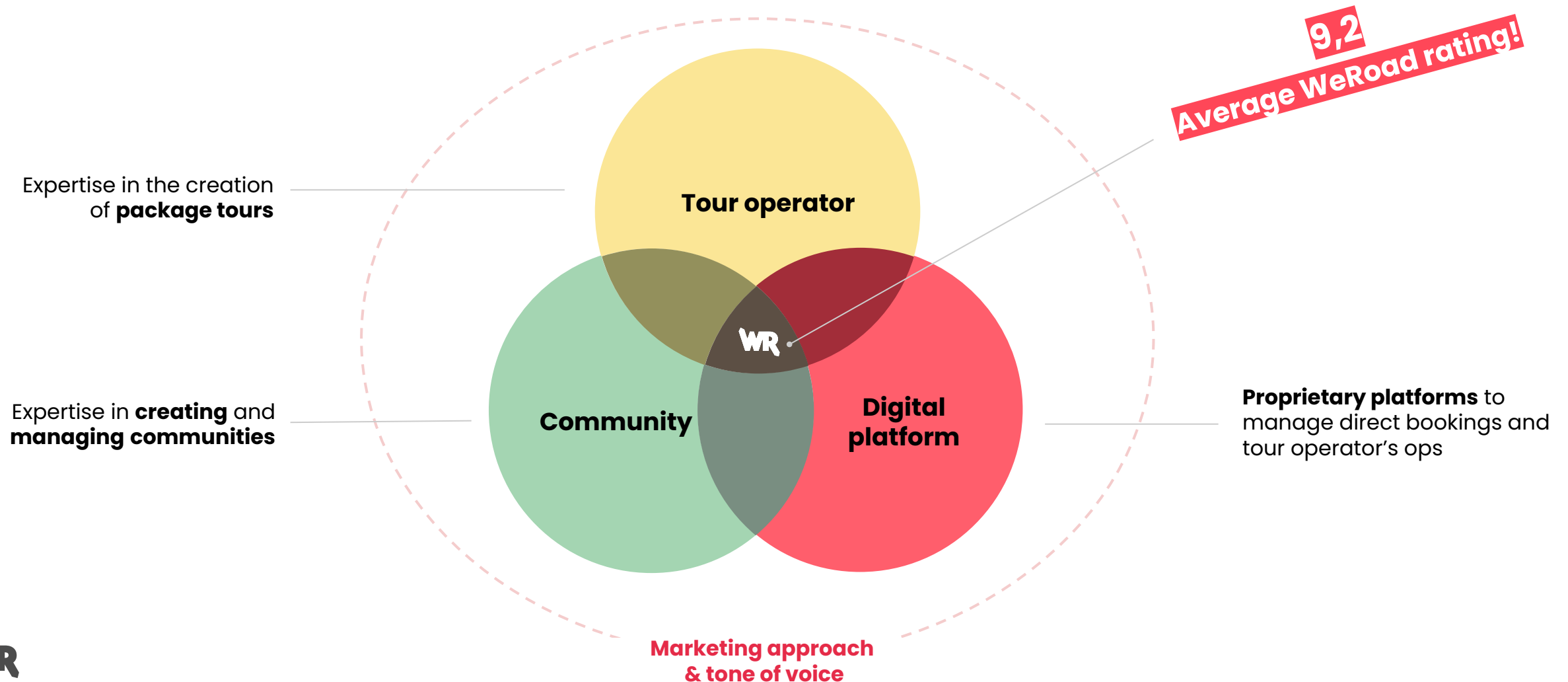
direct contact via
WhatsApp and
Facebook Messenger



interaction on our
Facebook group

Our 3 pillars (+1)

In direct contact with the WeRoaders



Our business model

Core and side revenues

CORE REVENUES

- package tour direct selling

SIDE REVENUES

- cancellation option
- no-sharing room
- merchandising
- sponsor & partners
- events for the WeRoad community
- company retreat
- brand solutions & content

**Our packages do not
include the
intercontinental flight**



Popular brands already “traveled” with us

Partnerships & brand solutions

THULE
SWEDEN



BENDING SPOONS

DECATHLON



N26



MAC

xiaomi



Talent Garden



HELBI Z



FLIXBUS



Our drivers

A person with long brown hair is seen from behind, sitting on the edge of a wooden boat. They are looking out over a calm lake with greenish water. In the background, there are lush, green, forested hills under a clear sky. The person is wearing a black long-sleeved shirt with the word "OVERROAD" printed in white and red on the back. A black drawstring bag is slung over their shoulder.

A clear vision

**Connecting people,
cultures and stories**

A woman with reddish-brown hair, wearing a blue jacket, is looking towards a large volcano in the background. The volcano has a conical shape and is emitting thick white smoke or ash from its summit. The sky is overcast with grey clouds. The foreground shows some dry grass and vegetation.

A bold mission

**Design and deliver experiences
worth living and sharing,
rewriting the rules of the travel industry...
Every ^{f***ins} step of the way!**

A strong culture

Passion

Discovery

Daring

Sharing

Respect

WOWness

A kickass team



white t-shirt
= WeRoad Coordinators

black t-shirt
= WeRoad Team

WELCOME
TO MOUNTAIN
COLOURS
APU WINICUNCA

APU
WINICUNCA
MIRADOR
LONGITUD : 5.10 KM
ALTITUD : 5000MSNM

APU
WINICUNCA
LONGITUD : 0.00 KM
ALTITUD : 4480MSNM

SETA DE
INFORMACION

BUON VIAGGIO!