
WEROAD
Connecting people, cultures and stories
There are no stock images in this presentation

What is WeRoad?

WeRoad is a new way to travel, make friends and live a life-changing experience.

WeRoad puts together travelers eager to discover the world, meet new cultures and make new friends.

Like-minded people in small groups sharing the same travel mood and the same age, along with a coordinator / travel buddy, departing all year long in search of new adventures all over the world.

Travel moods

NATURE & ADVENTURE

MONUMENTS & HISTORY

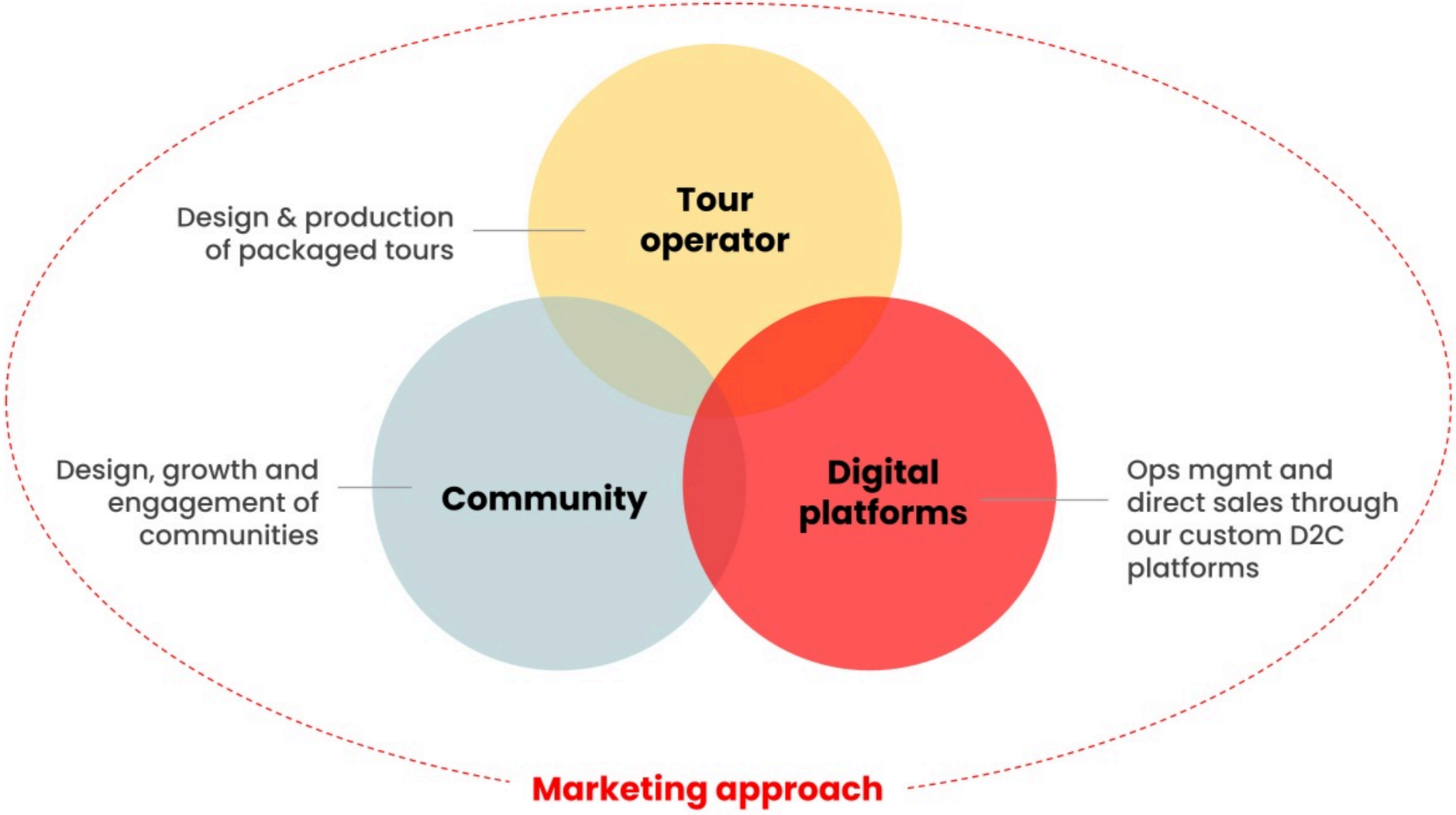
RELAX & BEACH LIFE

CITY & CULTURE

PARTY & NIGHTLIFE



Our 3 pillars (+1)



Our magic formula

Small groups
8-15 participants

Same age people
18-25 y.o.
25-35 y.o.
35-49 y.o.

Common travel mood
different combinations of travel moods

WeRoad coordinators
as travel pal



WeRoaders are...

Millennials
30 y.o. average age

Young professionals
50% works in medium-big companies

Solo travelers
90% travels alone

High-spending
2k€ average spend on WeRoad trips



Our growth from Italy to the world

2017
WeRoad is born
230 WeRoaders
in Italy

2018
WeRoad grows up in the
Italian Market
2.300 WeRoaders

2019
+9.000 WeRoaders
travel with us and
WeRad becomes
market leader in
Italy

2020
We open to the Spanish market
and Covid-19 outbreaks
still 8.500 WeRoaders travel
with us over summer

2021
We survive the pandemic,
we open up to the UK
market and we bring
around the world 9.300
WeRoaders

2022
We land in
Germany and France
+25.000 WeRoaders

2023
Ready to rock Europe
60.000 WeRoaders

2024
Merging UK and .com
We open to a worldwide
community of English
speaking travellers
+75.000 WeRoaders

2025
WeRoad launches
WeMeet, the new app to
meet new people
+90.000 WeRoaders

2026
WeRoad launches
WeMeet, lands in the US
and Airbnb becomes
WeRoad main investor

WeRoad is... a community!

Our uniqueness is our people

Travel Coordinators community



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

- **5.000+** Trained travel Coordinators
- Selective process with a **15% admission rate**
- 6 communities in **UK, Italy, Spain, France, Germany** and **US**

WeRoaders community



Not just travelers, but brand lovers:

- **200.000+** already joined a WeRoad
- **40%** repeaters
- **A global community**





WeRoad's Media Channels



- Instagram +1.2M followers
- Facebook +715k followers
- Newsletter +100k contacts
- TikTok +310k followers
- Telegram +40k members



- Instagram +520k followers
- Facebook +75k followers
- Newsletter +20k contacts
- TikTok +85k followers
- Telegram +6k members



- Instagram +275k followers
- Facebook +35k followers
- Newsletter +16k contacts
- TikTok +65k followers



- Instagram +230k followers
- Facebook +30k followers
- Newsletter +15k contacts
- TikTok +39k followers



- Instagram +145k followers
- Facebook +10k followers
- Newsletter +10k contacts
- TikTok +32k followers



Partnership and Brand solutions

Case histories

WeRoad & Pechino Express

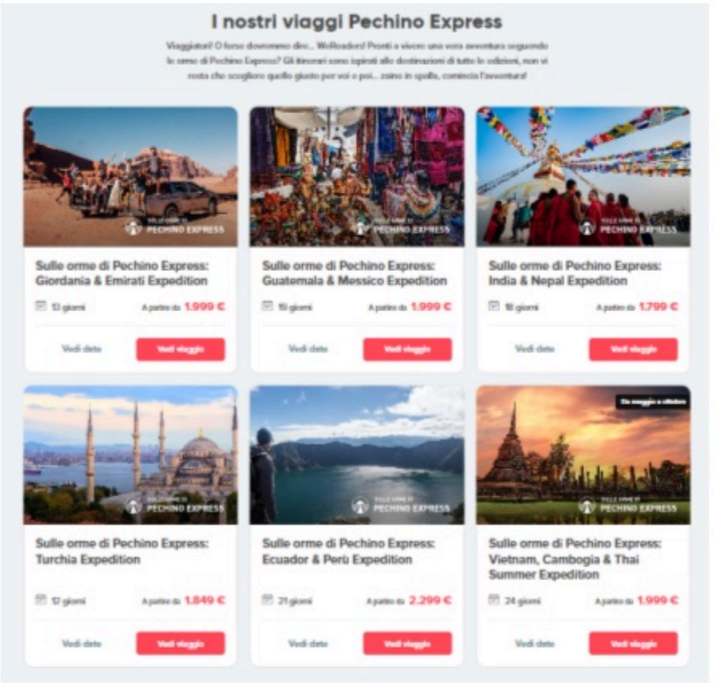
Partnership

Pechino Express and WeRoad are the perfect match!
For the first time in its history Pechino Express licensed its brand to a 3rd party (yes, to WeRoad)

We created a special product line of WeRoad trips by taking inspiration from the itineraries of all editions of the tv show: for each destination, we have included almost all the stops made by the participants and some special activities to give a real Beijing Express experience.

- 6 WeRoad trips
- Realisation of pre-trip content
- Banners on the homepage
- Communication on all properties





WeRoad & Kinder Bueno

Partnership

Kinder Bueno goal to target millennial audience was perfectly aligned with WeRoad! It all started as common passion of our marketing team for Kinder Bueno, and goal for unlimited supplies...

We launched the partnership in Spain and Portugal in betwen January - April 2026. The promotion went live on all Kinder Bueno packages across the two countries and consisted of:

- 5 WeRoad trips give-away
- Televisions ads in PT and ES
- Package & POS advertisement
- YouTube advertisement





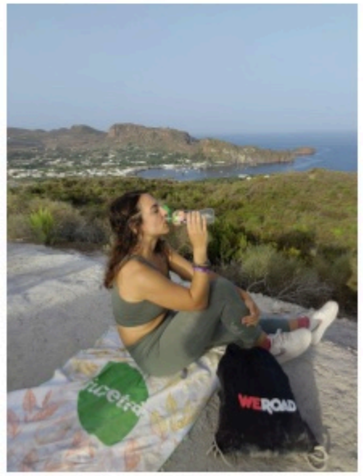
WeRoad x Fuze Tea

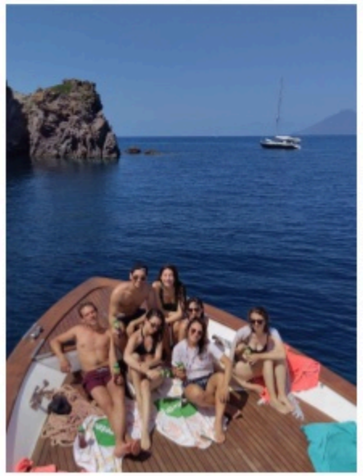
Brand solution

To support the launch of the new drink by Coca-Cola we created 3 custom trips different from the ordinary: a WeRoad itinerary with a few special ingredients to give it an extra twist.

- 3 tours with 15 travellers each
- Creation of co-branded merchandise
- Product to be used at destination
- Purpose-built activities included in the package
- Social media coverage







WeRoad x Xiaomi

Brand solution

Xiaomi chose the claim "**Only Iconic Shots**" for the launch of the new "Redmi Note 13" smartphone, emphasizing that there's no better setting than travel to capture unforgettable photos.

The brand solution project reached various touch points throughout the year:

- **2 exhibitions in Milan and Rome**: 2 vernissage events, 25 photos taken by coordinators.
- **branded content** created by our coordinators on Instagram from Nepal, Egypt, and Iceland
- **a contest** with an **offline presence in over 200 stores**



WeRoad x Skipper

Brand solution

Vivi, Gusta, Viaggia" is the campaign launched in June 2024 by Skipper, a brand of the Zuegg Group, in collaboration with WeRoad.

The communication strategy included:

- **Limited edition packaging**
- **TV commercial** created with ugc content, showcasing real travelers during their adventures, using images and videos from actual trips by members of the WeRoad community.
- **Collaborations with influencers**: six influencers, including Sara Melotti, Mattia Miraglio, and Guglielmo Scilla, participated in video interviews sharing stories of inclusion, friendship, and discovery.
- **Contest**: a promotion offered chances to win limited-edition t-shirts, vouchers, and trips with WeRoad.







WeRoad x Vivident

Brand solution

Vivident chose WeRoad as a partner to communicate the power of chewing gum as a means of connection. The partnership sought to show the product and its consumption during WeRoad trips and events, both for coordinators and WeRoaders.

A contest was also organized in which 10 Gift Cards were up for grabs. The communication of the contest took place mainly in large-scale retail channels, including supermarkets and hypermarkets.

- Contest and presence in GDO (large-scale supermarket channel)
- Products consumed at destinations
- Social media coverage
- Sponsorship of WeRoad Events







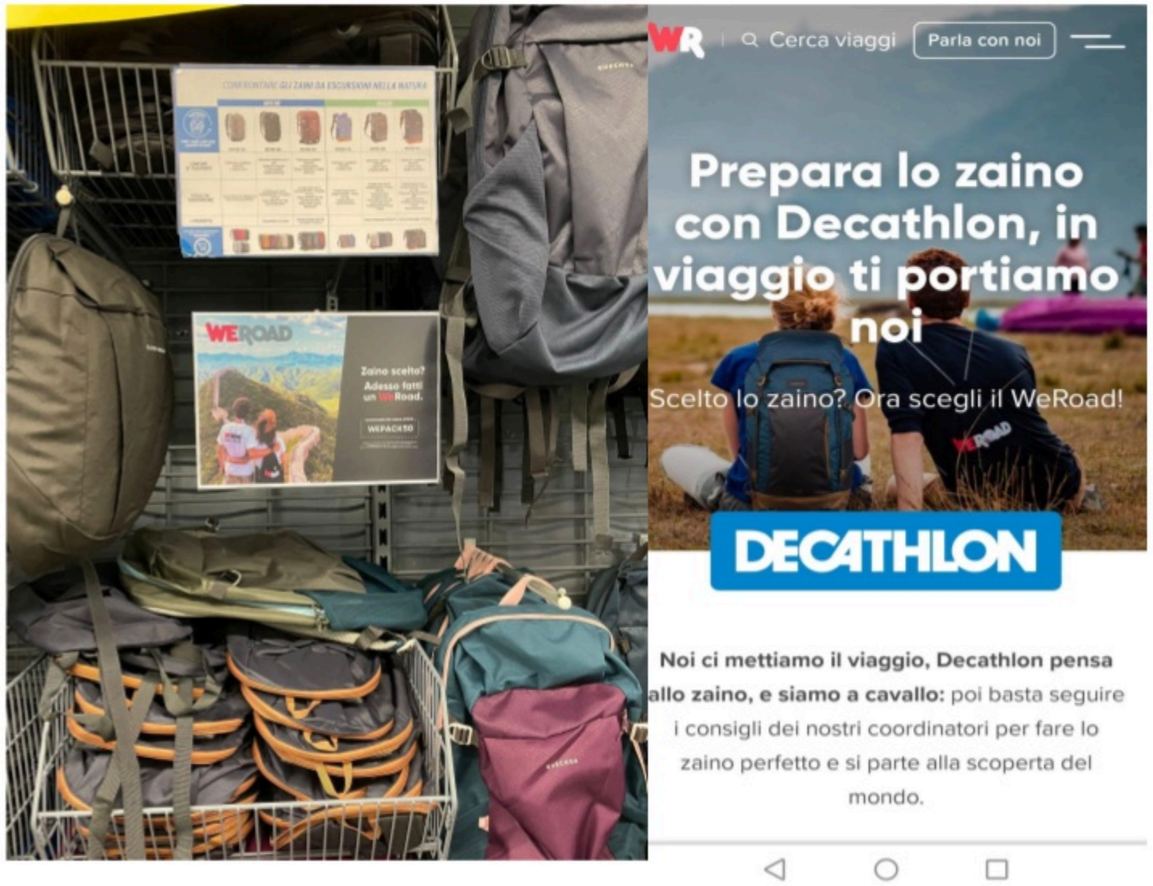


WeRoad & Decathlon

Sportswear retail chain partnership

This multi-year partnership includes:

- Events in the main Decathlon stores in Italy
- Print and digital communication in all Italian stores
- Cross discounts on both communities
- Visibility on Decathlon e-commerce
- Custom video about Decathlon backpacks created by WeRoad and WeRoad travel coordinators
- IG, YT and TikTok content on the best backpack for every WeRoad trip



WeRoad x Corona beer

Brand solution

For its summer campaign **"Paradise around the corner"**, Corona chose WeRoad and iconic Italian destinations to enrich its storytelling.

Corona organised a Contest giving away 5 WeRoad GiftCards and, for the occasion, a co-branded merch was also produced for all the contest winners.

To support the initiative, 5 AperiRoads were also organised around Italy.

The content produced on the WeRoad propertles reached more than 2,000,000 users.











WeRoad x Lactoflorene

Brand solution

Lactoflorene, a leading probiotic supplement brand, chose WeRoad to communicate the concept of "**Travel stress-free with Lactoflorene**"

The partnership aimed to highlight the importance of gut health for travelers and position Lactoflorene as the perfect companion for stress-free travel.

- Social Media coverage
- Newsletter
- Original formats on Instagram







WeRoad x Sky

Brand solution

Sky chose WeRoad to communicate its rebranding campaign with the claim "**It's always better to come home to Sky"** to millennial travellers.
The concept of "coming home" combined with the summer period, is linked to WeRoad because it plays on the nostalgia of returning home after a trip.

- 1 content creator traveling around the world in search of iconic locations from various Sky TV series
- Sending 300 co-branded boxes to coordinators, containing a Skybox and merchandise.
- Social Media coverage





2. Prenditi del tempo per rilassarti

Tornare alla routine è un trauma? Vero, ma si torna anche ai **piccoli piaceri della vita quotidiana**. Se in questo momento non te ne viene in mente nessuno, ti aiutiamo noi: **rivedere gli amici** dopo tanto tempo, **andare nel proprio bagno** (ammettilo, è uno dei piaceri della vita) e dulcis in fundo spaparanzarsi sul divano e recuperare le serie tv lasciate in sospeso, perché diciamocelo **#èpiùbellotornareacasaconsky**

Scopri Sky

WeRoad x Xiaomi

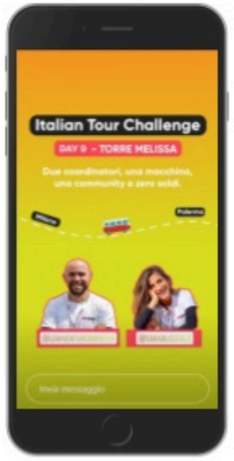
Brand solution

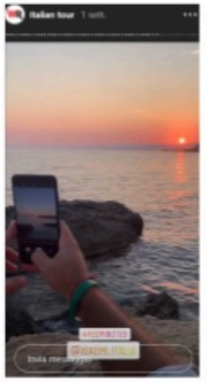
1 car, 0 money, 1 community and a mission: traveling from North to South of Italy with no money, using the human connections built within the WeRoad community.

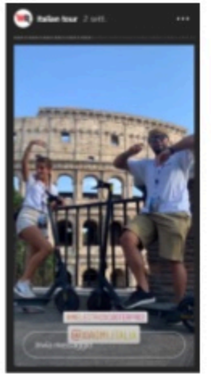
That's Italian Tour Challenge: the challenge WeRoad launched to its coordinators and to its community, with a special help from Xiaomi: 2 smartphones and 2 electric scooters to help the coordinators visit each city of the tour.

For 10 days, on WeRoad IG profile we followed the trip of our coordinators showing how friendships built during WeRoad trips knows no limits!







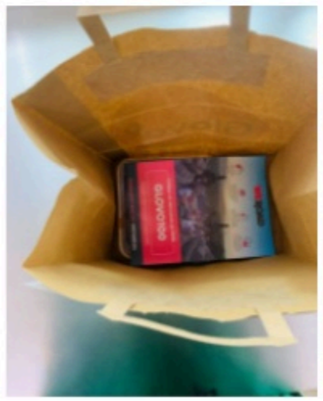


WeRoad & Glovo

Food delivery partnership

We teamed up with Glovo in Spain to distribute 10,000 funny flyers to people the ordered ethnic food.
Of course we amplified the initiative with a co-branded editorial plan on Glovo and WeRoad properties.









These guys already traveled with us!



In the end, some links to know us better

OUR WEBSITES
weroad.co.uk
weroad.de
weroad.fr
weroad.es
weroad.it

TRAVEL COORDINATORS
English
German
French
Spanish
Italian

CORPORATE
Linkedin
Twitter
weroad.io

INSTAGRAM
@weroad_travel (Eng)
@weroad_de (Ger)
@weroad_fr (Fre)
@weroad_es (Spa)
@weroad_it (Ita)

TIK TOK
@weroad_travel (Eng)
@weroad_de (Ger)
@weroad_fr (Fre)
@weroad_es (Spa)
@weroad_it (Ita)

FACEBOOK GROUPS
English
German
French
Spanish
Italian

WEROAD IN VIDEOS
- **Have you ever been on a WeRoad** (our 2022 TV commercial)
- **Back to real adventures** (2021 corporate video)
- **What is WeRoad** (Everything you need to know)
- **Coordinators Bootcamp** (How we select and train our travel coordinators)

...and click here to watch our last brand video **Go beyond !**


Thank you!
...and see you on the road!