Bits and Bytes

News, views and insights worth sharing from Weeva

Happy birthday to us!

A year ago, I was excited to introduce the newly launched Weeva platform in our very first edition of Bits & Bytes. I wrote about our belief that every bit of positive impact counts, no matter how small it may seem. Since then, Weeva has grown, and is now supporting 217 tourism businesses across 86 countries on their sustainability journeys. As Weeva marks its first birthday, I'm filled with gratitude as I look back on how far we've come in our first twelve months.

This milestone isn't just about us — it's a celebration of and testament to the commitment and impact of our community. The Weeva team has been blown away by what our partners have collectively achieved in just a year. So, because we love data at Weeva, here are a few high-level stats to mark 12 months of managed and measured impact.

Data captured, stored and managed in Weeva to date;

- **1,600 species of fauna and flora**
- **1,6 million kilolitres of water consumed**
- **88,000 tonnes of scope 2 carbon emissions**
- **2,000 tonnes of recycled waste**
- **U$D 600,000 spent on community development projects with 30,000 direct and indirect beneficiaries**

All captured and managed by **400+ individual users in Weeva** using technology to enhance their operational impact, daily.

This perfectly underscores our shared belief that sustainability is about so much more

than reducing energy consumption, waste, and water usage. Sustainable businesses also give back to and support the people and communities around them.

Behind these numbers are incredible stories about how our users are harnessing their data and innovating to achieve their sustainability goals. For example, Tranquilo Bay, an adventure eco-lodge in Panama's Bocas del Toro archipelago, has implemented simple infrastructure changes that have made them 100% water self-sufficient from rainwater harvesting alone.

Launching a startup always presents its own set of challenges, but when you're trying to forge a completely new approach to sustainability tracking, those challenges can multiply. Navigating this rapidly changing landscape as a new company, we've faced our share of uncertainties, which is why we're grateful for every suggestion, piece of feedback, and success story shared — engaging with all of you has been the cornerstone of our growth, helped us course-correct, and your insight and experience continues to inform our vision for the future.

Sharing a birthday with World Tourism Day inspired us to reflect on this year's theme, *Tourism and Green Investment*. While this might conjure images of financial portfolios, at Weeva, we believe it's also about investing in collaboration, fostering lasting partnerships, and championing innovative solutions together. Our partnerships, like the one we're thrilled to be entering with Sustainable Hospitality Alliance , are emblematic of this principle. Because ultimately, we're not just building a platform — we're striving to build a global community of ambitious and dedicated stakeholders from across the industry, from tour operators and properties to tourism boards and cruise operators.

Looking ahead, I'm excited about what's on the horizon for Weeva. We're investing in our platform to ensure it meets the community's needs while continuing to pioneer innovation with a clear focus on tech developments. I'm also very proud of our incredible, hard-working team. Now 37 members strong, I can't wait to see where we go as we continue to grow.

For me, one of the best parts of Weeva's journey thus far has been witnessing collective efforts to make the travel and tourism industry more resilient and responsible. So here's to another year of impact, collaboration, and embarking on even more sustainability journeys together.

Julie Cheetham
Co-founder and Managing Director, Weeva

Weeva in numbers *| Datapoints entered into the platform:* ***71,914.*** *Number of tasks started by our users:* ***379.*** *Number of charts favourited:* ***255.*** *Number of targets set:* ***190.***

Thank YOU

To our partners, the properties that trusted us with their data, the consultants and experts that injected their IP into Weeva, the individuals who now find themselves with new job titles like Sustainability Officer, and all of you that take time to read and follow our news and updates.

We are building Weeva for the industry, with the industry so let's hear it from the users and experts themselves...

Using Weeva has been eye opening for me, in a world where data is becoming more important to save our natural resources and understand our everyday impact on the planet. The tool has made it easier to create a culture of data collection and understanding its importance at the workplace. Personally, it enabled me to think outside the box and emphasized the correlation between accurate data collection and sound decision making. Happy Birthday Weeva!!

Prince Ngomane, Sustainability Officer, Tswalu Kalahari

Happy first birthday, Weeva! Thank you for having Resplendent Ceylon along for the ride! Allowing users to customize use based on location which is imperative to sustainability reporting, from local currency and emission factors to dashboards which are ready to go for high-level decision making, Weeva is the future of sustainability reporting for the hospitality industry. Looking forward to many more years together!

Malik Fernando, Managing Director, Resplendent Ceylon, Sri Lanka

Weeva has played a pivotal role in our sustainability journey. Our sustainability efforts have achieved notable positive impacts in reducing our carbon footprint. We've seen a tangible decrease in waste production, energy consumption, and emissions, thanks to the insights and tools provided by Weeva. It has empowered us to make informed decisions that benefit both our organization and the environment.

Charlotte Winnan, General Office Manager, Fireblade Aviation

I had been waiting for a user friendly approach to support tourism businesses track their achievements and make more effective and timely decisions with regards to their sustainability. It was with great excitement that [The Long Run] supported Weeva at its inception and I'm delighted that the solution we were waiting for, has now been launched, tested and is thriving. Congratulations to the team and I'm looking forward to seeing more and more businesses use the tools provided to become truly impactful.

Dr. Delphine Malleret King, former CEO of The Long Run

Parabéns, Weeva!" the perfectly suited exclamation in Portuguese because it means both happy birthday and congratulations. With a foundation in sustainability and tourism, Weeva's platform is fit-for-purpose and inspires action. Team members across HBD can visualize where we've been, where we are, and where we're going across the 4Cs. What's more, Weeva's team is always here to help and motivate.

Emma Tuzinkiewicz, Sustainability Director & the team at HBD Príncipe

For years, I've been saying 'if only there were a Fitbit for sustainability when it came to hotels tracking their impact' — it's pretty special to think I was part of the initial think tank, and fast forward through that idealistic ideating around what that might look like, and here we are but a couple of years on, and it exists as the dream solution.

Juliet Kinsman, sustainable luxury tourism expert, journalist and co-host of Funny Old World podcast

What we are watching...

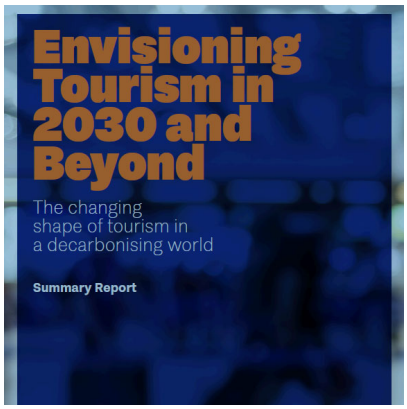
The Last Tourist | Documentary film

'The Last Tourist' shares a powerful message on responsible tourism and explores the implications of tourists unintentionally destroying the very things they travel to discover. Filmed in over 16 countries and guided by the world's leading tourism and conservation visionaries, 'The Last Tourist' reveals the real conditions and consequences of one of the largest industries worldwide through the forgotten voices of those working in its shadow.

What we are reading...

Envisioning Tourism in 2030 | Report

The Tourism Foundation has released new research to help policymakers and travel and tourism businesses understand what a decarbonised industry could look like by 2030. Its recommendations include scaling government investments in greener forms of transport, while considering equity and fairness when decarbonising destinations – as some may be ready for the green transition sooner than others. The report's infographic is particularly insightful.



What we are listening to...

Talking Tourism - Your AI queries answered | Podcast

Bart Sobies is a hospitality tech, leadership and marketing expert who has founded and led several businesses centred around technology, marketing and investment within the tourism industry. Tourism consultant Tom Wootton sits down with Bart and chats about investing in tourism and his passion – AI.

Your sustainability hack

Ecosia | B Lab certified search engine
Ecosia is a non-profit CO_2-neutral search engine that uses ad-generated revenue to fund planting trees. Certified as a B Corp and meeting its standards of accountability, sustainability, and performance, making the switch to Ecosia is easy – simply add the extension to your browser - **click here**

Thank you Moon Hough, Marketing Manager & Owner, The Safari Series for submitting this months hack.

Thanks for diving into our 10th and very special birthday edition, your suggestions and contributions to Bits and Bytes are always welcome, so pop us a note at connect@weeva.earth if you have anything to share.

Until the next edition, make every bit count.
The Weeva Team

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