



whl.travel is a global online travel-booking network of local franchise operators leading the way in experiential and responsible travel.

The **whl.travel** network is the springboard for independent consumers journeying off the beaten path, often in the developing world, and yearning to connect with a destination through local businesses, no matter how small, especially those making creative, caring and sustainable decisions about their homes.

With a steady eye on identifying fun, interactive and ethical travel experiences, the **whl.travel** network reaches both wide and deep. As the founding company of the **WHLGROUP**, **whl.travel** taps into and magnifies the excellence of local tourism experts who, alone, are local leaders, but united have become a forceful global presence for the right kind of tourism, sharing with major markets all the local opportunities that make a positive impact on hosts and visitors.

whl.travel's guiding vision is to reward local knowledge and a personal touch by ensuring that the money spent on tourism remains in the destination.

As our logo tells:



The SPIRAL is known in nature and from the earliest human cultures. To **whl.travel** it relates to journey, discovery, connection and finding home.



The HUMAN HAND represents human life and its unique power of communication, creativity and personal touch. For **whl.travel** it conveys caring, interaction, and experiencing.



The LEAF is a symbol of the natural environment, diverse but united across the planet, like **whl.travel**. We see it signifying our shared responsibility for peace, health and healing.