A digital sustainability solution for tourism businesses.
The tourism industry is facing a perfect storm.

- Climate crisis & biodiversity loss
- Covid recovery
- Carbon crisis and flight shaming
- Rights and inclusion
- Transformation of the sector
- Consumer behaviour
- Greenwashing and disinformation

So how do we weather this together?
We build... Resilience

Sustainability is no longer a nice-to-have. It needs to exist at the core of every business in tourism.
Make every bit count

Our vision for tourism is that every business, whether a hotel, lodge, tour operator or B&B, knows its impact on the world (both positive and negative), knows what practical steps to take to improve and ultimately have a net positive contribution.

Shaping our shared future.

Our planet is going through unprecedented environmental change. The future of business requires us to successfully balance and manage all the interconnected aspects of our global society and ecosystems.

It’s daunting, we get it. The tourism industry – our industry – is responsible for 8–10% of global greenhouse gas emissions. But it also employs 10% of the world’s population. This huge community can make a real difference. Accurate and holistic data collection plays a critical role on this journey.
> About Weeva

Weeva is a Software-as-a-service platform that enables tourism businesses to measure, track and improve their impact across a balanced scorecard of commercial, conservation, community and cultural parameters.

Weeva exists to power a move from idealism to data-driven action. This digital solution provides a single platform where businesses can capture, manage, and report on their operations to:

- Gain deeper operational insight into their business through integrated dashboards and smart metrics;
- Move towards more sustainable and positive operational practices,
- Save money by cutting waste and correcting inefficiencies; and
- Earn their license to operate in an increasingly complex and data-dependent world where consumers care about their footprint.

Weeva is a digital platform designed to make managing sustainability simple.
The Weeva 360° framework

Weeva’s core framework is built on the 4Cs: conservation, community, culture and commerce.

This is an established, universal foundation for sustainable change.

Within the 4Cs are Weeva’s parameters - 18 interconnected areas that need to be managed holistically for a business to be sustainable and resilient.
Conservation embodies preserving and nurturing the biodiversity and ecosystem services in and around your property through effective habitat, energy, water and waste management.

This helps you maintain a thriving natural environment.
Learn how innovative design, proactive management and sustainable building materials can reduce the carbon footprint of your new building projects whilst improving human wellbeing and contributing to environmental protection.
Zero Pollution

Reduce and replace your use of harmful chemicals to protect your air, soil, water, fauna and flora from the effects of pollution.
Zero Waste

Reduce your use of plastic and the volume of waste you generate for a more efficient business that does less harm to the environment and the people in it.
Identify and protect your water sources and reduce the volume of water you use to maintain healthy water ecosystems for your business and guests to enjoy.
Learn how to reduce your energy usage and greenhouse gas emissions to minimise the impact of climate change and save your business money.
Develop the tools and skills to measure and manage the living world around you so that your guests can enjoy seeing nature thrive.
Commerce embodies nurturing profitability, resilience and continuity in your business to ensure sustainability through good business practices.

This helps you continue to offer reliable employment for those working with you, encourage positive tourism and to invest further in sustainability, all while ensuring you receive a fair return.
Learn how to find and work with suppliers that share your business’ values and operate locally to create positive impact up the supply chain.
Business Resilience and Future Proofing

Explore how to manage risks and prepare for the future, whatever it brings, to ensure your business doesn’t just survive, but thrives.
Develop practices that continually improve your guests’ experiences to help you attract and retain customers.
Create accountability around measuring and reporting on performance to develop your organisation’s reputation for trustworthiness and integrity.
Learn about commercially sustainable practices that will help your business – and positive impact – last long into the future.
Culture

strengthens intercultural relationships through education, awareness and safeguarding of cultural heritage and diversity. This helps you harness the power that safe, diverse communities offer your business.
Build an organisation based on inclusivity, equity and purpose to create practices that benefit your team, business and the local community.
Cultural Celebration

Promote and celebrate the art and culture of the local region in appreciation of the local community and for the enjoyment of your guests.
Learn how to respect and protect sites of cultural significance to ensure the local community and your guests can enjoy them at their best, long into the future.
Community

is recognising your responsibility to the communities around your business, including your own team and local groups, through fair labour and support for local economic development. This helps you build strong, mutually beneficial relationships.
Create mutually beneficial relationships with the community around you and support the local economy to ensure your business thrives.
Create opportunities for continuous learning that allow your employees to reach their full potential and feel valued at work.

Employee Learning and Development

Conservation

Commerce

Culture

Community Impact

Ethics and Inclusive Leadership

Employee Engagement and Wellbeing

Employee Learning and Development

Community
Support your employees, make them feel valued and fight unfair discrimination so your business can benefit from the advantages of a safe and diverse workplace.
Employee Engagement and Wellbeing

Learn how to keep your employees safe, happy and healthy to encourage maximum productivity and positive interactions that your guests will remember.
What’s in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Property and team management</strong></td>
<td>Operationalise sustainability across all properties with a multi-disciplinary team.</td>
</tr>
<tr>
<td><strong>Knowledge augmentation</strong></td>
<td>Improve knowledge and understanding with rich educational material.</td>
</tr>
<tr>
<td><strong>Data capture and management</strong></td>
<td>Intuitive data capture steps bring it all into one platform.</td>
</tr>
<tr>
<td><strong>Data visualisation</strong></td>
<td>Detailed dashboards and charts support informed decision making.</td>
</tr>
<tr>
<td><strong>Customised Reporting and tracking progress</strong></td>
<td>Detailed reports to share your progress with stakeholders and customers.</td>
</tr>
</tbody>
</table>
What’s in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

Property and team management
Operationalise sustainability across all properties with a multi-disciplinary team.

Owners, collections and groups can manage a single property or a group of properties from a single portal on Weeva. Across those properties virtual teams can be created and roles assigned to staff to capture, manage, review and report on sustainable practices in the business.

Knowledge augmentation
Improve knowledge and understanding with rich educational material.

Data capture and management
Intuitive data capture steps bring it all into one platform.

Data visualisation
Detailed dashboards and charts support informed decision making.

Customised Reporting and tracking progress
Detailed reports to share your progress with stakeholders and customers.
What’s in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

- **Property and team management**
  Operationalise sustainability across all properties with a multi-disciplinary team.

- **Knowledge augmentation**
  Improve knowledge and understanding with rich educational material.
  To make sustainable, continuous improvements easier, Weeva includes carefully curated educational guides and user tasks to help businesses create maximum impact when capturing and monitoring sustainability data.

- **Data capture and management**
  Intuitive data capture steps bring it all into one platform.

- **Data visualisation**
  Detailed dashboards and charts support informed decision making.

- **Customised Reporting and tracking progress**
  Detailed reports to share your progress with stakeholders and customers.
What’s in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

- **Property and team management**: Operationalise sustainability across all properties with a multi-disciplinary team.

- **Knowledge augmentation**: Improve knowledge and understanding with rich educational material.

- **Data capture and management**: Intuitive data capture steps bring it all into one platform.
  
  Data capture, storage and management is run through a single platform, reducing the need for multiple management tools and forms. Data capture is possible through two mechanisms; historical data imports, so you don’t have to start from scratch, or manual data input directly into Weeva.

- **Data visualisation**: Detailed dashboards and charts support informed decision making.

- **Customised Reporting and tracking progress**: Detailed reports to share your progress with stakeholders and customers.
What’s in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property and team management</td>
<td>Operationalise sustainability across all properties with a multi-disciplinary team.</td>
</tr>
<tr>
<td>Knowledge augmentation</td>
<td>Improve knowledge and understanding with rich educational material.</td>
</tr>
<tr>
<td>Data capture and management</td>
<td>Intuitive data capture steps bring it all into one platform.</td>
</tr>
<tr>
<td>Data visualisation</td>
<td>Detailed dashboards and charts support informed decision making.</td>
</tr>
<tr>
<td>Customised Reporting and tracking progress</td>
<td>Detailed reports to share your progress with stakeholders and customers.</td>
</tr>
</tbody>
</table>

Dashboards and charts are carefully designed and rendered to give you quick, meaningful insights into your data and progress.

Set and exceed achievable targets using smart calculators and built-in support mechanisms.

Gain a clear, real-time view of where your business is headed and how hard you need to work to get there.
### What’s in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Property and team management</strong></td>
<td>Operationalise sustainability across all properties with a multi-disciplinary team.</td>
</tr>
<tr>
<td><strong>Knowledge augmentation</strong></td>
<td>Improve knowledge and understanding with rich educational material.</td>
</tr>
<tr>
<td><strong>Data capture and management</strong></td>
<td>Intuitive data capture steps bring it all into one platform.</td>
</tr>
<tr>
<td><strong>Data visualisation</strong></td>
<td>Detailed dashboards and charts support informed decision making.</td>
</tr>
<tr>
<td><strong>Customised Reporting and tracking progress</strong></td>
<td>Detailed reports to share your progress with stakeholders and customers.</td>
</tr>
</tbody>
</table>

The reporting feature on Weeva enables users to create and extract customised reports across multiple parameters and data points.

Overall progress is collated and scored on the Progress Indicator, a live tracking tool across all the active parameters. Continuous improvement is supported with suggestions on how to progress further.
At the core of every feature in the platform, is the intent to change our user’s behaviour, for the better. As the user dives deeper into their sustainability practice on Weeva, not only can they quantify their impact, but also better inform their efforts, actions and decision making.

Weeva accommodates all types of users across a business. We believe your sustainability practices are not meant to be owned by one user but rather a multi-disciplinary team.

Weeva is designed to take users on a journey of incremental, continuous improvement.

Click to take our Journey of Continuous Improvement
Get started
Capacity building for any level of competence

Learning content and tools to support all levels of user start their Weeva practice

Discover, in detail, the key elements and value areas of the parameter you’re activating.

Understand the journey
Sustainability journey
Climate Action is a process of continuous improvement

Learn
Learn about energy management and carbon emissions.

Measure
Set up or improve existing energy measurement systems. Regularly record usage of different energy types. Analyse energy data and carbon footprint on the CA dashboard.

Manage
Set baselines and targets and then take on tasks to reduce your climate impact.

Meet and Exceed
Reach or overshoot your targets and set new targets for the next annual cycle. Report on your progress and understand your total impact.

Learn about Climate Action
Measure

Data capture, analytics and visualisation made easy

Manual data inputs and CSV batch upload

Dashboards with customisable views across all 18 parameters

Coming soon...
API integration into primary data sources

Direct data capture in the field from IoT devices

Set up, or improve existing measurement systems, and analyse your data in new ways.
Manage

Target setting and continuous improvement support

Target setting for business

Continuous improvement supported by built-in tasks and KPI management

Smart system-generated views to reveal relationships between datasets

A visual representation of a property's efforts and progress across the 18 Weeva parameters.

Set targets, establish baselines, understand how best to achieve your goals, and put it to practice.
Meet and Exceed

Stretch targets for impact and custom reporting

Live metrics on impact and progress
Customisable reports, downloadable as a PDF or CSV
Executive dashboards for quick reviews and analysis

Reach, or better yet, overshoot your targets and share your progress and impact.
Our strategic partners

The Long Run, hosted by Preferred by Nature, is one of the founding partners of Weeva. We endorse The Long Run’s system of breaking down areas of focus in sustainable travel into the 4Cs: Commerce, Conservation, Culture, Community.

From our perspective, the 4Cs make for a very logical and comprehensive balanced scorecard – an ideal bedrock for a widely applicable sustainability management system.

Weeva is built for tourism by sustainability experts, and passionate industry insiders, to build resilience across our sector.
Even the smallest step can make a big difference. Forget perfection, find progress. Just start with Weeva... And make every bit count.