



PRESS RELEASE

Women's travel is experiencing explosive growth — MyPostcard to sponsor Women in Travel Summit in Riga, Lettland

Berlin, 8th November 2019 — Women's travel is experiencing explosive growth, with the number of women-only travel companies having increased 230% in the past six years. Matching this rise in women's travel, the first Women in Travel Summit in Europe takes place in Riga, Latvia, from the 8th to the 10th of November. The summit aims to serve as an exchange hub for both the travel industry and the creative entrepreneurs and influencers, help them to join forces. MyPostcard launches an empowerment campaign for female travelers at this year's WITS.

The organiser, Wanderful, a lifestyle brand and network, encourages and supports women in the travel industry and provides them with a network for security as well as a platform for exchange. At this year's Women in Travel Summit, MyPostcard is launching their campaign #FeMailGoals with the goal of empowering women in business. Each participant can choose from 28 designs and create a personal, free postcard with their goals for 2020 on it. The postcard will be sent to their 'future selves', arriving in their mailboxes almost exactly a year onwards. This allows the participants not only to set goals for the year to come but also to assess how far they've come in one year, when the postcard arrives. Postcards and goals will be printed, but can also be shared using the hashtag #FeMailGoals via social media, to motivate and strengthen the female community online.

WITS is demonstrating how women are taking over the travel industry. Not only do they make 80% of the decisions, but it turns out that 2 out of 3 travelers are women. The digital revolution also continues to grow with influencer marketing thought to be eleven times more powerful than traditional advertising. 84% of customers have made a purchase after reading about a product or service on a blog. The Women in Travel Summit is all about growth in the travel sector as well as successful collaborations.

About WITS

The Women in Travel Summit (WITS) is the premier event for travel's top marketing talent. Creative entrepreneurs, influencers, DMOs, and industry come together to discuss future innovations, build dynamic collaborations, and change travel worldwide, all while supporting and empowering a diverse community of women.





WITS is organized by [Wanderful](#). Now 40,000 strong, Wanderful is an international community of women who travel.

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 15,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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