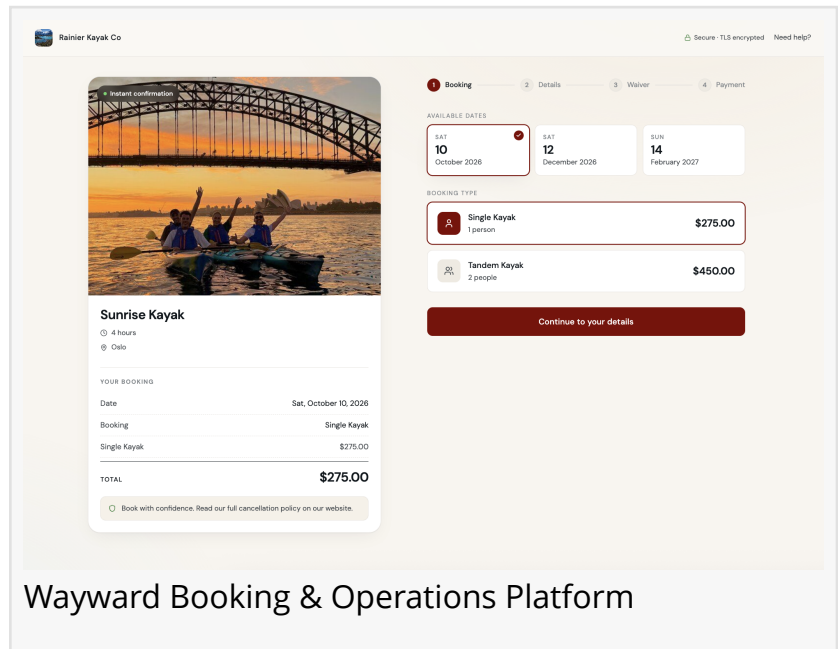


Wayward Launches Low-Fee Booking and Operations Platform for Tour and Adventure Operators

Platform combines a 2% payment processing fee with a full operations suite, built to support tour operators from their first season through scale

CHICAGO, IL, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Wayward, a booking and operations platform for tour and adventure operators, today announced the general availability of its platform, offering operators a low monthly subscription and a 2% payment processing fee, well under the 6% commission-based pricing common among booking platforms in the category.



Wayward Booking & Operations Platform

The platform includes a full payments system, guest CRM, and trip operations tools designed to support operators as they grow, without requiring a switch to a different system as booking volume, staff, or fleet size increases. Wayward is not owned by an online travel agency or booking marketplace, giving operators full ownership of their guest data and direct booking relationship at any size.

Many of the booking platforms operators default to are owned by companies with a financial stake in online travel agency bookings over direct ones. Wayward was built as an independent alternative, with pricing and infrastructure designed to remain competitive as an operator's business changes over time.

"Building a great software stack is hard when you're just getting started, and we've lived that ourselves. That's exactly why we built a platform that grows with you, instead of one you'll have to outgrow," said Jake Gafner, Founder of Wayward.

Wayward's platform is available now to tour and adventure operators of any size. Operators interested in switching or launching on Wayward can learn more at wayward.travel, or register directly at console.wayward.travel/login.

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About Wayward

Founded in 2018, Wayward is a technology and marketing company serving the adventure travel ecosystem, from individual tour and adventure operators to the destination marketing organizations and convention and visitors bureaus that promote them. Its platform combines direct booking tools, guest management, and trip operations software, alongside tourism mapping and marketing services built for the destinations and organizations that support the travel industry regionally. Wayward is built by a team with direct experience in adventure travel and tourism. Learn more at wayward.travel.

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This press release can be viewed online at: <https://www.einpresswire.com/article/938840471>

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