

News Release

World Travel, Inc. opens technology innovation center in Uruguay to advance the development of travel technology to enhance the customer experience

Paramek, 30-year veteran of IT service solutions in the tourism industry will operate the center, delivering comprehensive IT and customer service solutions

Philadelphia, Pa, March 11, 2025—World Travel, Inc. (WTI), a U.S.-based employee-owned and leading mid-market travel management company, has partnered with Paramek, a leading IT solutions and customer service provider in the tourism industry, to open a technology innovation center in Uruguay.

The Uruguay technology center is the next step in creating an ecosystem where innovation thrives, furthering WTI's vision to make travel simple for its clients which is achieved through high-touch, personalized service that blends human expertise with cutting-edge technology.

WTI will utilize the center to provide customers with enhanced global support, strengthen their technological infrastructure, and drive data-driven decision making. More specifically, the company has identified immediate goals around the use of AI and machine learning to support customer service, expansion of diverse content sources using the New Distribution Capability (NDC), and further adoption of the retail model.

"We're thrilled to be partnering with Paramek to open a technology innovation center in Uruguay," said Erika Moore, president of WTI. "Paramek knows the travel industry well and can attract the most sophisticated talent in the Uruguayan market."

Added Moore, "Our goal at World Travel is to be the industry leader in travel program technology. We're doing that by leveraging the strong foundation we've built around customer service and are elevating it to the next level by incorporating the use of innovative technology to increase speed, efficiency, and personalization for our clients' travel programs."

Uruguay has a well-educated, highly skilled workforce that is proficient in block-chain and other innovative technologies. It's also cost effective, and its location is favorable for servicing clients across Latin America, North America, and Europe.

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About World Travel Inc.

Headquartered out of Exton, Pa, World Travel, Inc. is 100% employe-owned and entirely focused on providing clients with superior travel management services, state-of-the-art technology solutions and expert consulting services. For more information visit www.worldtravelinc.com