
Diego Saez-Gil

WeHostels



“ I saw the opportunity to connect young travelers through a social platform that encourages user interaction and experience sharing. ”

COUNTRY	Colombia
INDUSTRY	Technology
EMPLOYEES	10+
YEAR SELECTED	2012
WEBSITE	www.wehostels.com

COMPANY SNAPSHOT

For WeHostels, travel is not just about the places you see but also about the people you meet along the way. In a multi-billion-dollar industry dominated by large, impersonal companies, Diego Saez-Gil seeks to revolutionize online budget travel booking through a young, untapped market. Based on the belief that booking travel should be as social as traveling itself, WeHostels, founded in 2011, offers a social-mobile platform through which users can not only browse and book hostels on the go but can also see who else will be staying at each accommodation. Even before arriving at their destinations, WeHostels travelers can connect with others who will be staying at the same hostel, as well as find travelers with shared interests, friends, or travel destinations in order to interact, share tips, and plan activities together. As the first global social-web company built from Latin America for the world, WeHostels' innovative product has grabbed the attention of TechCrunch, BBC News, and TheNextWeb, among other global media outlets.

Within six months of inception, the company had acquired 10,000 users and more than 3,400 hostels of its own, in addition to a revenue-sharing partnership that gives WeHostels access to many thousands of additional properties. Providing users with an easy-to-use interface built on its unique social networking model, travelers leverage the site to interact and share information before meeting in real life. In 2012 the company raised US \$1.2 million from angel investors and venture capitalists in Europe, the USA and Latin America. WeHostels has offices in New York and Bogota and over 30 brand ambassadors in countries worldwide.

WeHostels was recently acquired by the Boston-based company StudentUniverse, an international platform which provides travel services targeted at students.

ENDEAVOR AND WEHOSTELS

After being selected as an Endeavor Entrepreneur in 2012, Diego has been an active participant in many key learning and support activities provided by Endeavor, including networking events, branding tours, and mentoring sessions.

In 2013, Endeavor facilitated a day-long event that convened branding experts from MBLM, a global marketing agency, for a brand innovation workshop tailored to WeHostels. In addition, Endeavor provided Diego the opportunity to meet with key investor and industry leaders through events organized by the Endeavor Investor Network.