



Our best bad business move...



13th August 2026 - A message from Byway's CEO, Cat Jones:

This week, we made a decision at Byway that some might think is bad for business. We released years of specialist knowledge into the public domain. After reassuring our slightly skeptical sales team, we got our experts in front of the camera to record our first-ever ['DIY your trip'](#) course.

Our mission has always been bigger than our bottom line: **we want to make no-fly travel mainstream**. To achieve this, we need to keep our business healthy, but also create an overland travel movement that leaves no one behind.

The idea started with our new [Maps tool](#), which allows users to design their own overland route through Europe. Since launching at the start of the year, over 300,000 people have used it to dream up no-fly trips. Many book through us, but some don't.

We wondered what happened to all those trips, dreamed up but never booked. You might expect our focus to be, "why aren't they booking with us?", but our mission made us ask, "what if they wanted to book it themselves, but found out how complex it was and gave up?"

We loved helping more people design overland journeys, whether booked with Byway or not. But with our understanding of the complexities of overland travel, we worried about the people who designed their dream trip, got overwhelmed by train networks, timetables and booking windows, and never got to travel.

So we shared how to do it yourself.

[Byway](#) exists to offer the best overland travel experience possible, backed by expert support, fair pricing and free disruption re-planning. But whether people book a package through us or book each component part themselves, we don't want anyone missing out because no-fly travel feels too complex.

If sharing our expertise means more people skip the airport in this year of heatwaves, then it's the best "bad decision" we've ever made.

Want to know more?

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