

## **GTMC signs collaboration agreement with social enterprise Women in Travel to support women empowerment in the business travel industry**



**London, 29 May 2019** – The GTMC has signed a collaboration agreement with social enterprise Women in Travel (cic), which is dedicated to empowering women through employability and entrepreneurship in Travel, Tourism Hospitality and Events.

The collaboration is aimed at supporting the work of Women in Travel by encouraging GTMC's TMC members to access the services offered by the social enterprise particularly in the following areas:

- Women Returners: employability and recruitment services aimed at selecting, training and matching with suitable employers marginalised women who are physically and mentally ready to re-engage with the economy;
- Training and development around employability; female leadership; coaching and mentoring;
- Other events; conferences or workshops focused on empowering women to engage with the sector.

Adrian Parkes, Chief Executive, GTMC said: “Our members are amongst the fastest growing employers in the UK and internationally, representing over 12,500 employees. Talent is hard to come by and businesses are acutely aware of their need to become both, more creative and inclusive about the way they recruit in order to meet current and future needs. Women in Travel’s services tap into talent currently below the radar and provide an innovative and socially minded way to meet our members’ requirements’.”

Alessandra Alonso, founder and director of Women in Travel, added: ‘We are grateful to the GTMC and delighted by the opportunity to work with some of the best companies in the business travel sector. We know that there are many women out there looking for an opportunity to regain stability and personal dignity through employment. The travel sector is both attractive to women and fast growing and we see no better opportunity for them than being introduced to some of these best-in-class employers’.

The next Women Returners programme starts in London on Monday 24 June.

To take part as employer or for all enquiries please get in touch with [returners@womenintravelcic.com](mailto:returners@womenintravelcic.com) or directly with [alessandra@womenintravelcic.com](mailto:alessandra@womenintravelcic.com)

Representing a diverse range of travel management companies – from global companies to small independent specialists and top regional agencies – GTMC, originally founded in 1967, is the voice of business travel and acts to lobby those who have an impact on the business travel community, together with promoting the activities of its members as the best in quality and value to the business traveller.

For more information on GTMC please visit:

[www.gtmc.org](http://www.gtmc.org) or call 020 3657 7010 or email [info@gtmc.org](mailto:info@gtmc.org).

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**NOTES**

**About GTMC**

The GTMC is the UK's leading professional body for travel management companies. The diverse membership accounts for over 93% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors.

**Women in Travel (cic)** is a social enterprise founded in January 2017 that aims to empower women through employability and entrepreneurship in travel, tourism, hospitality and events. Its founder Alessandra Alonso has over 20 years in and around the industry and has supported the advancement of women for over 10 years through advocacy, training, coaching and mentoring.

**Women Returners by Women in Travel (WR)** identifies, select and trains women who are seeking to re-engage with the economy through employment opportunities in travel, tourism, hospitality and events.

Women are cross-referred by various charities including Crisis, Breaking Barriers, Refugee Council but also by the women already trained and employed via the programme. Every woman is selected for mindset and attend a programme combining employability, training, presentation and interviews by sector employers.