



**BAME WOMEN IN TRAVEL TO SHARE THREE-YEAR PLAN ON HOW BEST TO BOOST RACIAL DIVERSITY WITHIN THE UK TRAVEL INDUSTRY DURING 'VISION 2023' MARCH EVENT**



**XX February 2020** – [Women in Travel \(CIC\)](#), the social enterprise dedicated to empowering women through employability and entrepreneurship in the travel industry, will unveil a three-year plan for its BAME Women in Travel initiative during a Vision 2023 evening event on 26<sup>th</sup> March 2020.

Taking place from 6:00pm – 8:00pm at the Barbados Tourism Marketing Inc offices in London, the Vision 2023 event will see BAME Women in Travel's new Executive Director, Jamie-Lee Abtar, share her goals for the next three years on how the UK travel industry can boost its racial diversity. Jamie-Lee worked in the travel sector for over 10 years, including at the Caribbean Tourism Organization (CTO), and will also be discussing the launch of BAME Women in Travel's new Corporate Partnerships scheme at the event.

BAME Women in Travel assists black, Asian and minority ethnic (BAME) women in the travel and tourism industry to fulfil their economic and individual potential through customised training and mentoring services aimed at fostering entrepreneurship and employment. With a core goal of addressing racial equality as a societal, moral and business issue, BAME Women in Travel's upcoming plans include the second BAME Annual Conference on 14<sup>th</sup> May, a number of workshops throughout the summer, plus a September 2021 Retreat in Barbados.

During the event, which will be sponsored by Barbados Tourism Marketing Inc, BAME Women in Travel will also launch its Corporate Partnerships initiative, which will bring employers together to collaborate and address shared challenges with the aim to drive commitment to diversity in UK workplaces. Those interested in learning more about the Women in Travel corporate membership initiative should contact Jamie-Lee at [bame@womenintravelcic.com](mailto:bame@womenintravelcic.com).

Speaking about her involvement with BAME Women in Travel, Jamie-Lee Abtar, Executive Director, said: "I am honoured and excited to be spearheading the growth and development of such an important initiative. I look forward to providing support and encouragement to BAME Women in Travel to reach their full potential, whether through employment or entrepreneurship."



Alessandra Alonso, the Founder of Women in Travel (CIC) added: “Following on from the establishment of BAME Women in Travel by Eulanda Shead Osagiede and accomplishments achieved throughout 2019, we are thrilled to be welcoming Jamie-Lee to our team and look forward to sharing our goals for the next three years at the upcoming Vision 2023 event. Our new Corporate Partnerships allows travel brands to collaborate and address shared challenges, with the aim to refocus energy and commitment in UK workforces to drive change and ensure that businesses attract, recruit, retain and develop BAME talent.”

**Those interested in learning more about the BAME Women in Travel initiative and the upcoming Vision 2023 event should contact Jamie-Lee at [bame@womenintravelcic.com](mailto:bame@womenintravelcic.com).**

**For more information about Women in Travel, visit [www.womenintravelcic.com](http://www.womenintravelcic.com).**

**ENDS**

#### **NOTE TO EDITORS**

##### **Image Captions:**

**Image 1:** Jamie-Lee Abtar, Executive Director of BAME Women in Travel.

**Image 2:** BAME Women in Travel logo.

**Image 3:** Alessandra Alonso, Founder of Women in Travel (CIC).

#### **About Women in Travel**

Women in Travel (CIC) started life as a gender focussed platform at World Travel Market flagship event in London, in 2014. Growing successfully from then onwards, in 2017 it was incorporated as a social enterprise dedicated to empowering women through employability and entrepreneurship in Travel Tourism and Hospitality. Its vision is to become a catalyst for sustainability by placing women at the heart of an industry which is inherently attractive to females and growing at a fast pace. It is the brain-child of Alessandra Alonso, who has been recognised as a trail-blazer when it comes to gender diversity in the industry and who has supported women in maximising their opportunity in the travel, tourism and hospitality (TTH) industry for well over a decade, originally through Shine & the Shine Awards. Women in Travel partners with employers to provide the first Women Returners service through which the industry can access a pool of marginalised but often highly skilled women who are eager to get back to work. Women in Travel also runs entrepreneurship focussed events, mentoring and networking supporting start up and early stage female entrepreneurs and those wanting to start a business, particularly of BAME background.

**For further media information, images or interview opportunities please contact:**

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