



## **WOMEN IN TRAVEL (CIC) ANNOUNCES SERIES OF VIRTUAL PANELS TO HIGHLIGHT IMPACTS, CONSEQUENCES AND SOLUTIONS FOR WOMEN IN THE ERA OF COVID-19**



**The three virtual panel webinars focused on the impacts of COVID-19 for women will take place on 21st May, 28th May and 4th June 2020. Register here: [bit.ly/2YOelWq](https://bit.ly/2YOelWq)**

**To explore COVID-19 feature opportunities with Alessandra Alonso, the Founder of Women in Travel (CIC), please email [WIT@gecpr.co.uk](mailto:WIT@gecpr.co.uk).**

**12th May 2020** – [Women in Travel \(CIC\)](#), the social enterprise dedicated to empowering women through employability and entrepreneurship in the travel industry, has announced the launch of a series of virtual panel webinars that will highlight the impact, consequences and solutions for women in the era of COVID-19.

With United Nations Secretary-General, Antonio Guterres, [stating that COVID-19 could reverse progress made towards gender equality](#), it is vital that women's leadership is front of mind in response efforts. Subsequently, the first hour-long panel webinar, which will take place on 21<sup>st</sup> May 2020 at 4:30 PM BST, will evaluate the overall impact of COVID-19 on women and what can be done to assist those affected. The panel will be moderated by Women in Travel's Founder, Alessandra Alonso, who will be joined by speakers including Simon Gallow, Advocate at UN Women UK, and Sonia Omar, Fundraising Manager at Education For All. Those interested in attending the panel on 21<sup>st</sup> May can register for free here: [bit.ly/3cpi8gO](https://bit.ly/3cpi8gO).

The series of virtual panels will be free to attend, but voluntary donations for the first panel event on 21<sup>st</sup> May are welcome to support UN Women UK. 100% of the donations received will be used to support women and girls in one of the most vulnerable situations around the world, with just £15 providing a week's worth of hygiene essentials and food for a woman and her children in quarantine. Women in Travel will also match funding received up to £250. Those interested in donating to UN Women UK should visit [www.unwomenuk.org/campaigns/covid-19](https://www.unwomenuk.org/campaigns/covid-19).



Donations are also welcome for the second and third virtual panel events, with the money going towards Women in Travel's own initiatives, which provide mentoring and coaching sessions help vulnerable, underrepresented and marginalised women to find economic empowerment and personal fulfilment through work in the travel, tourism and hospitality industry. Those interested in donating should visit [www.justgiving.com/crowdfunding/witcic](http://www.justgiving.com/crowdfunding/witcic).

The second virtual panel on 28<sup>th</sup> May 2020 at 2:30 PM BST will focus on the implications of COVID-19 for women specifically working in the travel and tourism industry, which has seen many women furloughed from full-time work. During the webinar, speakers including Dr Manal Kelig, Executive Director MENA at Adventure Travel Trade Association; Dr Mariana Aldrigui, Researcher at the University of Sao Paulo; Zina Bencheikh, Managing Director EMEA at Intrepid Travel; and Sandra Carvao, Chief of Market Intelligence and Competitiveness at World Tourism Organization (UNWTO), will discuss how women can continue to engage with the industry during the COVID-19 pandemic and how best they can resume to work. Sandra Carvao will provide attendees with valuable insights on how best to recover from a crisis following her previous experience of coordinating the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Those interested in attending the panel on 28<sup>th</sup> May can register for free here: [bit.ly/2zwzCJK](http://bit.ly/2zwzCJK).

The series of virtual panel webinars will conclude with a final session focused on practical solutions and tangible learnings for women working in the travel and tourism industry who have been directly impacted on both a personal and professional level by the COVID-19 pandemic. Taking place on 4<sup>th</sup> June 2020 from 2:30 PM BST, speakers including Barbara Kolosinka, Director at C&M Recruitment; Jamie-Lee Abtar, Executive Director of BAME Women in Travel; and HR & Talent Professional Claire Steiner, will evaluate what is being done in terms of recruitment to attract and retain staff during this time. The session will also analyse how individuals can help themselves, by looking at initiatives such as personal branding. Those interested in attending the panel on 4<sup>th</sup> June can register for free here: [bit.ly/2xRxV92](http://bit.ly/2xRxV92).

Commenting on the series of upcoming webinars, Alessandra Alonso, the Founder of Women in Travel (CIC) said: "COVID-19 may be causing more male fatalities overall, but women and children are the unaccounted-for casualties. The impact of COVID-19 on women is far reaching and goes beyond the already dramatic health- and economic consequences. For example, cases of domestic violence have spiralled globally and teenage girls in less developed countries where the 'digital divide' is present are losing access to education by not being able to attend school or take part in virtual classes. We've therefore launched these three virtual panel webinars to discuss the impact of COVID-19 on women worldwide and tangible solutions for those affected."



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taking place on 21st May, 28th May and 4th June 2020  
can register for free here: [bit.ly/2YOelWq](https://bit.ly/2YOelWq).**

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

**ENDS**

#### **NOTE TO EDITORS**

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

**Image 1:** Alessandra Alonso, founder of Women in Travel (CIC).

**Image 2:** Simon Gallow, Advocate at UN Women UK.

**Image 3:** Sandra Carvao, Chief of Market Intelligence and Competitiveness at World Tourism Organization (UNWTO).

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

Women in Travel (CIC) started life as a gender-focused platform at World Travel Market 2014 in London. 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 trailblazer 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. Women in Travel partners with employers and charities 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 focused events, mentoring and networking supporting start up and early stage female entrepreneurs and those wanting to start a business, particularly of BAME background. In January 2020, Women in Travel hosted the first International Women in Travel & Tourism Forum in Iceland, where Iceland's First Lady was the keynote speaker.

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

GEC PR | [wit@gecpr.co.uk](mailto:wit@gecpr.co.uk)