



WOMEN IN TR

Action Plan

For Women in Travel Tourism and
Hospitality In the COVID-19 era

Stay Mentally and Physically Active

- It is OK to feel worried and anxious about the future - not OK to keep that feeling to yourself
- Stay active – exercise / DIY / reading etc
- Reach out to people in your network for support both professionally and personally
- Volunteer locally / in your neighbourhood

Stay In Touch (with teams)

- Communication is key both as a manager and as an individual
- Communication must be honest and transparent
- Treat people as you want to be treated
- Ensure that everyone is treated fairly and equally
- Remember everyone has different motivations and pressures

Stay In Touch (with industry)

- Keep up to date with industry news
- Use LinkedIn, Facebook, Twitter, Instagram
- Write/ read blogs and articles
- Network, via social media and / or online events, to hear about opportunities
- Touch base regularly with your suppliers, trades and key customers

Stay Employable

- Learn new skills – transferable skills
- Refresh/strengthen your knowledge of languages
- Volunteer for all courses / opportunities
- Build up your destination knowledge – even if just online
- Research
- Refresh your CV – 2 sides of A4 / Arial or Verdana size 10 / Word or PDF / Contact details / PROOF READ

*Stay Ahead..
Employers
Always Seek*

- Passion
- Can-do attitude
- Desire
- Loyalty
- Flexibility
- Destination knowledge
- Something different – what's your USP?
- Enthusiasm / energy
- Positivity
- Hard work
- Personality
- Personal travel experience
- Willingness to get involved

Stay Visible

Develop a Personal Brand

- Figure out who you are / what you stand for
- Define your audience
- Develop knowledge and thought leadership in your field

Expand Your network

- Challenge your self to new networks
- Set goals for relationship development
- Seek out one or more ***mentors***

Find Your Tribe (WITcic, ITT, Wonderful, IOD)

- Resources
- Perspectives
- Visibility

Contact

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