



WOMEN IN TRAVEL CHOOSES DIGITAL FORMAT FOR THE INTERNATIONAL WOMEN IN TRAVEL & TOURISM FORUM 2021



Digital | 2021



23 March 2021 – [Women in Travel CIC](#), the social enterprise dedicated to empowering women through employability and entrepreneurship in the travel industry, has announced its second International Women in Travel & Tourism Forum will take place digitally, from 10 – 15 May 2021.

As the only international forum in which senior leaders and up-and-coming female talent from across the global travel industry come together to share, learn and challenge issues around gender diversity and inclusion, the [International Women in Travel & Tourism Forum](#) will explore five main themes over five afternoons, and one optional experiential day:

- Day 1 – Monday 10 May 2021: Taking stock of where we are and getting ready for recovery.
- Day 2 – Tuesday 11 May 2021: Building a better future for all in travel and tourism.
- Day 3 – Wednesday 12 May 2021: Talent through a gender and inclusion lens.
- Day 4 – Thursday 13 May 2021: How do we build an inclusive travel and tourism industry.
- Day 5 – Friday 14 May 2021: Using mentoring to empower yourself and your career.
- Day 6 – Saturday 15 May 2021: Experience one of three female-led London day tours.

Speakers include Laura Storm the Founder of Regenerators, co-author of Regenerative Leadership and WEF Young Global Leader, who will be delivering a keynote address on regenerative leadership, as well as Natalia Bayona the Director of Innovation, Education, and Investments at UNWTO, Martinique Lewis, Diversity in Travel Consultant and president of Black Travel Alliance and John Bevan, CEO of dnata Travel Europe.

Sessions will be live and also available on demand to registered attendees in the weeks following the event. Based on ticket type, ticket prices range from £10 - £60 when booking the Early Bird Offer available at www.womenintravelcic.com, until Monday 12 April 2021 or from £15 - £100 after this time.



Intrepid Travel, who helped launch the inaugural IWTTTF last year, remains a key partner of the innovative digital event in 2021 which has also attracted sponsorship from key industry stakeholders including: ATPCO, Google, Intertek, Intimina, OAG, TUI and The University of Surrey School of Hospitality & Tourism Management.

Alessandra Alonso, founder of Women in Travel (CIC) says: "The 2021 [International Women in Travel & Tourism Forum](#) is more relevant than ever due to the COVID-19 pandemic, which has impacted the travel and tourism sector globally. By holding this Forum in May, we hope to contribute to the travel and tourism industry's recovery and longer-term success by providing a space for women and like-minded men to come together to share ways to build back better, and accelerate diversity and inclusion in the sector."

Zina Bencheikh, managing director EMEA at Intrepid Travel and the Chair of The International Women in Travel & Tourism Forum 2021 added: "Women in Travel CIC shares many of our values at Intrepid Travel, particularly our belief that we cannot have a sustainable travel industry without female empowerment. Following the most challenging of years, this year's digital International Women in Travel & Tourism Forum is more important than ever as we examine the impact of the pandemic on women in our industry and look ahead to the future."

**For further information and to book your place at
The International Women in Travel & Tourism Forum visit: www.iwttf.com**

To explore event sponsorship opportunities, please email WIT@gecpr.co.uk

For further information about Women in Travel, visit www.womenintravelcic.com

NOTE TO EDITORS

Image Captions:

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

Image 2: The International Women in Travel & Tourism Forum 2021 Digital Edition Logo.

Image 3: Forum keynote speaker, Laura Storm, the Founder of Regenerators, co-author of Regenerative Leadership and WEF Young Global Leader.

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 brainchild 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:

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