



WOMEN IN TRAVEL | **IMPACT REPORT 2022**

Empowering Women through Employability & Entrepreneurship in Travel, Tourism and Hospitality

CELEBRATING FIVE YEARS OF IMPACT

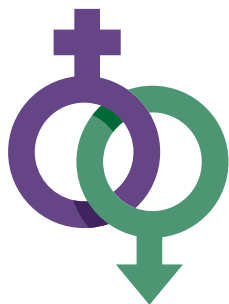
WOMEN IN TRAVEL

ABOUT US

Women in Travel cic is a UK based, award winning social enterprise dedicated to empowering all women using travel, tourism and hospitality as a 'force for good'. We believe that empowered women thrive and in turn foster thriving communities. Women in Travel cic partners with employers and charities to provide women – especially marginalised, vulnerable and under-represented – with visibility, confidence, access to training, mentoring and eventually employment and enterprise. Since 2020, we've supported more women who have been impacted by a loss of income as a consequence of Brexit and the Covid-19 pandemic.

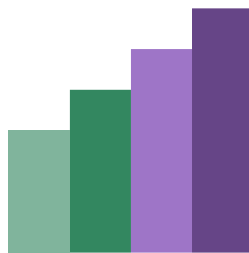
We support the achievement of three of the United Nation's Sustainable Development Goals:

GENDER EQUALITY



Achieve gender equality and empower all women and girls

DECENT WORK & ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

REDUCED INEQUALITIES



Reduce inequality within and among countries

OUR VALUES

We have three key business values that permeate everything we do and are instilled in our work from inception to delivery, and our shared by the clients we work with:

- **Honesty**
- **Respect**
- **Integrity**

WOMEN IN TRAVEL

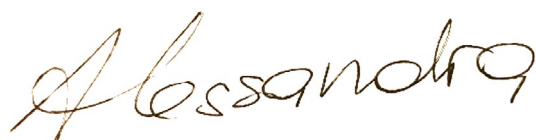

FROM OUR MD – IMPACT HIGHLIGHTS

Despite the devastating impact of the Covid-19 pandemic and Brexit on the travel, tourism and hospitality sector globally, which was felt more adversely by the women we work with, I'm delighted that Women in Travel cic is celebrating five years of impact.

This has not been an easy journey; not only because of the current circumstances, but because of the inherent challenges of working with 'talent' and individuals who are often under the radar, slightly invisible and possibly misjudged. Since the pandemic struck, however, we have found our mission more relevant than ever. Furthermore, we have witnessed increasing willingness on the part of employers and organisations everywhere to engage with our work and, increasingly, our community. We are grateful to them for the trust they have afforded us and will afford us in the coming years.

Equally important to Women in Travel cic has been the support of funding partners including European Social Fund via the Paddington Development Trust and GroundWork; The Royal Society for the Advancement of the Arts (RSA) and more recently the European Regional Development Fund (ERDF). We are grateful to them and aim to grow our funders pool in future, to include social impact investors.

Finally, I want to mention our beneficiaries, who either self-refer or are identified via our partners in the charitable and public sectors. These women are role models of resilience, collaboration and authentic leadership and they never stop to impress us with their determination to move forward with their lives. Whether through local employment agencies, domestic abuse, refugee or modern slavery charities, we want to grow our referral system as it is an obvious win-win for industry and for the women we serve. We count on you to support us, enable us and follow us on this journey!



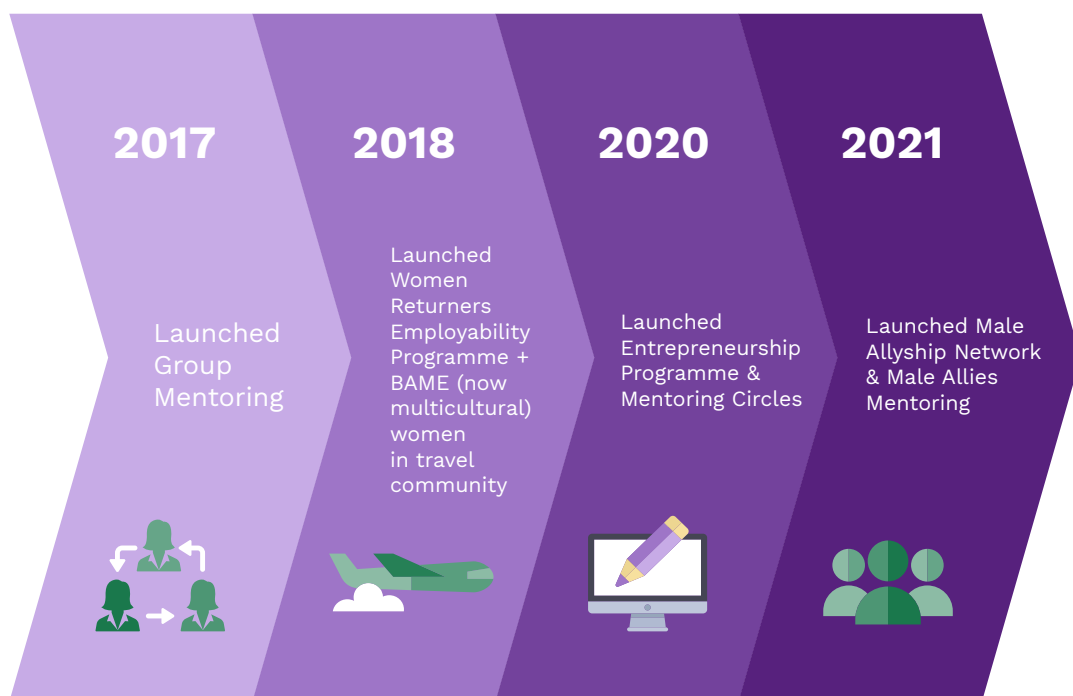
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OUR GROWTH

What started five years ago as mainly a series of workshops has now grown into an organisation with two key pillars: PROGRAMMES and COMMUNITY.

Over the past five years we've developed three core programmes:

- **Employability (Women Returners)**
- **Entrepreneurship (Tour-Guides and Makers/Crafters)**
- **Mentoring (Group Mentoring, Mentoring Circles, Male Allies Mentoring)**



EXTERNAL RECOGNITION OF OUR WORK

In 2021 our work was recognised through the following awards:

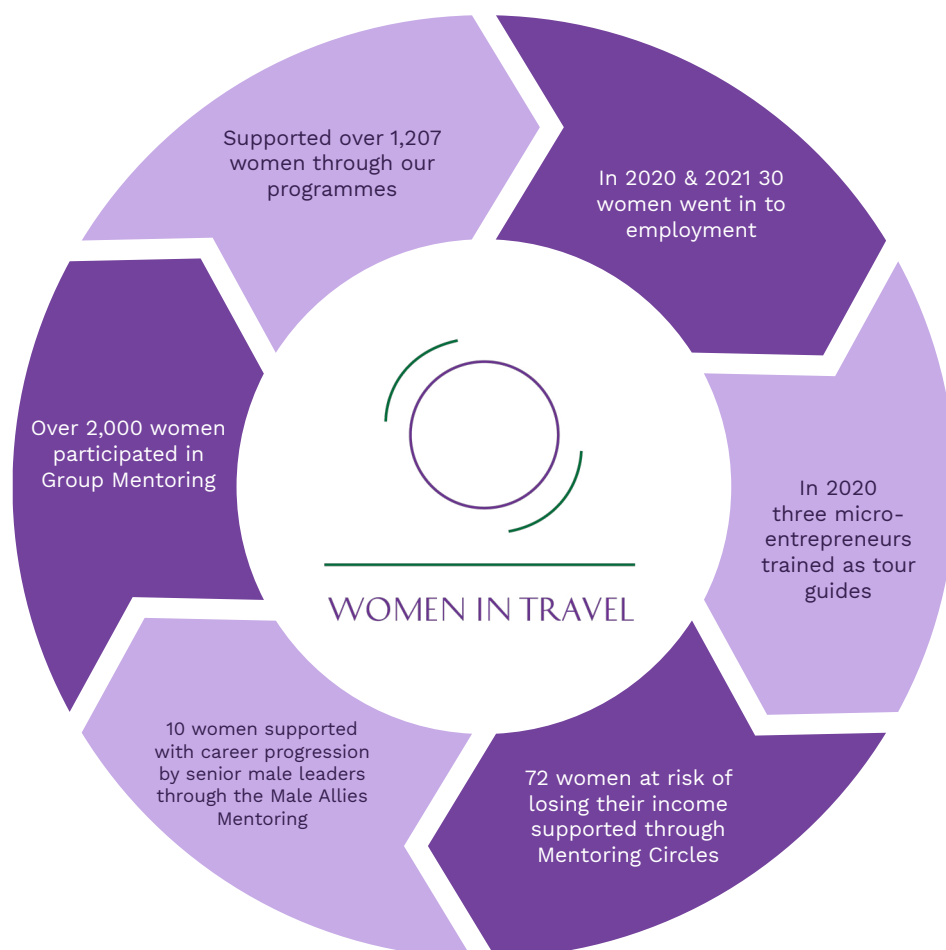
- **Fitur NEXT Innovation Award (Business, International)**
- **Bessie/Journey Woman Award (Individual, International, Lifetime achievement award)**
- **Forward Ladies – Not for profit category (Individual, UK award)**

In 2019, 2020 and 2022 our founder Alessandra made the UK NatWest WISE 100 list (women in social enterprise list). In 2022 Alessandra has been also recognised by the Euclid Network European Top 100 women in social enterprise. She was also recognised as 'one of 9 women transforming travel' by the Matador Network and one of 50 'most important women in travel' by Wonderlust Travel.

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WHAT WE'VE ACHIEVED

- Supported over 1,207 women through our Programmes.
- With the collapse of the travel, tourism and hospitality industry during Covid-19 pandemic we received four times the usual number of referrals, mostly women who had lost their income. Between 2020 and 2021 we helped 154 women with over 1,200 hours of guided support through our Women Returners Employability Programme.
- With the industry still battling through the pandemic we directly progressed 30 women into employment or further training over 18 months between 2020 and 2021. We also enabled another 50 to apply and gain jobs in a variety of sectors by boosting their confidence, CV writing and interview skills.
- Successfully trained the first three women micro-entrepreneurs as tour guides.
- Delivered Group Mentoring to over 2,000 women at World Travel Market Expos nine times between 2017 and 2021, in London, Dubai, Cape Town and Sao Paulo, to groups ranging from 50 to 200+ women.
- Through our Mentoring Circles supported 72 women who were unemployed or self-employed and at risk of losing their income due to the Covid-19 pandemic.
- Matched ten women seeking support to progress in their career/entrepreneurship with senior male leaders in the industry through our Male Allies Mentoring.



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MARTINA CAPEL (PERU FOCUSSED TOUR OPERATOR)

“I very much enjoyed being part of the mentoring circle and be able to express problems and feelings during these difficult months. Even if we can’t change the situation, it makes you feel like you are not alone, there are other people that face the same challenge. Sharing our problems also helps to find solutions or being inspired by other ways of thinking. The most important part is the fact of not feeling so alone, especially working from home and having to stay there during lock-down.”

CLAIRE STEINER (UK MENTOR AND HR AND TALENT SPECIALIST)

“Sharing stories, supporting and being supported by fellow female professionals from around the world has given me a first hand view on the individual challenges that we are dealing with as well as those we share. As we continue to navigate the COVID pandemic and our future, the group provides a sense of global comradery and determination to not only survive but create opportunity and shared vision for ourselves and our industry.”



WOMEN IN TRAVEL

OUR ACTIVITIES

We provide Programmes that support marginalised women covering:

- **Employability (Women Returners)**
- **Entrepreneurship**
- **Mentoring (Group Mentoring, Mentoring Circles, Male Allies Mentoring)**

We also run several Community activities, including annual events and workshops.

WOMEN RETURNERS EMPLOYABILITY PROGRAMME – CREATING DIVERSE AND INCLUSIVE TALENT FOR TRAVEL, TOURISM AND HOSPITALITY EMPLOYERS

Women Returners is our unique social impact recruitment service that identifies, selects and trains marginalised, vulnerable and underemployed women, who are seeking to re-engage with the economy through employment opportunities in Travel, Tourism and Hospitality. We launched this programme in January 2018. We receive referrals from charities including Crisis, Refuge, Refugee Council and many more. Women also self-refer and encourage their friends to get in touch.

The women we support are skilled, willing and able to work, committed and keen to start as soon as possible. Through Women Returners we support the women to build their:

- **Self-confidence**
- **Self-esteem**
- **Self-belief**
- **Network and**
- **Knowledge of industry and its employers,**

so they can access training and employment opportunities.

In 2020 and 2021 we supported 154 women. 30 secured employment or further training as a direct results of our intervention while 50 others were indirectly enabled to access work in the broader service economy.

WOMEN IN TRAVEL

WHAT WOMEN SAY ABOUT THE WOMEN RETURNERS EMPLOYABILITY PROGRAMME:

"This workshop has given me insight into new skills and abilities I have, and [how to] use it to make myself and my CV standout to employers. It's very motivational, and helped me build some confidence in looking for work. I highly suggest attending all the face to face sessions, Alessandra has been amazing and kept the sessions interesting yet informative. I look forward to the one to one mentoring sessions coming up."

"Before the sessions, I felt very alone with my problems. I was afraid to open up and try. Seeing and meeting others with similar difficulties as me helped me to overcome my frustrations. The guided exercises and shared conversations all helped me to find myself again. After the sessions, I realized that I was my own enemy. As a result, I became much more open to new opportunities, which eventually led to me finding a job."

"I am so happy that I was referred to this programme, it's given me hope for my future and started giving me back some of my lost self esteem and self confidence that there are so many lovely supportive women out there wanting to help us and mentor us to help encourage us to get back into work and back onto our feet especially if we have suffered through some personal dark times. Thank you for creating this amazing programme."

"My self-esteem was extremely low when I was introduced to Woman in Travel. Having someone to talk to who can help you see yourself in a new light is extremely beneficial. I no longer believe in any limiting beliefs; instead, I have evolved and am aiming for the stars. Through WIT, I was able to find work. Thank you very much."

WHAT OUR PARTNERS SAY ABOUT WOMEN RETURNERS EMPLOYABILITY PROGRAMME:

"The quality of the content, the networking opportunity with like minded people, the feeling of being in a safe environment, the chance of meeting potential recruiters who can provide suitable shift patterns, inspiration and awareness of own capabilities/skills and the best way to "sell" them in an interview. The high level of professionalism of the facilitator, ... The list is endless."

(Local employment Agency)

"We have enjoyed working with Women in Travel over the past year, they have proven to understand their sector of specialism very well and we are pleased that some of our clients have been able to benefit from their assistance."

(National charity)

WOMEN IN TRAVEL

WHAT EMPLOYERS SAY ABOUT WOMEN RETURNERS EMPLOYABILITY PROGRAMME:

“Women In Travel CIC offers not only an effective talent service in identifying great candidates but offers an invaluable service to the women they are finding positions for. To be able to give opportunities to marginalised women who may have more challenging life circumstances is a ‘win win’ for everyone. WIT CIC not only provide an excellent calibre of potential employees but support the candidates & employers through the entire process offering mentoring & training services if needed. We are extremely happy with our new employee & looking to use this service again for many other roles.” **Christina Lawford, CEO, DiamondAir International**

“We are pleased to be working with Women in Travel on their Women Returners programme, which supports the economic empowerment of marginalised women, by providing them with the training and the access needed to return to jobs in hospitality and tourism. Women traditionally sit at the heart of hospitality, and we want to encourage those disengaged from the economy to consider a career in the sector.” **Nadira Lalji, Owner, Inhabit Hotels**



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WOMEN RETURNERS EMPLOYABILITY PROGRAMME CASE STUDY

Finance Assistant, 5* central London Hotel

Rose* was referred to Women in Travel's Women Returners Programme from homeless charity Crisis. A Latin-American language graduate with experience of hospitality and qualification in accounting and finance, Rose had been in London for many years when, on her husband's passing, she fell on hard times.

Rose completed the Women Returners training in June 2018, spending a week with a small group of candidates and our trainers, refreshing her knowledge of travel and hospitality, preparing herself for interviews, being coached for confidence and discussing opportunities and aspirations with other candidates.

Rose then met a few employers and eventually was interviewed by K.W., HR Manager at this 5* Hotel in London Mayfair, for the position of part time Finance Assistant, which exactly met her needs and aspirations.

Rose was offered the position after two interviews and a trial day. She started to work in July 2018. It took Rose a few weeks to recover her confidence in full but being a hardworking and resilient professional she valued the opportunity and persevered. Some changes in the team took place later which meant Rose felt fully supported and settled. She continues to happily work at the hotel after being furloughed and now in a full time role she remains a highly appreciated member of the team.

**Pseudonym used for client confidentiality.*

Rose says:

"I could never thank you enough for helping me when I had no confidence to get the job I wanted, and I felt so down. The strategy you used helped me to find self confidence when facing interviews I felt morally supported and discovered that I still have all those transferable skills I can use. The fact of keeping in touch and looking after me even after getting the job makes me feel I am not alone while I get myself together. After few days of your training coaching, advocacy and mentoring, I got the finance job I wanted and I hope I will perform well to be proud of myself again and start living happily."

ANOTHER TESTIMONIAL:

"Woman in Travel has provided me with the opportunity to meet a diverse group of interesting and ambitious women from both professional and personal backgrounds, with whom I have had the opportunity to engage in lively group discussions, learn from each other's experiences and even strive forward.

WIT aided me in developing my confidence, gaining access to a job and encouraging me not only professionally but also in my personal life.

(A.G who was employed in 2021)

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ENTREPRENEURSHIP PROGRAMME – CELEBRATING MULTI-CULTURALISM AND EMPOWERING WOMEN TO TAKE CONTROL OF THEIR EARNINGS

We not only believe that women should think of entrepreneurship as a viable option, but also, that entrepreneurship can be a key to women's empowerment, enabling individuals to take control of their earnings and their many commitments.

We started the Entrepreneurship Programme in 2020/21 focussing on tour guiding, in partnership with Intrepid Travel, and trained the first three women micro-entrepreneurs as tour guides.

'Meeting Women in Travel cic in 2019 has transformed my life. Through training, mentoring and a raft of opportunities, I have now become a tour-guide and work in London with Intrepid Travel. I am also back to studying and can see a bright future for myself and my daughter!' **Sefanit, tour guide**

The Entrepreneurship Programme is designed to empower women and celebrate multi-culturalism. Tours are currently available in London, and are marketed for domestic, international, leisure and business visitors alike. They can also be used as team building, corporate incentives and similar activities.

"Thank you very much for a special tour, Sefanit, what a treat!! Loved hearing about Ethiopian culture and traditions, loved sampling food and coffee, loved shopping for food that I wouldn't otherwise had the opportunity to try."

C.M, United Kingdom – took the tour on 15 Jul 2021



WOMEN IN TRAVEL

MENTORING SERVICES – CREATING A SAFE SPACE TO SHARE, LEVEL AND DEVELOP

Our mentoring programmes include:

- **Group mentoring (as part of our open events especially at WTM)**
- **Mentoring circles (stand alone)**
- **Male Allies Mentoring (as part of the Male Allyship Network)**
- **One to one (open to all women seeking support)**
- **We also offer mentoring training to employers so that they in turn can be best equipped to support our candidates when they enter work**

We are passionate about mentoring and have embedded it at the heart of everything we do. We know that mentoring works well in all its different applications (be it one to one, group or reverse) because it provides a safe space to share and learn without fear of being judged. This is particularly important to women and a key reason why our programmes really resonate with female professionals.



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GROUP MENTORING

Group Mentoring is targeted at women within the Travel, Tourism and Hospitality industry who wish to develop and progress, as well as women who are unable to access support where they are. We started Group Mentoring in 2017, and since then we've delivered this nine times to over 2,000 women at the World Travel Market Expo (three times in London, three times in Dubai, twice in Cape Town and once in Sao Paulo), to groups ranging in size from 50 to 200+ women.



WHAT WOMEN SAY ABOUT OUR MENTORING CIRCLES:

Susie: *"I've loved working with such a fantastic and diverse set of ladies. We're all on different paths, united by the desire to succeed. Being part of a mentoring circle has been both an enlightening and rewarding experience. We have added expertise and value to each other's journeys and had a space to reflect on self-purpose while being part of a special sisterhood. If you're looking for a mini boardroom to give you thought diversity, to bounce ideas off and to broaden your goals and aspirations to make something really special, I highlight recommend it."*

Daniela: *"The mentoring circles have been a ray of light in the darkest time of the beginning of the pandemic and we have evolved together week after week supporting each other as well as creating opportunities among the members of each group."*

Katerina: *"Through Mentoring Circles I have met such powerful, inspirational and motivated women entrepreneurs within the travel industry. New collaborations, synergies and networking opportunities are already on their way due to this amazing opportunity! I feel so blessed for this fantastic initiative of Alessandra, whom I have been following since the WTM women mentoring circles were established. Thank you so much for everything!!"*

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MULTICULTURAL COMMUNITY

Women in Travel cic was the first organisation in the UK travel and tourism industry to recognise the huge need for greater diversity and inclusion in the sector. Well ahead of the events that are now collectively known as Black Lives Matter, in 2018 we formed the very first BAME women in travel community, which was recently rebranded as Multicultural Community. The Community has been very active since then, comprising of over 500 content creators and industry professionals seeking opportunities to develop and grow in industry.



TESTIMONIAL

Donna: Thank you for the invite to Lunch + Learn Live! It was engaging throughout and I loved the structure! The topics discussed are so relevant and needed and it would be great to hear more about how to cope with 'imposter syndrome' and where to begin when creating an 'elevator pitch'. Dealing with those awkward moments of 'networking' is another great topic. Your approach to planning beyond Post COVID-19 is uplifting and gives great optimism, but your honesty in the reduction of roles within the workforce particularly for women is a reality and gives even more importance to the building of a personal brand. Something I definitely need to do! Thank you again and I look forward to attending more sessions.

WOMEN IN TRAVEL

As part of the Multicultural Community, and thanks to outstanding leadership from our colleagues **Eulanda Eusagiede** (2018-2020) and **Jamie-Lee Abtar** (2020 onwards), we have:

- Run three yearly (Multicultural) Travel Summits partnering with companies such as Intrepid Travel and Google UK to address, discuss and support a more inclusive industry, as well as providing more visibility to the travel writers and content creators populating the community.
- Launched an allyship toolkit to help industry and individuals play an active allyship role in their communities (2021).
- Run eight Lunch N Learn sessions to support and encourage Black and Asian content creators and professionals to access valuable advice; mentoring and industry knowledge.
- Launched a series of podcasts to showcase prominent women from the multicultural travel and tourism community.
- Launched the top 15 high-flyers from the multicultural travel and tourism community.

In 2021, in partnership with colleagues from the University of Surrey, we launched the first report of its kind into the travel habits of Black and Asian travellers, to investigate and explain how Black and Asian travellers can be part of the industry recovery.

“There is a serious dearth of research into this undervalued segment of the travelling public, which means the industry is missing out. The time is ripe to integrate more perspectives into mainstream discourses relating to travel and tourism. The industry can’t pretend that race has no impact on travellers’ experiences.”

Dr Albert Kimbu, Head of the Department of Tourism and Transport at the University of Surrey’s School of Hospitality and Tourism Management and project lead

“A growing British Black and Asian middle class, who are keen explorers of new destinations and tourism experiences, creates huge opportunities. Travel and tourism companies that address the specific concerns of these travellers and help them overcome their barriers to travel will benefit from a large market. It makes business sense, as well as being the right thing to do to improve inclusion.”

Jamie-Lee Abtar, Multicultural Community Lead at Women in Travel CIC

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MALE ALLYSHIP NETWORK

Our Male Allyship Network launched at the International Women in Travel & Tourism Forum held in May 2021.

The new cross-industry Male Allyship Network in travel and tourism aims to foster mentoring and the sponsorship of women, particularly those from underrepresented groups.

It was backed by 30 industry leaders and its members are some of the highest profile male professionals in travel and tourism.

Male Allyship is critical in a sector where globally some 60% of the workforce is female but only a minority (30% at most) achieves senior to board level positions. Minority groups are substantially underrepresented in senior roles, even though globally they represent a growing, affluent customer segment. To change the status-quo we need the support of those currently in position of powers and that broadly means men!

Members are committed to support all women and non-binary individuals personally and through their businesses, by providing mentoring; sponsoring; recognition and visibility; access to network and professional opportunities.

Allies benefit from:

- **Gender intelligence**
- **Allyship and mentorship skills**
- **DEI Role Model**
- **Visibility [internally and externally]**

As part of the Network, male allies chose to support women internationally seeking to progress in their career or in entrepreneurship through one-to-one mentoring. The programme matches them with senior male leaders within the Travel, Tourism and Hospitality industry. We started this programme in summer 2021 and so far we've successfully matched ten women.

Mentoring sessions regularly cover leadership, confidence, career development and business opportunities. Women were matched with mentors between October 2021 and January 2022. 40% have met four or more times and 50% have met three times.

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WHAT OUR MENTEES SAY ABOUT THE MALE ALLIES MENTORING:

- *I am really enjoying being part of this network and in the few sessions my mentor and I have had, I have already noticed a difference in myself and my demeanour at work.*
- *It's really nice to speak with my mentor and he has shared his experiences openly and is very open to giving advice and helps me through difficult questions I am trying to figure out for myself.*
- *I have been able to utilize the learning towards designing a tourism program in Peru to elevate the roles of porters on the Inca Trail and in the tourism industry which is currently still in progress.*
- *When it came to pricing of products, I have undercharged my packages and was encouraged to relook at pricing and learned to add/include a 1.5 mark up and a fixed forex rate. This was valuable information to me. 2. I was also encouraged to share my own story with my potential clients more. 3. I have been advised to upmarket my Volunteering packages from basic to comfort targetting a different kind of volunteer.*
- *Being a woman in the travel industry has nuances and complexities that I need to understand in order to effectively execute any ideas or projects that I run. I'm learning the ways to create healthy partnerships with indigenous communities and the global travel community as a whole in order to advocate for systemic changes within the tourism industry.*

WHAT OUR MENTORS SAY:

- *It's very interesting to consider communications barriers that mentees have shared and how particular actions that I recognise as very commonplace in myself, and other male colleagues can contribute to those barriers.*
- *Learning new way of perceiving and analysing problems. I have added additional depth to my understanding of gender inequality and its impacts. It has taught me greater respect for the importance of understanding and adapting to cultural aspects of doing business in other countries.*

WOMEN IN TRAVEL

SUPPORT OUR WORK

Creating a more diverse and inclusive industry has a positive impact for everyone. An empowered woman, that's able to participate fully in employment or entrepreneurial activities, creates prosperity for herself, her family and future generations.

As a social enterprise we generate a proportion of our income from trading, but we also rely on funding and corporate donations/sponsorship to deliver our programmes and activities.

In the UK, every woman we're able to help return to employment or entrepreneurship saves the government over £14,000 per year, as well as having huge positive impacts on that woman, her family and community by building confidence, self-esteem and developing skills.

If you're a funder, business or investor interested in supporting our work please get in touch:

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WOMEN IN TRAVEL

Our work would not be possible without the support of many!

A whole-hearted thanks goes to our Advisory Board Members who are keen supporters and indefatigable ambassadors of our work:

Fiona Anderson, Director, GEC PR

Zina Bencheikh, MD EMEA Intrepid Travel

Christina Lawford, CEO DiamondAir International

Ed Lines, Industry Manager, Travel, Google

Claire Steiner, HR and Talent Specialist and UK Director, GTTP

A special mention also to:



ABOUT THIS IMPACT REPORT:

Feedback and impact data was captured from women who participated in our programmes and community activities over the past five years. The data was independently analysed by Make an Impact CIC to produce this impact report.

