



Atkin Jones joins Women in Travel CIC's Corporate Allyship Network



14 October 2024: Atkin Jones Ltd, the B Corporation certified provider of risk, safety and sustainability consultancy services to travel businesses, has become the latest partner to sign up to Women in Travel CIC's Corporate Allyship Network.

Women in Travel has led the way in fostering allyship in the travel industry with the creation of the first Male Allyship Network in 2021. The initiative encourages senior male leaders to become visible allies to women and other minority groups, harnessing the power of allyship to create a more diverse, inclusive and successful industry.

The Corporate Allyship programme was subsequently launched in 2023, offering training and networking opportunities to businesses and their staff around the concept and implementation of allyship in the workplace. The package includes access to resources, webinars, mentoring circles and communities where active allyship is discussed and encouraged. Atkin Jones joins a growing roster of corporate allyship members including WeTravel and Google.

Alessandra Alonso, MD and Founder of Women in Travel CIC said:

“Lots of individuals and companies have good intentions when it comes to DEI in the workplace but are often stuck on what it means in practical terms, which is where our allyship networks can really help. Allyship is about proactively supporting someone who might be in the minority; checking whether every diverse voice is included in a room and which voices need to be elevated. We are excited that Atkin Jones are on board to support our mission to create a more equitable, sustainable and inclusive travel industry.”

David Atkin, Managing Director of Atkin Jones, said: "Having been part of the Women in Travel Male Allyship programme for the past two years, I have found it a hugely rewarding experience that aligns perfectly with our own goals to help make travel a force for good. I'm thrilled to be able to further cement our partnership by becoming a Corporate Allyship Member and take this important next step on Atkin Jones' EDI journey. We look forward to working with Women in Travel to support Alessandra and the WIT network in providing help and empowerment to more people in our industry.”

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Images

The image above shows David Atkin and Clara Lojo (Founder of Clara Lojo) speaking on a panel at IWTTF 2024. For this and further relevant images, please click [here](#)

About Atkin Jones

Atkin Jones Limited is a purpose-led organisation, certified B Corporation, and owner of trusted travel safety consultancies Sanderson Phillips and tranquilico. Specialising in delivering risk and crisis management and travel safety to the travel and leisure industries, and with the combined experience of more than 55 years, it offers a broad range of auditing services along with expert health and safety training, sustainability consultancy, and crisis management. Through its non-profit community Just, Good Travel, AJL aims to foster positive change amongst travel professionals to deliver against its mission to help travel become a force for good that supports People, Planet and Prosperity for all.

About Women in Travel CIC

Women in Travel CIC is the UK based, award winning social enterprise dedicated to empowering all women using travel, tourism and hospitality as a ‘force for good’, based on the belief that empowered women thrive and in turn, foster thriving communities. Women in Travel cic partners with employers and charities to provide all women – especially marginalised, vulnerable, and underrepresented – with visibility, confidence, access to training, mentoring and allyship programmes and eventually employment and enterprising opportunities.

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