



Google reinvests in Women in Travel CIC's Employability Programme supporting underserved women into travel sector



31 October 2023: Following the success of their 2023 Employability Programme, Women in Travel CIC and Google are renewing their partnership to connect more diverse, underserved women+ to the travel and tourism industry in 2024.

Women in Travel CIC is an award-winning social enterprise that leverages the transformative power of travel for positive social impact through mentoring, upskilling and events.

The renewed partnership comes following the graduation of ten individuals sponsored by Google to enrol in Women in Travel CIC's six-month Employability Programme, which delivered a mix of group workshops, online mentoring sessions, one-to-one sessions, and bi-weekly progress monitoring sessions. It culminated in a careers fair providing access to award-winning travel and tourism employers such as Saga, Unseen Tours and Four Seasons Hotels.

The cohort that completed the programme included refugees and survivors of domestic abuse and human trafficking, who had been disconnected from the workforce. Three months on from graduation:

- Seven women have progressed to part / full time study.
- Four are working full / part time within travel, tourism and hospitality.
- Two have launched their own walking travel tour businesses.
- One gained a paid internship in travel.

At the beginning and end of the programme, each participant was asked to assess themselves on a number of employability skills including confidence, communication skills, industry knowledge, digital marketing, customer service, CV writing, storytelling, and interview skills. Every skill experienced an increase of a minimum 53.8% as a result of the programme, with the largest increase - in storytelling – by 122.22%.

Within the programme, Google delivered several mentoring sessions and two confidence-building workshops [[#IAmRemarkable](#) and TellYourStory], which both started as internal Google programmes and have now also been rolled out to external participants.

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

“As of 2023, the UK has around 587,000 unemployed women+, and among these, a significant number belong to ethnic minority communities. Moreover, there is an intersection between unemployed women+ and those who are refugees and survivors of domestic abuse or human trafficking. These individuals are striving to rebuild their lives, but encounter various barriers such as lack of confidence, lack of access, language obstacles, and the challenges of navigating a different employment system.

“Women in Travel CIC aims to bridge the gap between the needs of these individuals and the requirements of the travel, tourism and hospitality industry. As a sector, we are in a great position to provide accessible employment opportunities that not only provide this pool of talent with a fresh start, but that also enrich our work forces through the specific qualities and perspectives that the women+ bring, building a more dynamic and diverse industry. Google has recognised the value and impact of our work since 2021 and we are hugely grateful for their ongoing investment and support – it has been life-changing.”

The enhanced partnership for 2024 also includes Google’s active involvement in Women in Travel’s male allyship network, and the continued sponsorship of the annual International Women in Travel and Tourism Forum taking place in June 2024.

Feria Kazemi, Industry Relations Manager, Travel, Google, added:

"It's been a privilege for Google to sponsor and host the Women in Travel Employability Programme. We're delighted to see the incredible progress the programme's first cohort has made and how quickly the training has led to employment or further education. We hope that the new skills and confidence these women have gained will carry with them throughout their careers in travel, hospitality and beyond. Through this partnership and programme with Women in Travel, we can drive meaningful change in DEI for travel and tourism. And, as we look ahead to next year, we hope more of our industry partners will join us on this mission."

Participants also said:

"When I came, I thought it was going to be like classes [...but] it was different – communication and focusing on confidence, and learning a little bit about everything – about tourism, customer service, digital marketing. It's helped me to network more, support myself, and believe in myself."

“It was such a big opportunity for me and has been life changing. I liked everything about the programme [...]. I didn't realise the skills I already had and it made me so much more confident. I am very grateful!”

For a full report on the impact of the 2023 employability programme, please see [here](#).

For more information on Women in Travel CIC's work, visit www.womenintravelcic.com. Companies and individuals interested in taking part in Women in Travel's programmes should contact alessandra@womenintravelcic.com

About Women in Travel

Women in Travel CIC is a UK based award-winning social enterprise that connects underserved, diverse female+ talent to employment and enterprising opportunities in the travel, tourism and hospitality industry. It partners with employers and organisations to provide talent services, education and events that foster a more diverse and inclusive industry

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A copy of the above photograph is available [here](#). It shows a training session in progress from the 2023 Employability Programme. A Women in Travel logo is available [here](#) and an image of Alessandra Alonso is available [here](#).