



## **Google partners with Women in Travel CIC to support disadvantaged women into the UK travel workforce**



*5 September 2022:* Google and Women in Travel CIC, a social enterprise that seeks to empower women, have today announced a new partnership which includes sponsoring 10 disadvantaged, unemployed women into roles in travel and tourism.

The funding, via Women in Travel CIC's Employability Programme, will enable programme participants to access upskilling, mentoring and development tools, and introductions to potential employers for the opportunity to secure a role in the travel industry.

The partnership also includes Google's active involvement in Women in Travel's male allyship programme, and the provision of the venue and hospitality for the annual International Women in Travel and Tourism Forum.

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

"We are lucky to have had a fantastic, collaborative relationship with Google since 2021 and are hugely grateful for their support and enthusiastic participation in our programmes. With the ongoing staffing crisis in the travel and tourism industry in the UK, this refreshed partnership could not come

at a better time. We will be able to invest in the skills training, mentoring and confidence building that will help our incredibly resilient and talented women become work-ready and provide a critical solution to a number of businesses that are struggling to recruit.”

Finnbar Cornwall, Travel Industry Leader at Google said:

“We are proud to partner with Women in Travel across a number of meaningful avenues to champion marginalised and vulnerable women, empowering them to fulfil their economic and individual potential. Not just because it’s the right thing to do but because we know it is a proven model and pipeline to bring underrepresented talent to the fore, which is vital as the industry rebuilds.”

Since its inception five years ago, Women in Travel CIC has helped 154 women with over 1,200 hours of guided support through its Employability Programme, with successful placement of a number of its beneficiaries in travel, aviation and hospitality roles by providing training and mentoring, upskilling, confidence building, allyship, visibility and subsequent employment and enterprise opportunities.

Companies and individuals interested in hearing more about Women in Travel’s programmes should visit [www.womenintravelcic.com](http://www.womenintravelcic.com)

### **About Women in Travel**

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.

### **PR contact**

Caroline Calvert, on behalf of Women in Travel cic

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A copy of the above photograph is available [here](#). Pictured from left to right (taken at the International Women in Travel and Tourism Forum 2022, which took place at Google offices in central London) are:

- Finnbar Cornwall, Travel Industry Leader, Google
- Alessandra Alonso, Founder and MD, Women in Travel CIC
- Edward Lines, Industry Manager, Google
- Katarina Kljajic, Industry Manager, Google