



IWTTF Awards 2025 shortlist is revealed celebrating best of DEI in the travel industry

- Companies represented include Limitless Travel, TUI Care Foundation, Audley Travel, the Halal Travel Network, Intrepid Travel, Sabre, American Express GBT and Red Carnation Hotels-

London, 11 June 2025: Women in Travel CIC has revealed the shortlist of the annual IWTTF Awards 2025, ahead of the Awards ceremony in London on Wednesday 18 June.

The International Women in Travel and Tourism Forum (IWTTF) Awards celebrate the companies and individuals working hard to champion diversity, equity and inclusion in their product and workplaces within the travel, tourism and hospitality industries. Winners will be announced at a reception at Kennedy's, a central London venue offering spectacular views over the City and River Thames.

This year, the IWTTF Awards welcomes Jeannette Ceja (www.jetsetwithjeannette.com) as host. Jeannette is a bilingual journalist, broadcaster and host who has appeared as an MC or moderator at events such as The Global Tourism Forum in Turkey, The New York Travel Festival, The Forbes Travel Guide Summit and The Global Voice Awards, as an on-air travel expert on BBC World News, ABC7 Los Angeles and more, and as Official Travel Host for The World Woman Summit at The Clinton Presidential Center. Tabitha Morton, Executive Director of UN Women UK and former deputy leader of the Women's Equality Party UK will deliver the keynote speech.

Now in their third year, the IWTTF Awards encompass seven categories which reflect Women in Travel CIC's core values such as Leadership, Allyship and DEI. New categories this year include **Non-Apparent and Apparent Disability Champion of the Year** and **Woman Leader in Hospitality**. Each category has two opportunities to win - at individual and at company level - recognising both individuals and businesses for their endeavours, achievements and progress in the DEI space in the industry.

The finalists announced today are as follows:

Apparent and Non-Apparent Disability Champion of the Year

Company

- Access Trax
- Inclu Group
- Limitless Travel
- TUI Care Foundation

Individual

- [Angus Drummond](#), Founder, Limitless Travel
- [Sophie Morgan](#), Content Creator and Writer
- [Kelly Twichel](#), CEO, Access Trax
- [Sassy Wyatt](#), Digital Creator, Blind Girl Adventures

Allyship Hero of the Year

Company

- [Halal Travel Network](#)
- [Kenya Association of Women in Tourism](#)
- [Traversing.ai](#)
- [TUI Care Foundation](#)
- [wmnsWORK](#)

Individual

- [Sarah Abail](#), Account Strategist, Google
- [Michael Frenkel](#), President, MFC PR and Principal, Travel Conversations LLC
- [Hafsa Gaher](#), Founder and CEO, Halal Travel Network
- [Ben Owen](#), Project Manager, UN Tourism
- [Iris Serbanescu](#), Founder, wmnsWORK

Inclusion and Diversity Champion of the Year

Company

- [Avi2i](#)
- [Destination Rainbow](#)
- [Inout Hostel](#)
- [Intrepid Travel](#)
- [Kenya Association of Women in Tourism](#)

Individual

- [Joy Donnelly](#), Senior Manager, American Express Global Business Travel
- [Maria Nathalia Drueco](#), Founder & CEO belongInclusivity and Mariantha Tours
- [Jessica Heather](#), Content Creator, Holiday with the Heathers
- [Debbie Marshall](#), Managing Director, Silver Marketing Association
- [Anita Mauraau](#), Founder & CEO, Black Travel Summit

Woman Leader in Travel and Tourism

Corporate Individual

- [Angela Barbato](#), Vice President of Product Management, Peek Travel (USA)
- [Jacqueline Kali](#), CEO & Board Member, Kenya Association of Women in Tourism (Kenya)
- [Tess Longfield](#), Head of Sustainability, Sabre (UK)
- [Meegan Marshall](#), Chief People & Purpose Officer, Intrepid Travel

Individual Entrepreneur

- [Hafsa Gaher](#), Founder and CEO, Halal Travel Network
- [Habiba el Kasri](#), Co-Founder and Managing Director, Asgunfa
- [Chantal Potgieter](#), Founder and Director, Themba Travel
- [Aina Mediavilla Osan](#), Founder at The Woman Travel Co
- [Christine Winebrenner Irick](#), Lotus Sojourns and Soul of Travel podcast

Woman Leader in Hospitality

Corporate Individual

- [Frauke Aoun](#), General Manager, Affini, A Tribute Portfolio Residence
- [Portia Hart](#), Founder and CEO, Blue Apple Beach
- [Bharati Kejriwal](#), Multi-property Director of Human Resources, Abu Dhabi EDITION, Marriott Downtown Abu Dhabi
- [Biubwa Omar Khamis](#), Chairperson, Zanzibar Women Chamber of Commerce (ZWCC) and CEO, Safari Gateway
- [Liz McGivern](#), VP People and Culture, Red Carnation Hotels

Individual Entrepreneur

- [Mahwussh Alam](#), CEO and Founder, One Perfect Stay Group
- [Dee Gibson](#) - Kalukanda House
- [Rachel Humphrey](#), Founder and Chair, Women in Hospitality Leadership Alliance
- [Carolyn Ray](#), JourneyWoman

Woman Leader in Travel Technology

Corporate Individual

- [Angela Barbato](#), Vice President of Product Management, Peek Travel
- [Jacqueline Kali](#), CEO & Board Member, Kenya Association of Women in Tourism
- [Haley Kim](#), Global Chief Business Officer, Yanolja
- [Joanne Ndirangu](#), Business Development Manager, Shukran

Individual Entrepreneur

- [Blair McCoy](#), Co-Founder & Chief Revenue Officer, Traversing AI
- [Tess Millhollon](#), Founder, Her House
- [Yasmine Moustafa](#), Co-Founder & CEO, ROAR
- [Rita Varga](#), President & CEO, RaizUp

Woman Mentee of the Year

Corporate Individual

- [Jo Brown](#), Head of Sales and Service UK, Audley Travel
- [Queenie Shaikh](#), Travel Journalist, Intrepid Travel programme

Individual Entrepreneur

- Elle Pinkard, Founder, Rainbow Destinations
- Vaishali Patel, Leader of Immersive India Tour
- Wella Vanga, Independent Travel Consultant, Vanquish Travel

Judges included leaders from across the industry, from brand names such as Not in the Guide Books and Diamond Air International to UK travel industry companies such as FINN Partners, the Travel Connection Group and Atkin Jones Ltd, recruitment companies such as Gail Kenny and Antella Recruitment and media representatives such as Skift and Forbes.

Each was carefully selected and assigned to an appropriate category to ensure integrity and relevant expertise across the board.

Alessandra LoTufo Alonso, Founder and Managing Director of Women in Travel CIC and IWTTf said:

“We’re excited to add new awards this year including Apparent and Non-Apparent Disability Champion, a subject we spoke about at length at IWTTf last year, reflecting our objective to encourage conversation and best practice in a meaningful and lasting way. The purpose of the Awards is to shine a light on the great work that is taking place and to hear and learn from each other as we work towards a more diverse, equitable, inclusive and successful travel industry for us all.”

Judges praised the high quality of the entries and the fact that entrants came from across the globe, including Africa, South America, Asia, Europe, USA and the UK. Dee Gibson, one of the judges in the Apparent and Non-Apparent Disability Champion, commented: “Overall these were such challenging categories to judge with truly inspirational initiatives by incredible people who are clearly making great waves in working towards a more inclusive and accessible industry for all.”

The IWTTf Awards precedes the IWTTf forum day which has come to be renowned for its thought-leading and progressive content on diversity, equity and inclusion, and is attended by the most senior leaders in travel and tourism. Headline speakers this year include James Thornton and Zina Bencheikh, CEO and MD EMEA (respectively) of Intrepid Travel; Julia Simpson, President of the WTTc and Sally Davey, CEO of Travalyst with a programme covering the backlash against DEI and its implications, the importance of inclusive leadership and allyship, the challenges facing young people in an age of growing online division and how travel and tourism can drive social mobility, change and sustainable development.

Both the IWTTf Awards and the Forum business day are now at capacity, though some tickets have been set aside for finalists to attend on the back of this announcement. A waitlist for the business day on 19 June is available. For more information on both, please visit www.iwttf.com

-Ends-

Women in Travel CIC is a UK based award winning social enterprise that connects underserved, diverse female and non-binary 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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Supporting images (from last year's IWTF Awards 2024 for illustrative purposes) are available [here](#)