



New collection of women-led immersive walking tours shine new light on city tourism



7 July 2026: Award-winning social enterprise [Women in Travel CIC](#) is launching a new series of immersive, cultural walking tours in London, Edinburgh and - for the first time – in Amsterdam.

Brought to market in partnership with the [TUI Care Foundation](#), the women-led tours celebrate the diverse culture and interests of the women leading them, showcasing under-explored areas and themes in their respective cities, offering a unique and authentic perspective away from the traditional tourist trail.

The new tours include a Sri Lankan foodie tour in Tooting, an exploration of traditional medicine practices in Edinburgh, a journey of Palestinian heritage in central London and a deep dive into African art in Amsterdam's Zuidooost district. More tours are soon to come, with women from Anatolian, Eritrean and Pakistani backgrounds sharing their stories in London.

The tours are led by graduates of Women in Travel CIC's [Tour Guiding Academy](#) programme, an initiative that equips women - many of whom are currently disconnected from the workforce - with the skills, confidence and industry knowledge to lead immersive experiences as micro-entrepreneurs. The latest graduating cohort have been sponsored by the [TUI Care Foundation's Futureshapers](#) programme.

The focus is on personal storytelling and exploring destinations through the lives and cultures of the guides delivering them, with new tours including:

Tooting Mama's Sri Lankan Food Tour: Hidden Flavours, Culture & Community, led by Ranji Thangia, 3.5 hours, Saturday mornings, £98 per person

Led by Ranji, a guide of Sri Lankan heritage, this foodie walking tour explores the flavours, history and migrant journeys that shaped Tooting into one of London's most vibrant neighbourhoods. From the bustling market to family-run cafés and a Sri Lankan supermarket, Ranji shares how food carries memory, identity and connection across generations. Guests will discover the tastes and traditions of Sri Lanka's Tamil and Sinhalese communities, accompanied by Ranji's personal stories.

Amsterdam African Art, Diaspora & Identity Tour, led by Gracia Ilunga, 3.5 hours, Friday and Sunday mornings, price €69 per person

This tour takes guests away from the tourist crowds to discover the strong African presence in the art of Amsterdam, guided by Gracia, whose love for art is an integral part of her life. Based in Amsterdam-Zuidoost, visiting galleries, parks, workshops and meeting emerging artists, the tour explores not only the beauty of African art, but also its power to challenge perceptions and transform neighbourhoods through colour and new narratives.

Discover Palestine in London: History, Culture & Hidden Connections, led by Carol Hage (Ghadimi), 3 hours, Wednesday and Friday, £77 per person

Led by Carol, a local storyteller of Palestinian heritage, this experience blends taste, history, and emotion, discovering Palestinian culture through food, art, and untold stories of resilience. From the creative spaces of Ibraaz to the aromas of freshly made falafel and the colours of traditional embroidery Tatreez at Palestinian House, this tour explores the concepts of identity, memory, heritage, hope, and home in the very heart of central London.

Hidden Edinburgh Tour & Aromatherapy Workshop: Untold stories of women, folklore & nature, led by Martina Berger, 3 hours, Tuesdays, Thursdays and Fridays, £52 per person.

Starting at entrance to the Water of Leith Walkway, this tour discover the city's greener, quieter and more magical side with Martina, a Croatian guide who made Edinburgh her home. It follows riverside paths, healing wells, peaceful gardens and corners, uncovering women's knowledge hidden in plants, folklore, food, medicine and everyday life. It ends with a hands-on plant-based aromatherapy workshop with a local maker, creating a personalised blend as a keepsake.

These four new tours are available to book via Women in Travel CIC's [website](#), with further distribution channels to follow. More tours are soon to come, including a journey exploring the lives, culture and cuisine of Eritrean people, led by Mehret Habte and taking place in the Finsbury Park area of London; an immersion into both traditional and modern Pakistani culture through textiles, music and food in Newham and Ilford in East London led by Fatima Munir and a tour of Anatolian heritage in central London led by Meryem Altay.

Aimed at residents and visitors alike, the tours are new additions to Women in Travel's growing portfolio, which already includes Vaishali Patel's [Immersive India Tour of North London](#) which exploring Gujarati culture along London's Ealing Road and Amal Ahmed's [Arabian Cultural Experience](#) of music, food and hospitality in London.

A percentage of the proceeds from each tour goes back into supporting Women in Travel's ongoing mission to connect women with entrepreneurship opportunities and employment 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.

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

"I believe passionately in the power of these new tours as a catalyst for a more inclusive world. Not only are we giving voice to and economically empowering the women leading these tours, sharing their passion points and telling untold stories, we're also celebrating underrepresented cultures, breaking down barriers and fostering understanding, connection, community and integration, and spreading the positive impact of tourism to lesser-visited areas of our cities."

"I'm incredibly grateful to the TUI Care Foundation for helping us bring these tours to fruition. We have more tours in the making in the year ahead thanks to their support and that of other industry partners. I'm also grateful to the Women in Travel team - Elisa Spaminato, who co-designed and developed these tours, supported by Klaudja Janzelj, Angelica Pizzo and our local co-ordinators - without whom none of this would have been possible. Together they have supported the women, igniting their confidence and creativity to deliver a product that caters to today's culturally curious traveller. We have great ambition for the Tour Guiding Academy as a force for good, and are looking forward to rolling it out further across more destinations."

Manuel Ferreira, Head of Programme Management and External Communications at the TUI Care Foundation, said:

"The TUI Futureshapers programme is about empowering passionate people in tourism destinations to turn social and environmental challenges into entrepreneurial opportunities. The women on the Tour Guiding Academy programme are the very embodiment of that - they have worked incredibly hard to create tours rooted in heritage, culture and lived experience. At a time where societies feel more fragmented, and unmanaged overtourism is having negative effects for many places around the world, these tours demonstrate how inclusive tourism can encourage intercultural dialogue and understanding and unlock personal and economic empowerment whilst offering visitors unique and authentic insights into the social fabric of the city."

The tours range from £49 to £98 per person and vary in length from three to three and a half hours. They are available on specific days of the week, so advance booking is essential.

For more information and to book visit:

<https://www.womenintravelcic.com/entrepreneurship/women-led-tours/>

For more information on Women in Travel's mission: www.womenintravelcic.com

To hear more from Alessandra LoTufo Alonso on the power of tour guiding to foster connection and community integration, watch her TEDx Talk [here](#).

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Images of the new tours are available [here](#).

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About Women in Travel CIC

Women in Travel CIC (www.womenintravelcic.com) 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.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands.