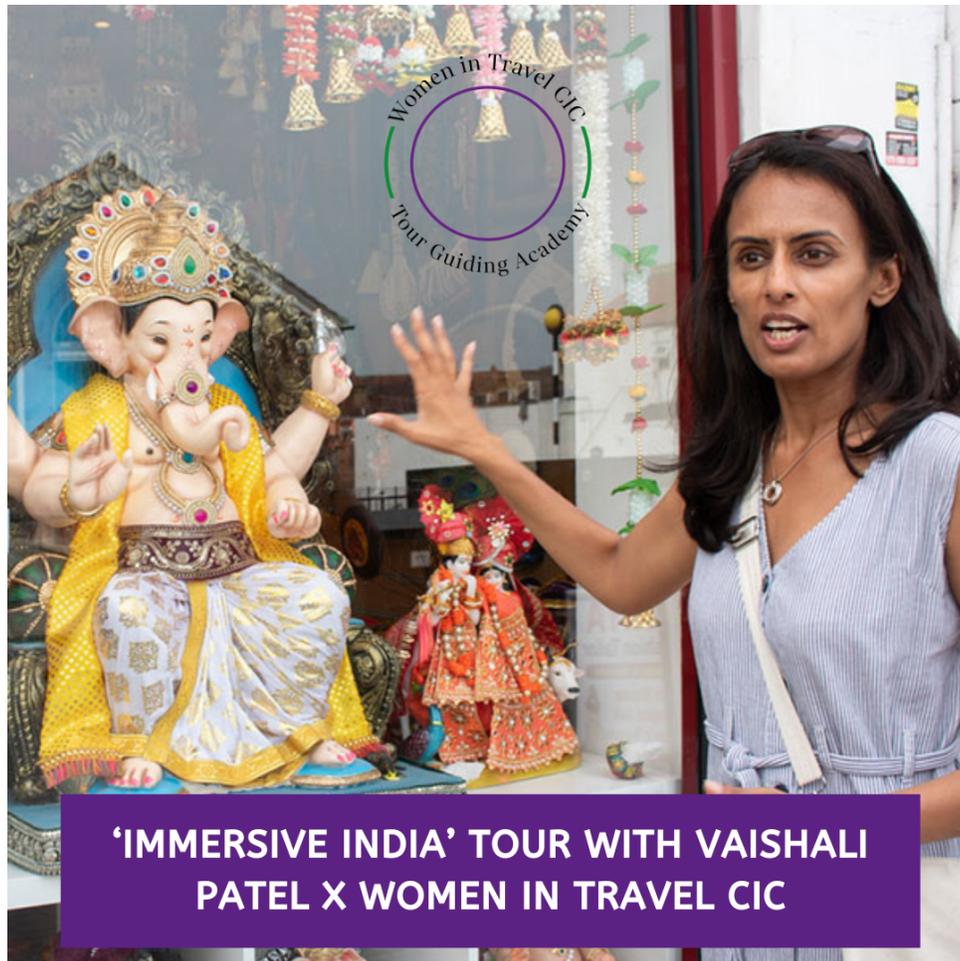


## New woman-led tour of Indian community and culture launches in North London



12 December 2023: A new tour celebrating the colours and culture of India is launching in north London this week, part of a growing portfolio of women-led tours from social enterprise Women in Travel CIC ([www.womenintravelcic.com](http://www.womenintravelcic.com)).

The *Immersive Indian Community Tour of North London* takes visitors on a journey of the senses along London's Ealing Road, uncovering the flavours, spirituality, clothing and traditions that define India, finishing with an unforgettable Indian street food feast.

Ealing Road is a well-known commercial street within the Indian community, but a hidden treasure for those who don't know it. Here, locals line up for everything from clothes to wear to weddings, to gifts for friends and family, temples and adornments for their homes and delicious Indian foods.

The tour is led by Vaishali Patel, a member of the Women in Travel community and graduate of its [Tour Guiding Academy](#) programme.

Vaishali's guests will explore the intricately carved Shri Santana Hindu temple, sample Indian sweets and learn about the gift-giving traditions attached, meet the owners of a family-run fabric shop and try on a sari, and witness the making of paan (an Indian refreshment and digestive), all whilst hearing fascinating facts, personal stories and lived experience from Vaishali.

[Women in Travel CIC](#) is a social enterprise that connects underserved, diverse female talent to employment opportunities in travel and tourism. Its Tour Guiding Academy teaches women – many of whom have been disconnected from the workforce - to design and deliver a short tour based on their own narrative and background, giving voice to different heritages and communities. The focus is on personal storytelling and exploring destinations through the eyes, lives and cultures of the guides delivering them, offering a unique and authentic perspective.

Aimed at London residents and visitors alike, the tour is a new addition to Women in Travel's growing portfolio of women-led tours, which already includes [Ethiopian Flavours of Shepherds Bush](#) led by Sefanit Meganiste (available through Intrepid Travel's Urban Adventures programme). A walking tour celebrating the history and communities of Newham is soon to come, in collaboration with Unseen Tours.

A percentage of the proceeds from each tour goes back into supporting Women in Travel's ongoing mission to provide women – many of whom are refugees or survivors of domestic abuse, human trafficking or homelessness – with the opportunity to fulfil their economic and individual potential through employability and entrepreneurship.

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

“Vaishali has put together an incredibly engaging and insightful tour brimming with the colour, culture and traditions of the Indian community living in north London. We hear about her experience of growing up in a Gujarati family in London, we visit a family-run sari shop and hear from the owners – we learn, we taste, we smell, we touch, and feel welcomed into the

community in a few short hours. I am so proud of what Vaishali has achieved and I'm excited that her tour is coming to market, not least because some of the proceeds will go back into helping fund our ongoing mission to deliver employment and enterprising opportunities to underserved women."

Vaishali Patel added:

"It's such a privilege to share the culture and experience of my community in this corner of north London, which is just a stone's throw from where I grew up. I'm just over the moon that people are enjoying my tours. London is a rich tapestry of nationalities and backgrounds, and I'm proud to be part of Women in Travel's endeavours to give voice to different communities in a fun and informative way."

Tours take place on Saturday mornings and cost £65 per person. Advance booking is essential.

For more information and to book visit: <https://www.womenintravelcic.com/shop/>

For more information on Women in Travel's mission: [www.womenintravelcic.com](http://www.womenintravelcic.com)

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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Supporting images are available [here](#).