



The TUI Care Foundation joins Google in supporting Women in Travel CIC's latest social impact programme

23 April 2025: Leading social enterprise Women in Travel CIC is training five women to become experiential tour guides with the support of the TUI Care Foundation and Google.

Women in Travel CIC's mission is to foster inclusion by connecting underserved, diverse female talent to employment and entrepreneurship 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 day tour based on their own narrative and background, giving voice to different heritages and communities. The focus is on personal storytelling and immersive experiences, exploring each destination through the eyes, lives and cultures of the guides.

Some of the women in training have been referred to Women in Travel CIC by local councils and agencies that support individuals with diverse backgrounds, including refugees.

The programme for the latest cohort is being supported by Google and the TUI Care Foundation through finance, logistics and shared expertise. It is being led by experts including Women in Travel CIC's MD and Founder Alessandra LoTufo Alonso, Klaudia Janzelj, Head of City Experiences at TUI and Elisa Spampinato, travel writer and community storyteller, all of whom have collaborated on the Tour Guiding Academy since its inception in 2021.

The initiative takes a phased approach and kicked off with an open day at Google's London offices following which 15 women were chosen to complete the modular training. Subjects include an introduction to the travel and tourism sector, how to tell an engaging story and turn it into a tour, customer service, and marketing and selling a tour.

The programme is now entering the more intense third phase in which the final selection of five students will receive one-to-one mentoring and bespoke guidance to help them conceptualise and implement their tours. The tours in this series will all be in London, providing very diverse insights into this multicultural city, including a tour of Syrian culture and community in the Shepherd's Bush area, and another exploring Greek heritage.

Women in Travel CIC's Founder and Managing Director Alessandra LoTufo Alonso commented:

"Google has been a great partner over the years, and through their valued support we have given numerous women the confidence and skillset to enter the workforce. With the TUI Care Foundation now on board, we can further elevate the package for our current cohort to include additional one-to-one mentoring, marketing, a graduation ceremony and more, and we are hugely grateful to both for their commitment to this life-changing programme.

"Not only does it offer opportunity and revenue to the graduates, but we know that the resulting tours will help break down barriers and foster better understanding and inclusion across

cultural divides, opening up areas that are often overlooked and giving voice to communities that are under-represented. We also know consumers have an appetite for more personal and authentic storytelling, and to go beyond the obvious tourist sites, so we are excited to bring these tours to market.”

Amelie Matuschka, Industry Manager – Travel at Google said: “We have worked with Women in Travel on various activations over the years but there is nothing more rewarding than seeing the impact of providing confidence, skills and opportunity to people who need it. This programme uncovers untapped talent, empowering a diverse pool of women to tell their stories. It will also provide the industry and consumer with engaging tourism experiences, and we’re excited to be a part of it.”

Alexander Panczuk, Managing Director of TUI Care Foundation said: “The TUI Care Foundation supports projects which create new opportunities and contribute to thriving communities all over the world. Our cooperation with Women in Travel is a perfect example of this, and aligns in particular with the values of our global TUI Futureshapers programme. We recognise the huge positive impact of the programme to tour guiding - to the women delivering them, the consumers experiencing them and the communities that they explore. So it’s a natural fit for TUI Care Foundation to be involved.”

The tours will be bookable through www.womenintravelcic.com and will launch in June. Women in Travel is also actively seeking domestic tour operators, online travel agents and London hotels to include these tours in their offering.

Plans are in place to offer the Tour Guiding Academy training in other destinations within the UK and beyond.

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Images related to this story are available [here](#).

[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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