



Women in Travel CIC encourages travel industry to Stride for Inclusion with the launch of an IWTTF fun run

London, 17 April 2025: The annual IWTTF (International Women in Travel and Tourism Forum) activities will include a fundraising 5km fun run for the first time in 2025.

Organised by social enterprise Women in Travel CIC, IWTTF is recognised as the foremost event for inclusion, diversity and equity in the travel industry and is renowned for its progressive, thought-leading and inspiring content. The Stride for Inclusion run is the latest addition to the event's activities, and will give travel industry representatives (or friends and family) the opportunity to run to raise money for Women in Travel's social impact programmes.

Delegates will be encouraged to join in a 5km fun run in London's Finsbury Park on Sunday 15 June, a few days before the IWTTF Awards and Forum take place in central London on 18 and 19 June respectively.

Women in Travel CIC's mission is to foster inclusion by connecting underserved and diverse female talent to employment and enterprising opportunities in the travel, tourism and hospitality industry. Its programmes provide mentoring, training, practical skills, confidence building and revenue generation opportunities to the women it supports, many of whom have multiple challenges, whether they are refugees, domestic abuse survivors or long-term unemployed.

Sponsorship money raised will go towards funding Women in Travel's work, for example:

- £10 pays for London transport to reach workshop locations
- £50 pays for an hour of dedicated employment coaching
- £250 buys access to a full mentoring programme
- £350 buys access to Tour Guiding Academy online training platform

The fun run has been made possible by the support of Akvile Marozaitė, Co-founder and CEO of the Expedition Cruise Network, who has helped to organise Women in Travel CIC's presence at the Finsbury Park run and kick-started the sponsorship by donating £30 for the first 30 participants.

Akvile said: "I've been a beneficiary of Women in Travel CIC's Male Allyship Network, and seen firsthand the value of the programmes it runs. The support of Alessandra and my mentor Sam Clark were key in the early days of co-founding my business. I hope that many other women, especially those less fortunate than myself, can benefit from Women in Travel's social impact, and I am delighted to be part of IWTTF again this year. I look forward to seeing plenty of travel industry colleagues with their trainers on in Finsbury Park on 15 June as we Stride for Inclusion – it's supporting important work and it'll be fun too!"

Alessandra Alonso, Founder and MD of Women in Travel CIC and IWTTF said: "We're always looking at how we can raise the bar at each IWTTF, and we're grateful to Akvile for coming to us with this idea,

and for so generously kick-starting our sponsorship. Anyone taking part in the Stride for Inclusion run can be assured that their involvement will directly support our programmes, all of which are designed to create opportunities for a better future for the women we support, their children and in turn the wider community.”

Women in Travel’s fundraising group will be running as part of the wider RunThrough Finsbury Park 5k, 10k & Half Marathon June 2025. Interested parties should visit the IWTTF Stride for Inclusion page on Goodhub (<https://www.goodhub.com/go/iwttfstrideforinclusion>) to enter the race via a discounted rate of £23.33.

While the fun run is taking place to coincide as closely as possible with IWTTF, participants do not have to be delegates at the conference. Entrants will be celebrated as part of the IWTTF Awards on Wednesday 18 June in London.

Anyone wishing to donate can do so via: <https://www.goodhub.com/go/iwttfstrideforinclusion>

More information on IWTTF is available at www.iwttf.com

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[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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