



Women in Travel CIC welcomes Beth Alcorn to co-ordinate Male Allyship Network

27 February 2025: Leading social enterprise Women in Travel CIC has welcomed Beth Alcorn as its new Male Allyship Network Community Manager and Programme Co-ordinator.

Beth brings 25 years of travel industry experience, having held roles at Emirates Holidays, British Airways Holidays and Thomas Cook. Beth will work for Women in Travel on a consultancy basis alongside her current remit as Business Development Executive for Sanderson Phillips (part of Atkin Jones) and other consultancy contracts.

Women in Travel CIC has led the way in fostering allyship in the travel industry with the creation of the first Male Allyship Network in 2021. The initiative encourages senior male leaders to become visible allies to women, many from marginalised backgrounds, to harness the power of allyship in creating a more diverse, inclusive and successful industry. A Corporate Allyship programme was subsequently launched in 2023, offering training and networking opportunities to businesses and their staff around the concept and implementation of allyship in the workplace.

Beth's work on the Male Allyship Network will include recruiting and pairing male allies with female mentees and delivering a structured programme that enhances career progression and entrepreneurship within an environment of mutual learning. Beth's work at Women in Travel CIC will also encompass involvement in its other activities, including the renowned annual IWTF conference and awards.

Beth commented: "I am lucky to be a current beneficiary of Women in Travel's Male Allyship Network as a mentee, and am finding the programme transformative. My mentor has become my biggest cheerleader, giving me the courage and confidence to grow my business and achieve my goals. Having a mentor is like having an extra board member!

"I am grateful to David Atkin for seeing the value of investing in the programme, to my mentor Stephen Daltrey for the guidance and support over many conversations, and to Alessandra for the opportunity to be more actively involved in the programme's development. I am really looking forward to bringing more people to the network as I wholeheartedly believe in its ability to create a more empathetic, inclusive and productive industry."

Alessandra Alonso, MD and Founder of Women in Travel CIC added: "Not only does Beth bring incredible travel industry experience and contacts, but she also has firsthand experience of our Male Allyship Network, and can speak genuinely about the benefits both for mentees and mentors. With the majority of senior roles still held by men, they can play a critical part in the move towards a more equitable and prosperous future for our industry, and our allyship network is a really practical way of addressing this. I know Beth will be instrumental in its ongoing success."

Industry leaders currently signed up to the Male Allyship Network include Adolfo Penzato, Regional People Partner EMEA at Intrepid; Sam Clark, MD and Co-Founder at Experience Travel Group; David Atkin, MD at Sanderson Philips; Tony Seaman, Owner and Chairman at Not in the Guidebooks; Howard Salinger, Owner and MD at Travel Connection Group; Simon Heyes, Founding Partner at Senderos; Justin Wateridge, MD at Steppes Travel; Stephen Daltrey, Founder of Elite Coaching; Jean-Marc Flambert, MD at Secrets of Ceylon Collection, Andrew Hunt, Owner of Holiday Architects, and many more.

Anyone interested in joining the Male Allyship Network should email allyship@womenintravelcic.com

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An image of Beth Alcorn is 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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