



**ICELAND'S FIRST LADY'S KEYNOTE ADDRESS AT JANUARY'S INTERNATIONAL  
WOMEN IN TRAVEL & TOURISM FORUM:  
THE CHALLENGES AND TRIUMPHS OF LEADING  
A GENDER EQUALITY CHAMPION COUNTRY**



**30 September 2019** – Iceland's First Lady, Eliza Reid, has confirmed she will be sharing her experience and views on gender equality in Iceland and within the tourism sector at the first International Women In Travel & Tourism Forum taking place in her host country's capital Reykjavik on 23-24 January 2020.

In her keynote address, Eliza Reid will touch upon the unique challenges women in tourism face, the importance of recognizing women's contributions on all levels and how that is reflected in Iceland. How has greater gender parity benefited this island state and why does it matter?

Registration is now open for the [event](#), which has a heavyweight [speaker line-up](#) and was developed by [Women in Travel CIC](#) in partnership with Promote Iceland, Carnival UK and PEAK DMC and will be held at the Radisson Blu Saga Hotel in Reykjavik in Iceland.

Attendees already confirmed include a mixture of global private and public sector travel, hospitality and tourism industry trailblazers, and unlike other events tackling gender imbalance in the workplace, delegates must commit to attend in a duo: to qualify, an executive-level senior leader must pledge to attend with and host a next-generation female colleague.

In addition to the keynote address, Forum delegates will:

- Attend a full day of sessions led by international travel and tourism leaders, entrepreneurs and changemakers
- Understand the needs and aspirations of next-gen female leaders in group and reverse mentoring sessions
- Take away practical tools to implement 'at home'



- Network with broad global travel industry peers passionate about gender diversity, equality and inclusion
- Receive a preferential rate to stay at the host hotel Radisson Blu Saga
- Explore Iceland via an exclusive extended social itinerary on 25-26 June following the Forum courtesy of PEAK DMC

Event organisers have limited attendance to 60 industry chiefs and 60 next-generation female professionals from across the globe who are passionate about sharing, learning, challenging and furthering their understanding of diversity and inclusion, so those interested are urged to register their interest as soon as possible here - [iwttf.com/registration/](http://iwttf.com/registration/)

**ENDS**

**To register your interest and receive further information about the International Women in Travel & Tourism Forum, please visit [iwttf.com](http://iwttf.com) .**

**To explore event speaker or sponsorship opportunities, please email [WIT@gecpr.co.uk](mailto:WIT@gecpr.co.uk)**

**For further information about Women in Travel, visit [www.womenintravelcic.com](http://www.womenintravelcic.com).**

#### **NOTE TO EDITORS**

##### **Image Captions:**

**Image 1:** First Lady of Iceland Eliza Reid

**Image 2:** International Women in Travel and Tourism Forum Logo

**Image 3:** Alessandra Alonso, Founder of Women in Travel CIC

#### **About Women in Travel**

Women in Travel (CIC) started life as a gender focussed platform at World Travel Market flagship event in London, in 2014. Growing successfully from then onwards, in 2017 it was incorporated as a social enterprise dedicated to empowering women through employability and entrepreneurship in Travel Tourism and Hospitality. Its vision is to become a catalyst for sustainability by placing women at the heart of an industry which is inherently attractive to females and growing at a fast pace. It is the brain-child of Alessandra Alonso, who has been recognised as a trail-blazer when it comes to gender diversity in the industry and who has supported women in maximising their opportunity in the travel, tourism and hospitality (TTH) industry for well over a decade, originally through Shine & the Shine Awards. Women in Travel partners with employers to provide the first Women Returners service through which the industry can access a pool of marginalised but often highly skilled women who are eager to get back to work. Women in Travel also runs entrepreneurship focussed events, mentoring



and networking supporting start up and early stage female entrepreneurs and those wanting to start a business, particularly of BAME background.

**For further media information, images or interview opportunities please contact:**

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