

# The IWTTF Awards for Inclusion in Travel Tourism Hospitality 2026



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# PURPOSE

The IWTTF Inclusion Awards celebrate the individuals and organisations redefining what inclusive, equitable, and responsible travel, tourism and hospitality looks like.

In a year where DEI faces unprecedented scrutiny, these awards focus on impact, innovation, and resilience and showcase individuals and organisations that are staying committed to practicing inclusion because it is the RIGHT and SMART thing to do.

Recognising individuals and organisations driving inclusive travel and tourism

- ✓ **Nominate yourself or someone/organisation you know**
  - Individuals & organisations committed to DEI**
  - ✓ **Focus on real impact + lived experience**
  - ✗ **Not about perfection or polished writing**

***Open to All. Show real impact. Keep it simple. Be authentic.***

# CATEGORIES – INDIVIDUAL

## **Woman Leader in Impact and Inclusion (Corporate & Entrepreneur)**

This award recognises a woman in a senior corporate and entrepreneurship role within travel, tourism, or hospitality who has driven measurable change in inclusion and equity within her organisation.

The recipient demonstrates strategic leadership in embedding DEI into business operations whether through policy reform, culture transformation, or championing underrepresented groups in the workforce. She leads by example, using her position to open doors and create lasting systemic change rather than symbolic gestures.

As entrepreneur, whether she is launching an accessible tour company, creating employment pathways for marginalised communities, or developing products that serve underrepresented travellers, this leader proves that purpose and profit can coexist.

## **Woman in Tech & AI (Corporate & Entrepreneur)**

Recognising the growing role of technology in shaping travel experiences, this award celebrates women who are forging their own path in male-dominated technology careers, acting as role models and lifting other women as they rise, whether in the companies and/or communities they work with.

As entrepreneurs they may be harnessing AI and tech to develop accessibility tools, empower women and disadvantaged communities or build tech solutions that expand travel access for disabled travellers.

## **Ally for Social Impact & Community**

This award goes to an individual ally, regardless of role or seniority or gender who has made a tangible difference to colleagues or communities where travel and tourism operate.

This individual will have used their platform, privilege, or position to actively advocate for colleagues, communities, or causes beyond their own identity group.

This could include someone who has built programmes connecting tourism revenue to local economic development, preserved indigenous cultural heritage through responsible tourism practices, or created volunteer initiatives that benefit women in host communities, where impact is measured by outcomes, not intentions.

# CATEGORIES – ORGANISATION

## DEI Courage & Resilience

In a climate where DEI programmes face political and economic pressure, this award recognises organisations that have doubled down rather than retreated.

Recipients have maintained or expanded their inclusion commitments despite external headwinds, whether by defending employee resource groups, sustaining diversity hiring goals, or publicly advocating for inclusive policies when it would have been easier to stay silent.

Courage is demonstrated through action under adversity.

## Inclusive Workplace

This award celebrates organisations that have built genuinely inclusive workplaces for their employees across the travel and tourism value chain.

Criteria include equitable hiring and promotion practices, accessible workplace design, pay equity, support for employees with disabilities, neurodivergent staff, LGBTQ+ team members, and workers from underrepresented ethnic or socioeconomic backgrounds.

The focus is on internal culture, retention, and belonging beyond diverse hiring.

## Inclusive Business Practice

This category celebrates organisations that champion systemic equity through deliberate action, transparent communication, and accessible design.

Recipients demonstrate a holistic commitment to inclusion by supporting underrepresented suppliers, boldly sharing their DEI journeys with authenticity, and redesigning their guest environments to welcome all travellers.

In travel and tourism, this includes sourcing from minority-owned operators or artisans, using honest storytelling to elevate diverse voices, and implementing accessible infrastructure, sensory-friendly environments, or adaptive experiences for LGBTQ+ travellers, families, and individuals with disabilities.

# HOW TO SUBMIT YOUR ENTRY (1)

1

## COMPLETE CONTACT DETAILS

Fill in your name, organisation, and category selection.

2

## SUBMIT YOUR STORY

Deliver ONE of the following:

- Max 3-minute video/audio
- Max 300 words (bullet points only)

3

## TELL US 4 THINGS

- What you/the organisation did
- Who it helped/benefited
- What changed as a result
- Why it matters

Nomination forms are available on the  
Awards website

<http://www.iwtff.com>

*Optional: the person who nominated you can also submit a short video.*

## HOW TO SUBMIT YOUR ENTRY (2)

If selected after step 1, you will be asked to provide evidence via up to 3 items, such as:

- Slides / photos / deck
- Testimonials (video, audio, written)
- Website or social links
- Simple results / metrics

## **HOW TO SUBMIT YOUR ENTRY (3)**

**If you are selected after step 2 and progress to the final stage, you will be asked to:**

- **undertake a short online interview as an individual or organisation**

**(please note, only one individual company representative allowed in interview)**

# TOP-TIPS FOR YOUR ENTRY

## WHAT JUDGES WILL LOOK FOR

**Impact → real change**

**Inclusion → barriers**

**removed**

**Innovation → new ideas**

**Influence → inspires others**

## WHAT GOOD LOOKS LIKE

**Real examples (not theory)**

**Simple and clear language**

**Who benefits + how**

**Honest & genuine content**

# TIMELINE

**31 July**

**15 Aug**

**31 Aug**

**7 Sept**

**16 Sept**

**Step 1  
Deadline**

**Step 2  
Finalists**

**Interviews**

**Finalists  
Announced**

**Winners  
Announced**



# Thank you

**IF YOU OR YOUR ORGANISATION NEED**

**more information**

**any adjustments for accessibility purpose**

**to get in touch**

**please contact**

**[info@womenintravelcic.com](mailto:info@womenintravelcic.com)**