



IWTTF Awards 2026 shortlist is revealed celebrating best of DEI in the travel industry

-Companies represented include The Travel Corporation, Amadeus, Jacada Travel, Intrepid Travel, Trip.com, the TUI Care Foundation and Tourplan Europe

London / Utrecht, 7 September 2026: [Women in Travel CIC](#) is today revealing the shortlist of the annual IWTTF Awards 2026, which will take place for the first time outside London, in Utrecht, on 16 September.

The International Women in Travel and Tourism Forum (IWTTF) Awards 2026 celebrate diversity, equity and inclusion (DEI) in the travel, tourism and hospitality industries. Winners will be announced during an awards ceremony at historical venue Union House on 16 September, as part of the wider IWTTF Forum which will continue the following day at Dotslash.

Conceived by Alessandra LoTufo Alonso, MD and Founder of award-winning social enterprise [Women in Travel CIC](#), IWTTF is an annual forum and community that has become renowned for its opinion-forming and progressive content on DEI within the travel industry and beyond. The forum will comprise expert panels, fireside chats, deep dive talks, group sessions and networking. Selected finalists and winners will have a chance to share some of their inclusion good practice on stage, encouraging the audience to take away replicable and practical initiatives.

Now in their fourth year, the IWTTF Awards encompass six categories and recognise both individuals and organisations for their endeavours, achievements and progress in the DEI space in the industry.

The finalists announced today are as follows:

Individual Awards categories

Woman Leader for Impact and Inclusion (Corporate)

- Natalie Lyall-Grant, Head of Positive Impact, Jacada Travel
- Stroma Cole, Professor of Tourism and Human Rights, University of Westminster, and Co-Director, Equality in Tourism
- Shannon Guihan, Chief Sustainability Officer, The Travel Corporation

Woman Leader for Impact and Inclusion (Entrepreneur)

- Emily Goldfischer, Founder, Hertelier
- Lucky Karki Chhetri, Co-Founder, 3 Sisters Adventure Trekking
- Shailza Sood Dasgupta, Co-Founder, Homestays of India

Woman in Tech and AI

- Danica Smith, Founder and CEO, MorningStar GX
- Klaudija Janzelj, General Manager, Tourplan Europe
- Veerle Witte, Founder and CEO, Travel Diaries

Ally for Social Impact and Community

- Victoria Martinelli, Director of People and Culture, Lemongrass Marketing
- Fiona Jeffery OBE, Founder & President, Just a Drop
- Kerrie Bartholomew, Account Director, Clear Marketing International

Organisational Awards categories

DEI Courage and Resilience

- TUI Care Foundation
- The Muslim Women Travel Group
- Rederij Lampedusa

Inclusive Work Place

- Trip.com
- Intrepid Travel
- a&o Hostels

Inclusive Business Practice

- Community Homestay Network
- The Muslim Women Travel Group
- Wild Paths

During the process, the judges also decided to make an additional Special Contribution Award, which will be announced on the evening.

IWTTF Judges include leaders from across the industry, including Debbie O'Neill, MD of Jules Verne Ltd; Andrew Hunt, CEO and Co-Founder of Holiday Architects; Carol Dray, Director and Portfolio NED, R&W Consultancy; Lina Kiubere, Learning and Development Specialist, Interrail; Elle Pinkard, Founder and CEO, Destination Rainbow; Carla Francisco, Head of People, Conscious Group; Sara Monnik, Head of People at Sawadee Reizen; Hafsa Gaher, CEO at the Halal Travel Network, and more.

Gwendoline Cazenave, CEO of Eurostar, will provide the keynote at the Awards, while Frank Radstake, Director, ANVR (or the Dutch Association of Travel Agents and Tour Operators) will be host for both the Awards and Forum.

Alessandra LoTufo Alonso, Founder and Managing Director of Women in Travel CIC and IWTTF said:

“This is our fourth year of the Awards, and we have refined the categories, not only to reflect the evolving business world – with our Women in Tech Award now incorporating AI – but also to highlight that while DEI practice has faced some challenges in recent years, many on the ground are still doing excellent work, whether as individuals or as organisations, without even shouting about it. What the Awards clearly show is that the strategic importance of DEI is growing in our sector, with many recognising that inclusion is part and parcel of success in an industry centred on people such as travel and tourism.

“We’re delighted to be in Europe for the first time this year, and I’m excited that a lot more of our nominees are from continental Europe, as well as regions as spread out as Ecuador, Southern Africa, India and Nepal, showing the expanded impact of the Awards. We look forward to announcing and celebrating the winners on the evening, and are very grateful to our sponsors for helping to bring the event to fruition.”

Following the IWTTf Awards, IWTTf delegates will enjoy a full Forum day of learning and ideas sharing on 17 September. Under the overarching theme of *Inclusion Driving Growth*, the programme will explore what genuine inclusive leadership and true allyship looks like in 2026, travel’s potential for positive impact and how businesses can embrace the growing phenomenon of the solo woman traveller.

Sponsors of IWTTf 2026 include Founding Partner Intrepid Travel alongside BCD Travel, Interrail, DiamondAir International, Conscious Hotels, Eurostar and Union House.

Final tickets are on sale for a few more days and can be purchased at:

<https://www.womenintravelcic.com/product/iwttf-awards-2026/>

For more information on Women in Travel’s important work, please visit www.womenintravelcic.com

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About Women in Travel CIC

Women in Travel is a UK based, award-winning social enterprise that fosters inclusion in industry by connecting underserved women with employment and entrepreneurial opportunities. By bringing together women, employers and allies in meaningful partnerships, we create lasting social and economic impact across the travel and tourism industry. Women in Travel CIC will be celebrating ten years of operation in 2027.

Images

A link to relevant images is [here](#), including some images from last years’ IWTTf Awards are available here.

More information

For more information or more images, please contact Caroline Calvert:

caroline@carolinecalvert.co.uk / 07715 996278