

# WTM Africa adds Women in Travel to its 2018 programme

Statistics released by [Prowess](#) in 2012 showed that more than 126 million women entrepreneurs were advancing in both large and small business in 67 economies. The advisory company, McKinsey has furthermore estimated that if women fully contribute to enterprising, \$12t could be added to the global GDP.



Alessandra Alonso, founder of Women in Travel

to become a recognised catalyst for women empowerment in the international travel and tourism sector,” says Alessandra Alonso, founder of Women in Travel.

With female entrepreneurship high on most government agendas, and the World Bank advising that the rate of female entrepreneurship is higher in Africa than in any other region of the world.

With strong indications that women entrepreneurs are on the rise, the [World Travel Market Africa](#) team have announced the addition of the Women in Travel Meetup to its 2018 programme.

## Leveraging global tourism

[Women in Travel](#), established officially as a social enterprise in 2017 following years of successful events, aimed to leverage the global travel and tourism industry to provide women with the opportunity to fulfil their economic and individual potential through education, engagement and entrepreneurship.

“Our vision is to provide communities in key regions (UK, Middle East, Africa and Latin America) with a sustainable livelihood by enabling women to become economically independent through entrepreneurship and a thriving career in the travel and tourism industry and in so doing,

## Growth and upliftment of travel industry

The Women in Travel Meetup at WTM Africa 2018 will consist of a half-day programme inclusive of panel debates, group mentoring sessions and the opportunity to network.

“WTM Africa has always focused on the upliftment and growth of the travel sector, a powerful and vibrant industry that has long been a popular vocation for women. Combining our extensive network with Women in Travel is a natural progression set to empower female attendees from all over the continent, and we’re excited to add this to our already diverse programme,” says Chardonney Marchesi, general manager of [Africa Travel Week](#).