

# TRAVTALK

THE NEWSPAPER OF THE TRAVEL INDUSTRY

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## Celebrating women leaders across the globe

As we **celebrate women** over the month of March and especially today, WTTC research shows women play a vital role and represented 54% of Travel & Tourism's employment worldwide. WTTC took one step further last year at the WTTC Global Summit in Cancun where a pledge and declaration was signed to boost female representation in leadership roles removing the barriers, ensuring fair treatment, and encouraging greater financial, professional, and social independence. In the long term, the private sector pledged to increase the female representation of leadership positions by 30-50% and aim toward increasing by a third, the representation of women to board levels and C-suites, by 2030.

### Success comes from the heart

**Madina Al Balushi, Country Manager- Bahrain – Oman Air**

The aviation industry is a unique and exciting one to work in, but it is also personally and professionally rewarding. I would encourage women to begin their journey in aviation early on and to fully embrace the challenges of a dynamic and innovative industry. The sky's the limit! I was initially inspired by my underlying passion for flying and discovering the beauty of the world. I also had a strong desire to learn new, different and interesting things. Success comes from the heart—as long as you have a deep desire to make your dreams come true, then anything is possible. As long as you follow your passion, and complement it with hard work—your knowledge and skills will improve and you will succeed in what you do.



### Women are strong in nature

**Anisa Omar, Founder - dexplore**

I am passionate about what I am doing. I work with clear values and that makes my business, and as a result I attract clients that I can deliver quality services to. My advice for younger women is to have self worth and confidence, and believe that we are strong by nature and can achieve anything we wish, we just have to believe in ourselves, keep trying, learning and enjoying the journey and with time you will get the results.



### Self- confidence a key to success

**Kathryn Wallington, Head of Middle East, Africa, UK and Ireland**

It is important to be confident and secure in who you are if you want to succeed. Never stop challenging yourself, but always be respectful. Be hungry to learn and always invest in your team – you cannot do it alone. Build strong customer relationships based on honest dialogue and aim to put customers first whilst balancing this with achieving company goals. Enjoy and manage change effectively, as it's inevitable. Embrace it. One of the many wonderful things about the travel industry is how vast and varied it is. As humans, we have a natural, inherent urge to see new places and discover new cultures and it's this passion for the unknown that makes a career in travel one of the most exciting of all.



### Think big and dream to lead

**Kanika Hasrat, Area Director - Uttar Pradesh, MP & Uttarakhand and General Manager - Taj Lakefront Bhopal**

I've never thought of myself as a "woman" on the job, rather as a Hotel General Manager or Area Director who is a woman. On the job, what counts is delivering results. Hospitality is an industry where building an emotional connect with our guests is the key to success. Women have always had strong emotional intelligence and tend to multi-task more effectively. So my message to all

ladies in hospitality is: Believe in yourself, follow your passion, think big and dream to lead! At Indian Hotels Company Limited (IHCL) where I work, we work pro-actively to encourage women to join the industry and grow with it. I am committed to encouraging the growth of women in hospitality and in senior leadership roles.



### Follow your dreams and plunge in

**Deepa Iyer, Director of Sales & Business Development – Cozmo Travel**

I believe each one of us as woman should follow their passion. And if any of you have identified exploring their career in the industry as their forte, please do take the plunge and follow your dream. There are various areas to explore one's interest & strength & as women we have an amazing quality of being multi- tasking. We should take advantage of this and go all out. We at any given point could have global information at our finger tips being part of the travel trade and will automatically fulfill our passion towards travelling, experiencing a new place, new sights, local food etc. and all this would always be something special. It is also a means of challenging one's potential continuously which is absolutely important in life!



### Be fearless and take pride in learning from others

**Namratha Rose, Market Manager, Spain tourism -GCC**

As a woman, I am very passionate about everything I do. I am ambitious, fearless, I take pride in learning from others and I never say no to any opportunity however big or small it may be. I believe we must always encourage, be supportive and help others in whatever small way we can. It gives me immense joy to see women uplift and empower other women and I have been very fortunate to be around some amazing successful women who have inspired me and from whom I have learnt a lot and I hope to be an inspiration

to other women as well and I am grateful to be in a country that value & encourage women with equal opportunities. Quoting my icon Michelle Obama on this day dedicated to women - "There is no limit to what we, as women, can accomplish".



### Make a difference through real impact

**Velina Nacheva, Head of Communications, Kerten Hospitality**

Hospitality is the most human-centric industry and as such it is the perfect platform to celebrate women achievers and change-makers who are unafraid to push the envelope of innovation and eliminate the glass-ceiling challenges across different verticals and other industries as well. As a woman engaged in the hospitality space, I am very positive and optimistic about the evolution of our industry having witnessed first-hand the growing contribution of female decision-makers seeking to make a difference through real impact.



### Recognize your potential and step into the unknown

**Caroline Jonsson, Regional PR & Communications Manager Middle East Radisson, Hotel Group**

'Never doubt what you are capable of, and don't be afraid to take a step out in the unknown. It is only when you challenge yourself you will see real growth. I have never been afraid to try something new or adapt to the ever-changing industry of hospitality and PR. I am fortunate to work for Radisson Hotel Group, a company that empowers women by encouraging us to recognize our potential and offers us

the tools to progress in our roles."



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