



## UN Tourism and El Salvador Join Forces to Strengthen Women's Empowerment in Latin America and the Caribbean

**Madrid, Spain, 2 October 2025** – UN Tourism and El Salvador's Ministry of Tourism will collaborate to further promote women's empowerment, focusing on the economic opportunities provided by entrepreneurship.

Tourism represents one of the main sources of employment and innovative opportunities for women throughout the Americas region. As a key pillar of its work, UN Tourism works closely with Member States to harness the power of the most human economic sector to create decent jobs and leadership positions for women in the sector.

During an official visit to the UN Tourism Headquarters in Madrid, Minister of Tourism Morena Valdez signed an agreement to host the second edition of the Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean in San Salvador. This three-day event (24-26 November) will once again highlight the region's commitment to putting women at the centre of tourism growth and development.

UN Tourism Secretary-General Zurab Pololikashvili said: "Our Member States in Latin America and the Caribbean recognize the unique role that tourism can play in empowering women, providing them with livelihoods and economic independence. With clear plans and political commitment, we can not only ensure decent jobs for women in our sector, but also elevate them to leadership positions and achieve true equality."

### Tourism for gender equality and career advancement

Building on the success of the inaugural conference (Asunción, Paraguay, October 2024), the second edition will focus on the opportunities offered by tourism for gender equality and career advancement, while recognizing the most pressing challenges of the moment. At the same time, the Conference will also mark the United Nations International Day for the Elimination of Violence against Women (25 November) to highlight how public and private stakeholders can ensure the safety and dignity of women workers in tourism across the region.

To this end, the conference will feature:

- High-level discussions on effective measures to strengthen women's leadership and promote public policies and good practices.

- The critical role of innovation, education and digital empowerment in supporting the empowerment and advancement of women in the sector, including women in post-conflict societies.
- An exploration of the role of the public sector in promoting gender equality.
- A private-sector-led analysis of policies and practices designed to prevent violence and harassment in the workplace.

In line with UN Tourism's focus on empowerment through entrepreneurship and innovation, the conference will also feature workshops designed to share best practices and success stories from women in the region, in order to better orient their businesses towards the global market.