

CONCEPT NOTE WOMEN'S FORUM IN TOURISM

Proposing Entity: Ministry of Tourism of Brazil in partnership with UN Tourism.

1. Context and Justification

In partnership with UN Tourism, the Women's Forum in Tourism will be held on June 3 and 4 in João Pessoa, Brazil.

The Summit will focus on women as protagonists, entrepreneurs, and consumers, following the guidelines of the Guide on Welcoming Women Tourists. It will also emphasize initiatives that promote safer, more accessible, and inclusive tourism environments for women, aligned with strengthening access to justice, eliminating structural barriers, and ensuring women's full participation in public life.

In this context, the Ministry may present policies to promote tourism for women traveling alone, with a focus on safety, information, capacity-building within the tourism sector, best practices in hospitality, and the promotion of destinations prepared to welcome female travelers.

The event will bring together national and international government authorities, international organizations, and the private sector, with the objective of building a high-level dialogue platform to identify leadership, best practices, and concrete solutions for a more inclusive, safe, and equitable tourism sector.

The program will include high-level panels and seminars highlighting topics such as the FIFA Women's World Cup that Brazil will host in 2027, women's safety in tourism, and access to credit and financing for women's entrepreneurship. In addition, business matchmaking sessions and workshops are planned, seeking to include various stakeholders, such as CAF – Development Bank of Latin America and the Caribbean.

By placing women's empowerment at the center of tourism policy, the event will contribute to more equitable, resilient, and innovative sector growth, with direct impacts on income generation, inequality reduction, and the strengthening of local communities.

Hosting the Summit in Brazil in 2026 would allow progress from diagnosis to implementation, bringing together governments, the private sector, international organizations, and civil society to transform best practices into concrete and scalable commitments. Brazil has unique conditions for such leadership: territorial and cultural diversity and a strong presence of women in community-based tourism, among others.

Due to its capacity to generate employment, income, and economic autonomy, tourism has historically been a strategic instrument for women's empowerment. As a specialized agency of the United Nations system, UN Tourism promotes a tourism development model aligned

with the 2030 Agenda for Sustainable Development, with special emphasis on SDG 5 — Gender Equality and the empowerment of all women and girls — and SDG 8.9, related to sustainable tourism and decent job creation.

In this context, Latin America and the Caribbean have maintained a positive trajectory, reinforcing their position as one of the most dynamic regions in international tourism growth. Regional performance reflects the recovery of connectivity, strengthened tourism promotion, and increasing diversification of supply — factors that expand economic opportunities, especially for women.

Women constitute the structural base of the tourism sector in the region:

- Represent 52% of the tourism workforce;
- Account for approximately 60% of employment in accommodation and food services, exceeding 70% in Central America;
- Represent the majority in higher education programs related to tourism, with approximately 69% of enrollments;
- Play a central role in tourism entrepreneurship and hold 51% of senior management positions in the public tourism sector.

These data reinforce the centrality of women-focused tourism as a priority axis of the international sustainable development agenda.

2. General Objective

The Summit in Brazil will serve as a regional cooperation platform, strengthening dialogue among Latin America, the Caribbean, and other global partners, and connecting tourism with international women's rights agendas. Its main objective is to promote the strengthening of women's leadership and the expansion of economic opportunities for women in the tourism sector in the region.

3. Specific Objectives

- Promote dialogue on initiatives that foster safer, more accessible, and inclusive tourism environments for women.
- Encourage public policies aimed at pay equity, safety, and inclusion in tourism.
- Expand women's access to credit, training, and business internationalization.
- Promote sustainable and community-based tourism with women's leadership.
- Strengthen regional cooperation networks between governments and the private sector.
- Consolidate Brazil as a regional leader in the women's empowerment agenda in tourism.

4. Main Activities – Seminar Themes

June 2 (Tuesday)

Arrival and reception of delegations / Restricted program for authorities

Evening: Welcome dinner (to be confirmed)

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June 3 (Wednesday)

High-Level Session — Morning

Location: Main Auditorium

08:00 – 09:00

Registration and seating

09:00 – 10:00

High-Level Opening Ceremony

- 6 speakers

10:00 – 11:30

Panel of Ministers and Senior International Authorities (CAM countries)

1 Moderator

11:30 – 12:00

Closing of High-Level Session

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Official Agenda for Authorities — Afternoon

12:30 – 14:00

High-Level Official Lunch (Ministers only)

Afternoon — Authorities-Only Program

- Official transfer
 - Lunch with authorities and Minister
 - Technical visit to the São João Festival in Campina Grande
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Parallel Program — 3 Seminars (Technical Level) + Matchmaking Sessions and Workshops

Venue: Convention Center — Afternoon

14:00 — **15:00**

Seminar 1 — Tourism, Football, and the Brazil 2027 Women's World Cup

Discussion on the potential of the 2027 Women's World Cup as a catalyst for tourism development, generation of opportunities for women, and promotion of safer and more inclusive host destinations.

8 Speakers.

1 Moderator

15:00 — **16:00**

Seminar 2 — Breaking Barriers: Women's Leadership and Women's Rights in Tourism

Focus on women's leadership trajectories, institutional and business best practices, and mechanisms to increase women's presence in markets and decision-making positions.

10 Speakers

1 Moderator.

16:00 – 17:00

Seminar 3 — Diversity, Inclusion, and Women's Safety in Tourism

7 Speakers.

1 Moderator.

June 3 (Wednesday) from 02:00-05:00 p.m.

Suggested Parallel Agenda — Credit Roundtable

Suggested Schedule:

- 2:00 p.m. – Opening
- 2:10–2:30 p.m. – New Fungetur Pipeline
- 2:30–3:00 p.m. – Presentations by Financial Agents (3 to 5 min. Each one)

- 5:00 p.m. – Closing

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June 4 (Thursday)

Morning — Technical Program

Format:

- Seminars (auditorium format)
- Workshops (closed rooms, technical focus)
- Parallel workshops for the second day are still under definition.

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09:30 – 11:30

Seminar and/or Business Matchmaking Sessions — SNINFRA

Financing and microcredit for women in tourism
(FUNGETUR / CADASTUR / IDB / CAF).

A CADASTUR and FUNGETUR service desk will be available on-site, with promotion during the seminar.

Seminar on Credit and Financing

Credit, microfinance, and investment opportunities for structuring, modernization, and expansion of women-led enterprises in the sector.

09:00 – 10:00 Seminar on Credit and Financing

10:00 – 11:00 Seminar 2: Attracting Investment and Promoting Women's Entrepreneurship in the Tourism Sector

Number of Panelists to be confirmed

1 Moderator

International Organizations and Financing — 1 representative from an international organization.

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Tourism Infrastructure and Private Investment

1. Speaker

Hospitality and Large-Scale Enterprises

2 Speakers

Travel Services and Innovation in Tourism

2 Speakers

Experiential and Community-Based Tourism

2 Speakers

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5. Expected Results

- Increased international visibility of Brazil as a regional leader on the topic;
- Production of strategic recommendations for public policies;
- Strengthening of women's leadership in tourist destinations;
- Strategic recommendations particularly in light of the 2027 Women's Football World Cup.

6. Sustainability and Implementation Capacity

The project will be coordinated by the Ministry of Tourism of Brazil, in coordination with UN Tourism, UN Women, and the Ministry of Women.

7. Monitoring Indicators

- Total number of participants;

- Percentage of female participation;
- Number of countries represented;
- Number of participating Ministers/Vice-Ministers;
- Number of international organizations present;
- Participation of women entrepreneurs and women-led MSMEs;
- Launch of regional reports or strategic documents;
- Potential volume of business generated in B2B sessions (where measurable);
- Documentation and consolidation of best practices for future dissemination.

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