

Online Launch: Global Report on Women in Tourism Transport

CONCEPT NOTE

Thursday 25th June 2026 / Online (Webinar) / 10:00am – 11:00am (CEST)

Background & Context

Despite progress toward gender equality, women remain significantly underrepresented across in tourism transport employment, especially in technical, operational and leadership positions. Persistent barriers, including stereotypes, workplace culture, safety concerns, and limited career opportunities, continue to hinder their participation and advancement.

In response to these challenges, UN Tourism and the International Transport Forum (ITF) have researched women in tourism transport employment and are publishing a Global Report, showcasing new data, highlighting barriers to women's participation in transport and the benefits of greater gender diversity and leadership across the sector.

Webinar

This webinar will present the findings of the *Global Report on Women in Tourism Transport*, and bring together in a discussion panel diverse perspectives from policymakers, passenger transport operators, trade unions, industry bodies and women professionals working in the field. Over the course of the webinar participants will learn about the barriers women face in entering, remaining and advancing within the transport workforce, as well as successful practices that have contributed to greater representation and leadership.

The webinar is aimed at UN Tourism Member States, Affiliate Members, public tourism authorities, industry stakeholders, trade unions, women's organizations, international organizations, media outlets and academia.

Objectives

- Share key findings from the *Global Report on Women in Tourism Transport*.
- Discuss barriers and opportunities for women's recruitment, retention, and leadership.
- Highlight good practices and innovative approaches from across the sector.
- Foster collaboration and commitment to advancing gender equality in transport.
- Present the *Action Plan for Women in Tourism Transport*.

Expected Outcomes

The webinar will contribute to awareness of the importance of gender-inclusive transport systems and workplaces. It will promote knowledge sharing among stakeholders, strengthen networks supporting women in transport and encourage both public and private sectors to adopt policies and practices that improve recruitment, career development and leadership opportunities for women.

The webinar seeks to contribute to a transport sector that benefits from diverse leadership, improved decision-making, better working conditions and more inclusive mobility solutions for all.