



Female Leaders Lunch and more – BTW-Commitment to Female Empowerment

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+70.000 Auteurs combined in one tourism network

Digitization	Labor-Policy	Image of Tourism	Bureaucracy	Infrastructure	Competitiveness
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1 | How it all began – The "MoFeT" project

The Project Partners



About the "MoFeT" Project

- In **2024**, the project "**Move for Female Transformation (MoFeT)**" was launched during ITB Berlin.
- The **goal** was to sustainably **improve career and advancement opportunities for women** in the tourism industry.
- Two key dimensions: creating **awareness** and providing **know-how**.
- **Building blocks:**
 - **Coaching programmes** in various gender constellations.
 - **Case study** with B&B Hotels to develop directly applicable solutions for the hotel sector.
 - **Events** to create and strengthen networks.
- **Funded by the German Federal Government** through the **LIFT Transformation** program until the end of 2024.



2 | Next Step: Our Female Leaders Lunches



Inspiring Events

- Initially launched under the MoFeT project, later continued as a dedicated BTW initiative.
- Six editions have already been held in **outstanding venues** such as **new Hotels, Restaurants** and at **ITB** and **CMT**.
- Positioned at the **intersection of tourism and politics**.
- Featuring inspiring speakers such as Members of Parliament, Germany Government like **Katrin Göring-Eckardt** and **Isabel Cademartori**.



Strong Network

The **network** now includes

- **around 280 women** from all tourism sectors
- from various areas of the tourism industry like airlines, hospitality, cruise lines, marketing organizations e.g.
- including both **senior leaders** and **emerging professionals**.



Great Partners

Strong support from a wide range of partners who make such initiatives possible

- from the initial **federal project funding**
- to partners such as **Airbnb** and **CMT**, which help bring the event to major industry trade fairs like ITB in Berlin and CMT in Stuttgart
- as well as sponsoring partners such as **Lufthansa, Chamäleon, HanseMerkur**.



BTW-Learnings about implementing the Female Leaders Lunches

- **Ownership matters most** — It takes an institution that adopts the topic as its own and takes clear ownership from day one.
- **Just start** — Don't wait for the perfect concept. The format doesn't have to exist yet; getting started is what counts.
- **Keep going** — Even if the beginning is difficult or small: commit to a second and third edition. Continuity creates credibility.
- **Less is more** — Better to start small: 30 to 40 great people around one lunch table beats an over-engineered political format.
- **Strong partners from the business community** — Without them it won't work. They carry the format, secure the funding — and with it, its independence.
- **Men need to be part of it** — Change only happens if men engage. Identify companies and individuals early who can be won over for the cause.
- **Doing nothing is the only real mistake** — Societal change is happening anyway. The worst case of starting is that you've sparked a great project.



4 | Q&A



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