EQUALITY4TOURISM

A Swiss platform for equality in tourism

T-FEMALE Webinar, UN Tourism | 9 November 2026

Dr. Barbara Rigassi, Co-Founder and Managing Lead, Equality4Tourism

Many women in tourism – few in decision-making

29%

of seats on strategic bodies of Swiss tourism companies are held by women

68% | 30%

In travel agencies, 68% of employees are women – but only 30% of board members

12%

women on strategic bodies in passenger transport, the lowest of all sub-sectors

Before 2024, there were no sector-specific data on gender parity in Swiss tourism.

Source: Equality Report Swiss Tourism 2024 (commercial register, STATENT business statistics, surveys)

Founded in 2023 by six industry leaders

2022

Pre-study on women in leadership, initiated by Brugger and Partner with the University of Bern (CRED-T) and GetDiversity

2023

Association founded by six leading tourism organisations

2024

First Equality Report Swiss Tourism published

2026

Around 30 member organisations; focus widens to age and culture

Founding members

Swiss Youth Hostels	**HotellerieSuisse**	**Switzerland Tourism**	**Swiss Travel Association**	**Swiss Federal Railways SBB**	**ZFV gastronomy group**

Our structure follows our purpose

Our purpose

Change happens inside organisations.

So we work directly with employers and industry associations – and their leaders.

Members

Associations and companies with voting rights; fees scaled by size (CHF 500–3,000). Individuals and associated members without voting rights.

Board

Leaders from member organisations, chaired by the CEO of Swiss Youth Hostels.

Business office

Run by Brugger and Partner, with experts in leadership, tourism research and equality.

Funding

Membership fees, sponsors and project funding from SECO and the Federal Office for Gender Equality

Our approach: awareness, willingness, ability

Awareness
Share facts, show the need for action

- Equality Report Swiss Tourism
- Knowledge wiki
- «30 Leaders» and «10 questions to…»
- LinkedIn, video recaps, media work

Willingness
Motivate and connect people

- Roundtables (7th in October 2026)
- After-work talks
- Result papers from each event

Ability
Enable people to act

- Talks, workshops and trainings, in-company workshops and trainings
- Good practices from the industry

What we have achieved so far

1st

sector-wide data baseline on gender parity in Swiss tourism (2024)

7

roundtables since 2023, each documented in a result paper

~30

member organisations, from hotels and railways to destinations – including FIT Frauen im Tourismus

Good practices

shared by members, e.g. SBB on flexible shift work, Swiss Youth Hostels on fair working conditions

What’s next

2nd Equality Report

Equality Report Swiss Tourism 2026

New diversity dimensions

Generations/Age and Culture, using the proven approach from gender diversity (data, services, knowledge, network)

Grow membership

Expand the member base in key sectors of tourism

Develop business model

Focus on impact and financial sustainability

Lessons learned for other countries

1

Start with data

Facts create urgency and a shared baseline. The Equality Report made the gap visible and measurable. Data also gives your organisation credibility and builds trust across the industry.

2

Bring industry leaders on board from day one

Six well-known founding members gave the initiative credibility across the whole value chain.

3

Let structure follow purpose

We want change in organisations, so organisations are our voting members.

4

Combine public start-up funding with member commitment

Federal support helped us launch; fees and sponsors make us sustainable.

Thank you!

Happy Host – Happy Guest

Dr. Barbara Rigassi

www.equality4tourism.ch | info@equality4tourism.ch

Equality4Tourism, c/o Brugger und Partner AG, Lagerstrasse 33, 8021 Zurich, Switzerland

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