Webinar on Women in Tourism Transport In Asia and the Pacific Region

8 October 2026

8:30 – 9:40 (GMT+2)

CONCEPT NOTE

Background & Context

Transport is a fundamental component of tourism, enabling connectivity between destinations while supporting economic development across the tourism value chain. And tourism is an important source of employment globally, as well as a vital engine for women's empowerment and entrepreneurial opportunities. These constitute key commitments of the 2030 Agenda for Sustainable Development Goal, especially SDG 5 which advocates for the achievement of gender equality and the empowerment of women.

Yet, despite continued global efforts to advance gender equality, women remain significantly underrepresented across the tourism transport sector, particularly in technical, operational and leadership roles.

Recognizing this challenge, UN Tourism, in collaboration with the International Transport Workers' Federation (ITF), developed the *Global Report on Women in Tourism Transport*. The report presents the first comprehensive global assessment of women's participation in tourism transport employment, highlighting existing barriers while identifying opportunities and actions to promote a more inclusive and gender-responsive sector.

The report also highlights significant regional disparities in women's participation across tourism transport and its component sectors including air, land, and water transport. Available data indicates that South Asia records the lowest participation of women in land and water passenger transport globally. More broadly, women account for fewer than 9% of transport jobs across Asia and the Pacific (ADB, 2024). These findings underscore the need to strengthen regional dialogue, promote knowledge sharing, and encourage actions that advance gender equality within the tourism transport sector.

Objectives

Building on the Global Report on Women in Tourism Transport, this webinar aims to introduce its key findings to UN Tourism Member States and stakeholders across Asia and the Pacific.

It will also provide a platform for stakeholders from across the region to reflect on the challenges and opportunities identified in the report, share perspectives from different modes of transport, good practices and discuss practical approaches to increasing women's participation and leadership roles in the sector.

Participants

The webinar is intended for UN Tourism Member States from Asia and the Pacific, industry stakeholders, women's organizations, and international organizations.