

**FOR IMMEDIATE RELEASE**

**Equality in Tourism announces winners of the Gender Equality Champion of the Year Award at ITB Berlin 2024**



*Dr Stroma Cole (Director, Equality In Tourism) presenting the 2024 Gender Equality Champion of the Year awards to Eternal Landscapes Mongolia's CEO / COO / Chairman, Jessica Brooks.*



*Dr Stroma Cole (Director, Equality In Tourism) presenting the 2024 Gender Equality Champion of the Year awards to Accor Brazil Embrace Programme representative Magda Kiehl - Senior Vice President Legal, Risk and Compliance South America at Accor.*

**Berlin, Germany – 6 March 2024** - [Equality in Tourism](#), an international organisation committed to advancing gender equality within the tourism industry, is thrilled to announce the winners of the prestigious Gender Equality Champion of the Year Award 2024, at ITB Berlin.

Returning for its second year, the award was bestowed upon remarkable organisations committed to promoting gender equality within the tourism industry.

This illustrious award has two categories: **Accommodation and Travel & Destinations**. Both categories featured a [shortlist](#) of outstanding candidates who have demonstrated exceptional dedication to gender equality. The **winners** were unveiled during a special ceremony held on 6th March at [ITB Berlin's](#) Hybrid Studio.

**Accommodation category winner:**

- **[Accor Brazil Embrace Program](#)** - The judging panel commended the Accor Brazil Embrace Program for its exemplary initiative in offering shelter and vocational training to survivors of domestic abuse. It stands out as a prime model of best practices and proactive measures within the hotel industry.



*Accor Brazil Embrace Programme volunteers*

## Travel & Destinations category winner:

- **Eternal Landscapes Mongolia** - The Mongolian tour operator, Eternal Landscapes, distinguished itself through its transparent actions and unwavering dedication to fostering the personal development of its female staff members.

## Runners-up:

- **NH Hotel Group**, part of Minor Hotels



Members of the team at Eternal Landscapes Mongolia

Building upon the momentum set by the inaugural edition in 2023, the award shines a spotlight on those pushing boundaries and making impactful strides toward a more balanced workplace. Last year saw **Costa Rican travel operator Travel Excellence** winning, exemplifying their commitment to gender equality.

The award selection process is assiduously undertaken by a panel of distinguished gender and tourism experts who assess each application on its merit. It is awarded in alignment with the **UNWTO's 2030 Agenda for Sustainable Development**, aiming to enhance tourism's positive impact on women's lives.

With an ongoing push towards gender parity within the sector, the award's role is more significant than ever. **Michelle Mason from the Sustainable Hospitality Alliance**, the award's sponsor, underlines this sentiment:

*"As the title sponsor of the Gender Equality Champion of the Year Award, the Sustainable Hospitality Alliance stands firmly behind the vision of a more just and equitable tourism industry. We are immensely proud to support the efforts of Equality in Tourism to honour the remarkable organisations that are not just talking about change, but are actively driving it. Accor Brazil Embrace Program and Eternal Landscapes Mongolia, along with all the nominees, have demonstrated exceptional dedication to promoting gender equality. Their efforts are not just inspiring, but are also creating a ripple effect of positive change that extends far beyond their immediate sphere of influence. We congratulate each of them for their commitment and courage. They are the true champions of our industry, reminding us that change is not only possible, but imperative. This award is a testament to the power of collective action, and we are privileged to be part of this journey towards a more inclusive and equitable world."*

Adding her perspective to the sanctity of the award, **Dr. Stroma Cole**, reader in tourism at the University of Westminster and **Co-Director of Equality in Tourism**, comments:

*"We are delighted by this year's entries and winners, showcasing our impactful contributions to society. Equality in Tourism spearheads advocacy for gender equality, honouring trailblazers and encouraging others to embrace inclusivity. As the tourism landscape evolves, the Gender Equality Champion of the Year award stands as a pivotal force driving this transformative journey."*

For more information or to apply, please visit the <https://www.equalityintourism.org/>

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## NOTES TO EDITORS

For more info and interviews, contact [jaklien@equalityintourism.org](mailto:jaklien@equalityintourism.org)

**About Equality in Tourism:** Equality in Tourism is a leading organisation dedicated to promoting gender equality within the tourism and hospitality sectors. With a mission to eliminate gender-based disparities, the organisation actively works towards creating inclusive, equitable, and sustainable tourism practices globally. Learn more at [www.equalityintourism.org](http://www.equalityintourism.org).

**About the Sustainable Hospitality Alliance:** The [Sustainable Hospitality Alliance](#) brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 50,000 hotels spanning 270 brands – totalling over 7 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, IHG Hotels & Resorts, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network also includes other parts of the hospitality value chain, including owners, investors, suppliers, educational institutions and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.

**About the Accor Brazil Embrace Program:** Accor Brazil's application stood out for their Embrace Program. Women who have experienced violence receive accommodation in their hotels, emotional support, social reintegration and training through the Accor Academy, creating opportunities to join the labour market.

Accor Brazil also advocated for the ratification of International Labor Organization (ILO) conventions aimed at eliminating workplace violence and harassment, particularly gender-based violence. The Guide of Good Practices for Hosting also helps general managers tackle gender discrimination within their roles.

**About Eternal Landscapes Mongolia:** Since its beginnings in 2010, tour operator Eternal Landscapes has been steadfast in promoting gender equality and empowering women in Mongolia's tourism sector. They create employment and training opportunities for women from outside the industry, helping them become guides and benefit from local tourism.

A training programme builds skills, confidence and knowledge, benefitting the guides both professionally and personally. Looking ahead, Eternal Landscapes aims to create a community-based centre where they can formalise and further develop this programme.

Collaborations with international women-only tour operators also further enhance the skills and career prospects of female team members.