



# THE CANCUN WOMEN'S INITIATIVE DECLARATION SUPPORTING WOMEN IN TRAVEL & TOURISM

Global Declaration and Platform:  
Women's Equality and Leadership

27th April 2021



## BACKGROUND

According to WTTC's 2019 data, the Travel & Tourism sector accounted for 10.4% of global GDP and supported the livelihoods of 334 million people<sup>1</sup>. Women accounted for 54% of Travel & Tourism's employment worldwide. However, women are not occupying the most senior or strategic roles in the sector where the pursuit of equity remains a key agenda.

Due to the impact of COVID-19, Travel & Tourism suffered losses amounting to US\$4.5 trillion in 2020, with the sector's contribution to GDP falling by a staggering 49.1% compared to 2019, and 62 million jobs destroyed.

Globally, women have been disproportionately affected by the pandemic. What is more, outside of formal employment, women already did three times more unpaid work than men before the pandemic; a figure which has increased significantly in the pandemic. In addition to existing gender inequalities, including the pay gap and disproportionate gender-based violence, we are reminded that we still have work to do to create a more equitable future.

Gender equality and equity are foundational to inclusive growth and it is a human right. In this context, the Government of Quintana Roo and WTTC as the representative of the global private sector call on leaders from the private, public, and academic sectors around the world to join forces and to promote diversity, drive inclusivity, and ultimately enable us to achieve women's equality and equity in the workforce.

The public-private-academic partnership is essential to the creation of a path forward to achieving gender equality.

## DECLARATION

We, the signatories to the Cancun WTTC Women's Initiative Declaration, recognise the contribution of women around the world and the importance of an equal equitable environment for women to thrive as leaders, entrepreneurs, and innovators.

We commit to providing equitable opportunities, ensuring fair treatment, removing barriers, and fostering greater financial, professional, and social independence for women by executing on the following principles.

In signing this Declaration, signatories support the first steps for a better future, one that is more inclusive, diverse, and fair:

### Private Sector

1. Set internal commitment to increase female representation to 30-50% in leadership positions and achieve at least 30% representation of women on board levels and c-suites, by 2030, where possible.
2. In the short term, invest to increase and deepen programmes that develop skills and opportunities among women by creating formal sponsorship and mentorship programmes, and assign a senior executive or Board member to be a sponsor for gender diversity and inclusion, who is accountable for progress.
3. In the mid-term, identify opportunities to reduce gender pay gaps, if existing, and implement gender diverse slate requirement for all open roles.
4. Share progress against commitment annually with an action plan to achieve goals.

**Public Sector**

1. Implement public policies and incentives for companies and corporations that have reached gender equality goals
2. Assign a high-level public official for gender diversity and inclusion, who is accountable for progress and to engage with local communities
3. Implement public policies to encourage gender parity in society, and incentives for companies and corporations to achieve gender equity, including:
  - Assign 30-50% leadership public roles to women, where possible, by 2030.
  - Propose legislative reform to address anti-discrimination policies against women, which affect access to finance and property rights, and ensure equal access for women across industries, as well as address cultural barriers, beginning with a child's basic right to a fair and equal education.
  - Implement incentives for both public and private organisations to prevent discriminatory behaviours and incite fair promotion and diversity.
  - Remove barriers for women's progress by creating incentives to achieve gender parity, such as improved childcare support, paternity leave, and dedicated scholarships for women.

**Academia**

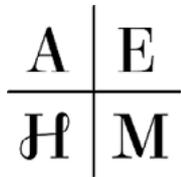
1. Strengthen the effectiveness and accountability of institutions at all levels to promote women equality and equity by setting internal commitment for gender diversity and inclusion. We recommend these goals are created for:
  - a. Leadership positions
  - b. Student population
  - c. and Programmes such as grants or fellowships
2. Assign a high-level figure to be a sponsor for gender equity, who is accountable for progress.
3. Publish progress against internal commitment annually, with an action plan to achieve goals.
4. Create an environment that fosters opportunities and encourages skills development for women by completing the following:
  - Review the curriculum to ensure it is balanced, unbiased, includes content for and is representative of all genders.
  - Reinforce or develop a code of conduct to guarantee equitable access to opportunities for women.
  - Create initiatives to help women develop their careers and networks, such as developing a sponsorship programme to connect women to alumni, and designing initiatives to support women-owned businesses.

Signatories



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