

EST.1994

**BUSINESS
TRAVEL
SHOW**
EUROPE
2026

BY NORTHSTAR

ROOM FOR HER:

WHAT BUSINESS TRAVEL STILL GETS WRONG ABOUT WOMEN

SPONSORED BY



MODERATOR

JENNY SOUTHAN
Editor, Founder & CEO,
Globetrender



TRIX VAN DER VLEUTEN
Chief Marketing
Officer, The Social Hub



CAROLYN PEARSON
CEO,
Maiden Voyage

PRESENTED BY

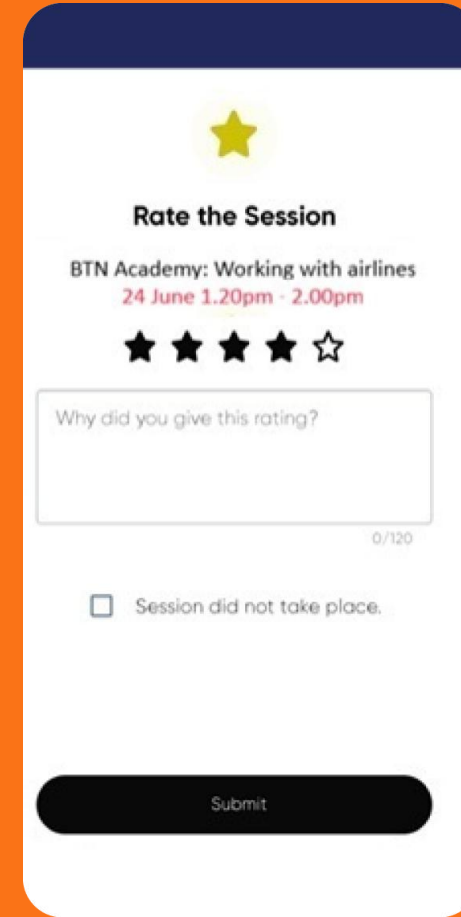
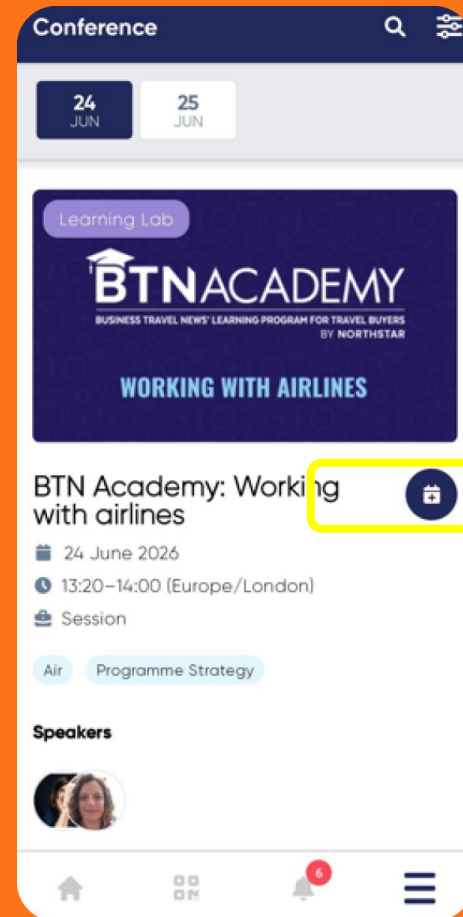
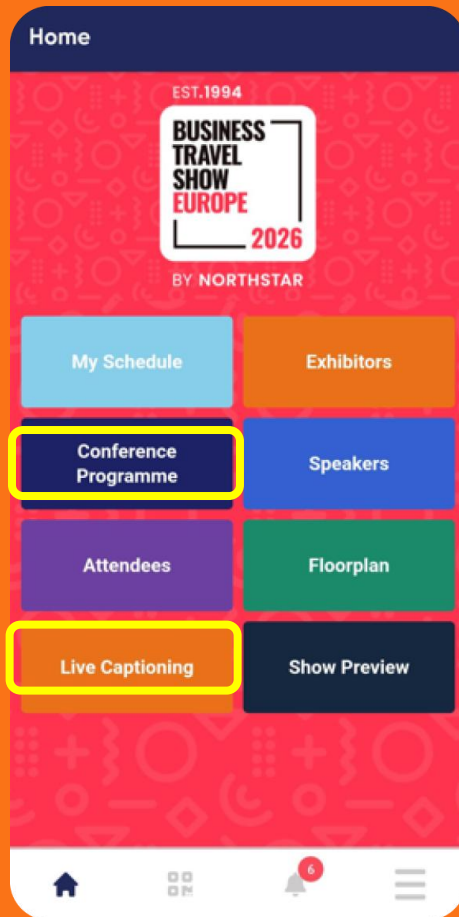
BTNGROUP
CONFERENCES & EVENTS
BY NORTHSTAR

EST.1994



BY NORTHSTAR

SESSION ESSENTIALS



PRESENTED BY
BTNGROUP
CONFERENCES & EVENTS
BY NORTHSTAR

The reality for women travelling alone...

Nearly

76%

worry about
personal safety

1 in 4

do not feel safe
travelling for work

70%

feel unsafe
late at night

Safety shapes women's choices...

43%

**want clearer
security measures**

51%

**want 24/7 staff
availability**



We've been asking you...
***what can the hospitality industry
do to make business travel safer
for solo women travellers?***

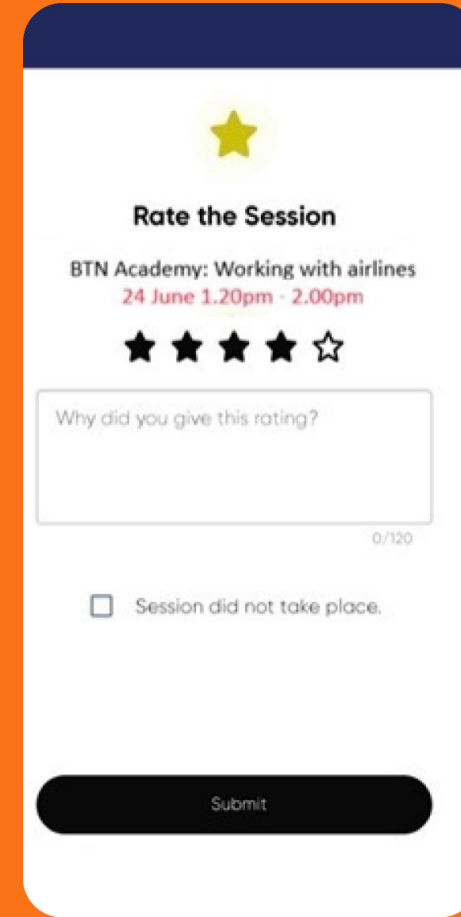
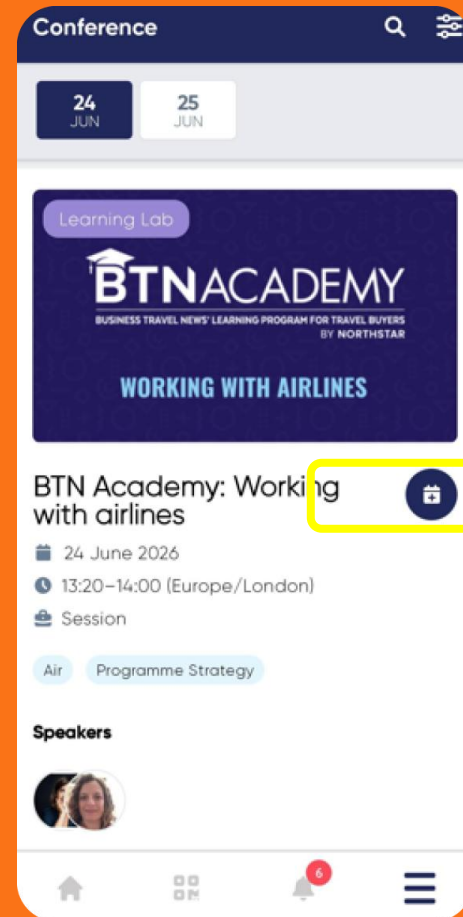
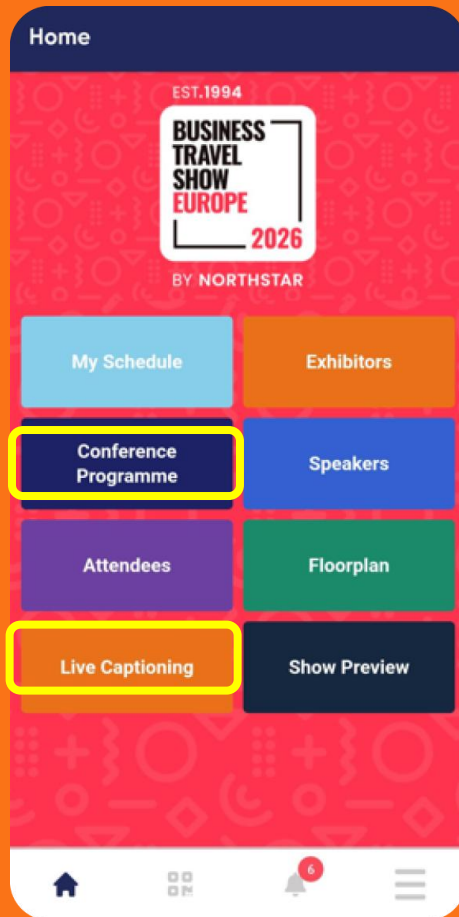


EST.1994



BY NORTHSTAR

SESSION ESSENTIALS



PRESENTED BY
BTNGROUP
CONFERENCES & EVENTS
BY NORTHSTAR

Share your thoughts and keep in touch

