CENTRE STAGE
Women's empowerment during the COVID-19 recovery
JORDAN
The Centre Stage project aims to strengthen, coordinate and focus work towards gender equality in tourism governmental institutions and businesses as they recover from the pandemic and is implemented with the kind support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the Federal Ministry for Economic Cooperation and Development of Germany and UN Women.

The impact of COVID-19 on women in tourism in Jordan:

- 41% of women lost their jobs
- 37% of men lost their jobs
UNWTO is supporting 10 tourism businesses, 3 associations and the Ministry of Tourism and Antiquities as they implement a one-year action plan for women’s empowerment in 2022 including targeted training programmes, measures to boost female career progression, improvements to the legal framework and the collection of sex-disaggregated tourism employment data.

Source: UNWTO data collected as part of the Centre Stage project.
Based on a survey conducted in Jordan (sample: 2088 persons)
Centre Stage Participants
Country leaders for women's empowerment