

Zina Bencheikh

Zina Bencheikh is one of Morocco's leading advocates for gender equality in the travel industry. Born in Marrakech but having lived, studied and worked in Canada, France and the UK, Zina moved back to Morocco in 2010 and joined PEAK DMC in that same year. Having identified that many local women were missing out on the opportunities created by Morocco's tourism boom, Zina has made it her mission to encourage and support women to train as tour leaders, as well as championing female entrepreneurs by contracting them as suppliers. In her new role as Regional General Manager for Europe, Middle East and North Africa Zina oversees PEAK DMC's operations in 45 countries, where her goal is to build multicultural teams with the expertise to create and deliver the best travel experiences possible.

Contact data

Zina Bencheikh

Regional General Manager Europe, Middle East and North Africa
PEAK Destination Management Company



Event

[2nd edition: Gender Equality in Tourism](#)

Thursday, March 7, 2019, 13.00 - 14.00

Palais am Funkturm, ITB Convention Awards

Official Partner Country ITB Berlin 2019



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ITB Berlin Convention / ITB Berlin Kongress

ITB Cube

Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

6.1 – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

7.1b – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

Palais – ITB Convention Awards

Contact

Please contact us for concerns or questions:

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