



Travel4Impact Fifth Edition

Frequently Asked Questions

Are you considering applying to be part of the 5th edition cohort? Do you want to know more about Travel4Impact? We compiled for you the answers for the most frequently asked questions we received in previous editions.

1 What is Travel4Impact?

Travel4Impact is a community of impact-driven travel and tourism SMEs. With their support, Amadeus and IE University aim to empower them by providing training, tutoring, mentorship, visibility and collaboration opportunities to amplify their positive social and environmental impact.

2 Who can apply to join Travel4Impact?

The program is open to CEO and founders of SMEs within the travel and tourism ecosystem that have been operational for more than two years and have at least two full-time employees. Applicants should demonstrate a strong commitment to impact and be eager to keep learning and open to share with others in their journey as entrepreneurs.

3 What are the benefits of participating in Travel4Impact?

Participants receive a fully funded, four-month online training and mentoring program, called Launchpad and conducted by IE University faculty. The program includes sessions focused on impact, business storytelling and narrative, and incorporating digital strategies and new technologies. Upon successful completion, participants enter a community of like-minded professionals in which they gain access to networking, collaboration, peer to peer learning, industry knowledge and support, and visibility opportunities.

4 How can I apply to join Travel4Impact and when will I know if I have been selected?

Applications to enter Travel4Impact open once a year. For 2025, applications will be open from March 1st to May 4th. Your application will then follow a selection process consisting of experts' reviews, individual interviews and an internal jury. We will be in contact with you during the entire process which will run up until June 2025. For the most up-to-date information on application deadlines and procedures, please visit the official Travel4Impact page.



5 Is there any cost associated with participating in Travel4Impact?

No, the program is fully funded by Amadeus and delivered in collaboration with IE University, making it free for selected SMEs.

6 What is the duration of the Travel4Impact program?

The core training and mentoring phase, known as the Launchpad, lasts for four months, from September to December. After completing this phase, from January to March 2026, participants will engage in tailored-made mentoring, face 2 face and networking meetings and collaboration opportunities.

7 How is the Launchpad program programmed?

The Launchpad consists of three modules spread along a total of 13 sessions from September to December 2025. These will take place **weekly, every Wednesday 3:30-5:00pm CET Madrid time** and will take different formats:

- Workshops to introduce and discuss key concepts
- Recorded lectures to be combined with an individual homework exercise
- Group tutoring sessions to discuss the exercise, receive guidance, and exchange insights with peers
- Thematic collaborative networking

8 What do I commit to when joining Travel4Impact? What workload does it entail?

If you are selected to participate in Travel4Impact, you will be expected to join the Launchpad's weekly online sessions and actively participate with your microphone and camera on. Along the program, there will be three specific weeks when, instead of a synchronous session, you will be asked to watch recorded content and complete an individual exercise – those weeks, you will be expected to secure 1h30 of your time.

9 Could someone else from my team attend the sessions instead of me?

The program's format and contents are carefully tailored for CEOs and founders of impact driven tourism small business. Our goal is that their thinking gets triggered to eventually implement strategic decisions and practices in their business. Additionally, throughout the Launchpad sessions many exchanges among peers take place, it is thus important that the same person connects to all the sessions to facilitate the networking online. We only make exceptions for those companies having several co-founders, or for specific sessions for which the CEO or founder would like to bring someone from the team with him/her.



10 What language is the program offered in?

The program is conducted in English to accommodate a diverse and international cohort.

11 In which regions is Travel4Impact active?

Initially launched in Spain, Travel4Impact expanded to Europe and has since adopted a global scope. The program now welcomes applications from SMEs worldwide, including the Americas, Middle East, Africa, Asia, and the Pacific.

12 Can alumni of Travel4Impact continue to engage with the network?

Yes, after completing the launchpad phase, alumni are encouraged to remain active within the larger Travel4Impact community. The Travel4Impact Network is made up of +75 participants from previous Travel4Impact editions, and will offer more opportunities for continued collaboration, joint learning and knowledge sharing, visibility and mutual support among members.