



Travel4Impact 6th Edition

Frequently Asked Questions

Are you considering applying to be part of the 6th 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 4-month impact entrepreneurship program for small businesses and startups in travel and tourism addressing social and environmental challenges. This program, co led by Amadeus and IE University, aims to empower impact leaders in travel and tourism by providing them with training, tutoring, mentorship, and networking to amplify their positive impact.

2. Who can apply to join Travel4Impact?

The program is open to CEO, founders, and other C-level roles of small travel and tourism businesses that have impact at the core of their business. Eligible businesses must have at least two team members, including one full-time employee, and ideally have been operating for more than two years and proven traction in the market (being operating with buying customers). It is desirable that businesses have been operating in the market for at least 2 years and have innovative solutions that drive positive impact. Businesses tackling challenges such as accessibility in travel, overtourism, decarbonization, or safety and security will receive special consideration in 2026. We welcome entrepreneurs who are 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 program, by IE University, focused on impact, business storytelling, digital positioning, and incorporating AI for operational efficiency. On top of that, participants will be offered optionally to participate in curated virtual networking coffees and in Amadeus' Impact mentoring program with senior leaders.

4. How can I apply and when will I know if I am selected?

To apply, you must complete the application form:

<https://forms.office.com/e/4BcB8YUt3s>. Applications to enter Travel4Impact open once a year. For 2026, applications will be open from March 2nd to May 4th



(11:59pm CET UTC+2). 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 2026.

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 businesses.

6. What is the duration of the Travel4Impact program?

The core training phase lasts for four months, from September to December 2026. After completing this phase, from January to March 2026, participants will be invited to join the Amadeus Impact Entrepreneurship Community which includes a range of additional benefits to grow and scale their business.

7. How is the program structured?

Travel4Impact consists of three modules spread along a total of 15 sessions from September to December 2026. These will take place **weekly 2:30-4:00pm CE(S)T UTC+1/2 Madrid Paris time** and will take different formats:

- Live core sessions 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 live collaborative sessions

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 secure about 2h of your time per week from September to December 2026. The online sessions will all take place at 2:30-4:00pm CE(S)T UTC+1/2 (Paris, Brussels, Madrid time zone) and you will be expected to actively participate with your microphone and camera on. Along the program, there will be three specific weeks when, instead of a live session, you will be asked to watch recorded content and complete an individual exercise –those weeks, please, also expect the same time dedication of about 2h of your time.

9. Is there a minimum of sessions/activities I need to attend?

To fully benefit from the Travel4Impact program, participants are expected to attend all live sessions and complete all individual exercises. If you must exceptionally miss a session, a recording will be available; however, please note that watching the recording is not ideal, as it limits your ability to interact with the group.



To successfully complete the program, participants must attend at least one third of the live sessions and complete a minimum of two out of the three individual exercises.

10. What are the optional mentoring and virtual coffees and what do these imply for me?

On top of the learning experience, the program offers participants two optional components:

- **Mentoring:** participants can opt in to access a mentorship journey with an Amadeus senior leader to help them tackle a business strategic challenge, entailing a total dedication of 8-10 hours between October 2026 and February 2027.
- **Virtual Coffees:** You will be also invited to voluntarily join two virtual coffees of 1.5 h each, designed for you to deepen the networking with your cohort peers in curated small groups. These will take place at the end of modules 2 and 3.

11. 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 businesses. 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.

12. What language is the program offered in?

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

13. In which regions is Travel4Impact active?



Frequently Asked Questions

While the program is fully global and welcomes applications from impact entrepreneurs worldwide, applicants must be aware that all live sessions will happen from 2:30pm-4pm CE(S)T UTC+1/2 (Madrid, Paris Brussels).

14. How can alumni of Travel4Impact continue to engage after the program?

After completing the program, alumni are encouraged to remain active with other impact entrepreneurs and with Amadeus. Participants will access a full membership to be part of the Amadeus Impact Entrepreneurship Community, made up of participants from previous Travel4Impact editions, but also other impact entrepreneurship programs supported by Amadeus. This community will continue supporting your growth with masterclasses, connections with like-minded entrepreneurs, networking, and Amadeus expert support.