

WONDERLUST

THE 50 MOST IMPORTANT WOMEN IN TRAVEL

Travel's *real* Power List. And not one influencer in sight!

The travel industry is overwhelmingly female, with an estimated 70 percent of the workforce women. But at the top it's still mostly male dominated, although that's changing and this list is the 50 most powerful and influential women in the business.

These are the powerhouses, the visionaries, pragmatists and romantics, the message shapers and the idealists, the trailblazers who proved conventional wisdom to be neither. Their common denominator is they all worked very, very hard and believed in themselves and refused to be held back. And one senses none of them are finished yet.

What do they see as the future of travel, a future they are instrumental in shaping? What's their advice for women who want to be up there with them? Well, let them tell you.



16 Lindsey Ueberroth, CEO, Preferred Hotels & Resorts

Preferred Hotels & Resorts, an association of more than 750 hotels, resorts, and hotel groups, has been a family business for the Ueberroths since 2004, when John Ueberroth (brother of Peter Ueberroth, who was the 6th Commissioner of Baseball and Chairman of the United States Olympic Committee from 2004 to 2008) became the majority shareholder. Lindsey, John's daughter, has been with the company since the Ueberroths took ownership, climbing the ladder all the way to the top. In 2015, she spearheaded a rebranding effort and led the company to achieve a major milestone by generating more than \$1 billion (\$1.011B) in reservations revenue on behalf of its member hotels worldwide, a 15% increase over the previous year.

What do you see as the future of the travel business? What will be the next big trend? I believe more people taking more micro-cations — trips of four nights or less, truly sustainable tourism (hotels taking a broader perspective to sustainable travel and supporting their communities), and the next evolution of wellness vacations (experiences that enable a traveler to become a better version of themselves).

What's your advice to women trying to break through the glass ceiling? My advice to women that aspire to reach the highest levels of leadership is to stop thinking that there is a glass ceiling. The saying, "you have to believe to achieve" is very true and our thoughts control our actions. Don't be afraid to take risks, volunteer to take on new projects or challenges, look for a good mentor and role model, and don't be afraid to ask for what you want. **Where is the most beautiful place you've ever been? What's your favorite hotel in the world?** South Africa. It is one country that boasts everything from breathtaking ocean views and the stunning wine country to the sprawling Kruger National Park where you can go on the most amazing safari. Game drives, sipping coffee at sunrise, and enjoying a sundowner cocktail at sunset are some of the most breathtaking moments of my life. I have always said it is a country that leaves an imprint on your heart and soul. When it comes to hotels, one of my most favorite is the Leela Palace Udaipur in India. Located on a beautiful and tranquil lake, surrounded by views of the mountains, this modern palace and the staff that work there make you feel like royalty in the most approachable way. A world class spa, dining, and activities catered to your personal interests and preferences make it truly remarkable.

If you could go anywhere in the world and do anything there, where would you go? It may come as a surprise to learn that if I could go anywhere, it would be less than a 3-hour drive from where I live, and stay at [Ojai Valley Inn and Spa](#) in Ojai, California. I could spend countless days there soaking up the special energy that this resort exudes since it sits on top of an energy vortex. A few of my favorite things to do there are taking one of the free bicycles for a ride to a local winery down the road with a picnic lunch, enjoying an activity at its artist cottage, sitting by one of the resort's many fire pits at sunset, or enjoying Sunday brunch and listening to live music.