

TRAVEL

Through The Female Gaze: How Women In Hospitality Are Changing The Narrative

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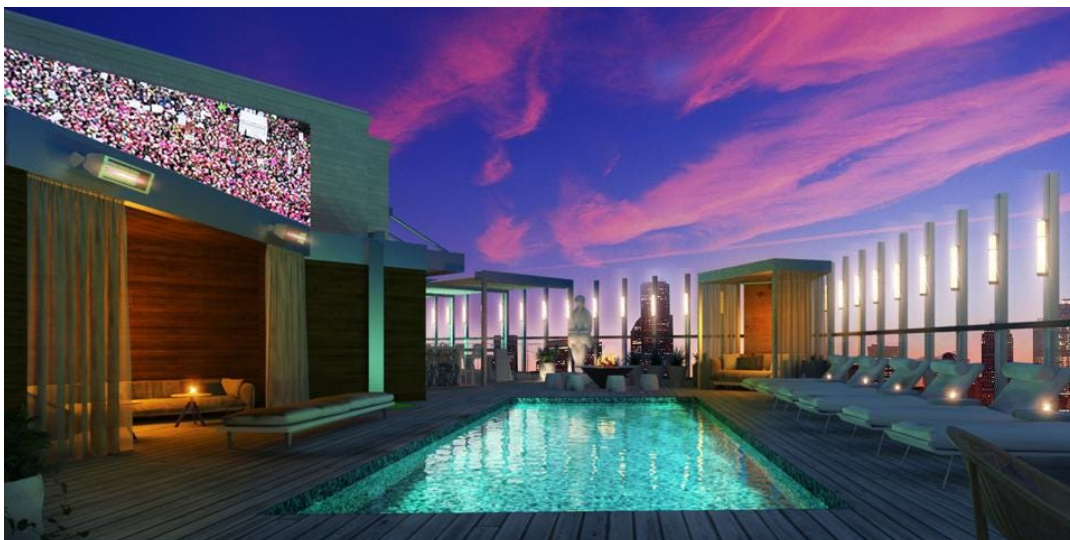
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From a hotel celebrating the accomplishments of women to female-run wineries, women are making their mark in the once-male-dominated worlds of hospitality.

Set to open this summer, in Washington DC, **Hotel Zena** is proclaiming to be the world's first hotel dedicated to female empowerment. A bold new cultural hub, it is the first of its kind, and was set up to celebrate female empowerment through provocative art, design and exciting and relevant programming.





Putting women on top of the world: Hotel Zena's rooftop pool (CREDIT: HOTEL ZENA)

“Located in Washington DC’s Logan Circle, the 191-room hotel will be an ode to feminine strength, celebrated by all genders, races and sexualities, and a haven for the liberated forward thinker,” says president and CEO, Jon Bortz.

It may not be owned by a woman – it is part of the Viceroy portfolio – but Bortz says: “Hotel Zena will be first hospitality establishment solely dedicated to celebrating the accomplishments of women.”

As Washington, DC is one of the most culturally diverse cities with a female majority population, the hotel’s opening ties in perfectly with the 100th anniversary of women’s suffrage.



Hotel Zena's aesthetic is infused with art. (CREDIT: HOTEL ZENA)

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