

Louise Truman, Founder & CEO of Plotpackers



Louise Truman is a female entrepreneur and owner of Plotpackers, a purpose-driven group tour operator rapidly growing and expanding in the travel space. Born from a young girl and her laptop on a sun-drenched balcony in Cartagena to a 7-figure global operation achieving over £1.5 million in sales in its first year of operations, Louise is a prime example of female empowerment that should be celebrated everyday, but especially on International Women's Day.

With a background in marketing and travel, Louise founded Plotpackers as a bid to make group travel more affordable and accessible, high value, and ethical. Plotpackers disrupts the travel industry with accessible price points and responsibly run group trips that place a strong emphasis on female safety - a goal that was cemented further just this year with the brand's value-aligned investment into a revolutionary AI-powered personal safety app called **Epowar**. The app is a first of its kind technology that aims to empower and protect women whilst travelling, and up until just a couple of weeks ago, it was available only in the UK, but thanks to Plotpackers investment and collaboration it has begun to be rolled out internationally - starting in Costa Rica where Plotpackers' group trips began.

Under Louise's leadership, the company has already made significant strides in its first year through initiatives like the **Plotpackers Female Empowerment Programme**. According to UK Treasury data, only 2% of venture capital funding in the UK goes to women-led startups and 86% of angel investors are male (UKBAA), meaning billions in capital are guided by those who cannot fully understand the unique challenges women face daily. With this in mind, as a female entrepreneur leading a majority-female team, Louise is leveraging her company's success to make a widespread, lasting impact on women's lives. From encouraging women to travel solo within the safety net of a Plotpackers tour - leading to a 70% female customer base, to an all female Peruvian local guiding team, Louise and her team continue to build a more inclusive and empowering future for women everywhere.

