

# TOURISM IRELAND GENDER PAY GAP REPORT 2023



# FORWARD FROM CHIEF EXECUTIVE DESIGNATE

At Tourism Ireland, our dedication to our employees is about fostering a workplace where everyone is valued, respected and has opportunities for success.

We recognise the importance of diversity and inclusion for our success and aim to build a workforce mirroring our visitors, stakeholders and communities. Our inaugural Gender Pay Gap Report is a significant step towards this.

While acknowledging the need for progress toward gender pay parity, we're actively addressing root causes with actions such as:

- Regular pay audits
- Review of recruitment processes
- Investing in leadership development
- Supporting career advancement
- Cultivating an inclusive workplace culture

We are confident that our commitment to diversity, inclusion and pay equality will lead us to achieve gender pay parity and we remain transparent and accountable by reporting on our progress in future reports.

Sincerely  
**Alice Mansergh**  
CEO Designate



# ABOUT US

Tourism Ireland is responsible for marketing the island of Ireland overseas as a compelling holiday and Business Events destination. Our organisation was established as one of the “six areas of co-operation” under the framework of the Belfast Agreement of Good Friday 1998. Our remit is to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential. We operate under the auspices of the North South Ministerial Council through the Department for the Economy in Northern Ireland and the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in Ireland. We work closely with the two tourist boards on the island, Fáilte Ireland and Tourism NI, and with our partners in the tourism industry at home and abroad in delivering on our remit. Tourism Ireland’s up to 168 staff create world-class marketing programmes in over 21 markets across the world, as well as centrally in Dublin and Coleraine.

Tourism is one of our most important sectors. In 2019, we welcomed 11.3 million overseas visitors to the island of Ireland, who spent €5.9/£5.1 billion while here. Overseas and domestic tourism helps to sustain over 300,000 vital jobs in communities across the island, making tourism one of our largest indigenous industries.

Tourism Ireland is a Company Limited by Guarantee without a Share Capital, Registered in No 336370, Bishop’s Square, Redmond’s Hill, Dublin 2.

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**300,000 Vital jobs  
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and domestic tourism**

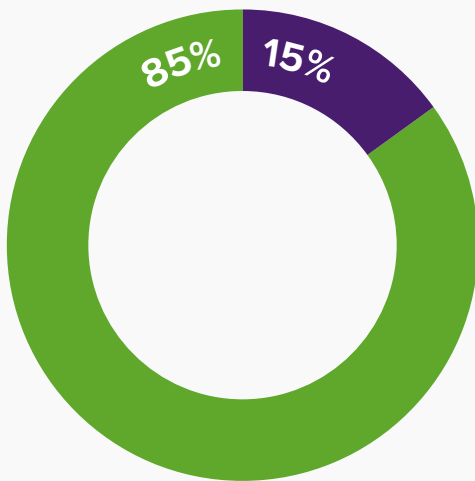


# OUR GENDER PAY GAP RESULTS

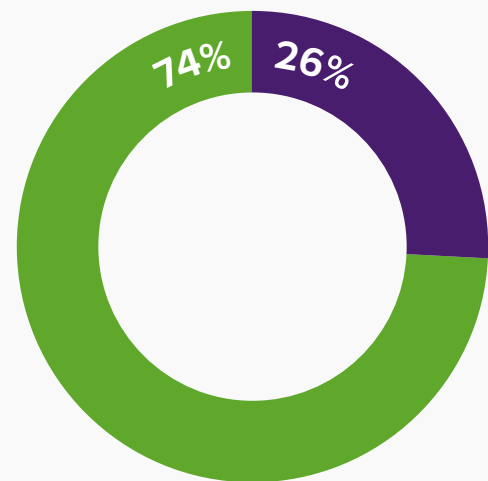
Snapshot Date: 30 September 2023

Female  Male 

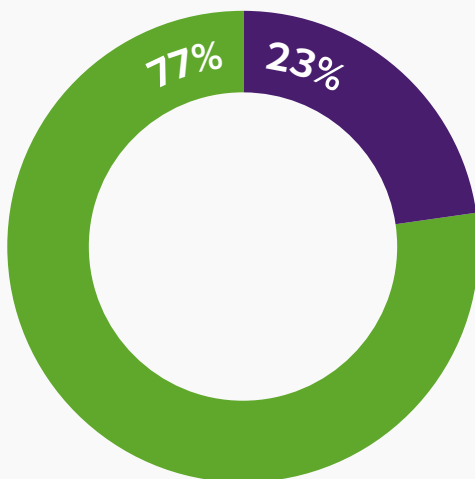
**LOWER  
REMUNERATION  
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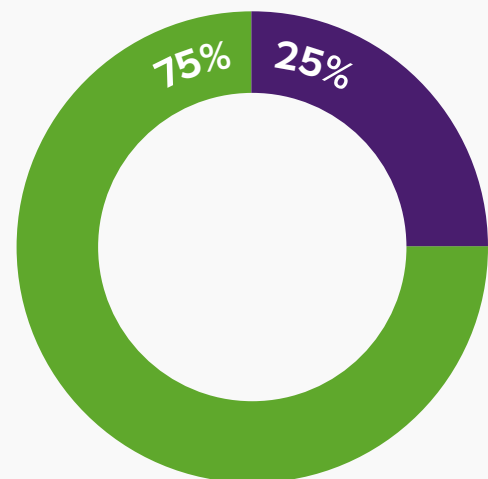
**LOWER MIDDLE  
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**UPPER MIDDLE  
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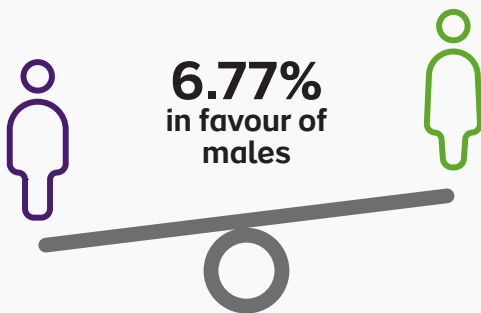


**UPPER  
REMUNERATION  
QUARTILE**



# OUR GENDER PAY GAP RESULTS

## MEAN GENDER PAY GAP OVERALL



## MEDIAN GENDER PAY GAP OVERALL



## MEAN GENDER PAY GAP PART-TIME



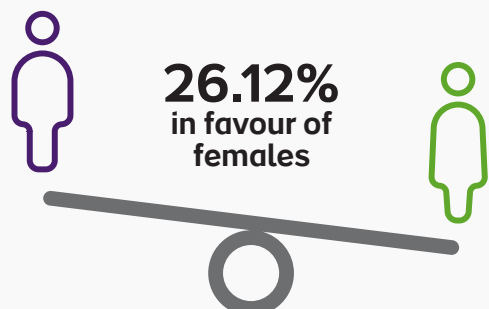
## MEDIAN GENDER PAY GAP PART-TIME



## MEAN GENDER PAY GAP TEMPORARY CONTRACTS



## MEDIAN GENDER PAY GAP TEMPORARY CONTRACTS



## BONUS PAY AND BENEFIT IN KIND

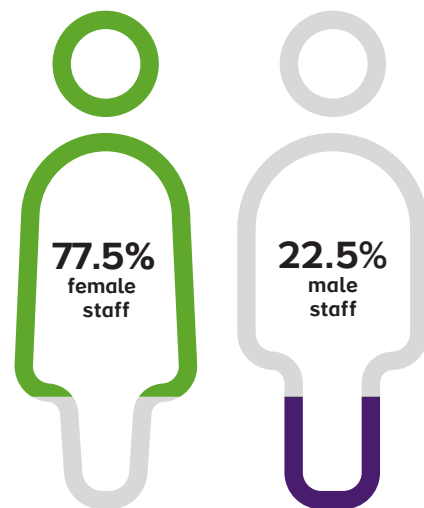
As per public sector guidelines, Tourism Ireland does not pay any bonus remuneration, nor does it provide employees with any benefit in kind. Therefore, there is no data to report on regarding bonus remuneration or benefit in kind.

## UNDERSTANDING OUR GENDER PAY GAP RESULTS

The results of the mean and median gender pay gap analysis show a gap in favour of male employees for our overall mean and median pay gap calculations, whilst there is a gap in favour of females for our mean and median hourly pay calculations for temporary staff. There are several factors that we believe contribute to these results:

○ **Gender Representation:** We take pride in the strong representation of females across all quartiles, spanning from part-time, intern and junior roles to executive positions, ultimately including members of the Senior Management Team. In comparison, there is a greater percentage of males found in the two upper quartiles than in the two lower. Whilst we have >50% representation of females in all quartiles, the highest representation is in lower quartiles, contributing to a gender pay gap.

○ **Gender dominance:** The predominant gender across our organisation is female, with an approximate split of 77.5% female and 22.5% male. This substantial representation of women extends to both part-time and temporary contract roles, allowing for a percentage favourable to females in the temporary contract reports. The low number of men in higher positions in part-time roles led to a high percentage difference favourable to males.



Gender across our organisation

### Measures to eliminate and reduce the gender pay gap

Tourism Ireland understands the importance of these findings and is committed to implementing various measures to reduce the gender pay gap. Tourism Ireland recognises that these measures should address the root causes of gender pay disparities and promote equality in the workplace.

### Pay audits and transparency

Tourism Ireland will conduct regular pay audits to identify and address gender pay gaps within the organisation. We will increase transparency by publicly disclosing gender pay data in line with legislation and holding our organisation accountable, while encouraging positive change.

## Equal pay for equal work

We will ensure that men and women are paid equally for performing similar roles and responsibilities. We will continue to review job roles and classifications to eliminate any gender-based discrepancies.



## Flexible work arrangements

A full review of our flexible work policies will take place, to ensure that Tourism Ireland is further supporting a healthy work-life balance, making it easier for both men and women to manage career and family responsibilities. We currently offer a wide range of flexible working and leave options which are available to request for all employees, including carer's leave, career breaks, paid maternity and adoptive leave, paid paternity leave, parent's leave and parental leave.

Hybrid working is a part of our flexible working policy, with flexible options to combine office and home working. We will continue to monitor and adapt this policy for employees and business needs.

## Leadership development programmes

We continue to establish leadership development programmes specifically designed to support the advancement of

employees into leadership positions. We will provide mentoring and coaching opportunities for employees to enhance their leadership skills.

## Promotion of diversity and inclusion

As an equal opportunities' employer, Tourism Ireland works to promote a culture of diversity and inclusion and strives to embrace genuine equality of opportunity through our recruitment and selection process.

Tourism Ireland will maintain a gender-balanced interview panel who will receive training, including unconscious bias training.

Tourism Ireland will seek equity and strive to achieve a balanced gender representation of shortlisted candidates for all opportunities with a focus to lower quartiles.

## Training of current managers and employees

We will provide training programmes to raise awareness about unconscious bias, gender stereotypes and discrimination in the workplace. Tourism Ireland will educate employees on the importance of gender equality and its benefits for the organisation.

## Collaboration with stakeholders

We will collaborate with government agencies, industry bodies and other stakeholders to share best practices, exchange ideas and collectively address gender pay gap challenges. Public sector bodies must adopt a comprehensive approach to reducing the gender pay gap and consistently evaluate the impact of implemented measures. Regular monitoring and assessment are essential to guarantee ongoing advancements towards achieving gender equality in the workplace.



## **CLOSING STATEMENT**

We confirm that the data and information presented in this report are accurate and meet the requirements of the Employment Equality Act 1998 (Gender Pay Gap Information) Regulations 2022. Tourism Ireland, Senior Management Team and the Board welcomed the opportunity to report on our gender pay gap and are committed to improving on these results. This report will be a standing topic for review in Board and Senior Management meetings throughout 2024.

