

Tourism Ireland

GENDER PAY GAP REPORT 2024



2024

FORWARD FROM OUR CEO

As we present our Gender Pay Gap Report for 2024, I want to begin by reaffirming our unwavering commitment to creating an inclusive, equitable workplace for all our employees. We recognise that addressing gender pay disparities is not only a matter of compliance with legislative requirements but also a moral imperative to ensure fairness and equality for all individuals.

This report reflects our ongoing dedication to transparency and accountability as we work toward reducing the gender pay gap. Our commitment to this goal was reaffirmed in 2023, when we set clear objectives to reduce gender pay disparity. While the journey is ongoing, we take pride in our progress. Our actions since last year represent significant strides toward achieving our goals, but we acknowledge that there is still much to be done. Our progress should not be seen as a destination but as part of a longer-term commitment to fostering a work environment where equality is the foundation of all our practices.

We remain focused on maintaining an open dialogue with our employees and stakeholders as we address the barriers that continue to contribute to the gender pay gap. With the support of our people, we will continue to refine our strategies, make data-driven decisions, and ensure that equality remains at the heart of our organisational culture.

Together, we will continue to push for positive change and work towards a more equitable and inclusive future.

Sincerely,
Alice Mansergh
CEO



ABOUT US

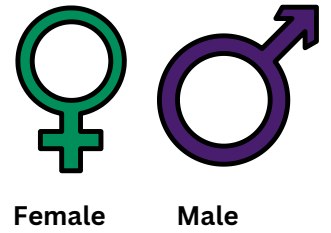
Tourism Ireland is responsible for marketing the island of Ireland overseas as a compelling holiday and Business Events destination. Our organisation was established as one of the “six areas of co-operation” under the framework of the Belfast Agreement of Good Friday 1998. Our remit is to increase tourism 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 2023, we welcomed >8 million overseas visitors to the island of Ireland, who spent €6.4/£5.5 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

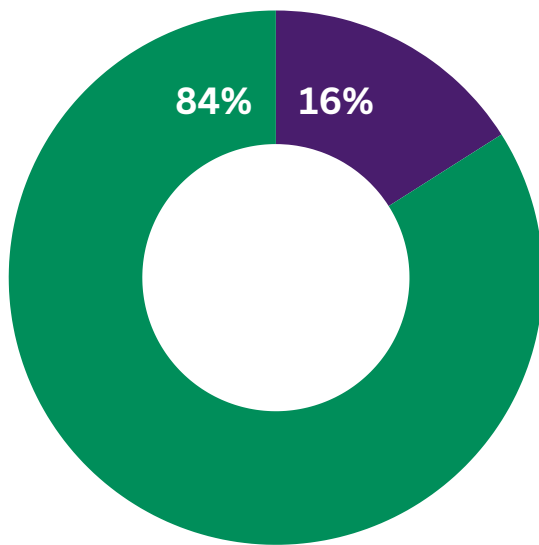


OUR GENDER PAY GAP RESULTS

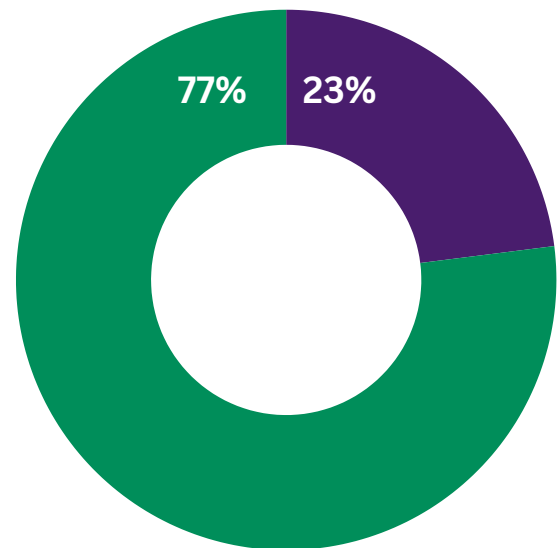


Snapshot Date: 30 June 2024

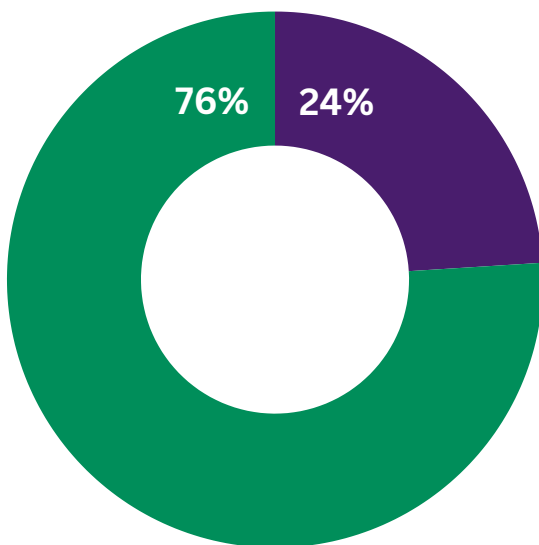
Lower
Remuneration
Quartile



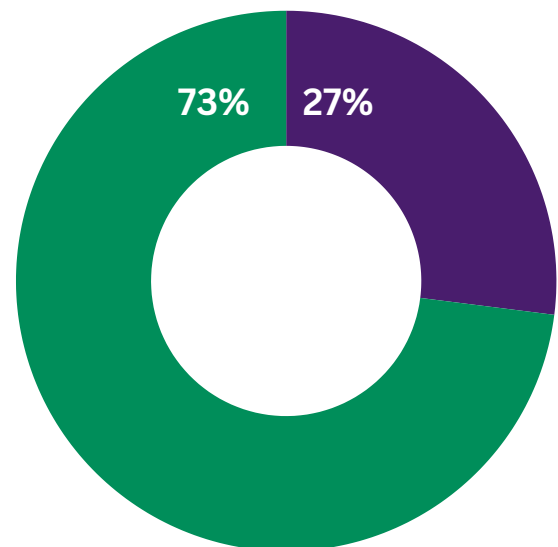
Lower Middle
Remuneration
Quartile



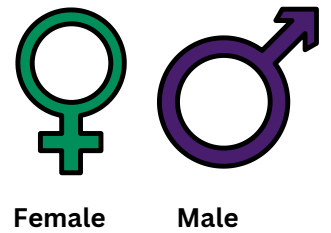
Upper Middle
Remuneration
Quartile



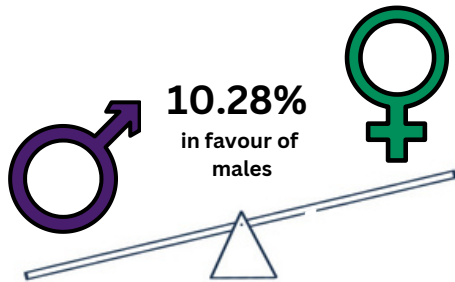
Upper
Remuneration
Quartile



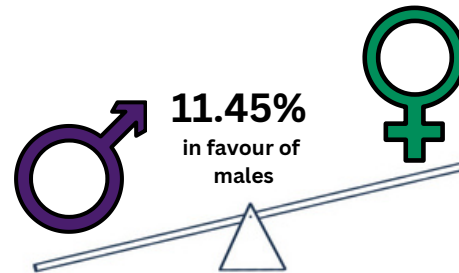
OUR GENDER PAY GAP RESULTS



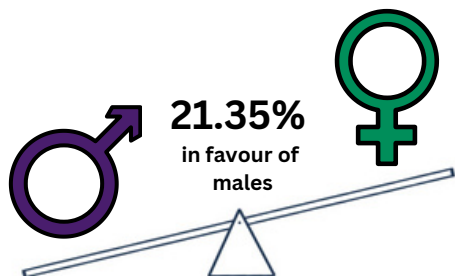
Mean
Gender Pay Gap
Overall



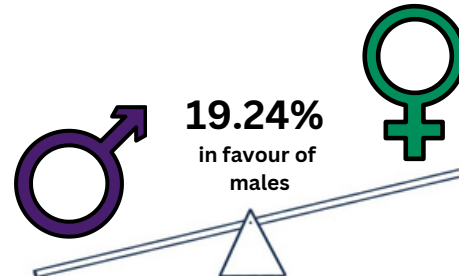
Median
Gender Pay Gap
Overall



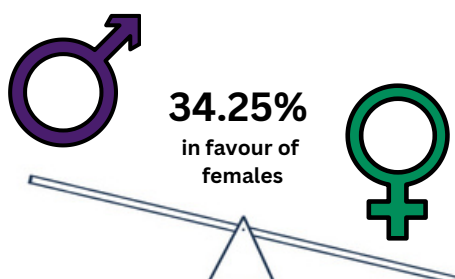
Mean
Gender Pay Gap
Part-Time



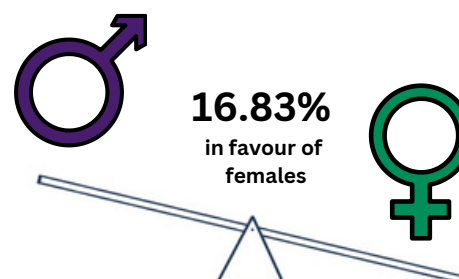
Median
Gender Pay Gap
Part-Time



Mean
Gender Pay Gap
Temporary Contract



Median
Gender Pay Gap
Temporary Contracts



BONUS 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 maintain 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. While the results remain relatively consistent with our last report, there are changes in the percentages themselves. We believe there are several factors which contribute to these results:

Gender Representation: We continue to take pride in the strong representation of females across all quartiles, spanning part-time, intern, and junior roles to executive and senior positions. Notably, we are pleased to highlight a good balance of male and female representation at more senior levels, demonstrating progress in our efforts toward inclusivity in leadership.

This year's assessment aligns with previous trends, showing a higher percentage of males in the two upper quartiles compared to the two lower ones. Nonetheless, females represent over 50% in every quartile, reinforcing our commitment to gender diversity. However, the highest proportion of female employees remains in the lower quartiles, which continues to contribute to the gender pay gap. These findings underscore the importance of sustained initiatives, such as encouraging greater male representation at all levels, to achieve an equitable gender distribution across the organisation.

Gender dominance: The gender distribution across our organisation remains predominantly female, with approximately 77% female employees and 23% male employees, consistent with 2023.

This strong representation of females continues to extend across both part-time and temporary contract roles, contributing to a favourable percentage of females in the temporary contract category.

Similar to previous years, there is a low number of males in higher-level part-time roles resulting in a notable percentage difference that remains favourable to males in those positions.



Gender across our Organisation
77% Female
23% Male

This year, we note a percentage increase in overall mean and median, in favour of males, we believe small changes in turnover can have an effect of our percentages.

We also note a decrease in the results of mean and median in the part-time positions. We attribute this to our ongoing efforts, as mentioned in this report.

We continue to monitor all figures annually, ensuring that we stay aligned with our longer-term goals for greater gender equality and representation across all levels of employment.

Measures to eliminate and reduce the gender pay gap

Tourism Ireland remains committed to addressing the gender pay gap and acknowledges the importance of the findings from this assessment and comparing these results to the previous year.

Tackling the root causes of gender pay disparities is essential in promoting equality in the workplace. Therefore we continue to abide by our core 2023 stated measures which focus on these underlying factors, ensuring sustained progress towards a more equitable environment. This year's assessment reaffirms our commitment to these initiatives and highlights our ongoing efforts.

Pay audits and transparency

Tourism Ireland has remained committed to conducting regular pay audits to identify and address gender pay gaps within the organisation.

As with 2023, we maintain transparency and compliance with legislation, ensuring that we hold our organisation accountable for progress. This ongoing commitment has encouraged positive change, fostering an environment where gender equality is prioritised and sustained.

UNDERSTANDING OUR GENDER PAY GAP RESULTS

Equal pay for equal work

We ensure that males and females are paid equally for performing similar roles and responsibilities. We will maintain reviews of job roles and classifications to ensure gender-based discrepancies are not present.

Flexible work arrangements

We continue our full review of our flexible work policies, ensuring that Tourism Ireland is conscientiously supportive of a healthy work-life balance, making it easier for both males and females to manage career and family responsibilities.

While we 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, our short-term aim is to highlight education of these at all levels.

Hybrid working continues to be a part of our flexible working policy, with flexible options combining office and home working. We continue to monitor and adapt this policy for employees and business needs, we welcome feedback from employees on the above.

Leadership development programmes

We continue to establish leadership development programmes specifically designed to support the advancement of employees into leadership positions. We will continue to provide mentoring and coaching opportunities for employees to enhance their leadership skills.

Promotion of diversity and inclusion

As an equal opportunities employer, Tourism Ireland remains dedicated to fostering a culture of diversity and inclusion, ensuring genuine equality of opportunity throughout our recruitment and selection process.



Throughout the year we have prioritised gender balance in our interview panels, with all members receiving ongoing training. We aim to introduce unconscious bias training in the coming months. Our commitment to equity remains strong, and we continue to focus on achieving a balanced gender representation among shortlisted candidates. Our ongoing dedication to these goals emphasises how the organisation has kept its commitment to gender equality as a core focus.

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 across the organisation on the importance of gender equality and its benefits for the organisation.

Collaboration with stakeholders

We regularly collaborate with government agencies, industry bodies and other stakeholders to share best practices, exchange ideas and collectively address gender pay gap challenges. We recognise the value in public sector bodies adopting a comprehensive approach to reducing the gender pay gap and consistently evaluating 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 2025.

