

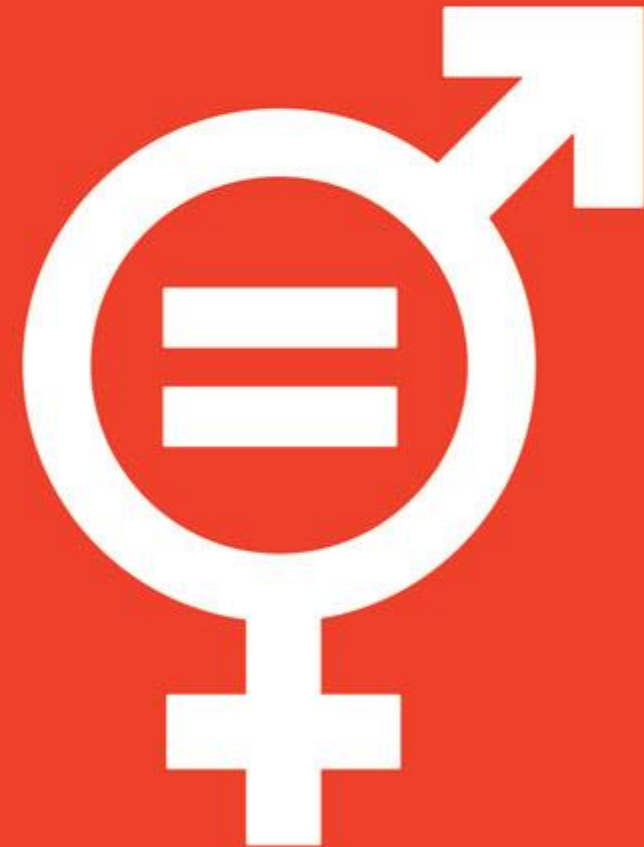
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GENDER  
EQUALITY

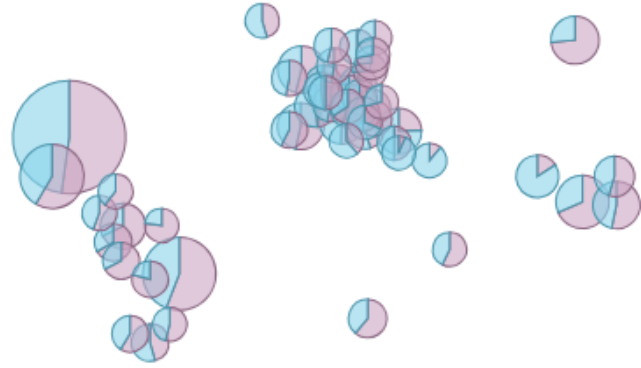
**Sarah Mathews**

Immediate Past  
Chairperson  
Pacific Asia Travel  
Association

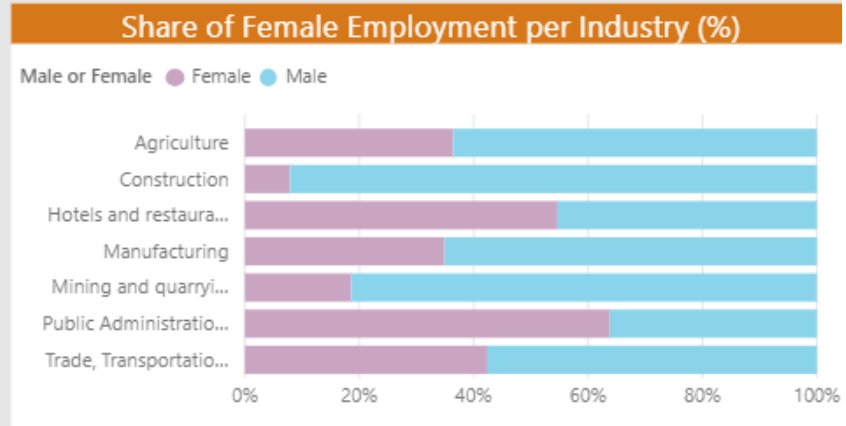
Passionate about  
equality!



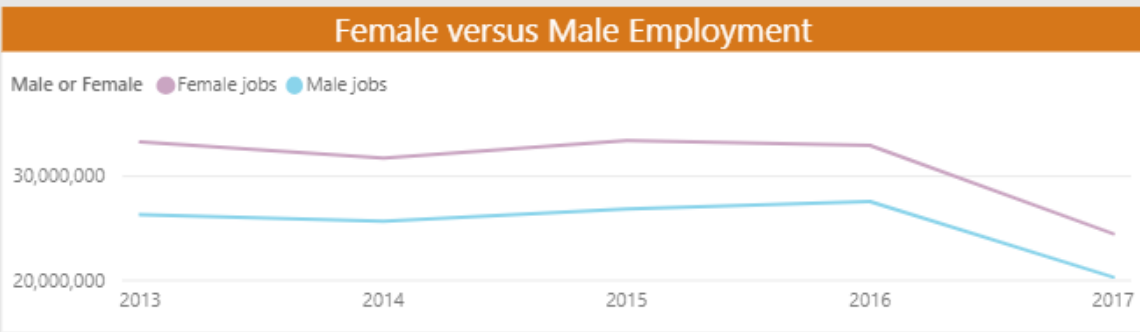
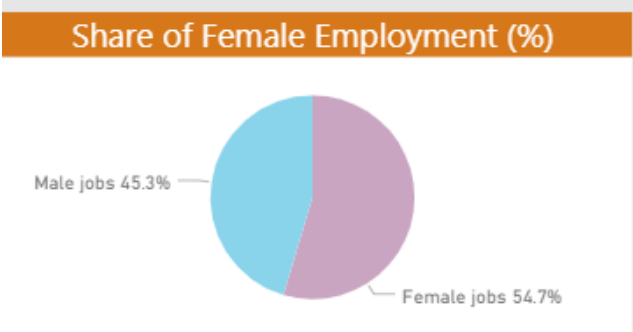
- ❖ Women make up a large proportion of the formal tourism workforce
- ❖ Women are well represented in service and clerical level jobs but poorly represented at professional levels
- ❖ Women in tourism are typically earning **10% to 15%** less than their male counterparts
- ❖ The tourism sector has almost twice as many women employers as other sectors
- ❖ **One in five** tourism ministers worldwide are women
- ❖ A large amount of unpaid work is being carried out by women in family tourism businesses



Year	Country	Global Ranking
<input checked="" type="checkbox"/> 2017	<input type="checkbox"/> Select All	1. United States
<input type="checkbox"/> 2016	<input type="checkbox"/> Albania	2. Brazil
<input type="checkbox"/> 2015	<input type="checkbox"/> Algeria	3. Mexico
<input type="checkbox"/> 2014	<input type="checkbox"/> Argentina	4. Viet Nam
<input type="checkbox"/> 2013	<input type="checkbox"/> Armenia	5. Russian Federation
	<input type="checkbox"/> Australia	
	<input type="checkbox"/> Austria	



## Country-specific data



Tourism has a relatively high share of female employment, compared with other industries. Data here are from ILOSTAT.

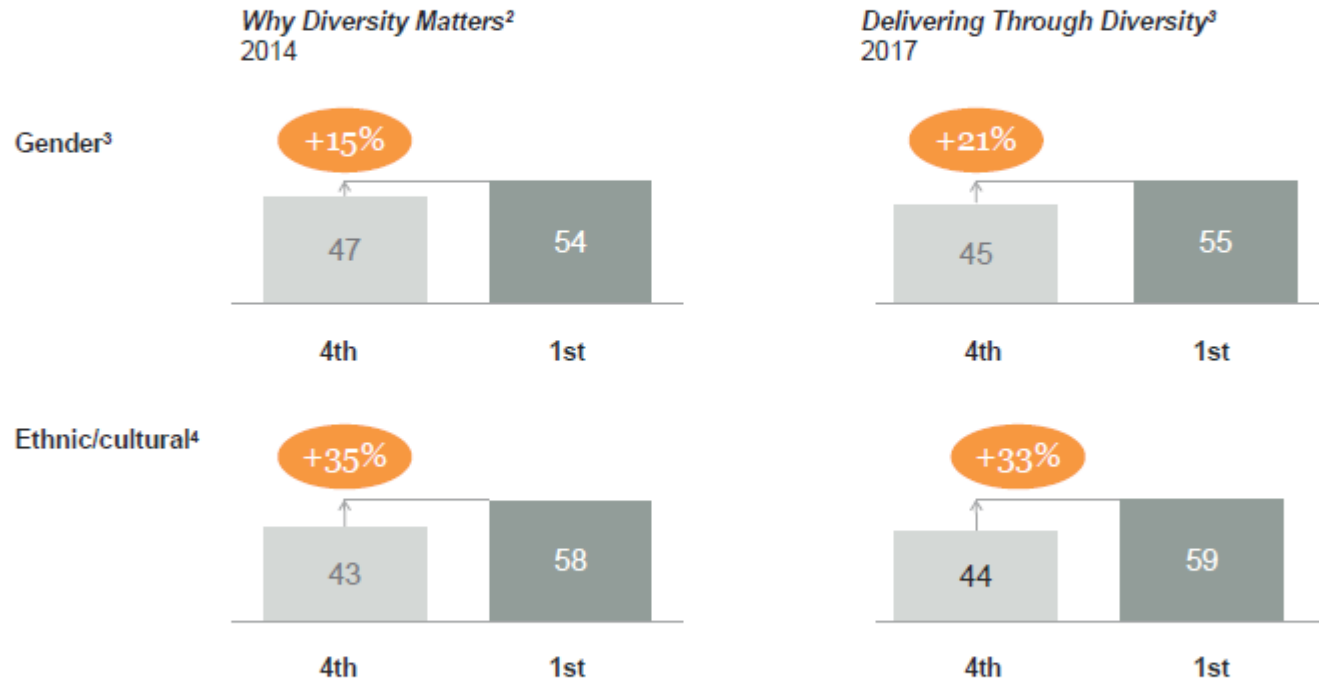
## In Why Diversity Matters:

Companies that had gender diversity on their executive teams were **15%** more likely to experience above-average profitability

Almost exactly three years later, this number rose to **21%**

### The correlations between diversity and performance still hold

Likelihood of financial performance<sup>1</sup> above national industry median by diversity quartile  
Percent



<sup>1</sup> Average EBIT margin, 2010–13 in *Why Diversity Matters* and 2011–15 in *Delivering Through Diversity*

<sup>2</sup> 2014 results are statistically significant at p-value <0.1; 2017 results are statistically significant at p-value <0.05

<sup>3</sup> Gender executive data: for 2014, N = 383; for 2017, N = 991

<sup>4</sup> Ethnic/cultural executive data: for 2014, N = 364; for 2017, N = 589

NOTE: Percentages shown here are rounded to the nearest whole number; however, calculation of the differentials in quartile performance uses actual decimal values

		Considering	Planning	Implementing	Driving change
COMMIT	1.1 Ensure buy-in at the top				
	1.2 Communicate your rationale				
	1.3 Understand gender gaps in your company				
	1.4 Acknowledge bias				
	1.5 Set targets and monitor change				
EMBED	2.1 Address the pay gap				
	2.2 Empower parents				
	2.3 Evolve performance reviews				
	2.4 Sponsor women				
	2.5 Consider blind recruitment				
	2.6 Lead with gender awareness				
	2.7 Close the confidence gap				
	2.8 Train managers to lead diverse teams				
	2.9 Set an example with your board				
	2.10 Eliminate sexual harassment				
SCALE	3.1 Campaign to shape public opinion				
	3.2 Collaborate with government				
	3.3 Partner with civil society				
	3.4 Promote gender parity in education				
	3.5 Promote gender parity in your industry				
	3.6 Incentivize gender parity in your supply chain				
	3.7 Invest in female entrepreneurs				
	3.8 Leverage new platforms				

- ❖ Talk
- ❖ Research
- ❖ Mentorship
- ❖ Gender Audit of your organisation
- ❖ Measurable outcomes
- ❖ Empower Parents
- ❖ Empower women to speak up
- ❖ Empower women to feel more confident
- ❖ Collaborate with government – think about education
- ❖ Gender Equality in Tourism – GET it NOW

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/ 50♀