GLOBAL REPORT ON WOMEN IN TOURISM
SECOND EDITION

54% of people employed in tourism are women.

39% of people employed in the broader economy are women.

23% of tourism ministers are women.

21% of government ministers are women.

Women in tourism earn 15% less.

Women in broader economy earn 17% less.
ACTION PLAN

Areas of Action

1. Employment
2. Entrepreneurship
3. Leadership, policy and decision-making
4. Education and Training
5. Community and civil society
Measurement for better policies

• Collect tourism data that is disaggregated by sex.
• Report tourism data that is disaggregated by sex to UNWTO
• Integrate a gender perspective into all phases of tourism policy-making.