CENTRE STAGE
Women's empowerment during the COVID-19 recovery

Projected results
October 2022
UNWTO survey on impact of COVID-19 on tourism employment

54% of women lost their jobs

51% of men lost their jobs

Women more likely to lose their job 3% 8% more likely to see salary reduced

The National Tourism Administration, businesses and associations worked with UNWTO in 2022 to produce the following results*:

13 targeted actions completed by ICT

175 people trained on gender equality

124 women employees received a promotion in participating businesses

PARTICIPATING BUSINESSES

Now offer maternity leave of ILO recommended 14 weeks

50% 100%

Introduced or strengthened actions against sexual harassment

Increased procurement from women-owned and gender-responsive companies

62.5% 87.5%

Committed to the principle of “equal pay for work of equal value”

* Figures based on the responses received by 26/10/22 to the on-going survey circulated to all participants. The final project results will be available after the project end as from December 2022.
UNWTO survey on impact of COVID-19 on tourism employment

61% of women lost their jobs
56% of men lost their jobs

Women
more likely to lose their job 5%
12% more likely to see salary reduced

The National Tourism Administration, businesses and associations worked with UNWTO in 2022 to produce the following results*:

MITUR produced data on women in tourism for the first time

61% of the tourism workforce are women
72% of female tourism workers are in informal employment
46% of male tourism workers are in informal employment

PARTICIPATING BUSINESSES

Women employees received a promotion 83 100%
Introduced or strengthened actions against sexual harassment

Women receive targeted in-person training 213 100%
Increased procurement from women-owned and gender-responsive companies

Now offer maternity leave of ILO recommended 14 weeks 60% 100%
Committed to the principle of “equal pay for work of equal value”

* Figures based on the responses received by 26/10/22 to the on-going survey circulated to all participants. The final project results will be available after the project end as from December 2022.
**PUTTING WOMEN’S EMPOWERMENT CENTRE STAGE DURING THE COVID-19 RECOVERY**

These pages show the project’s wider impact in putting women’s empowerment Centre Stage at a global level.

### POLITICAL COMMITMENT

- **Bali Guidelines**
  - Women’s empowerment included as one of the five main pillars and Centre Stage as good practice.
  - [Image of President of the Dominican Republic](image)
  - Attended and spoke at Centre Stage workshop in Santo Domingo.

- **UNWTO Regional Commission for the Middle East**
  - Project presented to the Middle East region’s tourism Ministers.
  - [Image of Tourism and Women’s Ministers – Costa Rica](image)
  - Both Ministers speak at workshop and meet UNWTO to discuss joint work.

### CAPACITY BUILDING AND SUPPORT

1. **Gender Equality in Tourism Training course**
   - Online 1 hour course available on atingi.org in 5 languages.

2. **Gender Mainstreaming Guidelines**
   - Separate guidelines for the public sector + businesses available on the UNWTO eLibrary in 4 languages.

### MONITORING AND EVALUATION

- **23 Surveys completed**
  - ‘Change Agents for Gender Equality’
  - Committed and trained people who will continue work after the project end.

- **62 women, 18 men**
  - New trainers.

- **27,633 respondents to surveys on impact of COVID-19 on employment**
  - Monthly progress published online.

### AWARENESS RAISING CAMPAIGN

- **15+ million** reach with traditional media.
- **4.5 million** reach with social media.
- **16 videos** stories of women in tourism.
  - Expected project end: 32
## STAGE DURING THE COVID-19 RECOVERY

**AND SUPPORT**

1. **Gender Equality in Tourism Training course**
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<table>
<thead>
<tr>
<th>People received in-person training</th>
<th>825</th>
</tr>
</thead>
<tbody>
<tr>
<td>women</td>
<td>720</td>
</tr>
<tr>
<td>men</td>
<td>105</td>
</tr>
</tbody>
</table>

Expected project-end: 1,000

| New trainers | 45 |

## MONITORING AND EVALUATION

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27,633 respondents to surveys on impact of COVID-19 on employment

Monthly progress published online

## AWARENESS RAISING CAMPAIGN

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Expected project end: 32
**UNWTO survey on impact of COVID-19 on tourism employment**

- **41%** of women lost their jobs
- **37%** of men lost their jobs

Women: more likely to lose their job **4%**

Men: more likely to pay someone to care for dependents **20%**

**The National Tourism Administration, businesses and associations worked with UNWTO in 2022 to produce the following results***:**

- **1** full time gender focal point hired by MOTA
- **5** year gender and inclusion plan produced by MOTA
- **300** people trained on gender equality (expected project-end)

**PARTICIPATING BUSINESSES**

- Women employees received a promotion **134** (83.4%)
- Introduced or strengthened actions against sexual harassment **83.4%**
- Increase in overall employment **10%**
- Increased procurement from women-owned and gender-responsive companies **100%**
- Increase in female employment **21%**
- Committed to the principle of “equal pay for work of equal value” **100%**

*Figures based on the responses received by 26/10/22 to the on-going survey circulated to all participants. The final project results will be available after the project end as from December 2022.*
Cinthya Palomques Rosales, Coach driver, Mexitours

UNWTO survey on impact of COVID-19 on tourism employment

- 46% of women lost their jobs
- 43% of men lost their jobs
- Women more likely to lose their job: 3%
- Men more likely to see salary reduced: 12%

Participating businesses and associations worked with UNWTO in 2022 to produce the following results*:

- 13 new gender equality trainers
- 185 women employees received a promotion
- 221 people trained on gender equality (expected project-end)

**PARTICIPATING BUSINESSES**

- Now offer maternity leave of ILO recommended 14 weeks: 50%
- Introduced or strengthened actions against sexual harassment: 100%
- Women receive targeted in-person training: 83.4%
- Committed to the principle of “equal pay for work of equal value”: 100%

* Figures based on the responses received by 26/10/22 to the on-going survey circulated to all participants. The final project results will be available after the project end as from December 2022.
Leading tourism towards gender equality

The Centre Stage project has worked during 2022 to put women’s empowerment and gender equality at the heart of the tourism recovery from COVID-19 in four pilot countries.

By bringing together the public, private and civil society sectors in tourism to implement 1-year action plans, the project has succeeded in producing the results in this flyer.

Despite these successes however, gender equality in tourism remains a long way off.

UNWTO is working to build upon the advances that have been made and is actively looking for future partners.

For more information contact centrestage@unwto.org