



New Travel & Tourism Social Impact Report reveals significant increase in female employment since 2010

London, UK: New research from the World Travel & Tourism Council ([WTTTC](#)) and Sustainable Tourism Global Center (STGC), initiated by the Ministry of Tourism of Saudi Arabia, reveals that the global Travel & Tourism sector is delivering soaring employment opportunities to women and young people around the world.

The report shows that the Travel & Tourism sector directly employed a rapidly rising number of women between 2010 and 2019, increasing from 38.6 million to 47.8 million, an increase of 24%.

It also found hospitality to be the leading employer of women within the sector, accounting for more than half of female employment.

Young workers are shown as an important component of the sector's workforce, representing 15% of all jobs in the sector in both 2010 and 2021.

By contrast, the share of young workers in overall global employment fell from 16.5% in 2010 to 12.5% in 2021, highlighting the importance of Travel & Tourism to youth employment.

H.E Ahmed Al Khateeb, Minister of Tourism of Saudi Arabia, said: "Providing insights and data on the sector's status quo, the report allows countries and regions to set clear goals to empower women and engage youth.

"The Kingdom of Saudi Arabia continues to play a major role in investing in the talent required to meet the needs of this thriving sector. This is strategically aligned with Saudi Vision 2030 goals in relation to youth empowerment and women. As an illustration, we have increased female labour force participation by 64% since 2021."

Julia Simpson, WTTTC President & CEO, said: "As part of our Environmental & Social Research, we are incredibly proud to have worked alongside the Sustainable Tourism Global Center and to be releasing this incredibly important report.

“For the first time ever, we can show that the sector has an incredibly positive impact globally, supporting more high wage jobs, a level playing field for women, and provides long-term, sustainable, economically attractive jobs to young people across the world.”

H.E Gloria Guevara, Chief Special Advisor of the Minister of Tourism of Saudi Arabia, said: “We see this joint report as another milestone for the global travel and tourism sector. By supporting quality employment for young people and for women, we develop a more sustainable sector. This approach is in alignment with Saudi Vision 2030, which aims to create a vibrant Saudi society in which all citizens can thrive.”

The report provides a regional breakdown of employment across Europe, the Americas, the Middle East, Africa and Asia-Pacific, and is the first analysis of Travel & Tourism’s global social footprint, broken down by age, gender and income.

Women in Travel & Tourism (highlights)

The report reveals that the sector employed a marginally higher share of women compared to other sectors globally in 2021 – 39.3% compared to a 39.2% average.

According to the report, hospitality is the leading employer within the Travel & Tourism sector for women, accounting for more than half (52%) of all female employment in 2019.

Around the world, women make up a larger share of Travel & Tourism employment than the economy-wide workforce in Asia-Pacific and the Americas. The share of women working in Travel & Tourism in Africa has been rising since 2010, and female employment across the economy in the Middle East has also grown significantly.

Youth in Travel & Tourism (highlights)

The research highlights the consistent, steady growth of young people employed directly by the sector over the last decade, with a total of 39.7 million jobs supported by Travel & Tourism around the world in 2019, up 28% since 2010.

However, this figure was significantly impacted by COVID-19, where youth employment dropped 27%.

Notably, in all the years analysed, more than half of the global youth employment in the Travel & Tourism sector was in the Asia-Pacific region, at 9.2 million in 2021. With a youth employment growth rate of nearly 37% between 2010 and 2019, the region outpaced all other areas which were all closer to 20%.

High wage jobs in Travel & Tourism (highlights)

In 2021, nearly 34% of jobs in the global Travel & Tourism sector were categorised as high wage, an increase from 29.6% in 2010.

Regionally, Asia-Pacific had the largest share of high wage jobs in the sector (38.7%), followed by Africa (36.2%), and the Americas (30.6%).

Comprehensive data from the Environmental and Social Research reports can be found at the new interactive microsite available [here](#) , and the full Social report can be found [here](#).

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Note To Editors

About Saudi Arabia's Ministry of Tourism

Saudi Arabia's Ministry of Tourism leads the Saudi Tourism ecosystem. The Ministry sets the Kingdom's tourism sector strategy and is responsible for the development of policies and regulations, developing human capital, gathering statistics, and attracting investment. It works in partnership with the Saudi Tourism Authority, which promotes Saudi Arabia as a global tourism destination, and the Tourism Development Fund, which executes the Ministry's investment strategy by providing funding for the sector's development. Headed by His Excellency Ahmed Al Khateeb, the Ministry was founded in February 2020, following the opening of Saudi Arabia to international leisure tourists for the first time in its history in 2019. Saudi Arabia aims to welcome 100 million tourists by 2030, increasing the sector's direct contribution to GDP from 3.8% in 2019 to 10%.

About The Sustainable Tourism Global Center

The Sustainable Tourism Global Center (STGC) is the world's first multi-country, multi-stakeholder global coalition, incubated within the Ministry of Tourism of Saudi Arabia, that will lead, accelerate, and track the tourism industry's transition to net-zero emissions, as well as drive action to protect nature and support communities. It will enable the transition while delivering knowledge, tools, financing mechanisms and innovation stimulation into the tourism sector.

The STGC was announced by His Royal Highness the Crown Prince Mohammed Bin Salman during the Saudi Green Initiative in October 2021 in Riyadh, Saudi Arabia. His Excellency Ahmed Al Khateeb, Minister of Tourism for Saudi Arabia then led a panel discussion during COP26 (November 2021) in Glasgow, United Kingdom, to elaborate on how the Center will deliver on its mandate with founding country representatives and experts from partner international organizations.