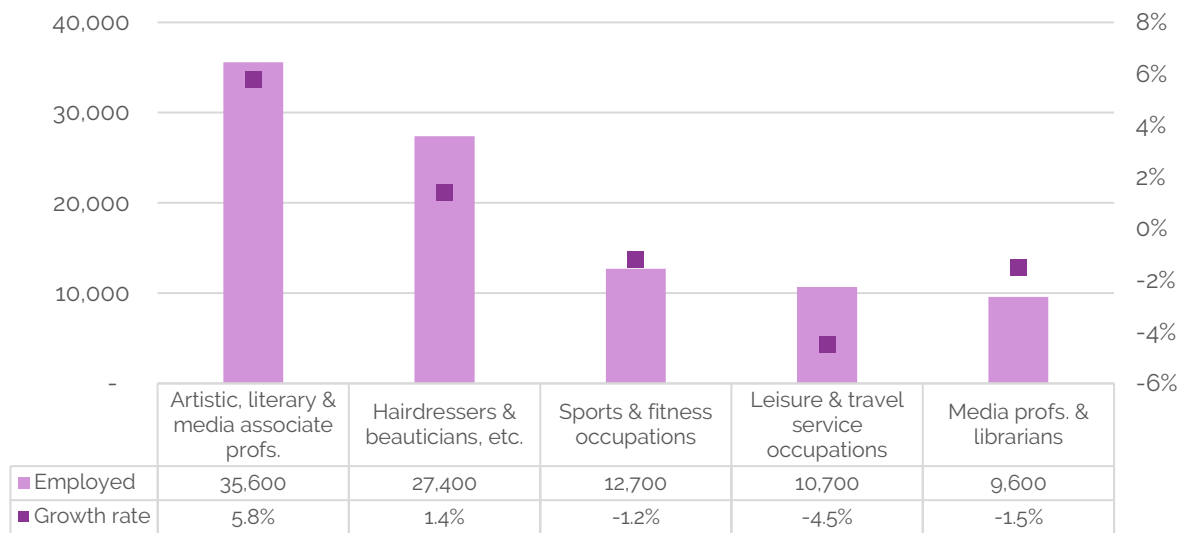


## 10.12 Arts, Sports & Tourism Occupations

Figure 10.12 Annual Average Employment (2022) & Annual Average Growth Rates (2017-2022)



<b>Overall employment</b>	<b>96,000</b>
<b>Share of total workforce</b>	3.8%
<b>Main sectors of employment</b>	56% - Other NACE activities 15% - ICT 14% - Professional service activities
<b>Employment growth</b>	+6,200 between 2017 and 2022 +1.4% on average annually (compared to +3.0% for total workforce)

2022	% Female Q4	% Full-time Q4	% Aged 55 years & over Q4	% Irish citizens Q4	% Third level graduates Q4	Number of new employment permits	Recruitment Agency Survey
Media profs. & librarians	...	[84%]	...	96%	[91%]	27	
Artistic, literary & media associate profs.	51%	74%	21%	80%	82%	191	
Sports & fitness occupations	[55%]	[51%]	...	78%	[47%]	66	
Leisure & travel service occupations	[60%]	[63%]	...	88%	...	3	
Hairdressers & beauticians, etc.	85%	53%	...	78%	[35%]	1	
<b>Overall total</b>	<b>62%</b>	<b>64%</b>	<b>15%</b>	<b>81%</b>	<b>60%</b>	<b>288</b>	

Source: SLMRU (SOLAS) analysis of CSO (LFS) data, DETE, and SLMRU Recruitment Agency Survey (RAS)  
Numbers in square brackets should be treated with caution; an ellipsis (...) denotes numbers too small to report

## Overall Outlook for these Occupations

Employment in these occupations fell with the onset of the COVID-19 pandemic in early 2020; employment grew strongly in 2022, with an annual increase of almost 14,000 persons, thus returning to pre-COVID-19 employment levels. Over half of employment was concentrated in the other NACE activities sector (which includes arts, entertainment and other services). High inflation and consumer spending levels will have a direct impact on employment levels in these occupations, particularly those which involve service delivery.

Occupation	Economic summary																					
Media profs. & librarians	<p>Employment levels in this occupation has seen little change in recent years, with numbers employed in 2022 slightly lower than five years ago, resulting in a negative employment growth rate. The CSO Census data indicates that increases in employment related to public relations professionals and librarians.</p> <table border="1"> <thead> <tr> <th>CSO Census</th> <th>2016</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Journalists, newspaper and periodical editors</td> <td>3,604</td> <td>3,643</td> </tr> <tr> <td>Public relations professionals</td> <td>1,545</td> <td>2,300</td> </tr> <tr> <td>Librarians</td> <td>1,777</td> <td>1,966</td> </tr> <tr> <td>Advertising accounts managers and creative directors</td> <td>1,134</td> <td>1,200</td> </tr> </tbody> </table> <p>The numbers employed in the individual occupations are too small for any further analysis.</p>	CSO Census	2016	2022	Journalists, newspaper and periodical editors	3,604	3,643	Public relations professionals	1,545	2,300	Librarians	1,777	1,966	Advertising accounts managers and creative directors	1,134	1,200						
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Artistic, literary & media associate profs.	<p>Employment grew strongly between 2021 and 2022, with an additional 7,300 persons employed. As illustrated in the CSO Census data below, employment is spread across a number of roles; since 2016, the strongest growth, in absolute terms, was for graphic designers and authors, writers and translators.</p> <table border="1"> <thead> <tr> <th>CSO Census</th> <th>2016</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Graphic designers</td> <td>6,075</td> <td>7,400</td> </tr> <tr> <td>Actors, entertainers and presenters</td> <td>5,239</td> <td>4,772</td> </tr> <tr> <td>Authors, writers and translators</td> <td>2,808</td> <td>3,944</td> </tr> <tr> <td>Photographers, audio-visual, broadcasting equipment operators</td> <td>3,843</td> <td>3,885</td> </tr> <tr> <td>Artists</td> <td>2,814</td> <td>3,546</td> </tr> <tr> <td>Arts officers, producers and directors</td> <td>3,128</td> <td>3,485</td> </tr> </tbody> </table> <p>New employment permits issued for this occupation in 2022 were primarily for film/TV and animation/visual effects (VFX) roles but also for linguistics experts in the ICT sector. There was also a high volume of recent job hires in line with the recent employment increase. The data does not point to overall issues with recruitment for these roles.</p>	CSO Census	2016	2022	Graphic designers	6,075	7,400	Actors, entertainers and presenters	5,239	4,772	Authors, writers and translators	2,808	3,944	Photographers, audio-visual, broadcasting equipment operators	3,843	3,885	Artists	2,814	3,546	Arts officers, producers and directors	3,128	3,485
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Sports & fitness occupations	<p>Employment levels fell in this occupation between 2021 and 2022, with 6,000 fewer people employed compared to pre-COVID-19 levels. The CSO Census data shows that employment numbers were small across the individual roles included in this occupation; although the Census shows that there was some growth over the period 2016 to 2022, this was primarily related to fitness instructors.</p> <table border="1"> <thead> <tr> <th>CSO Census</th> <th>2016</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Fitness instructors</td> <td>3,859</td> <td>4,556</td> </tr> <tr> <td>Leisure and sports managers</td> <td>3,639</td> <td>3,518</td> </tr> <tr> <td>Sports coaches, instructors and officials</td> <td>3,127</td> <td>3,442</td> </tr> <tr> <td>Sports players</td> <td>1,053</td> <td>1,216</td> </tr> </tbody> </table> <p>A half of all persons employed in this occupation worked part-time, far exceeding the national average of 22%. Employment permits issued for this group related to professional sports players sports coaches/instructors. The rising cost of living is likely to have an impact on the demand for the services provided by many people working in these occupations. An increased use of digital fitness, particularly during COVID-19, may also have an impact on future demand for these roles, along with a shift in the skills profile required (e.g. digital skills). As such, the outlook for this occupation is uncertain, with any potential employment growth dependent on the levels of consumer discretionary spending.</p>	CSO Census	2016	2022	Fitness instructors	3,859	4,556	Leisure and sports managers	3,639	3,518	Sports coaches, instructors and officials	3,127	3,442	Sports players	1,053	1,216						
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Leisure & travel service occupations	<p>Although employment levels grew between 2021 and 2022 for this occupation, numbers employed remained below pre-COVID-19 levels. The numbers employed across the various roles in this occupation are too small in the Labour Force Survey for further analysis but the CSO Census data shows that approximately half of those in this occupation worked as air travel assistants or travel</p>																					

agents, with 2022 levels for these roles well below their 2016 levels.

<b>CSO Census</b>	<b>2016</b>	<b>2022</b>
Air travel assistants	3,052	2,567
Travel agents	2,418	2,086
Sports and leisure assistants	2,086	1,684
Leisure and theme park attendants	818	622
Travel agency managers and proprietors	348	367
Rail travel assistants	69	82
Leisure and travel service occupations n.e.c.	1,511	1,192

Approximately a third of persons employed in this occupation work part-time, higher than the national average. The extent to which employment in these occupations will recover to their pre-pandemic levels is uncertain as affordability and attractiveness for air travel services in particular remains vulnerable to increased energy costs, and consumer demand and preferences given the green agenda and cost of living pressures.

Hairdressers & beauticians, etc.

There was a large increase in numbers employed for hairdressers and beauticians between 2021 and 2022, with an additional 5,700 persons employed; as such, numbers employed returned to pre-COVID-19 levels. The majority of persons employed were female, with half working part-time. The share of non-Irish citizens, at 22%, was slightly above the national average of 19%. Vacancies advertised through DSP Jobs Ireland were primarily for roles including spa/beauty therapists, hair stylists and barbers. There was a relatively high volume of jobseekers registered with DSP in December 2022 who were previously employed as hairdressers, beauticians or related occupations. Future demand for hairdressers and beauticians is likely to be linked to consumer behaviour, given the increased cost of living.