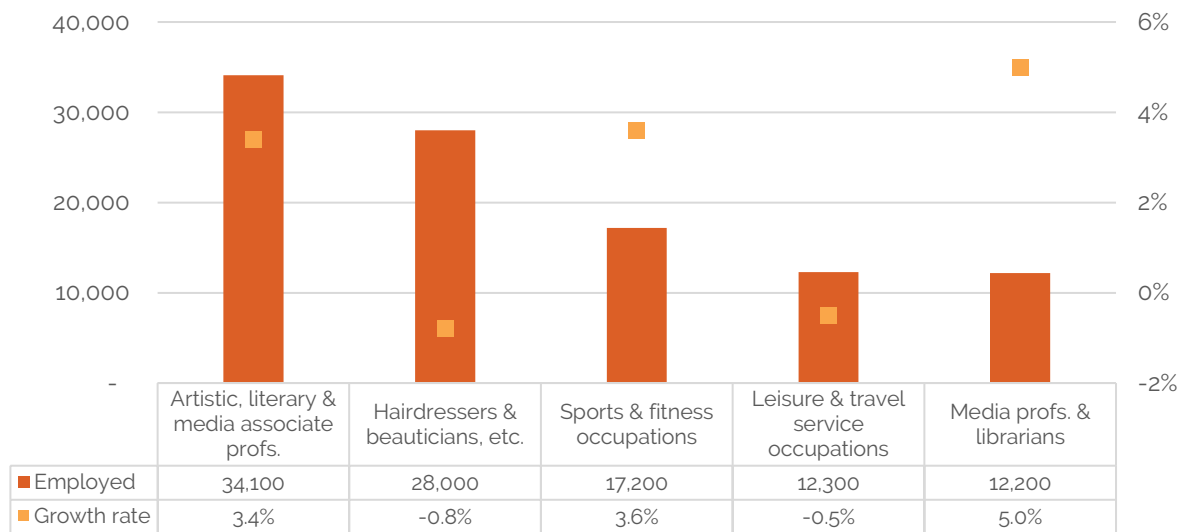


10.12 Arts, Sports & Tourism Occupations

Figure 10.12 Annual Average Employment (2023) & Annual Average Growth Rates (2018-2023)



Overall employment	103,600
Share of total workforce	4.0%
Main sectors of employment	57% - Other NACE activities 12% - ICT 10% - Professional activities
Employment growth	+9,200 between 2018 and 2023 +1.9% on average annually (compared to +3.5% for total workforce)

2023	% 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	[55%]	86%	...	86%	96%		
Artistic, literary & media associate profs.	46%	75%	[19%]	84%	77%	221	
Sports & fitness occupations	[41%]	[59%]	...	82%	[59%]	63	
Leisure & travel service occupations	[70%]	[61%]	...	79%	...	2	
Hairdressers & beauticians, etc.	88%	64%	...	76%	[24%]	2	
Overall total	60%	69%	13%	81%	58%	288	

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 growth was below average for this occupational group; employment levels fell due to the COVID-19 pandemic but have increased annually since. Three fifths of those employed were female, with a higher than average share working in part-time roles. Over half of employment was concentrated in the other NACE activities sector (which includes arts, entertainment and other services) with a further 22% employed in the ICT and professional activities sectors combined. Those employed in services roles were likely impacted by the higher cost of living in recent years but should benefit from expected increases in real income in the short- to medium term.

Occupation	Economic summary
Media profs. & librarians	Employment growth was above average for this occupation, and was primarily related to an increase of over 2,000 persons employed since 2022. There was a relatively high volume of online job adverts (Eurostat/CEDEFOP), mostly for advertising accounts managers. Employment is spread across a number of roles within this occupational group with Census 2022 data indicating that journalists/editors, PR professionals and librarians accounted for the largest share; the numbers employed across these roles are too small to allow for any detailed analysis of the future outlook within this occupation but the data at present does not point to any issues in sourcing skills for these roles.
Artistic, literary & media associate profs.	Employment growth was almost on a par with the national average for this occupation; employment grew strongly between 2021 and 2022 but declined slightly thereafter. Based on the CSO Census data, over a quarter were graphic designers, with other key roles including actors, authors/writers, photographers, artists and arts officers. Employment permits issued in 2023 were primarily for roles in animation, film and TV. Online job adverts (Eurostat/CEDEFOP) related mainly to graphic designers. At present, the data does not indicate that issues exist in sourcing skills for this occupation.
Sports & fitness occupations	Strong employment growth between 2022 and 2023 led to an employment growth rate that was slightly above average, despite declines between 2021 and 2022. Fitness instructors and sports coaches accounted for large shares of employment in this occupation. Two-fifths of those working were in part-time roles. Restrictions as a result of the COVID-19 pandemic and the increased cost of living is likely to have impacted employment in this occupation in recent years. Changes to consumers' disposable income and take-up of digital platforms for fitness in the coming years will likely affect demand for these skills.
Leisure & travel service occupations	Despite some growth since 2022, employment in 2023 was below the levels observed five years' previous. Most employed were female and almost two-fifths worked part-time. There was a relatively high volume of recent job hires indicating that job churn is a feature of these occupations. The numbers employed across the various roles in this occupation are too small for further analysis but the CSO Census data shows that approximately half of those in this occupation worked as air travel assistants or travel agents, with 2022 employment levels for these roles well below their 2016 levels. Levels of consumer spending and the green agenda will be some of the factors driving demand for these roles in the coming years.
Hairdressers & beauticians, etc.	Although employment levels returned to pre-COVID-19 levels in 2022, declines occurred in 2023 resulting in an overall negative growth rate annually over the five-year period. Most employed were female, with over a third working part-time; a higher than average share were non-Irish citizens. Vacancies were advertised across a number of roles including spa beauty therapists, barbers, nail technicians and hair stylists; Skills for Growth data highlights issues with recruiting spa therapists with the relevant industry qualifications (i.e. CIBTAC). There was a relatively high volume of jobseekers registered with DSP in December 2023 who were previously employed as hairdressers, beauticians or related occupations. In 2023, there were 237 new registrations for the newly introduced hairdressing apprenticeship. Costs of doing business, competition from the informal sector and the adoption of more green and sustainable practices are likely to continue to impact on employment levels for this occupation along with levels of tourism (particularly for those working in hotel settings) and changes in real disposal income for consumers.