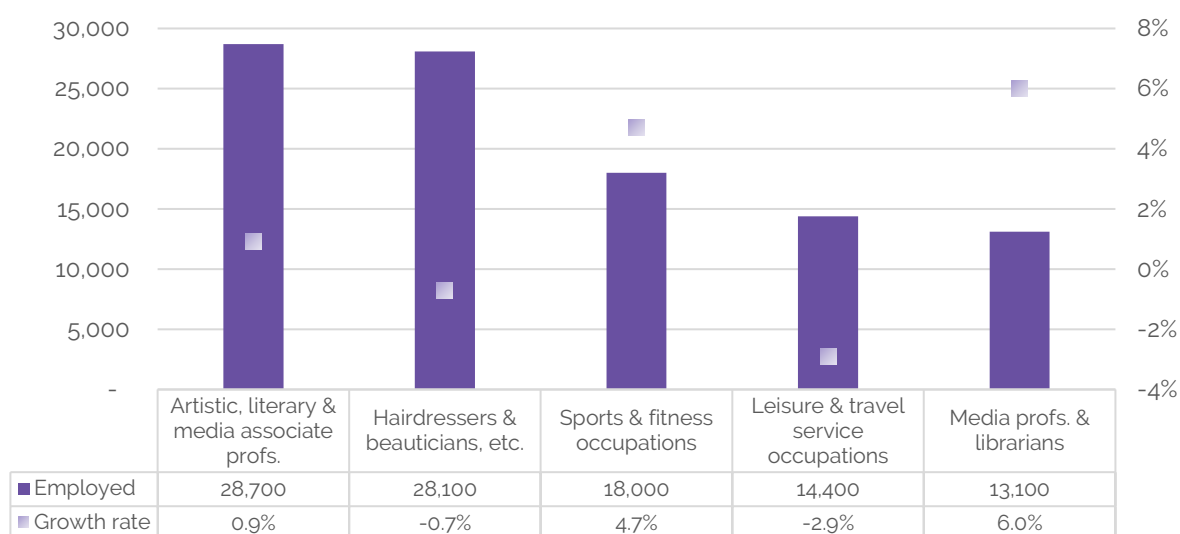


10.12 Arts, Sports & Tourism Occupations

Figure 10.12 Annual Average Employment (2024) & Annual Average Growth Rates (2019-2024)



Overall employment	101,800
Share of total workforce	4.0%
Main sectors of employment	60% - Other NACE activities 10% - ICT 9% - Professional activities
Employment growth	+4,500 between 2019 and 2024 +0.9% on average annually (compared to +3.4% for total workforce)

2024	% 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	[57%]	[84%]	...	[73%]	[87%]	45	
Artistic, literary & media associate profs.	45%	74%	[23%]	83%	77%	290	
Sports & fitness occupations	[42%]	[58%]	...	83%	[52%]	64	
Leisure & travel service occupations	[54%]	[50%]	...	90%	[44%]	3	
Hairdressers & beauticians, etc.	76%	62%	...	73%	...	19	
Overall total	56%	65%	14%	80%	55%	421	

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 declined as a result of the COVID-19 pandemic but has seen a recovery in more recent years. The share working part-time and aged 15-24 years were both above average; this may be a contributing factor in the high volume of recent job hires for these roles.

Consumer spending is an important determinant in the demand for many of these roles, and the recent global economic uncertainty may lead to reduced spending, despite rising real wages, which could have a knock-on effect on employment levels, at least in the short term.

Occupation	Economic summary
Media profs. & librarians	Employment growth was above average for this occupation, with employment levels increasing annually since 2022. At 57%, females accounted for the larger share of employment and the share of non-Irish employed was above average. The small number of employment permits issued were for roles including communications/social media/public relations officers and art directors (in animation). This occupation accounted for the largest number of online job adverts (Eurostat/CEDEFOP) within this group for roles including advertising accounts managers and creative directors. The numbers employed across the various roles within this occupation are too small to allow for any detailed analysis of demand but there is no clear evidence at present of any issues in sourcing suitable candidates for these roles.
Artistic, literary & media associate profs.	Employment growth was below average for this occupation; having peaked at 36,000 in 2022, levels have declined annually since. The CSO Labour Force Survey does not allow for a detailed breakdown of job titles within this occupation, but Census 2022 showed that over a quarter were graphic designers, with other key roles including actors, authors/writers, photographers, artists and arts officers. Employment permits issued in 2024 were for roles including actors, directors, producers, animators, graphic designers, linguists (ICT), dancers, and costume/set designers. Online job adverts (Eurostat/CEDEFOP) related mainly to jobs for authors, journalists & translators; although small in number, green skills mentioned in ads for journalists is most likely linked to the green economy to inform and generate awareness. Overall, the data does not point to any significant issues in sourcing skills for this occupation.
Sports & fitness occupations	Employment growth was above average for this occupation, mostly due to a large increase in employment in 2023 with only a marginal increase in 2024. Over half employed held third level qualifications and over two-fifths were working part-time. Employment permits issued were for various sporting player and coach roles (in basketball, gymnastics, swimming, golf, hockey, cricket and rugby). Increasing real wages may lead to demand for fitness-related jobs although the evolution of the use of digital platforms for fitness may also have an impact.
Leisure & travel service occupations	Although employment numbers have been increasing since 2022, they have yet to return to pre-COVID-19 levels. Over half of those employed were female, almost two-fifths were aged 15-24 years, and half were in part-time roles (one of the highest shares outside of hospitality occupations). Vacancy posts advertised on DSP Jobs Ireland included summer camp counsellors, lifeguards and tour guides. Due to the small numbers employed in this occupation, detailed analysis is not possible; however, CSO Census data indicates that approximately half of those within this occupation were engaged as air travel assistants or travel agents. Factors such as consumer spending trends and environmental initiatives are expected to influence future demand for these roles.

Hairdressers & beauticians, etc.	Employment levels rebounded in 2022, following declines as a result of COVID-19, but marginal declines since then mean that employment remains below 2019 levels. Over three-quarters employed were female, almost two-fifths were working part-time, and a higher than average share were non-Irish citizens. The relatively high volume of jobseekers registered with DSP in December 2024 who were previously employed as hairdressers, beauticians or related occupations indicates that there is potential supply in the wider labour force. In 2024, there were 260 new registrations for the hairdressing apprenticeship (almost a 10% increase compared to 2023). Rising business costs and competition from the informal sector are likely to continue to impact on employment levels for this occupation as will tourism levels (particularly for those working in hotel settings) and changes in real disposal income for consumers. The adoption of more green and sustainable practices may require upskilling/reskilling interventions for the current workforce.
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