



PATHS TO LEADERSHIP

SENIOR WOMEN IN THE TRAVEL INDUSTRY

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Where Are We Now ?

Women in Senior Leadership Roles

Priceline 27%

Disney 14%

Amadeus 20%

Delta Air 11%

(Staff VP and Above)

American Society of Travel Agents 33%

U.S. Travel Association 37.5%

Destinations International 50%

Brand USA 50%



Its Not Only Tourism

Financial Services: Women 54% labor force, 19% on
Boards of Directors, 2% CEOs

Legal: 45% Associates Women, 20% Partners are Women

Public Relations: estimated 61-85% all PR jobs held by
women; less than 30% PR agencies lead by women



What Have We Learned?

Peterson Institute Study:

Surveyed 21,980 firms in 91 countries

Less than 5% lead by woman CEO

However, findings revealed

30% female share of C Suite = 15% increase in profitability

Dee Ann McKinney

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From
Princess

To the
State
Capitol



TO
QUEEN of TTRA





Joni Newkirk

Founder, CEO

Integrated Insight, Inc.

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BS, Statistics

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Lori Pennington-Gray

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BS, University of Waterloo, Canada
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Women Are Less Likely Than Men To Achieve Tenure

While women held nearly half (48.9%) of all tenure-track positions in 2015, they held just 38.4% of tenured positions

Women were more likely to be found in lower-ranking academic positions

While women represent over half (51.5%) of Assistant Professors they are less represented (44.9%) among Associate Professors, and even fewer at the full Professor rank with 34.4% who held rank of Professor in 2015

Women held over half (57.0%) of all instructor positions, among the lowest ranking positions in academia



22.1% of women faculty are in non-tenure track positions, compared to 16.8% of men faculty

Mothers in Academia often Face a “baby penalty”

In the sciences, married women with children are 35% less likely than married men with children to attain tenure-track positions after completing their PhDs.



Men outearn women at all faculty levels

At all categories of intuitions, full professor who are women earned on average \$98,524 a year compared to \$104, 493 for their male colleagues in 2016-2017.

That's 94.3% of what men earn!