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April 16th, 2025

Deputy Paul Donnelly,
Dáil Éireann,
Leinster House,
Kildare Street,
Dublin 2.

Dail Question No: 188

To ask the Minister for Transport the number of WTE staff, by job title and gender, currently working within the sales and marketing department of Dublin Airport Authority.

Dear Deputy Donnelly,

Thank you for your query. daa is a global airport and travel retail group with businesses in 13 countries. The marketing team play an important role, delivering strategies that align with corporate goals across Dublin Airport, Cork Airport, ARI and daa Intl. Furthermore, the team informs and reassures passengers through timely, clear, and engaging communications across digital, social, marketing and in-terminal channels. The marketing team also ensure insights are embedded in decision-making to improve passenger experience and business outcomes.

Please find outlined below the number of WTE staff, by job title and gender, currently working within the various sections of the marketing department of daa outlined below.

Job Title	Gender
Group Marketing Director	1 Female
Commercial Marketing	1 Male 1 Female
Retail Marketing	2 Female
Insights	4 Female
Creative Design, Brand and Visual Displays	2 Male 4 Female
Global Marketing ARI	4 Female
Global Marketing daa Intl	1 Female
Graduates	2 Female
Total WTE Count: 22	

Kind regards,

A handwritten signature in blue ink that reads 'Rebecca Troy'.

Rebecca Troy,
daa plc

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