Tourism Ireland

Marketing Insights

China Market Profile 2011

Country Profile

Population:
1.4 billion & growing 0.5% per year.
Expected to peak in 2030 at 1.5 billion.

Major Cities:
Beijing (Capital), Shanghai, Guangzhou, Chongqing, Hong Kong

Religion:
Buddhism, Taoism

Language Spoken:
Mandarin (Standard Chinese)
Local dialect e.g. Cantonese

Currency:
Ren Min Bi (RMB) or Chinese Yuan (CNY)

Chinese Economy:
Chinese middle class expected to expand to 700 million by 2020-45% of population.This will bring a strong boost in disposable income.

Access (through UK & EU)

Main departure cities:
Beijing, Shanghai, Hong Kong

Main Airlines:
Virgin Atlantic, British Airways, Air China, KLM, Air France, Lufthansa, Swiss International, China Eastern, Etihad

Travel Agents:
700+ Approved travel agents

Main Providers:
China Travel Service (CTS)
China International Travel Service (CITS)
China Youth Travel Service (CYTS)

Main Land Operators:
Gulliver's Travel, Trafalgar, China Holiday, Kuoni, Miki Tourist

Visa Requirements

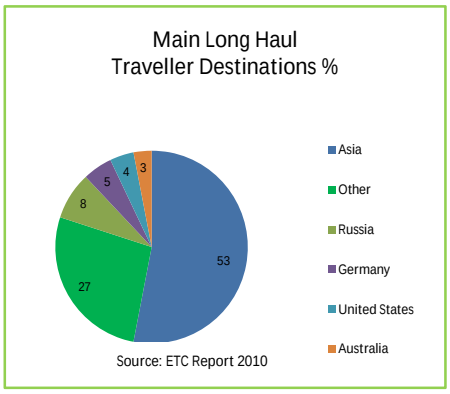
Ireland/UK have been awarded Approved Destination Status (ADS) allowing groups of Chinese to enter the island of Ireland for leisure purposes.

As of April 2010, the fee for the ADS Visa has been waived if travellers have a valid UK ADS Visa.

Chinese tourists require a separate visa to enter Northern Ireland (UK) & the Republic of Ireland.
Rep. of Ireland: Single Visa €60. Multiple Visa €100
UK-Multiple Visa - £68

Outbound Travel from China

Outbound Market Size: 57.39 million



Top 5 Destinations Visited:

1. Hong Kong
2. Macau
3. Taiwan
4. Thailand
5. Japan

Who Travels: 69% of all outbound Chinese travellers are female, 31% are male.

Where they Travel: Established destinations such as EU countries are more highly regarded by Chinese travellers than those in Eastern Europe, Africa and South America.

When they Travel: Outbound travel mainly takes place in the summer months, especially the Golden Weeks (May, Oct), July and August. Chinese New Year in February is also a popular travel time.

Length of Stay: Chinese travellers tend to stay at least 10 days on one long haul trip. The majority of Chinese tours that include Ireland have duration of 7-11 days and are group orientated.

Understanding awareness and image of Ireland in China: The key motivator for Chinese travellers to Ireland is to experience our rich cultural history and our rich vibrant living culture. Popular destinations and attractions in Ireland for Chinese visitors include Powerscourt Gardens, Cliffs of Moher, Giant's Causeway and the main cities such as Dublin, Belfast and Cork.

Traditional Irish Music in Dublin

Taking care of our Chinese visitors

Language
Chinese translation on literature is a must.

Dining
Chinese food would be preferred although Irish meals are also acceptable. It is good practice to have a list of local Chinese restaurants available.

Customs
Certain things should be avoided where possible, like the number 4 which represents death in China. The number 8 however means 'good fortune'. Small touches like offering green tea, toiletries and slippers in your rooms can give you a competitive advantage.

Service
Chinese visitors are used to a high level of service and are not afraid to voice complaints to their tour guide.

Accommodation
Chinese travellers tend to stay in mid-priced accommodation however due to growing a middle class, interest in luxury accommodation is increasing.

Shopping
Offer information on the process of tax refunds as the Chinese enjoy shopping and will see this as an incentive.

Giant's Causeway, County Antrim

Enjoy a pint of Guinness

Booking

Internet
China has over 450 million internet users and online bookings are growing.

Offline
Offline bookings are still the predominant way to book

Travel Sites
The most popular online travel sites are www.ctrip.com, and www.elong.com

Travel Portals
The number one travel portal website in China is www.travel.sina.com.cn

Travel Search Engine
China's favourite online travel search engine is www.qunar.com

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Tourism Ireland
Marketing the island of Ireland overseas