Tourism Ireland

Marketing Insights

UAE Market Profile 2011

Country Profile

Population:
7.5 million

Major Cities:
The UAE has 7 Emirates; Abu Dhabi, Dubai, Sharjah, Fujairah, Ajman, Ras al Khaimah, Umm al Quwain.

Religion:
Islam

Language Spoken:
Arabic, English

Currency:
Arabian Emirates Dirham (AED)

UAE Consumer:
UAE nationals and expatriates often have a high disposable income but do appreciate value for money.

Access (Direct and through UK & EU)

Main departure cities:
Dubai and Abu Dhabi.
All major European airline carriers serve the island of Ireland.

Main Airlines
Etihad, the national carrier for the UAE operates a direct route from Abu Dhabi to Dublin ten times a week.
Emirates is the largest carrier and is based in Dubai.

Turkish Airlines and British Airways have good connections from the UAE to Ireland.

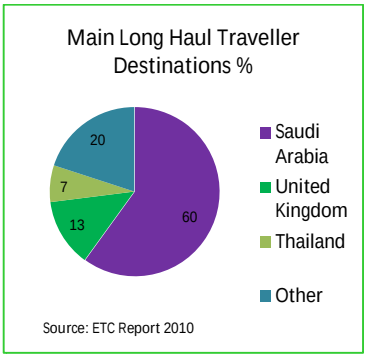
Visa Requirements

UAE 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 UAE

Outbound Market Size: 3.9 million



Top 5 Destinations Visited:

1. Malaysia
2. Turkey
3. UK
4. Mainland Europe: Germany, Switzerland, Austria
5. Mainland Europe: France, Italy, Spain

Who Travels: The UAE population is made up of UAE Nationals, Western expatriates, Asian expatriates, and Arab expatriates. All groups travel; expats predominantly to go home but will also take a separate holiday and/or minibreak; UAE Nationals take one long holiday during the summer months, and typically a shorter break for one of the two religious EID holiday breaks.

Where they Travel: Asia and Europe are the key destinations. Western expatriates travel to their home country to see family then go on a 7-10 day family holiday. UAE Nationals favour Malaysia, Turkey and London.

When they Travel: The middle to high income population take two holidays per year from 5 to 15 days. The busiest outbound period is over the summer months from mid June to mid September.

Length of Stay: For trips to Britain, 28% of travellers stay for 15 or more nights.

Understanding awareness and image of Ireland in UAE: UAE Nationals often travel in large family groups (6-16 pax). Shopping and seeing world renowned sites are important to UAE Nationals.

Grafton Street, Dublin City

Giant's Causeway, County Antrim

Taking care of our UAE Visitor

Language
Most UAE Nationals speak English well.

Dining
UAE Nationals generally eat Halal food and won't eat pork or pork products. Many do not drink alcohol and like fresh fruit juices. Foods cooked with alcohol should be avoided.

Customs
Small touches like providing prayer mats in their room and showing the direction of Makkah (Holy City) can give you a competitive advantage.

Service
UAE visitors are used to a very high level of service and will often require special attention and care.

Accommodation
UAE travellers tend to stay in luxury accommodation.

Shopping
Shopping is a favoured pastime in the UAE so be prepared to recommend Ireland's best high end stores as well as places where visitors can purchase the best authentic Irish products for gifts and souvenirs.

Queen's University Belfast, County Antrim

Theatre Royal, Waterford

Booking

Internet
The UAE has over 3.8 million internet users. The internet is widely used among expatriates to book travel and holidays and increasingly popular for UAE Nationals particularly as an information and travel research tool.

Offline
Offline bookings are still the predominant way to book as UAE travellers prefer the pre and after sales service of an agent.

Doing business in the UAE

Culture
Meetings often do not run to time and protracted welcomes are to be expected prior to doing business. Business in person works best and relationship building can take longer but is essential.

Business Cards
Business cards are essential for doing business in the UAE.

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Tourism Ireland
Marketing the island of Ireland overseas