Tourism Ireland

CHINA MARKET SNAPSHOT

China Market Profile | 2014

China Market Overview

Population	1.35 billion
GDP per capita (US $)	6,100
Annual Average GDP growth over past decade (%)	10 %
Major Cities	Shanghai, Beijing, Guangzhou, Chengdu, Zhejiang, Tianjin, Guangdong and Jiangsu
Language(s)	Mandarin Chinese
Currency	RMB

China Outbound Travel

Year	Numbers	Year on Year Growth %	Visitor Numbers to Europe	Year on Year Growth %
2010	57,000,000	18%	2,300,000	13%
2011	70,000,000	22%	2,800,000	21%
2012	83,000,000	18%	3,100,000	11%

Top 5 Destinations to Visit

World Wide		Europe	
No.1	South Korea	No.1	Great Britain
No.2	Thailand	No.2	Germany
No.3	Japan	No.3	France
No.4	Cambodia	No.4	Italy
No.5	The United States	No.5	Switzerland

Purpose of Travel (% share of visits)

- 77% Leisure
- 20% Business
- 3% VFR

Peak Travel Periods

Month

- October for National Holiday
- July and August for Summer holidays
- January and February for Chinese New Year Festival

Average length of holiday

7 days to 10 days

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Outbound travel to Ireland

Tourism Ireland best estimates

Market China

2009	2010	2011	2012	2011 v's 2012 % variance
13,000	11,000	15,000	17,000	13%

Tourism Ireland's Target Markets / Segments

Name	Age	Profile	% of total population	How do they book their holiday?	Accommodation Type while on Holidays	How do they like to travel within Ireland?	Key requirements from Irish industry for this segment
Experienced ADS Group Travellers	25-45	Middle Class	25%	Tour operators and OTA	3 or 4 star international chain hotels	In-depth Ireland tour preferred	Iconic experience and qualified service.
Experienced Affluent FIT Travellers	25-55	Rich	3%	Tour operators and OTA	4 or 5 star international chain hotels or boutique hotels	Stand alone Ireland tour preferred	Tailor made product and customized service

Weekly Flights & Seats from Key Cities in China to Ireland

Departure City	No. of Flights per week	No. of Seats	Indirect Airlines
Beijing	12	11,500	Air France, British Airways, Etihad, Emirates, KLM, Lufthansa, Turkish Airlines
Shanghai	11	11,300	Air France, British Airways, Etihad, Emirates, Lufthansa, Turkish Airlines
Guangzhou & Hong Kong	6	6,400	Air France, British Airways, Emirates
Chengdu	2	1,500	British Airways, Etihad

Visa Requirements

To the Republic of Ireland
Irish Visa required

To Northern Ireland
UK Visa required

Does the Visa Waiver Programme Apply?
Yes

Ireland's Strengths and Opportunities for Target Market

Ireland's Strengths	Ireland's Opportunities	Top 5 Attractions
1. Vibe of the cities	1. Visa Waiver Programme	1. Guinness Storehouse
2. Beautiful scenery	2. Unique destination awareness	2. Titanic Belfast
3. Friendly people	3. Motivating iconic experiences	3. Giant's Causeway
4. History and Culture	4. Themed itineraries to Ireland	4. Riverdance
5. Golf facilities	5. Adapting products for the Chinese market	5. Trinity College

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Travel Trade Market

Travel Trade	Overview	% of Tourism Ireland's target market booking through these providers
Tour Operators / Wholesalers	Cater mainly for ADS groups	50%
Travel Agents	FIT product development	20%
MICE	There has been a noticeable increase in the number of Chinese travelling to overseas markets for MICE travel	5%
Online Travel Agents	OTA's is a fast growing sector for Chinese to book their travel. Increasingly more FIT travellers will book the trip with OTA's	15%
Online direct with airlines & hotels	Represents 15% of the total national travel industry turnover	5%
Special interest	Self-drive and golf are becoming increasingly popular niche segments in China	5%

Top 10 Travel Trade

	Travel Trade	Currently Programming Ireland
No.1	Ctrip.com	UK and Ireland 10 days tours
No.2	ETI Holidays	UK and Ireland 10 days tours
No.3	Phoenix Travel worldwide	UK and Ireland 11 days tours
No.4	Beijing Hua Yuan	UK and Ireland 10/11 days tours
No.5	Beijing Utour	UK and Ireland 10/11 days tours
No.6	Beijing Caissa	UK and Ireland 10/11 days tours
No.7	Tuniu.com	UK and Ireland 10/11 days tours
No.8	Shanghai CITS	UK and Ireland 11/12/13 days tours
No.9	Comfort Shenzhen	UK and Ireland 12 days tours
No.10	Guangdong Nanhu	UK and Ireland 10 days tours

Media Landscape

Top 5 Media Channels for Consumers: TV, Radio, Magazine, Newspaper, Social Media

Top 3 Media Channels for Travel Trade: Travel Link Daily, Travel Weekly, TTG China

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Tourism Ireland's Country Club Programme

Tourism Ireland's Country Club Programme for China was designed to provide you with a platform to easily explore, make contacts and develop business from the new and developing markets with the greatest long term growth potential for inbound tourism to Ireland.

There are two Country Club packages for the Irish Industry to choose from:

Option 1 *THE ADVENTURER* *€1,300 / £1,118*

Full Country Club membership to include attendance at a Sales Mission

- Participation in the China Sales Mission
- One return economy class flight to China
- Priority on Failte Ireland and Northern Ireland Tourist Board itineraries for media and trade fam trips
- Workshops with visiting travel trade to Ireland
- Cultural awareness training
- A link on www.ireland.com/zh-cn
- Inclusion in ezines, press releases and social media
- Quarterly intelligence reports – exclusive to Country Club Member

Option 2 *THE EXPLORER* *€450 / £387*

A reduced Country Club membership aimed at those who wish to be involved in the market but do not want to attend the Sales Missions.

- Priority on Failte Ireland and Northern Ireland Tourist Board itineraries for media and trade fam trips
- Workshops with visiting travel trade to Ireland
- Cultural awareness training
- A link on www.ireland.com/zh-cn
- Inclusion in ezines, press releases and social media
- Quarterly intelligence reports – exclusive to Country Club Members

Your Commitment to China

- A commitment from you to work with China for at least three years to build contacts, relationships and clients.
- Offer Failte Ireland and Northern Ireland Tourist Board preferable rates for media visits and trade familiarization trips.
- Adapt your product or service as necessary to service the markets needs.

Country	Date
China Sales Mission 2014	November 2014

For more information or to join Tourism Ireland's Country Club Programme for China, India or GCC please visit:

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