



China - Market Profile



Ulster American Folk Park

Country Profile

Population:

1.3 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)

Chinese Yuan (CNY)

€1: 10.98 RMB

£1: 15.60 RMB

(May 2007)

Successful island of Ireland Tourism Products

- Irish dancing, music and culture
- Shopping
- Coastal scenery and city sightseeing
- Castles, Houses and Gardens
- EFL - English as a foreign language
- Golf

Access to the Island of Ireland

Main departure cities:

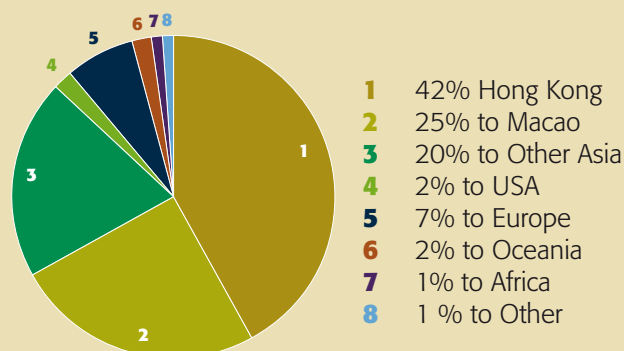
Beijing, Shanghai, Hong Kong

Main Airlines:

Virgin Atlantic, British Airways, Air China, KLM, Air France, Lufthansa, China Eastern

Outbound Travel from China

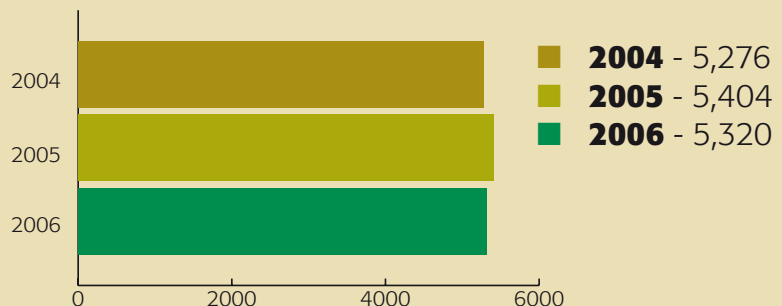
2006 - 34.5 million outbound travellers from China



- 50 million people projected to travel from China in 2010, soaring to 100 million by 2020
- 69% of all outbound travellers are female, 31% are male

China to Republic of Ireland

China to Europe



- Main times of visit: Chinese New Year (February), Golden Weeks (May, Oct), July and August.
- Average length of stay is 8 nights
- Average Spend is €1630 per person per holiday

TOP 5 EUROPEAN DESTINATIONS

1. Italy,
2. Germany,
3. France,
4. United Kingdom,
5. Switzerland



Trade Structure

Main industry players

LAND OPERATORS: Guillivers Travel, Trafalgar, UNL, Kuoni, Miki Tourist
TRAVEL AGENTS: China International Travel Services, China Travel Services, China Youth Travel Services, China Comfort, China Travel International
AIRLINES: Virgin Atlantic, British Airways, Air China, Air France, KLM, Lufthansa, China Eastern

Planning a Sales trip to China

- Greeting the Chinese is a matter of a simple handshake. It may be appropriate to present your host with a small gift from Ireland
- Bring plenty of business cards with you, hand over your business card after you shake hands
- Please avoid the Spring Festival (Chinese New Year), in February, and the two "Golden Weeks", the first week in May and first week in October, when planning your trip
- For business meetings, always be well prepared

Technology

- 123 million Chinese people use the Internet
- Main online travel company – www.ctrip.com. 13 million people use this site to book/research holidays, hotels and airline tickets. 30% of this results in online bookings being made, while 70% of all travel bookings are made over the telephone
- 91.3% of all internet users will use a search engine (e.g. Bai Du – Chinese search engine or Google)

Taking care of our Chinese Visitor

- **Language** - A Chinese speaking guide is a must for Chinese tourists. Tourist information available in Chinese would be appreciated
- **Dining** - Chinese food would be preferred although one or two Irish meals are also acceptable. Chinese people like to drink hot water and green tea
- **Accommodation** - requests are varied; mass tourist groups prefer 3 star hotels, other groups depend on budget accommodation. Small but growing luxury market
- **Golfing** - Chinese golfers enjoy playing on well known, prestigious golf courses

Visa Requirements

- Ireland/UK have recently been awarded Approved Destination Status (ADS) - allowing groups of Chinese people to enter the island of Ireland for leisure purposes
- Chinese tourists require a separate visa to enter both Northern Ireland (UK) and Republic of Ireland
- Republic of Ireland Visa - €60, UK visa - €100

Trade Promotions

China International Travel Mart

2008 November 20th - 23rd

Ireland week in Beijing

2008 March 11th - 18th

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Kildare Village