



India - Market Profile



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Country Profile

Population:

1.03 billion

Major Cities:

Delhi (Capital), Bangalore, Chennai, Calcutta

Religion:

Main religion is Hinduism. There is also Christianity, Islam, Parsi and Sikhism

Language Spoken:

English, Hindi and other vernacular languages which are the state languages

Currency:

Indian Rupees (INR)

€1 : INR 54

£1 : INR 80

(June 2007)

Successful island of Ireland Tourism Products

- Castles, Houses and Gardens
- Irish dancing, music and culture
- Shopping
- Landscape
- Golf

Access to the island of Ireland

Main departure cities:

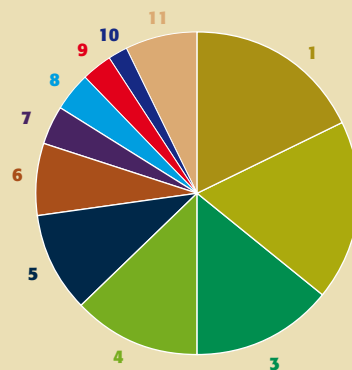
Mumbai, Delhi, Bangalore, Chennai and Calcutta

Main Airlines:

Lufthansa, KLM, British Airways, Virgin, Jet Airways, Gulf Air were being utilised but it has been replaced by Ethihad.

Outbound Travel from India

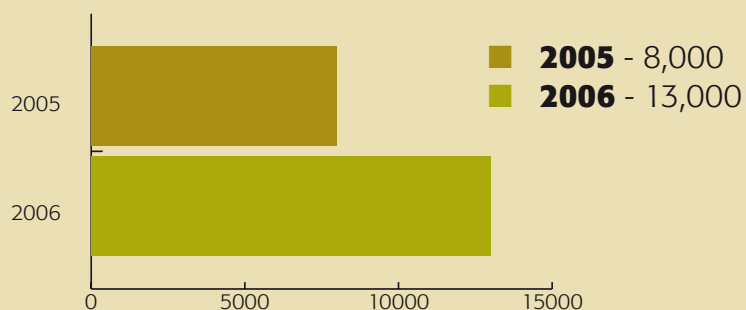
2006 - 8.3 Million outbound travellers



- 1 18% to UAE
- 2 18% to Singapore
- 3 14% to Thailand
- 4 13% to USA
- 5 10% to UK
- 6 7% to Malaysia
- 7 4% to Sri Lanka
- 8 4% to Switzerland
- 9 3% to Australia
- 10 2% to Italy
- 11 7% to Other

India to the island of Ireland

India to the island of Ireland*



- **Main months of visit: April – Sept**
- **Average length of stay is 5 – 7 nights**
- **Average spend is €200 per day**

TOP 5 EUROPEAN DESTINATIONS

1. Switzerland, 2. France, 3. Italy, 4. Austria, 5. Germany

* Market estimates are provided for visitor arrival figures to the Island of Ireland



Trade Structure

Main industry players

LAND OPERATORS: Thomas Cook, TCI, Kuoni, Raj Travels, Orbitz, Club 7 Holidays, TUI, Taj Tours

TRAVEL AGENTS: In Orbit, AK Tours, Dewan Worldwide, Pyramid Travels, Balaji, Select Vacations, Sanskruti

AIRLINES: Lufthansa, KLM, British Airways, Virgin, Jet Airways, Gulf Air was being utilised but it has been replaced by Ethihad

Planning a Sales to India

- Please come with sufficient collateral for the products that you offer
- Indians ask a lot of questions and will want to know about the genuine Indian restaurants available on the island of Ireland. They will also want to know average costs of stay and travel
- October - April is the best time as this is when Indians plan and book their holidays. Holiday time begins from April.
- Tour Operators and Travel Agents also use the time between October - January to plan their programme for the summer
- Visit the 2 large cities first - Mumbai and Delhi

Technology

- Internet access stands at 3.5% of the population
- Main online travel companies -
www.thomascook.co.in
www.tciindia.com
www.kuoni.com
- An estimated 54 million people own mobile phones in India

Taking care of our Indian Visitor

- **Golfing** - Indian golfers enjoy spectacular golf courses
- **Translation** - Indians are comfortable with English. Most outbound Indian travellers speak fluent English
- **Dining** - Many Indians are vegetarian, and expect to eat Indian cuisine dishes at least once a day. For large groups, some operators send a chef to cook Indian dishes
- **Accommodation** - The target audience is varied; accommodation requests range from bed and breakfast to 5 Star Hotels. Most Indians, however prefer 3 - 4 star hotels

Visa Requirements

- Indians require a separate visa to enter both Northern Ireland (UK) and Republic of Ireland (Irish Visa)
- Republic of Ireland Visa - €80; UK Visa - £225

Trade Promotions

January 2008 Outbound Travel Roadshow

(which will incorporate the Irish trade Mission to India)

Contact: Helen O'Halloran

helen.ohalloran@failteireland.ie Tel: +353 1 8847150

Tourism Ireland Contact

INDIA

Huzan Fraser / Beena Menon

Representatives – Tourism Ireland

Beautiful Planet,

Grants Building Annexure, Office No. 46, 1st floor, Next to Strand Cinema, Colaba, Mumbai - 400 039

Tel: 00 91 22 3296 1624

Tel: 00 91 22 3296 1725

Fax: 00 91 22 2287 6355

Email: hfraser@tourismirelandindia.com

Email: bmenon@tourismirelandindia.com

UK

Breige Corr

Asia Business Development Executive

Tourism Ireland, Nations House, 103 Wigmore St, London, W1U 1QS

Tel: 0044 207 518 0804

Fax: 0044 207 493 9065

Web: www.discoverireland.com/in



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