Tourism Ireland

Marketing Insights

The Gulf Countries - Market Profile

Shopping in Kildare Village

Country Profile

Population:
4.3 million
Major Cities:
Abu Dhabi (Capital), Dubai, Sharjah, Fujairah, Ajman, Ras al Khaimah, Umm al Quwain.
Religion:
Islam
Language Spoken:
Arabic, English
Currency:
Arabian Emirates Dirham - AED
1€ - 4.88058 AED
1£ - 7.228917 AED
(As of June 2007)

Access to the island of Ireland

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

Main Airlines

- Emirates is the largest carrier and is based in Dubai
- Etihad the national carrier for the UAE commenced a direct route from Abu-Dhabi to Dublin in July 2007 operating four times a week
- Air Arabia from Sharjah and Jazeera Airways from Dubai are both low cost carriers

Outbound Travel from The Gulf Countries

Top 5 Destinations for Outbound Travel from the Gulf Countries

1. Malaysia
2. Thailand
3. UK
4. France
5. Germany

Outbound Travel to Europe / UK / island of Ireland

- 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. Asia and Europe are the key destinations.
- UAE Nationals often travel in large family groups (6-16 pax).
- Western expatriates travel to their home country to see family then go on a 7-10 day family holiday. The most popular destinations for this holiday are Italy and France or the UAE and onto Asia.
- Travel Business in the Gulf Countries both inbound and outbound was worth €148 billion in 2006. 38% is for outbound travel.

Successful island of Ireland Tourism Products

- Golf & Horseracing
- Castles & Country Sightseeing
- Shopping
- Spas
- Irish Music and Dancing
- EFL - English as a Foreign Language
- Family Activities

Trade Structure

Main industry players
LAND OPERATORS - GTA, DOTW, Alshame
TRAVEL AGENTS - Omeir Travel, Al Futtaim, Al Tayer, Al Rostamani , Al Rais, Airlink
AIRLINES - Etihad, Emirates, DNATA, Aer Lingus

Planning a Sales Trip to the UAE

- Prepare well in advance of the trip
- Ensure you understand the basics of Arabic culture and business methods
- When meeting with locals do not expect that meetings will run to time. You should be on time yourself. It is normal to go through a protracted welcoming stage and small talk before getting down to business with locals. It can be considered bad mannered to get straight down to business.
- The Middle East is multi-cultured and you will be meeting people of diverse nationalities. Try and ascertain who you are meeting in advance, whether local Indian, British etc.

Technology

- The internet is important for viewing information but not for booking, as people in the region are reluctant to give credit card details on line.
- Most online research is focused on hotels and destinations

Taking care of our United Arab Emirates Visitor

- **Dining:** The UAE National eat Halal food and do not eat pork or pork products. Many do not drink alcohol and like fresh juice drinks. Foods cooked with alcohol should be avoided
- **Language:** Arabic and English
- **Hospitality:** Arab Nationals favour a country which is welcoming

Trade Promotions

Ireland Trade Mission
2008 Febuary
GIBTM - Gulf Incentive Business Travel & Meetings Exhibition
2008 March
ATM - Arabian Travel Market
2008 May 6th - 9th
BITE - Bahrain International Travel Expo
2008 May 13th - 15th

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Visa Requirement

- Cost of Visa to Ireland:
  €65 (AED295)- Single Entry, €106 (AED490) - Multiple Entry. The visa office is located in Dubai.
- Cost of Visa to UK & Northern Ireland:
  105 Euro (AED 475) - Single and Multiple Entry. The UK has a Consulate in Dubai and Embassy in Abu Dhabi.
- Both Visa's can be issued within 24 hours

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