



MIDDLE EAST MARKET PROFILE 2020

TRAVEL TRADE

Travel Trade	Ireland's target market booking through this channel (%)
Travel Agents	40%
Tour Operators / Wholesalers	30%
Online direct with airlines & hotels	20%
Online Travel Agents	5%
MICE	5%



TOP TRAVEL TRADE



DNATA including Rehlaty
Al Naboodah Travel
Trans Arabian
Bin Ham Travel
Al Rostamani

AFC Holidays
Omeir Travel
Al Rais Travel
Etihad Holidays
Emirates Holidays

Cozmo Travel
Kanoo Travel
Al Tayer Travel
BCD travel
Nirvana travel

KEY NOTES

PROVISION OF HALAL FOOD
STRONG EMPHASIS ON FAMILY ACTIVITIES
LARGE FAMILY AND ADJOINING ROOMS ARE REQUIRED
LUXURY TRAVEL IS A PREFERENCE



For more information visit:
www.tourismireland.com

GULF COUNTRIES MARKET OVERVIEW

Country	Population	Annual Average GDP growth over past decade (%)	Capital Cities	Language(s)	Currency
United Arab Emirates	9,5 million	4%	Abu Dhabi	Arabic, English	AED
Kingdom of Saudi Arabia	33.7 million	8%	Riyadh	Arabic	SAR
Bahrain	1,5 million	4%	Manama	Arabic, English, Farsi, Urdu	BHD
Kuwait	4,2 million	3%	Kuwait city	Arabic, English	KWD
Qatar	2,7 million	8%	Doha	Arabic, English	QAR
Oman	4,8 million	5%	Muscat	Arabic, English, Baluchi, Urdu, Indian dialects	OMR

MIDDLE EAST OUTBOUND TRAVEL



Year	Worldwide Arrivals	Arrivals to Europe
2018	50.3 Million	15.6 Million
2017	48.7 Million	14.4 Million
2016	46.9 Million	11.5 Million
2015	48.4 Million	11.7 Million
2014	44.2 Million	10.7 Million

OUTBOUND TRAVEL TO THE ISLAND OF IRELAND

Year	Number
2018	75,000 (approx)
2017	71,000
2016	71,000
2015	60,000 - 70,000
2014	50,000 - 60,000
2013	45,000 - 55,000





TOP 5 DESTINATIONS VISITED

World Wide

1. Saudi Arabia
2. Lebanon
3. Oman
4. UK
5. Germany

Europe

1. United Kingdom
2. Germany
3. Switzerland
4. Italy
5. Austria



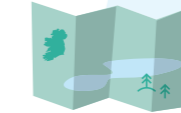
PEAK TRAVEL PERIODS

JULY-AUGUST
EID AL FITR HOLIDAYS

EID AL ADRA HOLIDAYS
SCHOOL HOLIDAYS



BOOKING LEAD TIME: One Month or less





WEEKLY DIRECT FLIGHTS TO THE ISLAND OF IRELAND

Departure City	No. of Flights Per Week	No. of Seats	Direct Airlines
Abu Dhabi, UAE	7	3,000	Etihad Airways
Dubai, UAE	14	5,200	Emirates Airlines
Doha, Qatar	14	3,300	Qatar Airways



TOURISM IRELAND'S TARGET MARKETS

Name	Age	Profile	% of total population	How do they book their holiday?	Accommodation type while on holiday	Travelling Requirements
 GCC Nationals	25+	• Families • Couples	20%	• Strong reliance on traditional travel agents	• 5 star luxury properties • High spender with a preference for luxury travel	• Self-drive • Chauffeur service
 Western Expat	30+	• English speaking with a cultural awareness of Ireland.	40%	• Online booking	• 3-5 star properties	• Self-drive • Coach tours

TOP ACTIVITIES

CASTLES AND GRAND HOUSES
PARKS AND GARDENS
SHOPPING HORSE RACING
DINING



THE ISLAND OF IRELAND'S STRENGTHS

IRISH VISA WAIVER PROGRAMME
32 DIRECT FLIGHTS TO IRELAND
TEMPERATE CLIMATE
EXCELLENT DINING OPTIONS
CLOSE PROXIMITY TO THE UK

PURPOSE OF TRAVEL

(% SHARE OF VISITS)



18%

82%



18% LEISURE



82% BUSINESS