**INDIA MARKET PROFILE 2019**

**TOP 10 TRAVEL TRADE**
1. Thomas Cook
2. Cox & Kings
3. SOTC
4. Make My Trip
5. Veena World
6. Kulin Kumar Holidays
7. Ottila International
8. FCM
9. Kesari/Strawberry Holidays
10. Destination Travels

**KEY NOTES**
India is very price sensitive. Flexibility in itineraries is important. Catering for vegan and vegetarian dietary requirements is necessary.

For more information visit: www.tourismireland.com

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**INDIA MARKET OVERVIEW**

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<tr>
<th>Population</th>
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**INDIA OUTBOUND TRAVEL**

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**OUTBOUND TRAVEL TO THE ISLAND OF IRELAND**

<table>
<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2017</td>
<td>38,000</td>
</tr>
<tr>
<td>2016</td>
<td>39,000</td>
</tr>
<tr>
<td>2015</td>
<td>20,000-30,000</td>
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INDIA MARKET PROFILE 2019

TOP ACTIVITIES
NATURAL BEAUTY SHOPPING NIGHTLIFE DINING

THE ISLAND OF IRELAND’S STRENGTHS
THE WARM WELCOME BRITISH IRISH VISA SCHEME (BIVS) SCREEN TOURISM NO LANGUAGE BARRIER DRIVE ON THE SAME SIDE OF THE ROAD

BOOKING LEAD TIME:
1. Start to think about trip over 6 months before travel: 48%
2. Decide on destination 3-6 months before travel: 46%
3. Book their trip 1-2 months before travel: 35%
4. Book their trip less than a month before travel or spontaneously during their UK stay: 32%

PEAK TRAVEL PERIODS

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>January – March</td>
<td>12%</td>
</tr>
<tr>
<td>April – June</td>
<td>38%</td>
</tr>
<tr>
<td>July – September</td>
<td>29%</td>
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<tr>
<td>October – December</td>
<td>21%</td>
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</table>

TRAVEL COMPANIONS

- Spouse /Partner: 68%
- With Children under 16: 33%
- With Friends: 10%
- With family members (adult): 21%
- On their own: 14%

TOP 5 DESTINATIONS VISITED

<table>
<thead>
<tr>
<th>World Wide</th>
<th>Europe</th>
</tr>
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<tbody>
<tr>
<td>1. Singapore</td>
<td>1. United Kingdom</td>
</tr>
<tr>
<td>2. Thailand</td>
<td>2. Germany</td>
</tr>
<tr>
<td>3. Malaysia</td>
<td>3. Switzerland</td>
</tr>
<tr>
<td>4. Hong Kong</td>
<td>4. France</td>
</tr>
<tr>
<td>5. UAE</td>
<td>5. Austria</td>
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PURPOSE OF VISIT (% SHARE OF VISITS)

- 50% Leisure
- 20% Business
- 10% VFR
- 20% Other

WEEKLY NUMBER OF ONE STOP FLIGHTS TO THE ISLAND OF IRELAND

<table>
<thead>
<tr>
<th>City</th>
<th>Flights</th>
<th>Seats</th>
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<tbody>
<tr>
<td>Mumbai</td>
<td>118</td>
<td>19,980</td>
</tr>
<tr>
<td>New Delhi</td>
<td>92</td>
<td>16,300</td>
</tr>
<tr>
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<td>58</td>
<td>9,180</td>
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<td>Chennai</td>
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List of Airlines

- Etihad Airways
- Emirates Airlines
- Qatar Airways
- KLM Airlines
- Lufthansa Airlines
- Swiss Airlines
- Air France
- Turkish Airlines
- British Airways
- Jet Airways
INDIA MARKET PROFILE 2019

TOP ACTIVITIES

DINING
SHOPPING
NIGHTLIFE
NATURAL BEAUTY

PEAK TRAVEL PERIODS

Month
January – March 12%
April – June 38%
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TRAVEL COMPANIONS

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THE ISLAND OF IRELAND’S STRENGTHS

THE WARM WELCOME
BRITISH IRISH VISA SCHEME (BIVS)
SCREEN TOURISM
NO LANGUAGE BARRIER
DRIVE ON THE SAME SIDE OF THE ROAD

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Top Activities

Natural Beauty
Shopping
Nightlife
Dining

The Island of Ireland’s Strengths

The Warm Welcome
British Irish Visa Scheme (BIVS)
Screen Tourism
No Language Barrier
Drive on the Same Side of the Road

Booking Lead Time:

1. Start to think about trip over 6 months before travel: 48%
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TRAVEL TRADE

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<th>% of Tourism Ireland's target market booking through this channel (%)</th>
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<td>Tour Operators / Wholesalers</td>
<td>50%</td>
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<td>Travel Agents</td>
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<td>MICE</td>
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<td>Online Travel Agents</td>
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KEY NOTES

INDIA IS VERY PRICE SENSITIVE. FLEXIBILITY IN ITINERARIES IS IMPORTANT. CATERING FOR VEGAN AND VEGETARIAN DIETARY REQUIREMENTS IS NECESSARY.

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