



INDIA MARKET PROFILE 2020

TRAVEL TRADE

Travel Trade	% of Tourism Ireland's target market booking through this channel (%)
Tour Operators / Wholesalers	50%
Travel Agents	30%
MICE	10%
Online Travel Agents	5%
Online direct with airlines & hotels	5%



TOP 10 TRAVEL TRADE



Thomas Cook
Kesari
Travel Tours
FCM Travel Solutions
SOTC

Veena World
Kulin Kumar Holidays
Ottila International
Destination Travels
Make MyTrip

KEY NOTES

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

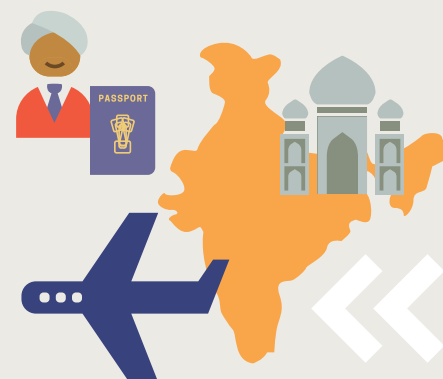


For more information visit:
www.tourismireland.com

INDIA MARKET OVERVIEW

Population	GDP per capita (US \$)	Annual Average GDP growth over past decade (%)	Language(s)	Currency
1.35 billion	2,134	7.2%	English, Hindi	INR

INDIA OUTBOUND TRAVEL



Year	Numbers	Year on Year Growth %
2018	26,300,000	+9%
2017	23,940,000	+9.5%
2016	21,870,000	+7%
2015	20,380,000	+11%
2014	18,330,000	+10%
2013	16,630,000	+11%

OUTBOUND TRAVEL TO THE ISLAND OF IRELAND

Year	Numbers
2018	40,000 (approx)
2017	38,000
2016	33,000
2015	20,000-30,000
2014	16,000-27,000
2013	15,000-25,000





TOP 5 DESTINATIONS VISITED

World Wide

1. Singapore
2. Thailand
3. Malaysia
4. Hong Kong
5. UAE

Europe

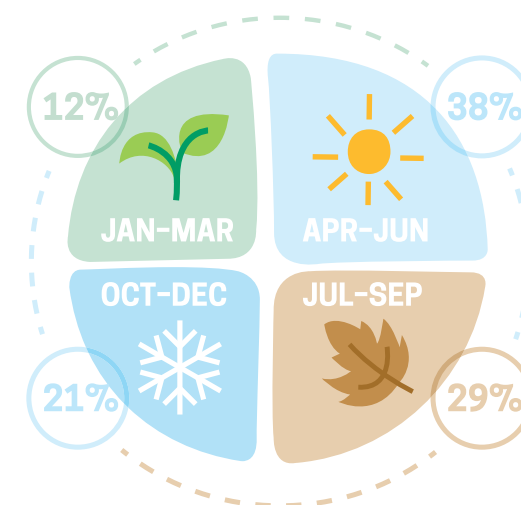
1. United Kingdom
2. Germany
3. Switzerland
4. France
5. Austria



PEAK TRAVEL PERIODS

Month

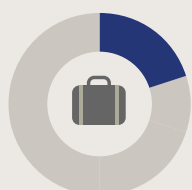
January – March	12%
April – June	38%
July – September	29%
October – December	21%



PURPOSE OF VISIT (% SHARE OF VISITS)



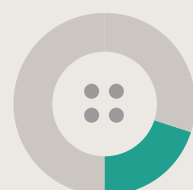
50% LEISURE



20% BUSINESS



10% VFR



20% OTHER

TRAVEL COMPANIONS



Spouse /Partner

68%

With Children under 16

33%

With Friends

10%

With family members (adult)

21%

On their own

14%

WEEKLY NUMBER OF ONE STOP FLIGHTS TO THE ISLAND OF IRELAND

City	Flights	Seats
Mumbai	118	19,980
New Delhi	92	15,300
Bangalore	58	9,180
Chennai	49	7,560

List of Airlines

Etihad Airways, Emirates Airlines, Qatar Airways, KLM Airlines, Lufthansa Airlines, Swiss Airlines, Air France, Turkish Airlines, British Airways, Jet Airways



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%**