



THE GERMAN MARKET

Frankfurt – April 2012

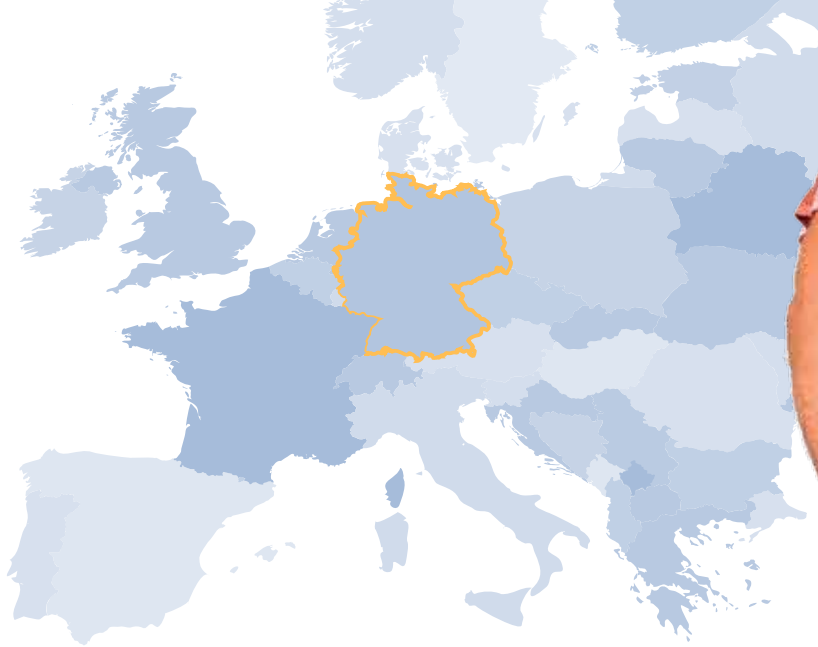


Germany is the world's largest outbound travel market with 76 million travellers each year. Over half the German population take at least one holiday abroad each year. Holiday-taking is considered a right with high annual leave allowances (usually 30 days).

Germany is the biggest source market for Ireland in mainland Europe, and the 3rd largest globally. Germans are particularly valuable to Ireland as they stay an average of 10 nights in Ireland and tour around the country with the South West and West regions being favoured destinations. They also tend to visit more than once with 37% of Germans returning to Ireland for a second visit.

Interest levels in Ireland are high and visiting the country holds strong appeal but many Germans struggle to see what is unique about Ireland so it's important that we show them iconic, stand-out things to see and do when they get here. Key motivators for German travellers to Ireland are the stunning scenery, Irish music and culture, the friendliness of the people, fun and humour and these are all messages Tourism Ireland will be emphasising in our communications for 2012.

Ireland is now considered much more competitive due to the considerable reductions in hotel prices and cost of living, along with less favourable exchange rates for some of our competitor destinations such as the Nordics making them more expensive. The recent measures announced by the Irish Government to reduce VAT and the air travel tax have all been very favourably received by our tour operator partners, and indeed the media.



All indicators are that 2012 will be a good year for Irish tourism from Germany. The German economy remains in a satisfactorily robust condition and the growth momentum looks set to continue. In particular, private consumption will support the German economy significantly, thus making it resilient against influences from outside. Initial feedback from some of our market based partners is positive with many seeing growth. There have also been some good developments on the access front with two new direct flights to Knock, opening up the west coast to an interested audience.

Tourism Ireland are set to take full advantage of the German market and to this end have a strong programme of activities in place including TV, radio and online advertising coupled with social media and digital campaigns targeting the younger market. We are also actively engaging with the German travel trade – approx 17% of all holidays to Ireland from Germany are packages – and have a significant PR and publicity programme. We offer our Irish industry partners a variety of opportunities and ways to get involved in our activities. We would very much encourage you to avail of these platforms and look forward to working with you to increase our market share in Germany and bring more German visitors to Ireland.

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Zoe Redmond

Manager Central Europe

Why should I target the German market?

- Germany is the world's largest outbound travel market
- Large population of 82 million.
- Although it is Ireland's 3rd largest market, we only get 1% of its outbound travel market so there is significant potential to grow our market share.
- German holidaymakers have the highest average length of stay here above all other main source markets.
- German people like to visit the western seaboard so it is a good market for regional businesses.
- It's easy to promote your product online as 82% use the internet. However, although many Germans speak English they like information to be available in German when they're planning their holiday.
- 68% of the German outbound holiday market are interested in visiting the island of Ireland in the future. On the list of places they're interested in visiting, the island of Ireland ranks 8th.

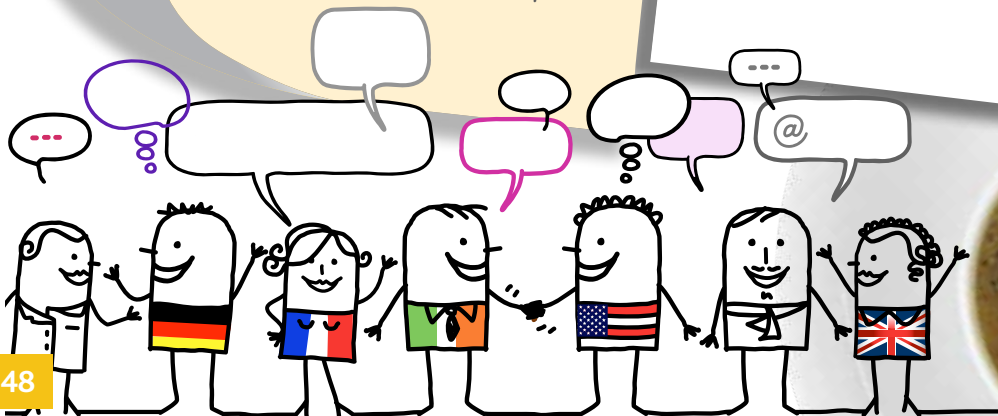


Other interesting facts about the German travel market:

- The German population is shrinking and ageing; one third is aged over 55 and by 2050, half of the population will be over 55.
- Germany is the world's largest outbound tourism market. 28.1 million people from the ABC1 social class take a holiday of 4+ nights.
- Germany has recently raised the retirement age from 65 to 67.
- Most German workers get between 28 - 30 days annual leave each year.
- Travel and tourism products constitute around 50% of all online purchases in Germany.
- German people like to holiday – over half (53%) of the German population take at least one holiday outside Germany each year.
- Spain, Austria and Italy are the most popular destinations.
- In terms of where they like to go, Ireland currently ranks about 20th in Europe reflecting the fact that although German visitors account for 5% of all trips to Ireland, Ireland only accounts for 1% of the total German market.
- Around two fifths of all outbound holidays from Germany take place in July and August.
- When asked to name destinations which offer similar holidays to Ireland, 43% said Scotland, 20% said Wales and 19% said England.
- There are 30 million walkers in Germany (10 million walk regularly and 20 million walk occasionally).

Questions to ask yourself:

- What do these facts about the German market tell me about who I'm targeting?
- How can I use them to help increase my German business?
- Will the fact that I don't speak German hinder my chances?
- If so, what can I do about it?
- Look at Ireland through the eyes of the German holidaymaker - does your product match what they are looking for?





What are the prospects for the German market?

Germany is and remains an anchor for stability and growth in Europe, and after two exceptionally high-growth years, the German economy remains in a satisfactorily robust condition. The Annual Economic Report by the German Economics Ministry for 2012 forecasts a significant slowdown in GDP growth in 2012 to 0.7%, compared to 3% in 2011 (and 3.7% in 2010). The Report expects an improvement in 2013 with GDP growth of 1.6%. However, domestic economy will remain relatively robust with the labour market being particularly strong. The number of workers is expected to rise in 2012 by 220,000 to a record total of 41.3 million people. The unemployment rate will fall to 6.8%, the lowest rate in 20 years. Disposable income of households increases by 3% but inflation remains moderate at 1.8% resulting in a significant increase in purchasing power. The growth momentum in 2012 will be produced by the domestic economy. In particular, private consumption will support the German economy significantly. The German economy is therefore resilient against influences from outside.

The German travel market is mature with low rates of annual growth but Ireland has managed to outperform outbound market growth in 2011 – the market grew by 4% and Ireland grew by 12%. Ireland has even more potential to win market share as it is well positioned in Germany and has in place well established trade links in a market where the travel trade is still very important.

Latest consumer research is predicting another strong and growing year for the travel industry. German travel agencies closed the year 2011 with a sales increase of 4.9% and an increase of inbound bed nights of +6%. A strong growing segment in 2011 continues to be city breaks with double digit growth. Decision making is done early in the year with January and February the key booking time for holidays. Germany itself continues to be the number one holiday destination with 30% of all Germans choosing to holiday at home. The four largest outbound destinations for Germans are Spain, Italy, Austria and Turkey. The recent unrest and upheaval in Tunisia and Egypt has particularly benefited the Canaries and Turkey.

Although Germans travel throughout the year, the main holiday season is still May to August, with 73.2% share. Specialised types of holidays are gaining in importance e.g. cruising and camping. Attractive scenery, things to see and do and friendly locals consistently hold the top three places in German people's top ten reasons for choosing a holiday destination.



Remember, when targeting the German market ...

Germans are not really last minute bookers; 65% decide their holiday destination 6 months before their trip. Time your promotions and sales to coincide with that.

Germans like simple, clear details and they like choice. A menu of options or itinerary examples rather than very strictly prescribed bundles will be effective.

Germany is a big country - some parts are land locked with fantastic mountains, so, when targeting people in those areas, highlight Ireland's coastal scenery.

In Germany, there are slight differences in the main holiday time in different states, so there may be opportunities to target shoulder season business from particular parts of Germany. Bear this in mind when planning your promotion and consult Tourism Ireland in Frankfurt and/or the tour operator you're working with.



The German market to Ireland

Size and value of the German market

- Germany is the third largest source of visitors to the island of Ireland, after GB and the US.
- Each year around 400,000 Germans visit Ireland and well over half are holidaymakers.
- Germans spend the largest proportion of their budget on bed and board.
- The long length of stay and geographical spread of German holidaymakers is advantageous as they tend to spend more in multiple locations around Ireland.
- One fifth of our German holidaymakers are from the highest AB social class.

Where do they go?

- The top four regions for German holidaymakers to visit are; Dublin (just under two thirds), south west (just over a half), west (one third) and mid west (just over a quarter).
- They spend the highest proportion of their nights in the south west (41%), followed by Dublin (23%), the west (12%) and mid west (9%).
- Overall, German holidays here are predominantly spent in the countryside with two thirds of all bednights spent along the western seaboard.
- The growth in short breaks to Dublin is closely aligned to air access from Germany.

Where are they from and how do they get here?

- The most popular regions from where our holidaymakers come are Bavaria, Baden-Württemberg, Nord Rhein/ Westphalia, Rheinland-Palatinate and Hessen.
- Three quarters of German holidaymakers travel here by air and one quarter by sea. This is similar to the profile of both GB and French holidaymakers, even though there is no direct ferry crossing between Germany and Ireland. German holidaymakers who

travel here by ferry come via France or by land bridge over GB.

- Just over half of Germans use a car (55%), with 32% hiring one here, and 23% bringing their own car with them.

How long do they stay?

- Almost half of German holidaymakers stay for more than 9 nights. Overall, the average is 10 nights. This is longer than for holidaymakers from GB (average of 5 nights) or France (average of 8 nights) or US (average of 8 nights).

What age are they?

- 35% of German holidaymakers to Ireland are aged 19-34 and 35% are aged 35-54. 13% are under 19, 9% are 55-64 and 8% are over 65.
- Two fifths of German holidaymakers travel as a couple and one quarter as part of an adult party/group.

Is it their first visit?

- It is a first visit for just under two thirds of German holidaymakers and a repeat visit for 35%.

What do they do when they're here?

- The primary reason for holidaying in Ireland for almost three quarters of German holidaymakers is to explore Ireland's sights and find out about its culture.
- 28% take part in hiking/walking, 7% in cycling and 5% each in golf and fishing.
- Germany is the market with the highest participation in fishing while here: 15% of our overseas anglers are from Germany.
- German holidaymakers like hotels, guesthouses and B&Bs, and rented accommodation in broadly equal measure (around 1 in 5 nights for each category).
- Hostels and caravan and camping each account for around 12% of German holiday bednights.

Where our German Holidaymakers come from (by region)



Holiday - Region of Residence (%)

Nord Rhein/Westphalia	13
Hessen	11
Bayern	16
Baden Wurtemberg	14
Berlin	5
Lower Saxony	6
Rheinland-Palatinate	11
Hamburg	7
Schleswig-Holstein	4
Bremen	3

When do they visit?

- Two thirds of German holiday makers visit during the peak May-August period.

Jan – Apr	17%
May – Jun	32%
Jul – Aug	34%
September	11%
Oct – Dec	7%

How do they rate their holiday here?

- 71% say that their pre-trip holiday expectations were matched and 29% say they were exceeded. For those whose holiday expectations were exceeded, the main reasons were the Irish people, the scenery and the fact that the weather was better than expected! These three reasons were common for the 4 main markets.
- When asked on a scale of 0-10 if they'd recommend Ireland as a holiday destination, 71% give a score of 9 or 10, where 10 was 'definitely recommend'. These people are likely to be strong advocates of holidays in Ireland.
- Just over half (54%) of German holidaymakers say that they will definitely visit Ireland again over the next few years.
- 48% are satisfied that they got 'good all round value for money' from their holiday. This is lower than GB (56%), or US (61%) and comparable with France (49%).

Note: Statistics are drawn from a number of sources including the Fáilte Ireland 2011 Visitor Attitudes Survey, Fáilte Ireland Tourism Facts 2010 (Preliminary) and Fáilte Ireland Preliminary Estimates for 2011. Keep up to date with the latest tourism statistics on www.failteireland.ie and www.tourismireland.com. If you're interested in data for Northern Ireland, please see www.tourismireland.com

Ireland's top 5 advantages for German holidaymakers (%)

Irish people	44
Scenery	43
Culture / history	36
English speaking	18
Nature/ecology	14

Ireland's top 5 disadvantages for German holidaymakers (%)

Weather	32
High cost of living	23
Food costs	21
Drink costs	11
Driving difficult	7
High costs	
i.e. souvenirs/shopping	7



Access to Ireland from Germany

Why is access so important?

- In a country with 10 land borders it is easy for Germans to travel abroad by road or rail.
- Because many consider Ireland as being 'far away', it is important to provide information about flights and ferries - show how accessible Ireland and your product are.
- Travelling by air (55%) is the most popular mode of transport for Germans' main annual trip abroad.
- The West of Ireland is very popular in Germany, so while there are already flights from Munich to Cork and Frankfurt Hahn to Kerry, 2012 will also see new flights from Düsseldorf by Lufthansa and Frankfurt/Hahn by Ryanair to Ireland West Airport Knock.
- In summer 2012 there will be 19,400 inbound seats from Germany to the island of Ireland each week. This is an increase of 7% over 2011.
- Although not to quite the same extent as from France and GB, the number of Germans travelling here by air has been increasing in the past ten years. Now 4 out of every 5 fly here.
- While one fifth of German holidaymakers to the island of Ireland travel by ferry, they account for about 35% of all nights spent in Ireland, as car travellers tend to stay much longer. Despite the fact that Germany itself has no direct ferry access the number of ferry users is higher than in France. Germans travel to Ireland by ferry via France and by land bridge via GB.

For listings see <http://www.discoverireland.com/de/ireland-plan-your-visit/getting-there/by-sea/>

Airport websites		Ferry ports (via GB landbridge)	
Dublin Airport	www.dublinairport.com	Belfast	www.belfast-harbour.co.uk/interactive-harbour
Cork Airport	www.corkairport.com	Cork	www.portofcork.ie
Kerry Airport	www.kerryairport.com	Dublin Port	www.dublinport.ie
Ireland West Airport	www.irelandwestairport.com	Dun Laoghaire	www.dlharbour.ie
		Larne	www.portoflarne.co.uk
		Rosslare	www.rosslare.ie

What should I do now?

- Check out the flight schedule for your nearest airport/(s) to establish promotional opportunities for you and partners in your area. For example, tourism businesses in the South West are easily accessed both from Munich into Cork and from Frankfurt into Kerry. The West of Ireland is well serviced by the new 2012 flights from Dusseldorf and Frankfurt/Hahn into Ireland West Airport Knock. Are there opportunities that you are not currently making the most of?
- Likewise, check out the ferry schedules for your nearest ferry port.
- Create links on your website to your nearest airport/(s) and ferry port and for the airlines and ferry companies that serve them.
- Remember to tell your customers the journey times to your premises from different airports or ferry ports e.g. 2 hours from Dublin Airport, 20 minutes from Shannon Airport, 1 hour from Rosslare Port etc.
- If it's easy to get to your property by train, remember to provide information on train services etc on your website.



Direct Air Access - Germany to Ireland



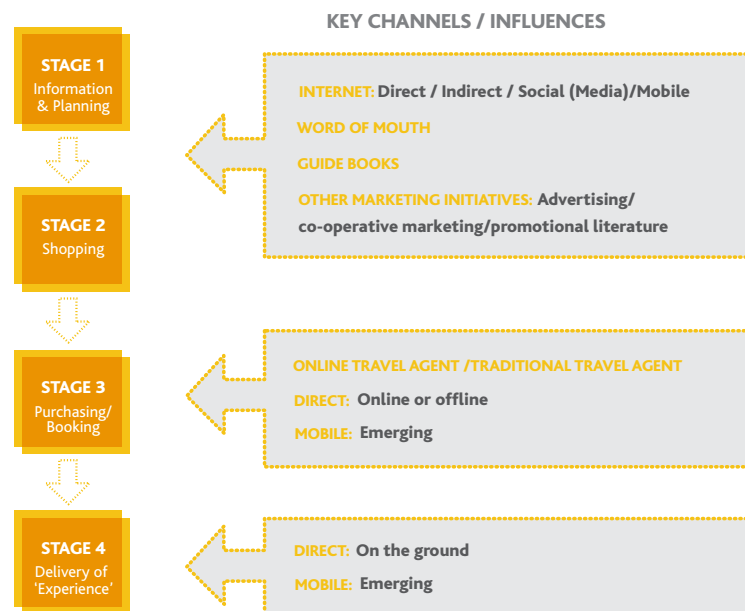
Flight access from Germany

Depart	Arrive	Airlines	Note
Berlin / Schoenefeld	Dublin	Aer Lingus	
Berlin / Schoenefeld	Dublin	RYANAIR	
Dusseldorf	Dublin	Aer Lingus	
Dusseldorf	Dublin	Lufthansa	New from 06.05.2012
Dusseldorf	Ireland West Knock	Lufthansa	New from 07.05.2012
Frankfurt	Dublin	Aer Lingus	
Frankfurt	Dublin	Lufthansa	
Frankfurt / Hahn	Dublin	RYANAIR	
Frankfurt / Hahn	Ireland West Knock	RYANAIR	New from 27.03.2012
Frankfurt / Hahn	Kerry	RYANAIR	
Hamburg	Dublin	Aer Lingus	
Cologne / Bonn	Dublin	German Wings	
Memmingen	Dublin	RYANAIR	
Munich	Cork	Aer Lingus	
Munich	Dublin	Aer Lingus	
Munich	Dublin	Lufthansa	
Stuttgart	Dublin	Aer Lingus	

Note: flight schedules can change frequently. For the most up to date listing, see <http://www.discoverireland.com/de/ireland-plan-your-visit/getting-there/by-air/>.

How do German Holidaymakers plan & purchase their holiday?

There are 4 key stages involved in the process from first deciding where to go on holiday through to experiencing it at the chosen destination:



At the information and planning stages, which can take weeks, people are likely to visit a variety of websites including:

- General search query websites such as Google.de, Yahoo! Deutschland.
- Germans still love travel guidebooks.
- Destination marketing websites such as DiscoverIreland.com/de.
- Online Travel Agent (OTA) sites such as Ab-in-den-urlaub.de, Holidaycheck.de, HRS, Opodo, Expedia.de, Reisen.de.
- Travel community sites such as Holidaycheck.de, TripAdvisor.
- Metasearch sites such as www.swoodo.de, trivago.de which can search multiple individual search engines/websites to make product and price comparisons.
- Links within social media sites such as Facebook and Twitter.



How do German holidaymakers arrange their holiday here?

- Each year, just less than one in five German holidaymakers come here on a package holiday. Although the majority (87%) travel independently, the travel trade is still very strong in Germany – particularly for reaching the older 55+ age group. A package or inclusive holiday is where an inclusive price for fares to/from Ireland and at least one other element, such as accommodation, car hire, etc. was paid fully or partly in advance.
- The most popular sources of information when choosing Ireland as a holiday destination are the internet, travel agents/ tour operators, guide books, and friends/colleagues.
- 80% of German holidaymakers purchase some element of their trip online with air or sea tickets the most common purchase followed by accommodation
- Similar to the US market, guidebooks are very important for holiday planning in Germany.

German holidaymakers are very good at planning and will search for detailed information when organising their holiday. Although many of them speak very good English, they like details and like to have information available in German. If you're serious about targeting the German market, you should translate some pages on your website and also consider translating other relevant promotional material. If you or your staff can speak German, all the better.

Who does Tourism Ireland target in Germany?

A Sightseer & Culture Seeker (S&CS) is someone for whom “exploring a country’s sights and finding out about its culture” is the key motivator for going on holiday.



Gunther (48) and Chantelle (47) are both dental practitioners. They enjoy one long holiday in the summer each year and city breaks in between. They have become quite good at finding value offers on the Internet, as well as researching destinations thoroughly to find out about festivals, events, food and culture in advance. Both enjoy reading the newspaper over their morning coffee. They enjoy wandering around the art districts at the weekend followed by dinner out and a trip to the theatre, cinema or a concert.

German Sightseers and Culture Seekers

Who they are: Concentrated around urban areas.

Needs: Enjoy themed guided tours, museums and art galleries, touring the countryside, castles and heritage sites.

Holiday Types: Enjoy city breaks and touring holidays during summer months. When outside main cities, tend to stay in B&Bs or increasingly holiday homes. Enjoy touring.

Where: Germans are most likely to visit East, South and West.

Reaching them: Internet, guidebooks, brochures, travel agents for planning and booking. TV, Broadsheets, current affairs magazines, publicity and films.

The German Sightseer and Culture Seeker.... in Germany

How many in Germany?

6.5 million.

Heart of segment.

They want authentic and engaging experiences and to escape from everyday life.

Who is the German S&CS?

ABC1 socio demographic, Tend to be married, are older than the average German holidaymaker - predominantly 35+. Likely to live in Bayern, Nord-rhein –Westfalen and Baden – Württemberg. Are more likely to take additional short breaks than the average holidaymaker. Like to visit natural attractions, sightsee in cities and towns and visit historic houses and castles.

What matters on holiday?

Beautiful scenery, open spaces, engagement with history and culture, and safety and security (feeling welcome) are all important holiday considerations for German S&C's. They want to come back feeling relaxed and refreshed.

The German Sightseer and Culture Seeker.... on the island of Ireland

Perceptions of Island of Ireland

Highly aspirational destination (High interest in visiting 76%). Perceive the island as beautiful, welcoming, unique and with lots of culture. They have concerns around the value for money offering on the island and if there is enough to see and do.

Visitation

S&CS make up 76% of all inbound holidaymakers to the island – our product matches their holiday need.

Holiday behaviour

German S&Cs are long staying holidaymakers (10 nights approx) favouring Guesthouses & B&B's and mid - range hotels to luxury accommodation. They love touring the West and South West and tend to visit in the May – August period. They tend to be aged 35 + but an increasing number of 25-34yr olds are visiting. They travel in a couple and rarely bring children. They enjoy both city breaks and longer holidays with many of them combining both, and they enjoy the freedom that a car will give them while touring the island.

How do I reach them?

Word of mouth is key for German S&Cs when choosing and planning holidays. While Germans were late adopters, the internet is now the key tool for planning holidays. Guidebooks are still very popular in the German market.

Who does Tourism Ireland target in Germany?

Within the German Sightseers & Culture Seeker target, there are three sub-groups based on age:

Young: 25-34 – social media will be used in communicating with this group. They are heavy users of the internet when planning their holiday.

Mid Age: 35-54 – this is the strongest potential segment and most promotional effort will go towards targeting this group. They are heavy users of the internet when planning their holiday.

Mature: 55+ - working with the highly sophisticated German travel trade will be effective for targeting this group. Another target in the German market is the outdoor active; people who enjoy the outdoors and physical activity on their holiday and who tend to stay longer when on holiday. They too are heavy users of the internet when planning their holiday.

The Outdoor Active

Another target in the German market is the outdoor active; people who enjoy the outdoors and physical activity on their holiday and who tend to stay longer when on holiday. They too are heavy users of the internet when planning their holiday.

Young Sightseers & Culture Seekers (age 25-34)



They want... Immersion

They enjoy...discovering the authentic island of Ireland through engaging experiences with our people, our place and our culture.



"I want to get close to the real Ireland."

'Mature' Sightseers & Culture Seekers (age 55+)



They want... Enrichment

They enjoy...feeling enriched by experiencing a different culture and by building knowledge and understanding of that culture.



"I want to dive deeply into a country's culture."

'Mid Ager' Sightseers & Culture Seekers (age 35-54)



They want... Stimulation

They enjoy...escaping to a new world, leaving their cares behind in a well organised destination that allows them to be as spontaneous as they wish on holidays.



"I want to escape to a world of new discoveries."

Outdoor Actives



They want... Freedom

They enjoy...the taste of freedom they experience on the island of Ireland through our beautiful landscape and engaging people.



"On holiday, I want to explore the outdoors and get away from the modern world."



How do I know if my product will appeal to the German holidaymaker?

Before you embark on selling your product overseas, it's important to understand the match or fit between it and the demands of the German holidaymaker. In broad terms, there is potential for every product in every market but ask yourself these questions to help determine which markets offer the best potential for your product and those in your local area;

- How good is access from the market to your product / your region?
- Is your product readily accessible to potential customers in the appropriate distribution channel (e.g. your relationships with tour operators, the quality of your website etc.)?
- How does this market perform for you at present / do you have an established track record in servicing it?
- Can you capitalise on or respond to the trends / growth patterns / opportunities in the market?

There is widespread belief that the current demand for shorter breaks, city breaks, event tourism, activity and adventure holidays, and culturally motivated trips is likely to gain popularity over the next five to ten years.



TIP

The most popular German guidebooks are:

1. ADAC-Reiseführer Irland plus
2. Polyglott on tour Irland
3. Iwanowski-Reiseführer Irland
4. Marco Polo Irland / Dublin
5. Baedeker Irland
6. National Geographic Spirallo Dublin
7. DuMont Reisetaschenbuch Irland
8. DuMont direkt Irland
9. DuMont Reise-Hanbuch Irland
10. Dorling Kindersley Top 10 Dublin

If the German market is important for you, you should buy copies of these popular guide books to see if you are listed or featured. You'll be able to purchase them online as it is unlikely that your local book shop will stock them. If you are listed, then keep in touch with the editor / publisher if you have news on any product developments, new services you offer German visitors etc. If you're not listed but you feel you have an interesting product that really appeals to German holidaymakers, then contact the editor / publisher to provide information for possible inclusion in the guide when they are next updating it. Also invite the editor or researcher to visit you when they are in Ireland doing research for their next edition.

GERMAN TOUR OPERATOR PROGRAMMES TO IRELAND

Company	Telephone	Website
Alfa-Sprachreisen GmbH	0711-6155300	www.alfa-sprachreisen.de
Andree's Angelreisen	06127-8011	www.andrees-angelreisen.de
ARTIRLANDA Kulturreisen Gisela Lapot	09953-9809242	www.artirlanda.de
Berge & Meer	01805-202055	www.berge-meer.de
Biblische Reisen GmbH	0711-619250	www.biblische-reisen.de
BITS-Britain & Ireland Tours	030-6875339	www.bits-berlin.com
Blitz Reisen GmbH	02206-60010	www.blitz-reisen.de
Carl Duisberg Centren ITC GmbH Sprachreisen	0221-1626289	www.cdc.de/sprachreisen
CIE Tours International Abt. Einzeltouristik	0211-2106401	www.irland-reisen-cie.de
County Travel Reisen am Michel	040-364520	www.countytravel.de
CTS Gruppen & Studienreisen	05261-25060	www.cts-reisen.de
DAS URLAUBSPFERD Internationale Reiter-Reisen	06151-89 56 38	www.urlaubspferd.de
Der Freizeit-Kapitän Agentur H.G. Dörge	02151-608897	www.hausboot.de
DERTOUR GmbH & Co. KG	01805-337666 *	www.dertour.de
Dialog - Sprachkurse International GmbH	0761-286470	www.dialog.de
Dr. Steinfels Sprachreisen GmbH	0911-570197+570124	www.steinfels.de
Dr. Tigges	0431-5446519	www.drtigges.de
Europäisches Bildungs- und Begegnungszentrum (EBZ) Irland	02841 - 930123	www.ebzirland.de
Ferien auf dem Wasser	07464-981500	www.ferien-auf-dem-wasser.de
Flug & Reisecenter Heilbronn GbR.	07131 - 259120	www.flug-reisecenter.de
Gaeltacht Irland Reisen	02841-930111	www.gaeltacht.de , www.ireland.de
GB & I Travel	040-25198086	www.gbi-travel.de
GB Gateway Schleuter Touristik	00800-96229-000	www.gb-gateway.com
Golf & Galopp Reisen Carola Kammerinke gruene-insel.de	0221-5348530 06238-9820088	www.golfundgalopp.de www.gruene-insel.de
Hausboot Böckl	089-401010	www.hausboot-boeckl.com
Hayes Golfreisen/Golfen in Irland	06192-961965	www.hayesgolf.de
Highländer Reisen	0221-7609970	www.highlaender-reisen.de
Ikarus Tours GmbH	06174 - 29020	www.ikarus.com
Irelandtours	0261-91554-40	www.irelandtours.de
Irish-Net.de		www.irish-net.de
Irland-anders	030-50362785	www.irland-anders.de
Katja van Leeuwen Reitferienvermittlung	02244-9279249	www.reitferien-in-irland.de
Kingfisher Reisen	0261-915540	www.kingfisher-angelreisen.de
Land & Leute Reiseagentur	06721-921325	www.land-leute.de
Locaboat Holidays	0761-207370	www.locaboat.com
Lynch Nachtigall Reisevermittlung	0711-832938	n/a
Marco Polo Reisen GmbH	089-1500190	www.marco-polo-reisen.com www.younglinetravel.com
Marina Tours Seán Buckley	06224-76976	www.irland-reisen.net
Reisemission Leipzig	0341-3085410	www.reisemission-leipzig.de
Rucksack Reisen	0251-871880	www.rucksack-reisen.de
Sausewind Reisen GmbH	0441-935650	www.sausewind.de
Scherer Bildungsreisen GmbH	030-54719430	www.sprachurlaub.de
Shamrock Irland Reisen	040-7237430	www.irland-shamrock-reisen.com, www.cottages.de
Shannon -Travel Bootsreisen	02303-963777	www.shannon-travel.de
Sisu Aktivreisen GmbH	0461-63790	www.sisu-aktivreisen.de
Skellig Reisen	0711-7194410	www.skelligreisen.de
Sprachschulberatung Wolfgang Stein	069-59793382	www.englishinireland.de
Stena Line Scandinavia AB	01805-916666*	www.stenaline.de
Studiosus Reisen München	00800-24022402	www.studiosus.com
Tom's Fishing Tours	02235-76497	www.toms-fishing-tours.de
Troll Tours Reisen GmbH	02982-92210	www.trolltours.de
Weichert Reisen c/o BvB.net	030-68389400	www.weichert-reisen.de, www.bvb-touristik.net
Wikinger Reisen GmbH	02331-9046	www.wikinger.de
Wolters Reisen GmbH	0421-89990	www.tui-wolters.de, www.tui-ferienhaus.de

Tip

Before you contact a German tour operator to see if they are interested in working with you, you must do your research; Do they feature similar products to what you offer? Do they feature your area or region?

Talk to Tourism Ireland in Germany – they can help you with information such as who the main decision makers in the company are, how important Ireland is within their total product portfolio, how Ireland has been performing within that portfolio, the kind of products or services they are looking for, new market entrants etc.

You can save yourself a lot of legwork and costly mistakes by channelling your plans through Tourism Ireland in the market office first. Many German tour operators work through an Irish-based destination management company (DMC) or inbound tour operator, but many will work directly with Irish suppliers too – do your research first so that you won't waste your time and their's.

Remember

If you are sending a German tour operator an email there is every chance that they are receiving lots of other emails from others in the Irish industry. So, do your research first and make sure you tailor your approach to suit their needs. Read '10 Steps to Working Successfully with Overseas Tour Operators' to get maximum benefit.

