

# Trading Globally Grow Your Tourism Exports



**Fáilte Ireland**  
National Tourism Development Authority



## Welcome



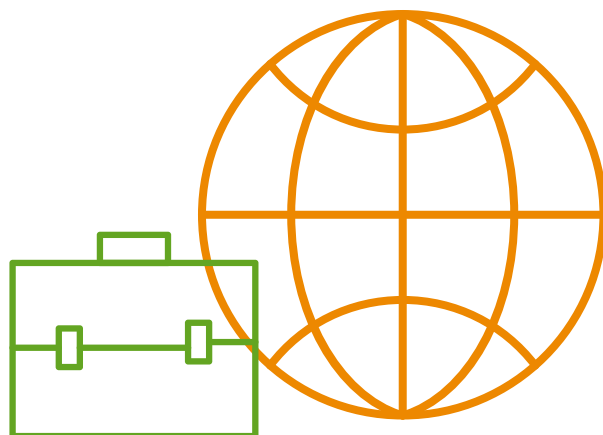
Welcome to Fáilte Ireland's **Trading Globally – Grow Your Tourism Exports**. This guide has been produced by Fáilte Ireland as your guide to inbound tourism in Ireland. The purpose is to provide you with the knowledge, support and market information to assist you in trading globally. If you have traditionally focussed on the domestic market place to date and wish to further penetrate a market such as Germany, this guide can help you.

Generating sales is not an easy task and generating international sales in an ever expanding global marketplace can be even more challenging. An understanding of the cultural nuances, the market dynamics and global distribution channels are key to success. Equally a commitment for a medium-long term investment strategy is also important.

The information in this guide will help you better understand the complexities of international tourism, the routes to market and information to help maximise your international sales opportunities. It sets out the information you need to understand, including how to segment and pitch to overseas buyers, and explains the distribution channels where buyers and consumers can buy from you and how we work with Tourism Ireland. Most importantly, it explains how we in the Commercial Development team in Fáilte Ireland can support you along your way.

We look forward to working with you.

Paul Mockler  
Head of Commercial Development  
Fáilte Ireland





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We look forward to working with you!



# Section 1

## Tourism in Ireland



Céad Mile  
Fáilte

One Hundred  
Thousand  
Welcomes





# Section 1 Tourism in Ireland

Fáilte Ireland is Ireland's National Tourism Development Authority. It was established under the National Tourism Development Authority Act 2003. The functions of the Authority are set out in Section 8 of the Act. Section 8(1) states that the general functions of the Authority are to:

- encourage, promote and support (either inside or outside the State)-
  - the development of tourist traffic within and to the State
  - the development and marketing of tourist facilities and services in the State
- encourage, promote and support the recruitment, training, and education and development, of persons for the purposes of employment in connection with the tourism industry in the State
- establish and maintain registers of hotels, guesthouses, holiday camps, holiday hostels, caravan sites, camping sites, approved holiday cottages, holiday apartments, motor hotels and youth hostels
- promote and engage in research and planning in relation to any matter specified in paragraph (a), (b) or (c), either alone or in cooperation with other persons, and

As the National Tourism Development Authority the legislation governing Fáilte Ireland facilitates the provision of a wide range of supports to the tourism sector under the following headings:

- Product Development & Marketing – investment in Festivals, Events, Capital investment, Experiences Brands, Product Brands
- Industry Development – tailored operational support services from strategic research, product innovation, business process improvement, experience development, visitor management, sales capability, learning and standards
- sales and marketing; and
- environmental advocacy.

Fáilte Ireland's activities support the Government's vision for tourism, which is to create an Ireland that has a vibrant, attractive tourism sector that makes a significant contribution to employment across the country.

Fáilte Ireland is also a prescribed Body in planning legislation.

### Our Mission

To optimise the long term sustainable growth in the economic and social contribution of tourism.

### Our Ambition

Our vision sees a tourism industry that is economically, socially and environmentally sustainable, helps promote a positive image of Ireland overseas, and is a sector in which people wish to work.

### Ireland's Experience Brands



Fáilte Ireland has created and continues to invest alongside our industry partners in four signature experience brands. These experience brand propositions provide prospective visitors and travel buyers with compelling reasons to choose Ireland for a visit or programme. They offer distinctive yet complementary experiences that encourage visitors to fully immerse themselves in our culture, traditions, landscape and environment.

### Commercial Development Team

The Commercial Development Team within Fáilte Ireland is dedicated to supporting market development and growth in the overseas markets. Ireland's tourism agencies Fáilte Ireland and Tourism Ireland work together on this objective to ensure that we create the environment and conditions to make doing business in Ireland as easy as possible for our international distribution partners.

We support the Irish industry and overseas buyers to grow their revenues by working together to attract more international visitors to Ireland. A Joint Operations Group, where Fáilte Ireland and Tourism Ireland partner in business to business (B2B) activities was established to deliver on this objective and specifically work together to;

- Evaluate and increase sales opportunities for Ireland
- Identify new and existing market opportunities
- Source new tour operator business for Ireland
- Expand and update itinerary programming
- Find additional niche tour operator and FIT business for Ireland
- Provide the markets with regular product updates on new and evolving visitor experiences

### The Importance of Inbound Tourism

This 'Trading Globally – Grow Your Tourism Exports' Guide' has been developed by the Commercial Development Team in Fáilte Ireland to help you as a supplier-partner or an Irish based buyer to be successful in attracting overseas visitors to Ireland and your business.

It is also designed to support Fáilte Ireland's strategic priorities to:

- Successfully and consistently deliver a world class visitor experience
- Support a tourism sector that is profitable and achieves sustainable levels of growth and delivers jobs
- Facilitate communities to play an enhanced role in developing tourism in their locality, thereby strengthening and enriching local communities
- Recognise value and enhance Ireland's natural environment as the cornerstone of Irish tourism.

Overseas visitors are regarded as “inbound tourists” and have a different profile and characteristic to local or domestic visitors or tourists. “Inbound tourism” refers to all international tourist traffic that enters the country and brings in money from overseas. In 2017, inbound tourism was worth €5 billion to the economy.

There are many benefits to inbound tourism:

- Local or “domestic” tourism can quickly generate congestion around weekend periods whereas international travellers are not necessarily focused around high demand weekend patterns
- Local or domestic tourism is quickly impacted by changing economic fortunes in the domestic market while international tourism helps mitigate the risk factor as it is spread over many different geographical markets
- Tapping into inbound distribution networks opens up new sales channels and gives millions of potential travellers around the world easy access to our tourism products
- International travellers provide a higher yield and spend than domestic tourism
- Booking lead times are usually longer allowing better business planning
- International tourism is the sector that is most consistently growing and in recent years is outpacing that of the global economy overall.

There are a number of differences between domestic and international tourists and tourism markets. It is important to understand these and tailor your business and your marketing activities accordingly. In particular, overseas markets can be extremely competitive. Not only are you competing against peer businesses that provide similar products, you are also competing against international destinations, such as England and Scotland.

Domestic Market	vs	International Market
Travellers are familiar with Ireland		Travellers may have limited knowledge of Ireland
Lower marketing costs		Higher marketing costs
Traveller needs are consistent across the domestic market		Traveller needs vary in each market and across segments
Tourist businesses often deal with consumers directly		Distribution systems (online and offline) vary in each market
Simpler short break style itineraries		Complex & often longer itineraries
Often repeat business		Word of mouth – will recommend to family and friends
No language or cultural barriers		Language and cultural differences
Return on investment established quickly		Long term investment needed to recoup costs

You can profile inbound travel by checking the quarterly figures on visitor arrivals published by the Central Statistics Office (CSO). The international Visitor Survey is published annually by Fáilte Ireland. For market trends and forecasts – visit [www.failteireland.ie/research](http://www.failteireland.ie/research)

An export industry is one that sells a significant share of its goods or services outside the country, thus bringing new money into the local economy.

Overseas earnings from international tourism was responsible for over €5b to the Irish economy in 2017.

By 2025 the Government's ambition is that overseas visitor numbers will grow to 11.4m contributing €6.5bn to the economy, supporting 306,000 jobs.

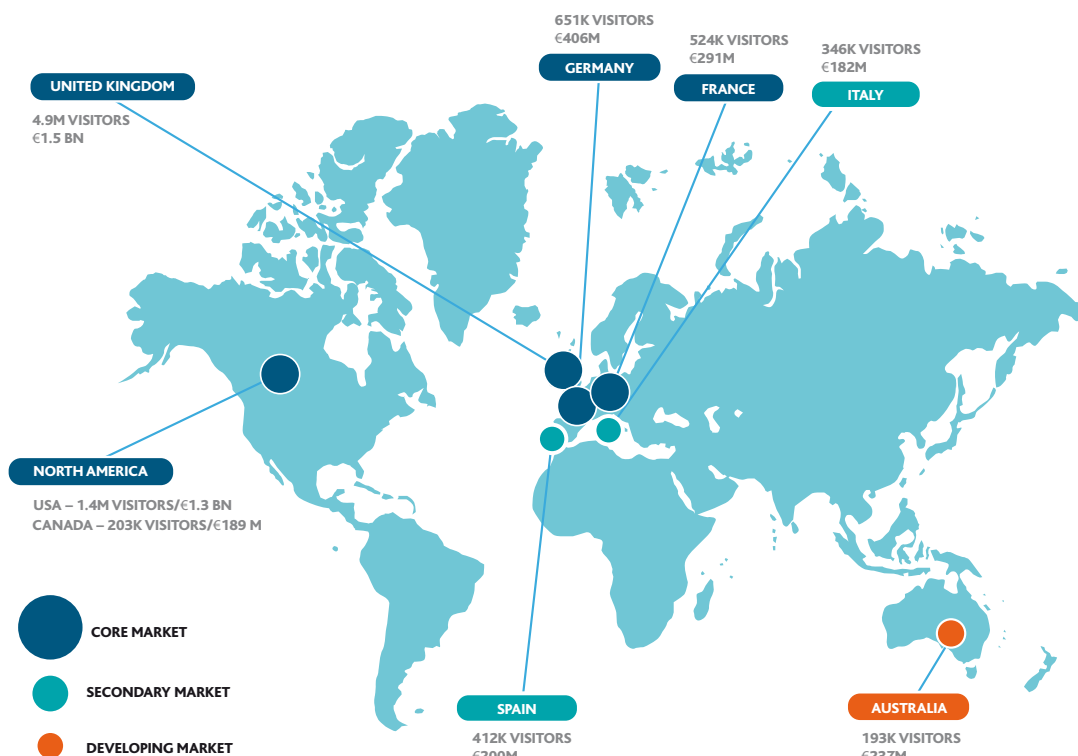


# Section 2

## Ireland's Source Markets



## Section 2 Ireland's Source Markets



### Core Markets

Fáilte Ireland, our marketing agency partner, Tourism Ireland, and Irish Tourism businesses have been active in developing tourism from Great Britain, North America, France and Germany for many decades. These are considered our “core markets”, where the majority of our overseas visitors come from year after year and remain critically important to the country’s tourism success.

	2016 (000's or 0.00m)	2017 (000's or 0.00m)
Great Britain	3,632	3,442
France	494	513
Germany	624	643
North America	1477	1717

### Secondary EU Markets

Following on from our core markets are our secondary markets Spain and Italy. With visitors in 2017, reaching 412,000 from Spain and Italy achieving 346,000 visitors, both markets are experiencing steady increases since the late 1990’s. The markets of Belgium, the Netherlands, Denmark, Sweden, Norway, Austria and Switzerland are also considered “mature” markets for Ireland, but the relative size of their populations means significant increases in volume of overseas visitors from these countries is unlikely to be as significant as other market opportunities.

### Emerging Markets

Fáilte Ireland, along with Tourism Ireland and our various industry partners, constantly evaluate the potential for Ireland in new and emerging markets, both short and long haul. A market's potential is heavily influenced by air access, as well as currency fluctuations.

Direct air access from both Mainland China (Beijing) and Hong Kong has added additional air capacity of 1,700 seats p.w from China, while visa relaxation and increased routes are positively influencing visitor volumes from GCC, with India continuing to benefit from increased connections and a growing middle and upper class availing of outbound travel. These factors are also resulting in a positive uplift in visitors from Australia and New Zealand.

For more detailed profiles of each of these markets – see the 'Know Your Markets' Section 5.

### Cultural Diversity


To attract overseas visitors from all of these markets and to be truly Export Ready, it is important to have an understanding of the cultural preferences of your target markets and incorporate these, as far as possible, in the way you position and market your product or service in these geographical locations.

The most obvious impact of cultural diversity is in relation to food, dining and attitude to alcohol but, as the table below shows, there are other factors to consider as well.

Cultural Nuances	Implication for Business	Example
<b>Food and dining</b>	Consideration of food preferences and dining experiences will impact what you need to provide	Indian and GCC visitors require vegetarian, Jain, Halal, Kosher foods etc. For Chinese visitors, dining is a shared experience so large Chinese style shared dishes are more popular than individually-ordered meals. Hong Kong visitors are different to mainland China and are happy to eat European food.
<b>Pace</b>	Needs to be faster for some visitors	Asian visitors traditionally enjoy a faster pace of travel than Western counterparts.
<b>Punctuality</b>	Needs to be reinforced for some markets	The German market are very punctual whereas the Indian market is traditionally known for being around 30 minutes late.
<b>Timings</b>	Need to consider if your target market traditionally starts early or late in the day or like to stay out late	Think of whether they eat earlier, later or around the same time as Ireland, and how long they like to take to enjoy their meal. For example, Mediterranean countries tend to eat their evening meal a lot later and take a lot more time than other markets.
<b>Language</b>	Can impact all components, but especially be conscious of safety messages	The basic's like hello, please, thank you in their own language can mean a lot to an international visitor. Consider translation of main visitor touch points and especially safety notices such as use of life jackets, swimming, fire regulations, etc.

## Section 2 Ireland's Source Markets

Cultural Nuances	Implication for Business	Example
<b>Cultural Sensitivities</b>	Need to be aware of any cultural sensitivities, such as nudity and alcohol	Mormon, Muslim and Jain faiths for example will traditionally not drink alcohol.
<b>Superstition</b>	Need to be aware of any superstitions that impact the traveller	Chinese have sensitivities around colour and numbers – for example the numbers 4 and 13 are considered unlucky while the number 8 is extremely lucky and the colour white symbolises mourning and is associated with death and funerals.
<b>Religion</b>	Can affect food, drink, dress and activities	Sensitivities around appropriate dress. Provision of prayer mats for Muslim visitors.
<b>Politics</b>	Can impact what and how you promote	Some Governments ban the open promotion of casinos and gambling e.g. China.



Expanding air access and new direct flights from China and GCC is rapidly opening up new markets for Ireland.

### Tailor your message

Once you have reviewed the cultural considerations for each of your target markets, you then need to ensure that this translates across to your marketing and your day-to-day operations and staff engagement. How the visitor engages with your product or service, and how comfortable they feel in the setting will define their experience, how they remember it and, most importantly, how they talk about it to other potential customers.

At all times be open and honest about what the visitor may experience, for example, stating that alcohol will be served at a touring lunch stop pre-warns the visitor and also allows them to feel comfortable in refusing or approaching the guide about it should they have any concerns.

When conducting a sales call or trade show appointment, tailor your message to appeal to the different markets and respect their culture. The quality of your tailored communications is critical to being successful.

Be aware too of the different business practices that pertain in different cultures. For example, when handing your business card to a Chinese market client, the exchange should always be done by presenting it with both hands as a sign of respect. In China the business card is considered a representation of the person to you are being introduced to, so it is polite to study the card for a while and then put it on the table next to you or in your business card case (do not staple it in a book while in their presence).



# Section 3

## Trading Globally



When entering an international market, it is very important to undertake market research and this includes reviewing the latest tourism statistics and trends. See [www.failteireland.ie/research](http://www.failteireland.ie/research)



## Section 3 Trading Globally

### How ready is your product or service for international markets?

Experienced supplier partners will obviously tick all of the boxes here but if you are new to incoming tourism, you will find it useful to consider the points below to systematically build out your experience and expertise:

### PRE-CHECKLIST

1. Do you know about the business supports available from Fáilte Ireland and Tourism Ireland and how to avail of them?
2. Do you understand the difference between and the importance of Inbound Tourism vs Domestic Tourism?
3. Do you know what you need to consider in targeting overseas markets?
4. Are you familiar with the different types of inbound travellers and their motivations for travelling?
5. Have you researched the different markets?
6. Do you know the markets with the best potential for your business?
7. Do you know how to tailor your offering considering various cultural differences by market?
8. Are you up-to-date on the latest research available for Ireland's source markets?
9. Do you know all available routes to market including those based in Ireland?
10. Do you understand the different types of travel distribution systems and sales channels in each market?
11. Have you considered the right payment systems to optimise each market's sales potential?
12. Have you a clear pricing and allocation policy by market, channel and segment and do you have relevant rate structures in place?
13. Can you identify complementary product(s) in your region to jointly package and collaborate with to promote internationally?
14. Are you confident conducting sales calls and building relationships?
15. Do you know how to maximise success at Trade Shows and Sales Events and can you tailor your sales pitch to suit each market/client needs?
16. Have you a good understanding how Sales Missions operate and if/why you should attend?
17. Do you understand how to work with overseas media to maximise publicity for your business?
18. Are you knowledgeable and active in marketing your business to international visitors through the right online marketing and social media platforms relevant to each market?
19. Have you considered or have you put in place an International Sales Plan?
20. Have your staff received the necessary training to handle the service needs of the markets/clients you want to engage with?

You will find information on all of the above in this guide and in the Sales and Business Supports sections at [www.failteireland.ie](http://www.failteireland.ie)

### Considerations before Entering a Market

When entering an International market it is vitally important to undertake market research and this means reviewing the latest tourism statistics. For latest tourism data from Fáilte Ireland and Tourism Ireland visit:

[www.failteireland.ie/Research](http://www.failteireland.ie/Research)

[www.tourismireland.com/Research](http://www.tourismireland.com/Research)

Before launching into any new market consider:

- Not just the relative size of the market, but also its relevance to your product or experience
- How your experience is a 'fit' for the source market you're interested in
- The specific arrival statistics for each market segment to determine the potential size of your target market and segments
- The average spend of your target market for your product/experience
- Access to you for your target markets – how easy it is for them to get to you and for you to get to them!
- Seasonality – can you offer your experience outside of congested times? Some markets, for example, travel off season e.g. China – Jan/Feb, India – Oct/Dec



The do's  
and



The  
don'ts





### The importance of Industry Associations

It is important to keep up to date with In Ireland partners and distribution channels on a regular basis by registering and attending industry workshops such as those organised by Fáilte Ireland [www.failteireland.ie](http://www.failteireland.ie), the Irish Tour Operators Association [www.itoa-ireland.com](http://www.itoa-ireland.com), accommodation sectors and niche associations relevant to Business Tourism or Golf should also be on your radar:

- The Association of Irish Professional Conference Organisers (AIPCO) [www.aipco.ie](http://www.aipco.ie)
- The Ireland Golf Tour Operators Association (IGTOA) [www.igtoa.com](http://www.igtoa.com)
- The Society for Incentive Travel Excellence (SITE) [www.siteglobal.com](http://www.siteglobal.com)
- The International Congress & Convention Association (ICCA) [www.iccaworld.org](http://www.iccaworld.org)
- The Association of Visitor Experiences & Attractions (AVEA) [www.avea.ie](http://www.avea.ie)
- Ireland's Association for Adventure Tourism (IAAT) [www.iaat.ie](http://www.iaat.ie)
- B&B Ireland – [www.bandbireland.com](http://www.bandbireland.com)
- Irish Hotels Federation (IHF) [www.ihf.ie](http://www.ihf.ie)
- Irish Self Catering Federation (ISCF) [www.iscf.ie](http://www.iscf.ie)

Not all inbound tourists are the same. When travellers start planning a trip, they will generally select a destination that matches their travel motivations.

See our Market Profiles  
[www.failteireland.ie/International-sales/Sell-to-overseas-markets](http://www.failteireland.ie/International-sales/Sell-to-overseas-markets)



# Section 4

## Types of Inbound Travellers



Short haul visitors often travel to Ireland more than once and purchase shorter, more frequent trips. By contrast, long haul markets can tend to visit Ireland as a combined holiday, alongside a UK or Mainland Europe destination.





### Section 4 Types of Inbound Travellers

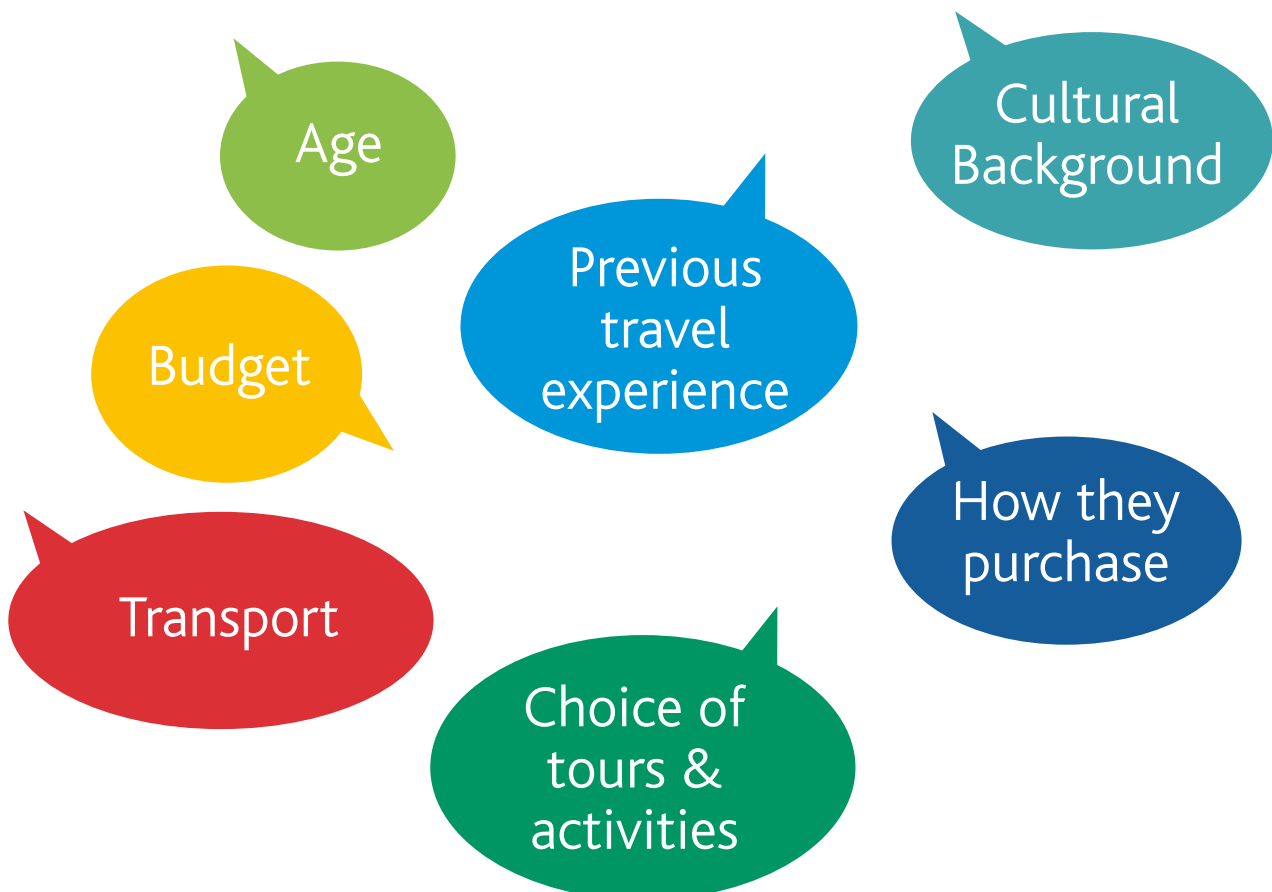
Not all inbound tourists are the same. When travellers start planning a trip, they will generally select a destination that matches their travel motivations, and one which they believe can provide the experiences they are looking for. This will be a function of their travel style, which in turn, is influenced by a number of factors:

- Core values
- Age
- Cultural Background
- Budget
- Previous travel experience
- Transport
- How they purchase
- Choice availability and ease of purchase of tours and activities

Tourist perceptions are influenced by their knowledge of the destination, the distance they need to travel (short haul v long haul) as well as media coverage, available holiday time and whether it is a first or repeat visit.

Short haul visitors often travel to Ireland more than once and purchase shorter, more frequent trips. They travel in a less structured, more independent way.

By contrast, in long haul markets Ireland is seen as a destination that requires greater planning and tends to be visited as a single destination visit or as part of a Grand Tour involving Great Britain and/or other EU countries.



## Section 4 Types of Inbound Travellers

Travel styles are constantly evolving and definitions will vary from market to market, however the following table summarises the key different types of travellers:

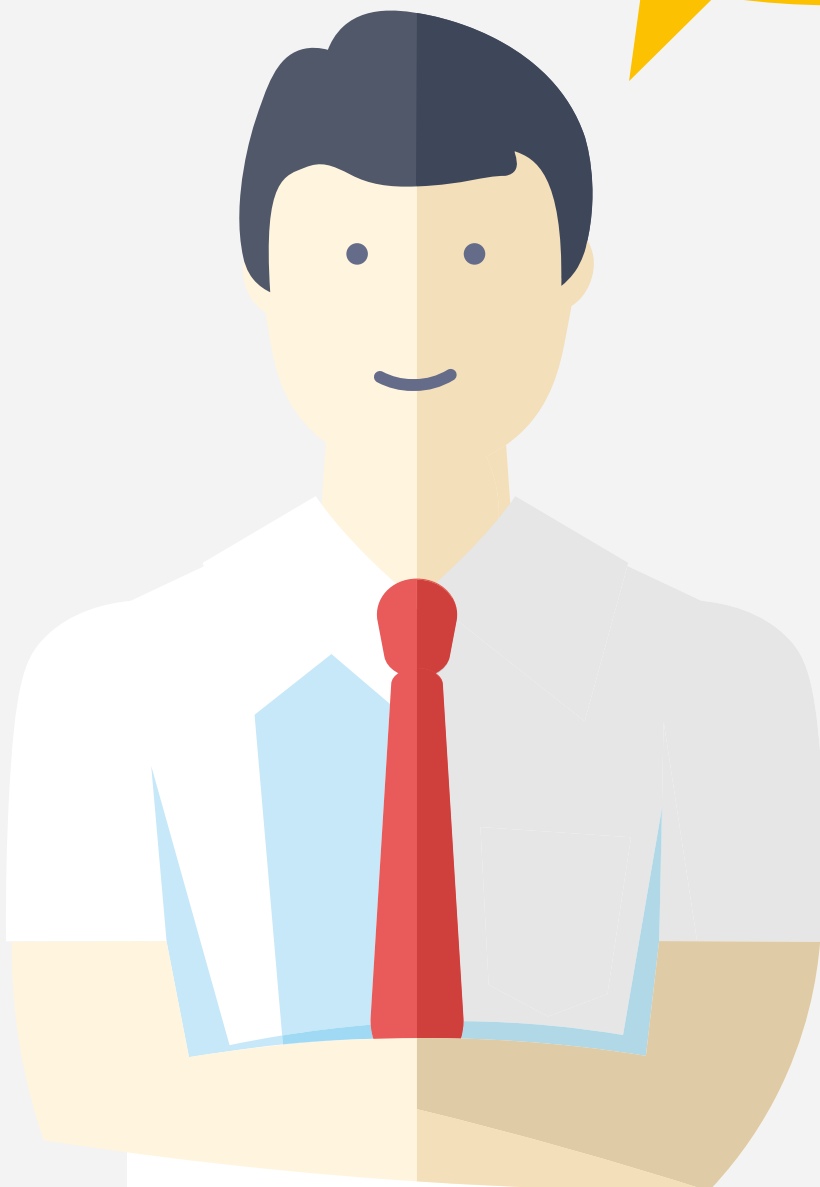
	Travel Style	Key Characteristics
1	Group Tours	<p>Pre purchase the bulk of their holiday before leaving home via a tour operator or agent.</p> <p>Prefer structured itineraries and highly organised and pre-booked tour arrangements.</p> <p>Common in new and emerging markets and with certain segments such as youth/ educational groups</p>
2	Fully Independent Traveller/FIT	<p>They make their own arrangements with some core holiday components booked prior to arrival</p> <p>They rely heavily on word of mouth, internet and social media when planning their trip</p>
3	Partially Packaged Traveller	<p>Pre-book skeleton package of airfares, transfers and some accommodation prior to arrival</p> <p>Search for competitive rates</p> <p>Optional extras such as car hire and tours are offered at the point of sale to appeal to different segments</p>
4	Visiting Friends & Relatives (VFR)	<p>Main reason to travel is to visit friends and family</p> <p>Often extend their stay and travel beyond the family base to other destinations</p> <p>Rely on recommendations and advice from Irish based friends and relatives when planning their trip</p>
5	Youth Education Travellers	<p>Traditionally 18-29 year olds</p> <p>Includes short course participants, long term university students, school excursion and exchanges</p> <p>Often travel off-season</p> <p>Less budget – often stay with local Irish families</p> <p>Rely heavily on the internet and social media for information</p> <p>Have families who may visit and travel throughout the course of study</p>
6	Business Travellers	<p>These can be delegates at a large conference or individuals on a business trip</p> <p>Often include a component of leisure travel during their visits such as pre and post conference touring</p> <p>This sector includes qualifiers participating on an incentive travel experience – a specialised business segment which rewards performance with travel experiences</p> <p>Per head spend of €1600 or more</p>
7	Special Interest Travellers	<p>Travel for reasons associated with personal interests such as agri-tourism, health and wellness, nature and adventure</p> <p>Book through agents or operators who possess a high level of expertise and can access specialised tours, guides, experts lectures and location visits that are not part of the traditional tourism infrastructure</p> <p>Have customised itineraries</p> <p>Offer high yield but often low volume</p> <p>Popular amongst Emerging Markets</p>

# Section 5

Know Your Markets



By understanding how your destination product and service might appeal to the international market, you can tailor your experience, marketing and promotional activities to attract this business.



## Section 5 Know Your Markets

### What are the key markets for Ireland?

We have already looked briefly at the source markets from where the majority of our incoming visitors hail. We have our core 4 – Great Britain, North America, Germany and France – our secondary “mature markets” like Spain and Italy and our new and emerging markets, China, GCC and India.

Now it’s time to take a more in-depth look at these markets. The content presented here is distilled from decades of experience both in the source markets themselves and with visitors from these source markets in our destination.

Tourism Ireland is present on the ground in all of these source markets and it is advised that you consult Fáilte Ireland who liaise with Tourism Ireland in relation to any activation plans you might have for these specific locations.

### Why is it important to understand these markets and to decide which markets to target?

By understanding how your destination product and service might appeal to the international market, you can tailor your product, marketing and promotional activities to attract this business. Always keep yourself informed of market trends and forecasts by being connected with Fáilte Ireland and in market Tourism Ireland teams.

### Travel booking trends by market

Country	Key Booking Periods	Key Travel Periods
Great Britain	2-3 months in advance	All year round
North America/ Canada	6 months in advance	Apr-Sept
Germany	3-4 months in advance	Apr-Sept
France	3-4 months in advance	Apr-Sept
Spain	3-4 months in advance	Apr-Sept
Italy	3-4 months in advance	Apr-Sept
China	2-3 months in advance	Jan-Mar, July/Aug & October
India	2 months in advance	Apr-Jun, Oct-Dec
GCC	< 1 month in advance	July/Aug – Eid Al Adha Holidays
Australia	4-7 months to avail of early bird fares; otherwise 3-6 months	Apr-Sept
New Zealand	4-7 months to avail of early bird fares; otherwise 3-6 months	Apr-Sept

### Core Markets



#### Great Britain

Great Britain accounts for approximately 1/3 of all visitors to the island of Ireland and, as such, is our single biggest source market. It is also the easiest and quickest to access offering potential across the full spectrum of travel experiences from short weekend city breaks to more extended coach tours.

#### North America | US & Canada

North American visitor numbers have re-bounded significantly following the austerity period between 2009 and 2013 with visitor numbers almost doubling to 2m since then. Many factors have contributed to this including a strong dollar, positive economic sentiment across the continent and, in particular, a dramatic increase in air access to hub locations all over Canada and the US.

#### Germany

Germany traditionally tracks ahead of France for European visitor numbers, reaching almost 650,000 in 2017. As a source market, Germany delivers across the full spectrum of travel styles with individual, group and business events firmly in the mix. As meticulous advance planners, Germans are well informed visitors, always up to date with the newest tourism products and offerings and always in search of unique, authentic visitor experiences.

#### France

Just over half a million French visitors came to Ireland in 2017 arriving as individuals and groups by air and sea, representing a cumulative increase of 25% over the past 5 years. Our new experience brands like the Wild Atlantic Way and Ireland's Ancient East appeal deeply to the French who still refer to movies like "Purple Taxi" ("Taxi Mauve") and songs like "Connemara" as triggers that influenced their destination choice.



## Secondary EU Markets



### Spain and Italy

Spain and Italy are now “mature” markets for Ireland generating over three quarters of a million visitors in 2017. Both of these source markets are highly prolific in relation to the English as a Foreign Language (EFL) sector although the FIT and Group Tour Series sectors also contribute significant numbers. Extensive regional air access across both countries as well as a good balance of low cost and full service airlines have ensured an excellent demographic mix of visitors.

## Emerging Markets



Fáilte Ireland and Tourism Ireland have been tracking the potential of China, GCC and India for some years now and have already conducted a number of sales missions to these source markets with very promising results. Understanding cultural diversity has already been flagged as a key success factor for tourism businesses targeting overseas markets. This has never been as important and valid as it is for China and India where the language, heritage and cultural assumptions we share with our North American and European visitors are no longer in place and we need to start with a blank sheet, no matter how experienced we are with international visitors from traditional source markets.

For the purpose of this guide, we have included a market profile infographic for the emerging markets for Ireland; China, India and GCC. Please note that market information by its nature is constantly evolving and changing. While the information in the infographics was correct at the time of going to print, we are constantly updating information on all markets. Please visit [www.failteireland.ie/research](http://www.failteireland.ie/research) for the latest updates on the Emerging Markets and information on all Ireland’s markets.



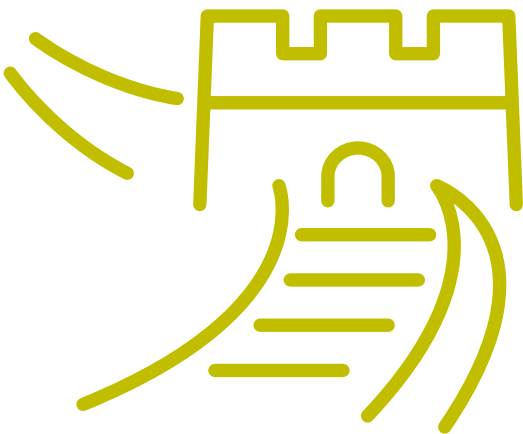
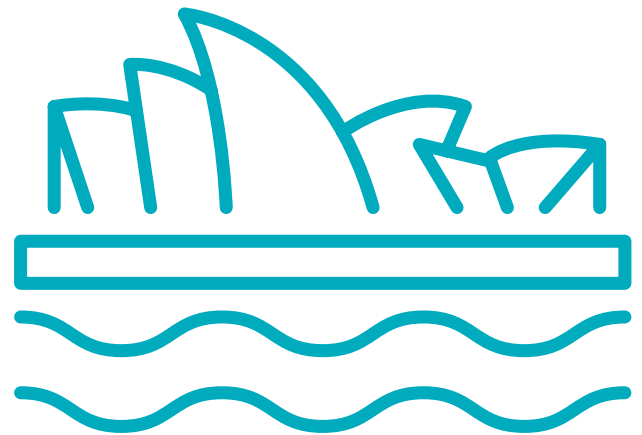


# Emerging Market Profiles

China

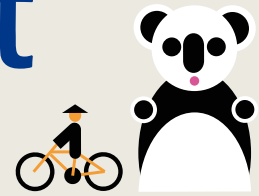
India

GCC



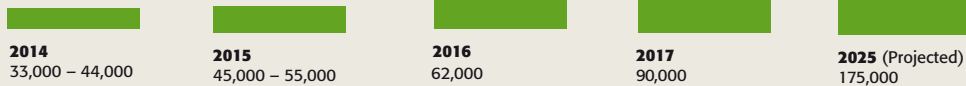


# China Market Snapshot



## TOURISM DEVELOPMENT OPPORTUNITIES

### Visitor Volumes to Ireland



Tourism Ireland best estimates

## China Market Profile

### Total Market Population

**1.415 Bn**

equates to 18.5% share of World Population

### Average Wage

**74,318 CNY**

Equivalent to circa €10,500 @ 7.09 CNY to €



## China Market Profile

### Major City & Population Profiles

City	Population	GDP	Currency
Beijing (Capital City)	21.71 million [Capital]*	\$8.123 USD (per capita) (55% of world average)	Renminbi (Abv. RMB or Yuan ¥)
Shanghai	24.15 million	2.8 trillion Yuan	Renminbi
Chengzu (10.1 in urban centre)	14.4 Million	3.1 trillion Yuan	Renminbi
Guangzhou	14.5 million	1.080 trillion Yuan	Renminbi
Shenzhen	12.53 million	2.15 trillion Yuan	Renminbi
Chongqing	30.17 million	2.24 trillion Yuan	Renminbi
Tianjin	15.4 million	> 1 trillion Yuan	Renminbi
Hangzhou	9.46 million	1.8 trillion Yuan	Renminbi
Hong Kong (15 million commute daily into the city)	7.347 million	1.25 trillion Yuan \$ 320.9 US dollar	Hong Kong Dollar HK\$

Guangzhou, Shenzhen & Shanghai Industries could potentially offer opportunities for 3-4\* Group Leisure and Incentive trips to Ireland (the latter notably arising from Direct Flights). Hong Kong population is much more westernised in their culture, style, shopping habits/brand preferences, dining and travel influences. & 10% of outbound travel population from Hong Kong reflect Luxury travel. China offers strong growth in Millennial high net worth (HNW) Population



## Languages Spoken

Standard Chinese, commonly known as Mandarin (which has four tones), is the official language of China. They write using simplified Chinese characters.

In Southern China and Hong Kong they speak a Cantonese Dialect (which has six tones and nice notes), and write in Traditional Chinese, although most will also have a certain command of Mandarin.

There are some 20 dialects in China, but all use simplified Chinese characters in written communications.

## Irish Business with China

### Chinese Business Investment into Ireland

- Ireland – 5th largest market in Europe for Chinese Investment
- Direct investment reached 2.9Bn in 2016
- Popular Investment areas include: Transport, Energy, ICT, Entertainment, Financial Services & Property



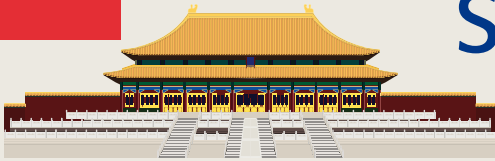
### Irish Business with China

Increased by 35% in 2017 alone

Exports include food products from beef to pork, gin to whiskey, baby food to cheese as well as clothing and medical devices ranging from contact lenses, to hearing aids, heart stents to artificial hips. Aircraft & computer parts as well as software and aircraft leasing services has resulted in Irish exports equating to > €5.6 billion worth in goods and a total of €9.1bn including services.



# China Market Snapshot



## Traveller Profile

### Popular Holiday Periods



### Popular Outbound Travel Destinations (outside of HK + Macao)

WORLDWIDE		EUROPE	
No.1 Thailand	No.4 South Korea	No.1 Italy	No.4 England
No.2 Japan	No.5 Malaysia	No.2 France	No.5 Switzerland
No.3 Singapore		No.3 Germany	

### Av Annual Holidays:



Most families would go on holidays together in summer or during the above periods

Of note:

- Chinese New Year** (Jan/Feb)
- Mid-Autumn Festival** (Sept/Oct)
- National Holiday is** (October 1st)
- Singles Day in China** (11th November) while not a public holiday, but may suit targeted campaign to solo travellers or on finding romance on Holiday in Ireland!!



### Average Booking Lead Time:

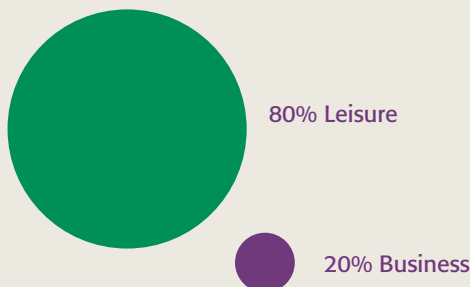
Groups 8-12 weeks  
Note: FIT: 4-8 weeks  
(Luxury FITS can be < 4 weeks)

### Visitor Mix

- Group:** 1st time travellers to Europe, large groups (principally 3\* hotel). Most visitors to Ireland currently are not first time travellers to Europe, more likely to be on at least second or third visit, all groups.
  - FIT:** Usually seasoned European Travellers, travelling with family or friends (more likely to be affluent and seek 4\* property)
  - Business:** Usually seeking urban locations (4-5\* property)
  - Education & Study Tours:** Usually larger groups – for 2 weeks average (unless semester for University Erasmus programmes), use mix of hostel, or 2-3\* hotel accommodations, homestays or University onsite accommodations
  - Solo Travellers:** Often backpacker millennials (use hostel accommodations or homestays or budget hotels). Trip may include researching postgrad/University education and career industry internships. Potential for more Gen Z (12-18 year olds) trips now with direct flights
- Most visitors from China will have another purpose for visit, e.g. education, investment, business, immigration

### Travel Patterns & Behaviours

Outbound Travel Volumes from China:  
80% Leisure/20% Business



### Tourism Ireland Target Market Segments for Ireland

- **Experienced ADS Group Travellers (approx. 40% of population)**  
Age 25-45 Middle Class Booking via Tour Op/Agency using 3-4 Star Accommodation Seeking In depth tour - Iconic Experiences & Qualified Service
- **Experienced Affluent FIT Travellers (approx. 6% of total population, higher concentrations in urban cities such as Hong Kong)**  
Age 25-55 booking via Tour ops & OTA, using 4-5 Star Chain or Boutique Hotels Seeking potentially standalone Ireland tour preferred - tailor-made products/experiences and customised service
- **Incentive & Corporate Business/Investors**  
Age: 30+. Smaller groups usually bespoke with clear purpose. Using 4/5 star hotels usually in city centres to facilitate meetings. Shorter visits but may have one or two days of leisure incorporated. Considerable interest in Ireland as a business and investment centre from China & continues to increase.



# China Market Snapshot

## The Travel Journey



### Stages/ Influences in the Travel Journey for Chinese Market

#### 1. INSPIRATION

Research and consideration of travel destinations are influenced by social media communications and KOLs. Recommend businesses establish official accounts on Weibo and/or Wechat, Mafengwo or Qiongyou and have a Chinese speaking staff member manage the communication platforms as is active interaction with Chinese visitors who post about you or your destination/area on the above social media platforms

#### 2. PLANNING

Clients looking for practical advice when travelling so user friendly translated microsites carrying practical info on products, transportation options, distance (in travel time) to Iconic experiences, urban centre and ensure site is adapted for mobile is key.



#### 3. BOOKING

A website that allows for mobile payments in preferred Chinese ecommerce platforms is invaluable as is having your product visible and optimised for sale and reference on online OTA and offline platforms



## Air Access

### Direct Flights (From June 2018):

Increased Seat Capacity 85,000 p.a. or 1,700 seats per wk

Hainan Airlines: (X Beijing) & Cathay Pacific: (X Hong Kong)

Flight No	Aircraft	DAY OF OPERATION							Origin	Departure	Arrival	Dest.
		Mon	Tue	Wed	Thu	Fri	Sat	Sun				
HU751	A330-300				1			1	PEK	0130	0130	DUB
HU751	A330-300				1			1	DUB	0800	0130	EID
HU752	A330-300				1			1	EID	1110	0130	PEK
HU749	A330-300		1					1	PEK	0130	0130	EID
HU749	A330-300		1					1	EID	0800	0130	DUB
HU750	A330-300		1					1	DUB	1110	0130	PEK
CX301	A350-900	1		1	1				HKG	0045	0130	DUB
CX301	A350-900							1	HKG	0100	0130	DUB
CX306	A350-900				1				DUB	1145	0130	HKG
CX306	A350-900	1		1				1	DUB	1155	0130	HKG

### Indirect Airline Connections

Departure City	Flights/wk	No of Seats	Indirect Airlines
Beijing	17	17,850	Air France, Turkish Airline, KLM, British Airways, Etihad, Emirates, Lufthansa, Finnair, Qatar Airways
Shanghai	12	22,600	Air France, Turkish Airline, KLM, British Airways, Etihad, Emirates, Lufthansa, Virgin, Finnair
Guangzhou & Hong Kong	17	18,000	Air France, British Airlines, Emirates, Etihad, Finnair, KLM, Lufthansa, Turkish Airline, Virgin Atlantic
Chengdu	12	10,800	FINNAIR, ETIHAD, KLM

## Visa Information

### Visa Requirements

Visitor visas under the ADS scheme are available to people travelling in tours organised by travel agents approved by Chinese government authorities. All EU member states are included in the ADS agreement

To Republic of Ireland:  
Requires Irish Visa\*

To Northern Ireland:  
Requires UK Visa\*

### \*British Irish Visa Scheme

Allows short term travel between the UK and Ireland (including NI), on the basis of a single visa, by nationals who are visa-required for the purpose of travel to enter into both jurisdictions. The Scheme involves the mutual recognition by either jurisdiction of certain classes of visa issued by the other i.e. Ireland will accept a UK visa and vice versa.



# China Market Snapshot

## The Travel Journey (continued)

### 4. ON HOLIDAY

Connecting the business' physical location to its online presence can be done with WeChat. It allows users 'check-in' to your location (similar to Facebook) and increases sharing of their experiences. Another tool familiar to Chinese visitors is accessing QR codes in locations for more information and /or special discounts. Although they seek authenticity, they also enjoy the familiar. Examples such as Menus translated into Chinese, Chinese breakfasts/buffets, slippers, hot water, free Wifi and Chinese payments all support positive consumer marketing. Designed spaces to take 'the perfect' photo encourage social media sharing and is very effective with Chinese visitors (be sure to feature your brand!)

### 5. POST-HOLIDAY

Ensure a presence in online channels so your products and services can be reviewed and are visible to others, to drive user generated content. If engaged in Chinese OTA sites, their platforms also serve as review sites. Active engagement with Chinese visitors is important so have your Chinese speaking staff do this for you if possible to engage in real time



## Ireland's Strengths & Opportunities

### Why Chinese Visitors Choose Ireland



### Strengths and Opportunities

#### Strengths

- Easy Extension to GB visit
- BIVS and Easy Apply Irish Visa
- Popular TV and Movies associations & features in China TV Shows
- Scenic Landscape and Natural Beauty & Fresh Air
- Mild Climate

#### Opportunities

- Expansion of Flights with launch of direct flights from 2018
- Growing popularity with FITs
- Unique Destination for Family & Study Tours
- Games of Thrones and Star Wars Connections
- Closer Government relationship between both countries

#### Top 5 Attractions/ Experiences

- Guinness Storehouse
- Titanic Belfast
- Giants Causeway
- Riverdance
- Trinity College



# China Market Snapshot



## Marketing & Communications

### Core Messages in presenting Ireland (to Mainland China)

Fresh Air, Dramatic Landscapes/Sites, UNESCO sites, Outdoor Activities, Great Houses & Gardens, Nature & Farming, Iconic Brands (e.g. for Ireland: Guinness, Giants Causeway, Titanic Belfast, Film tours – Game of Thrones & Star Wars), Shopping, Celebrity associations with a location or Experience, Irish Music & Dance, Whiskey, Fresh Seafood, Golf

For Luxury – consider including reference/images to evoke Escape, Wellness, Golf & Luxury brand shopping, as well as high end F&B especially seafood

Consider including reference to Irish Global export brands to increase market education such as:

- ➔ **Gifts:** Waterford Crystal, Newbridge Silverware
- ➔ **Health & Wellness:** Organic Seaweeds Voya, Destination Spas
- ➔ **Clothing:** Donegal Tweed, Irish linen
- ➔ **Food & Drink:** Irish Beef, Irish Dairy – Milk, Butter & Cheese, Irish Seafood, Irish Whiskies

### Popular Search Engines:

- ➔ **Baidu** Google's equivalent in China -58.3% market share, CTrip owns 25% share in baidu)
- ➔ **Sogou** Has unique algorithm, 'SogouRank' index, popular for companies reaching residents of lower tier locations, as it is more affordable for pay-per-click advertising)
- ➔ **QiHoo 360** Strong performer in effective, user-friendly internet search & mobile security products
- ➔ **Chinaso** Strong usage for online magazines, news, maps, videos, sports, music search
- ➔ **Youdo** Includes Hui-hui shopping assistant tool to allow comparison of items and prices
- ➔ **Bing** Run by Microsoft supports several languages, including both Simplified and Traditional Chinese. Services include video, web, map search, as well as image
- ➔ **Yahoo** Offers interface to about 38 international markets, offering both simplified and traditional Chinese scripts for users in China

*Note: While Google access is blocked in Mainland China, many younger and culturally curious travellers use Google when researching outside of China on their trip*

### Typical SEO terms

Depending on SEM spend, but generally Tourism Ireland concentrate on words like: green, Emerald Isle, Ireland, River dance, Guinness, Wild Atlantic Way, but could also include music and films popular here and other themes

### Promotion & Marketing Opportunities

- ➔ China Sales Mission (Quarter 2)
- ➔ ITB China (usually in May each year)
- ➔ B2B co-ops with major travel agents and most airlines with increased cross branding, for example:
  - Tourism Ireland Planned 2018 Co-operative campaign with Cathay Pacific in the Guangzhou/PRD region
  - Tourism Ireland Planned 2018 Co-operative campaign with Hainan Airlines in conjunction with Visit Scotland

Contact Tourism Ireland China Office with proposed special offers from Industry or Industry groups that Airlines can partner with/feature

### Consumer & Travel Trade Media

## 721.4 million Internet users in China

China tech giant 'Tencent' - most valuable social media platform in the world, even ahead of Facebook



### Popular Social Media Platforms:

- Wechat** (Part of tech Giant Tencent, almost 1 bn users with 1/3 spending av. 4 hours/day on the site)
- Weibo** (Also known as Sina Weibo - with 34 million active monthly users)
- Renren** (popular among college Students, 31 million active monthly users)
- Youku Tudou & IQiyi** (China's versions of YouTube, less individual curated content)
- Dianping** (Yelp style crowdsourced business review site)
- Douban** (Culture in focus, a blend of Spotify, YouTube Soundcloud and Myspace)
- Lofter, In, Nice & WeChat** (are all similar to Instagram)



### Technology Preferences: Chinese Netizens (Internet Users)

2016	2017
731 million Chinese Netizens	772 million Chinese Netizens
695 million Mobile Phone Netizens	753 million Mobile Phone Netizens

**QR Codes:** Used to direct customers to personalised information, customer service chatbots and also allows small businesses charge customers through Alipay using just QR codes linked to customers bank account, working almost like a pay as you go code

**Mobile Payments** Payment processor Stripe, founded by Irish entrepreneurs in 2010, is now a partner to digital payment providers Alipay and WeChat Pay. This enables online merchants to integrate the ability for Chinese users to pay with Alipay and WeChat Pay in their websites improving acceptance of payments for Chinese market

### Traditional & Online Media

- ➔ China Central Television (CCTV)
- ➔ China Daily & People's Daily
- ➔ Xinhua News Agency
- ➔ Traveller magazine
- ➔ Netease (www.163.com),
- ➔ Phoenix News Media
- ➔ Travel Weekly (China) (B2B)
- ➔ China Travel News (B2B)





# China Market Snapshot



## ROUTES TO MARKET

### Sales & Distribution

**20%**  
(Direct or OTA)



→ **2015 –80% of Chinese outbound travellers still booking offline**, facilitating complex elements like visa applications and travel insurances.



→ **June 2017 3,839 Agencies licensed to sell outbound travel in China.**



→ **Verify Operators and Agency enquiries are licensed for outbound on Ministry of Culture and Tourism for China at [www.cnta.gov.cn](http://www.cnta.gov.cn)**

### Sales Channels & Travel Intermediaries

#### Major B2B Offline Channels:

→ CITS, CITS (Amex), CTS (HK) group, CYTS (China Youth Travel Service) H&H travel; CCT, ETI Holidays, Imperial CnTours; My Tour China; Wild China and ChinaZanadu., Cathay Pacific Holidays, Wincastle Westminster, U-Tour, Meiya (wholesaler)

#### B2C Online Channels

→ **OTA's: OTA Market in China is valued at 37.4bn (2017)**

**CTrip** (the biggest OTA in China, currently pulls bedstock from bookings.com, but now interested in contracting directly); **Fliggy** (Travel brand of Alibaba group); **Tongcheng Travel** (ly.com); **Tuniu**; **Tujia** & **Xiaozhu** (Both are short term/private rentals - equivalent of Air BnB in China)

#### Top 10 Travel Trade for UK & Ireland:

TRAVEL TRADE	CURRENTLY PROGRAMMING
1. Guangdong Nanhu	UK & Irl 5/7/11/12 day tours
2. Beijing UTour	UK & Irl 11 day tours
3. Shanghai UTour	UK & Irl 11 & 15 day tours
4. Shanghai ETI	UK & Irl 11 & 12 day tours
5. Gunagzhou ETI	UK & Irl 12/13/14 day tours
6. Tuniu.com	UK & Irl 12/13/14 day tours
7. CTrip.com	UK & Irl 12/13/14 day tours
8. New Planet	UK & Irl 12 & 15 day tours
9. Beijing Caissa	UK & Irl 9/12 day tours
10. Phoenix Travel	UK & Irl 10/12 day tours

#### Preferred E Commerce/Mobile wallet payment platforms

**2016 - China market spent €5.5 tn on mobile wallet payments/ platforms, €42.9 bn on travel**

Alipay and WeChat combined control 90% of China mobile payments market

#### Most common credit & mobile payment platforms in China

##### Credit Payments:

→ **Union Pay:** China's main credit card payment is Union Pay and is also accepted by Paypal

##### Popular Mobile Payment Platforms:

- **\*WeChat Pay** also known as Weixin in Mainland China has 806million active monthly users
- **Alipay** 450 million active monthly users
- **\*Tenpay**
- **\*QQPay**

Note: \* owned by Tencent.

Tencent collaboration with German payments firm Wirecard in 2016 allows European retailers to accept WeChat pay as a payment option in Europe. Prior to this, businesses were required to have a bank account and business address in China to adopt WeChat Pay

#### Metasearch:

**Qunar** (Part of CTrip group); **iGola** (strong on flight deal comparisons); **Tianxun** (Skyscanner brand in China)

**Peer Review Sites:** Qiongyou & Mafengwo (Chinas versions of Tripadvisor)

**GDS in China:** **Travelsky** (4th largest GDS in the world - now handles insurances, hotel reservations and travel packages)





# China Market Snapshot



## Driving tourism business with Chinese Market

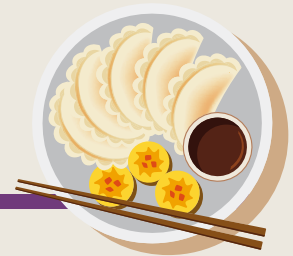
### 10 Things to consider

- |           |  |   |
|-----------|--|---|
| <b>1</b>  | <b>Legal restrictions in selling outbound travel</b>                     | Sell through OTA or sell through China owned agency licensed to sell outbound   |
| <b>2</b>  | <b>Invest time to ensure collaboration with Chinese partners work</b>    | Doing business with China operators can feel messy, in comparison with other markets. Allow time to ensure buy –in from all Chinese stakeholders and can require a lot more investment in communications owing to language and cultural differences. Offline channels also expect to negotiate discounts so build this into rate negotiations |
| <b>3</b>  | <b>Chinese OTA's often sidestep European agencies</b>                    | Opportunity for suppliers to contract direct (but is driven by low-price strategy by OTAs so careful consideration of margins is key)   |
| <b>4</b>  | <b>Outdated technical systems can lead to unexpected costs</b>           | Connecting to Chinese technical systems including incompatible APIs may require European systems adaptation to ensure standardised & fast data transfer   |
| <b>5</b>  | <b>Find your niche</b>   | Opportunities for personalisation and specialisation are evident particularly in luxury end of market   |
| <b>6</b>  | <b>Include Contemporary elements in your offering</b>                    | While Europe is considered attractive for culture and heritage by Chinese, contemporary themes easing aesthetic fatigue help ensure destination is not labelled as a once off visitor experience  |
| <b>7</b>  | <b>Share of budget spent on shopping</b>                                 | Unlike other destinations Chinese visitors can spend up to 30% of their travel budget on shopping, worth considering if you have retail opportunity with Chinese mobile payment systems available to optimise spend   |
| <b>8</b>  | <b>Accommodation preferences</b>   | 78% of outbound visitors will choose 3 star properties or above   |
| <b>9</b>  | <b>Millennials travel independently &amp; seek authentic experiences</b> | Millennials are more aspirational and spend more on travel and eating out. More Chinese millennials are foodies and have interest in exploring food cultures, but still like the familiar cuisine as part of their trip   |
| <b>10</b> | <b>Growing demand for tailor-made services</b>                           | There is a move towards more bespoke trip planning by Chinese agencies to service a growing range of niches. Opportunities also exist for unusual experiences to be sold through online channels  |





# China Market Snapshot



## Servicing China Market Visitors

### Cultural Norms & Preferences

#### Tip 1



Make guests feel welcome by learning a few Mandarin phrases.

Hello	Ni hao	PRONUNCIATION 'Knee-how'
Welcome	Huan ying	PRONUNCIATION 'Hwan-ying'
Thank you	Xie xie	PRONUNCIATION 'Shay-shay'

#### Tip 2

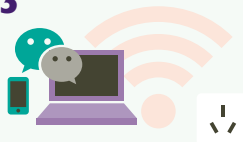


Provide kettles in rooms and slippers (inside room entrance) as well as Chinese Adapters. When servicing diners, provide warm/hot water to drink. Authentic Chinese tea menus/choices are also welcome in bedrooms as well as restaurants & cafes

Accommodation providers should include Mandarin TV channels along with translated TV guides, welcome letter, maps and magazines.

Accommodate Chinese dining preferences with breakfast options like chicken-rice soup, hard boiled eggs and hot soy milk.

#### Tip 3



Maximise the visitor's ability to share their experience online by providing free Wi-Fi and Chinese adaptors. Chinese consumers respond well to QR codes so include them on your marketing material.

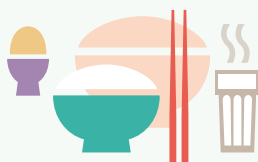
#### Tip 4



UnionPay credit cards are the preferred payment option for Chinese travellers. Accepting payment via UnionPay cards will allow visitors to easily claim their tax back and make them feel more comfortable about using their credit cards.

If possible provide mobile payment options like WeChat pay or Alipay for Retail and Attraction payments as well as on ecommerce sites for advance purchase of day tours. Also, consider adoption of QR codes in payment systems.

#### Tip 5



For breakfast consider offering Congee: A traditional rice based porridge style breakfast, often cooked/ flavoured with a chicken or veg broth and presented with a buffet style accompaniment of various marinated, pureed finely chopped cooked meats, fish or vegetables including onions, squash, ginger, scallions, mushrooms, ginger, garlic with soy or sesame flavourings

Boiled Eggs and Steamed Dim Sum dumplings are also popular on breakfast and dinner buffets

Warm Soymilk and soy yoghurts, cooked bean curd as popular on buffets, alongside cheeses

Sweet pastries are also preferred to western style breads



# India Market Snapshot

## INDIA MARKET OVERVIEW

POPULATION	GDP PER CAPITA (US \$)	ANNUAL AVERAGE GDP GROWTH OVER PAST DECADE (%)	MAJOR CITIES	LANGUAGE(S)	CURRENCY
1.35 billion	2,134	7.2%	Delhi Mumbai Bangalore Kolkata Chennai	English Hindi	INR

## INDIA OUTBOUND TRAVEL PURPOSE OF TRAVEL (% SHARE OF VISITS)

YEAR	NUMBERS	YEAR ON YEAR GROWTH %	PURPOSE			
			Leisure	Business	VFR	Other
2013	16,630,000	11%	50%	20%	10%	20%
2014	18,330,000	10.3%				
2015	20,380,000	11.1%				
2016	21,870,000	7.3%				
2017	23,000,000	5.2%				



## TOP 5 DESTINATIONS TO VISIT

### 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	AVERAGE LENGTH OF HOLIDAY
April - June	10 to 15 days
October - November (Diwali)	10 to 15 days
December	10 to 15 days

**Diwali Holidays** – Apart from the regular summer holidays from April – June, schools in India are also closed for one of the biggest festivals in India celebrated in either October or November. The dates are selected as part the Hindu calendar and hence the dates differ every year but most likely during the months of October/ November.

**International Schools** – International schools are the new genre of schools in India, where students who belong to the HNI section attend. School holidays for these schools differ quite a bit from other Indian schools. School holidays follow the European pattern.

## OUTBOUND TRAVEL TO IRELAND

Tourism Ireland best estimates

MARKET	2013	2014	2015	2016	2017
India	15,000-25,000	16,000 -27,000	20,000-30,000	33,000	38,000



# India Market Snapshot

## India Market Profile

### TOURISM IRELANDS TARGET MARKETS / SEGMENTS

NAME	AGE	PROFILE	% OF TOTAL POPULATION	HOW DO THEY BOOK THEIR HOLIDAY?	ACCOMMODATION TYPE WHILE ON HOLIDAYS	HOW DO THEY LIKE TO TRAVEL WITHIN IRELAND?	KEY REQUIREMENTS FROM IRISH INDUSTRY FOR THIS SEGMENT
Leisure and MICE Travel	25-55	<ul style="list-style-type: none"> <li>- High net-worth individuals</li> <li>- Self Employed Professionals</li> <li>- CEO, Senior Corporate Executives</li> <li>- Double income households</li> <li>- Empty Nesters</li> </ul>	2%	<ul style="list-style-type: none"> <li>- Travel agents</li> <li>- Online</li> </ul>	<ul style="list-style-type: none"> <li>5 star</li> <li>4 star</li> <li>3 star</li> </ul>	<ul style="list-style-type: none"> <li>- Group tours</li> <li>- Self drive</li> <li>- Chauffeur service</li> </ul>	<ul style="list-style-type: none"> <li>- Flexibility in pricing as India is a very price sensitive market</li> <li>- Cater for Vegetarians</li> </ul>



### WEEKLY FLIGHTS & SEATS FROM KEY CITIES IN INDIA TO IRELAND

DEPARTURE CITY	NO. OF FLIGHTS PER WEEK	NO. OF SEATS	ONE-STOP AIRLINES
Mumbai	1118	19,980	Ethihad Airways, Emirates Airlines, Qatar Airways, Air France, British Airways, Jet Airways, KLM, Luffhansa, Swiss Air, Turkish Airlines, Virgin Atlantic
New Delhi	92	15,300	Air France, British Airways, Emirates, Ethihad Airways, Qatar Airways, Jet Airways, KLM, Luffhansa Airways, Swiss Air, Turkish Airways, Virgin Atlantic
Bangalore	58	9,180	Air France, British Airways, Emirates, Ethihad Airways, Jet Airways, KLM, Luffhansa Airways, Swiss Air, Turkish Airways, Virgin Atlantic
Chennai	49	7,560	Air France, British Airways, Emirates, Ethihad Airways, Qatar Airways, Jet Airways, KLM, Luffhansa Airways, Swiss Air, Turkish Airways, Virgin Atlantic

### VISA REQUIREMENTS

- TO REPUBLIC OF IRELAND**  
Irish Visa Required
- TO NORTHERN IRELAND**  
UK Visa Required
- British Irish Visa Scheme**  
Two Destinations One Visa  
The new British Irish Visa Scheme (BIVS) allows a short stay applicant from India to travel to and around both the UK and Ireland with only one visa. Whether this visa is a UK visa or an Irish visa is dependent on the country you visit first. For more information visit the Irish Naturalisation and Immigration Service (INIS) website ([www.inis.gov.ie](http://www.inis.gov.ie)).

### IRELAND'S STRENGTHS AND OPPORTUNITIES FOR TARGET MARKET

#### IRELAND'S STRENGTHS

1. British Irish Visa Scheme
2. Screen Tourism  
- Game of Thrones/Star Wars
3. No language barrier
4. Drive on the same side of the road
5. Friendly & fun loving people

#### IRELAND'S OPPORTUNITIES

1. More Irish DMC's and MICE in Indian market
2. Increase consumer awareness
3. Themed itineraries to Ireland
4. Motivating iconic experiences
5. Adapt product for Indian market

#### TOP 5 ATTRACTIONS

1. Giant's Causeway
2. Cliffs of Moher
3. Dublin City/Trinity College
4. Belfast/Titanic Belfast
5. Ring of Kerry



# India Market Snapshot

## Routes to Market

TRAVEL TRADE	OVERVIEW	% OF TOURISM IRELAND'S TARGET MARKETS BOOKING THROUGH THIS PROVIDER
Tour Operators / Wholesalers	Based in key cities across India	50%
Travel Agents	There are a few national operators but most travel agents are small, independent businesses	30%
MICE	Large tour operators have separate MICE divisions. Exclusive MICE agents are also growing.	10%
Online Travel Agents	OTAs are a growing sector as the outbound market grows. The top OTAs - Yatra, Make My Trip, Expedia, Cleartrip, Travelocity	5%
Online direct with airlines & hotels	Experienced travellers have now started to book directly with airlines and hotels	5%

## TRAVEL TRADE MARKET

### TRAVEL TRADE

1. Thomas Cook
2. Cox & Kings
3. SOTC
4. Make My Trip
5. Veena World
6. Kulin Kumar Holidays
7. Otilia International
8. FCM
9. Kesari/Strawberi Holidays
10. Destination Travels

### CURRENT IRISH PROGRAMMES

- Ireland group and FIT tours, MICE
- Ireland group and FIT tours
- Ireland group and FIT tours, MICE
- Ireland FIT tours
- Ireland group and FIT tours
- Ireland group and FIT tours
- Ireland FIT tours
- Ireland FIT tours, MICE
- Ireland group and FIT tours
- Ireland FIT tours

## TRAVEL TRADE MARKET

### TOP 5 MEDIA CHANNELS FOR CONSUMERS

1. Online
2. Television  
English business news channels, lifestyle channels, English Entertainment channels, English movie channels.
3. Newspapers  
English Dailies – Times of India, Hindustan Times, The Hindu, The Economic Times, Business Standard
4. Radio  
Radio One Hit FM 5.
5. Magazines  
Business – Business Today, Business India, Forbes, Fortune  
Travel – Jetwings, Cond Nast Traveller, Lonely Planet

### TOP 5 MEDIA CHANNELS FOR TRAVEL TRADE

1. Trav Talk
2. Express Travel World
3. Travel Biz Monitor
4. Travel Trends Today
5. Voyager's World



# India Market Snapshot

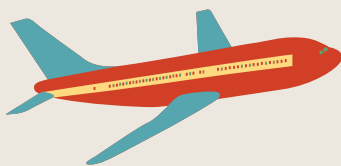
## Sales channels & travel intermediaries - major offline channels & major online channels

### Major offline Channels :

- ▶ Thomas Cook
- ▶ SOTC/Kuoni
- ▶ Cox and Kings
- ▶ Mercury Travels
- ▶ FCM
- ▶ N Chirag
- ▶ Paras Holidays
- ▶ Dpauls
- ▶ Holiday Boosters etc

### Major Online Channels:

- ▶ MakeMyTrip
- ▶ Yatra
- ▶ Cleartrip
- ▶ Expedia



## Why Indian visitors choose Ireland?

Ireland has always attracted Indian visitors because of its warm hospitality and natural beauty. The close proximity to UK and good air connectivity make it even better. Though there aren't any direct flights to Dublin or Belfast yet the Gulf connections and connections from UK have been convenient thus helpful. British Irish Visa Scheme made it even better with Indian consumers who prefer travelling more destinations in one trip. Post British Irish Visa Scheme the combinations of London, Scotland and Dublin/ Belfast have picked up well. The well travelled Indian today looks for newer destinations in easy proximity and Ireland meets up this criterion well.

## Metasearch; peer review; GDS?

Amadeus/ Travelport/ Galileo

## E-Commerce/mobile wallet payments?

### Consumers:

- ▶ Bank remittance
- ▶ cash
- ▶ cheque

### Suppliers:

- ▶ Bank remittance



## Stages/Influences in the Travel Journey for India market - inspiration, planning, booking, etc



**Inspiration:** An Indian Traveller is inspired by several means to choose a destination. That can be a popular movie being shot in there for example Game of Thrones has made Northern Ireland very popular amongst the youth. Ek tha tiger movie has made Trinity a popular name and many more add up to the list. Indians are inspired by advertisements (all mediums), word of mouth and recommendations by their trusted travel agent.

**Planning:** take place at home where the kids and women of the house play a very vital role. This takes a lot of time and goes back and forth many times.

**Booking:** can be made either online or through a travel agent or in parts through both the medium. Then the travellers travels and posts a lot of it on social media where another inspiration begins to continue the cycle.



# India Market Snapshot

## Irish Business with India

- ▶ 90 Indian Companies have made Ireland their home.
- ▶ Six out of top ten IT companies are Indian that includes TCS/Tech Mahindra/ HCL/Infosys and Wipro.
- ▶ Many Pharma companies also have made their mark in Ireland that include Unichem/ Biotech/ Vision care SMPT Crompton Grief/ red Seal/ Deepak fastner.



## India Business investment into Ireland

### Booking lead times?

2-3 months in general however post the British Irish Visa Scheme many travellers especially the VFR take up holidays in Dublin and Belfast during the week while visiting their relatives or children in London.

## Visitor mix?

Group Tours, Free Individual Travellers, Families, DINKS, Honeymooners, Visiting Friends and Relatives, MICE.



## Marketing/communications - core messages in presenting Ireland to India

- ▶ Ireland as a family destination
- ▶ Gastronomy
- ▶ Shopping
- ▶ Value for money
- ▶ Nightlife
- ▶ Natural Beauty



## Promotional & marketing opportunities

India Sales Mission, Joint promotional activities with leading travel trade and airlines, Ireland Specialists Programme.



### Popular search engines

Google, MSN, Yahoo

### Popular social media platforms

Facebook, Twitter, Instagram, Snap chat, LinkedIn



# India Market Snapshot

## Driving tourism business with Indiamarket -



### Things to consider

Easy access to visa rules

Easy and frequent air connectivity.

Bollywood or Hollywood movies being shot in that destination.

Popular celebrities visiting the destination.

Investing time and efforts on Destination training.

Having a reliable resource to contact for getting quotations on queries (Indians make quite a lot of changes to the itinerary and choices) so here having a patient approach works well.



## Servicing India Market Visitors - cultural norms and preferences

The Indian travellers to Ireland are mostly very evolved and well travelled. They aren't the first time travellers. A few may be very particular on vegetarian/vegan meals where they don't even eat bread. They look for variety across their meals. Indian travellers are very price sensitive yet spend. They love to get value for money deals and are big shoppers. The new generation youth travellers (the honeymooners) not only do a lot of shopping they are also very pro luxury. Nightlife is another option the youth travellers enjoy. Temple bar and Irish pubs that play traditional music are popular. Variety of food and value for money is important to the Indian traveller. To name preferences food (variety), value for money deals are the pointers they would look for.





# GCC Market Snapshot

## GCC MARKET OVERVIEW

COUNTRY	POPULATION	ANNUAL AVERAGE GDP GROWTH OVER PAST DECADE (%)	MAJOR CITIES	LANGUAGE(S)	CURRENCY
United Arab Emirates	9.4 million	4%	Dubai, Abu Dhabi	Arabic, English	AED
Kingdom of Saudi Arabia	29.4 million	8%	Riyadh, Jeddah, Mecca, Medina, Ad Dammam	Arabic	SAR
Bahrain	1.3 million	4%	Manama, Al Muharraq	Arabic, English, Farsi, Urdu	BHD
Kuwait	3.8 million	3%	Kuwait city	Arabic, English	KWD
Qatar	2.1 million	8%	Doha	Arabic, English	QAR
Oman	3.6 million	5%	Muscat	Arabic, English, Baluchi, Urdu, Indian dialects	OMR



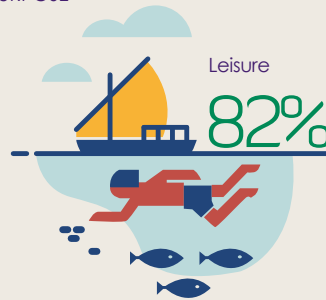
## TRAVELLER PROFILE

### GCC OUTBOUND TRAVEL

YEAR	2013	2014	2015
NUMBERS	37 million	37 million	38 million
YEAR ON YEAR GROWTH %	51%	0%	3%
VISITOR NUMBERS TO EUROPE	683,900	615,000	723,700
YEAR ON YEAR GROWTH %	29%	(minus) 10%	18%

### Purpose of Travel (% share of visits)

PURPOSE



Business

18%



### Top 5 Destinations to Visit

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

MONTH	AVERAGE LENGTH OF HOLIDAY
July and August	21 to 42 days
Eid Al Adha Holidays	4 to 10 days

GCC travellers typically travel during the summer months (July & August) due to the extreme heat and during school holidays and Eid Al Fitr al-Adra, holidays based around Ramadan. The average number of leisure trips for UAE residents is approx. 3 per year which includes at least one long haul family holiday of 10-15 days.

### Booking Lead Times

One month or less





# GCC Market Snapshot



## OUTBOUND TRAVEL TO IRELAND

Tourism Ireland best estimates

MARKET	2013	2014	2015	2016	2017
Middle East	45,000-55,000	50,000-60,000	60,000-70,000	71,000	71,000

## TOURISM IRELAND'S TARGET MARKETS / SEGMENTS

NAME	AGE	PROFILE	% OF TOTAL POPULATION	HOW DO THEY BOOK THEIR HOLIDAY?	ACCOMMODATION TYPE WHILE ON HOLIDAYS	HOW DO THEY LIKE TO TRAVEL WITHIN IRELAND?	KEY REQUIREMENTS FROM IRISH INDUSTRY FOR THIS SEGMENT
UAE Nationals	25+	UAE nationals, couples and families. High spending tourists with a preference for luxury travel.	20%	Strong reliance on traditional travel agents	5 star luxury properties	Self-drive Chauffeur service	<ul style="list-style-type: none"> <li>- Provision of halal food</li> <li>- Privacy is important</li> <li>- Strong emphasis on family activities</li> <li>- Large family &amp; adjoining rooms required</li> <li>- Alcohol should not be promoted</li> <li>- Culture &amp; heritage</li> </ul>
Western expats	30+	Western expats residing in UAE, English speaking couples and families who already have a cultural awareness of Ireland.	40%	Increasingly moving towards online booking however, local travel agent influence is still important	3-5 star properties	Self-drive Coach tours	<ul style="list-style-type: none"> <li>- Link up with wider tourism festivals</li> <li>- Strong emphasis on family activities</li> <li>- Good value for money</li> <li>- Touring routes</li> </ul>

## WEEKLY FLIGHTS & SEATS FROM KEY CITIES IN GCC TO IRELAND

DEPARTURE CITY	NO. OF FLIGHTS PER WEEK	NO. OF SEATS	DIRECT AIRLINES
Abu Dhabi	14 (from April 2017)	4,494	Ethiad Airways
Dubai	14	5,200	Emirates

## VISA REQUIREMENTS

**TO REPUBLIC OF IRELAND**  
Nationals from Middle East Countries can visit Ireland on a UK General 'C' visa without requiring a separate Irish visa.

**TO NORTHERN IRELAND**  
UK Visa required for GCC Nationals

**VISA WAIVER APPLICABLE**  
Yes

## IRELAND'S STRENGTHS AND OPPORTUNITIES FOR TARGET MARKET

### IRELAND'S STRENGTHS

1. Visa Waiver Programme
2. 28 direct flights per week to Ireland
3. Ireland's pleasant climate
4. Strong awareness of Ireland among Western expats
5. Strong Irish presence and influential Irish expats with pivotal positions in the UAE

### IRELAND'S OPPORTUNITIES

1. St Patrick's month
2. Launch of new Tourism Ireland website
3. Launch of new Ireland Specialists
4. One break, two cities: Ireland's proximity to the UK will encourage GCC nationals to travel to Ireland when visiting London during the summer months
5. Growing importance of social media in UAE

### TOP 5 ATTRACTIONS

1. Horseracing/Breeding: and Golf
2. Nature & Scenery: Giant's Causeway, Cliffs of Moher, Wild Atlantic Way, Causeway Coastal Route
3. Culture & Heritage: Blarney Castle, Kilkenny Castle, Ballyfin Estate, Ashford Castle
4. City lifestyle: Afternoon tea, Titanic Belfast, Halfpenny Bridge, Luxury shopping, spa retreats
5. Festivals: St Patrick's Day, Halloween, Traditional Music

### WHY GCC VISITORS CHOOSE IRELAND

1. Ireland is visa free for UAE nationals
2. Mild climate
3. Ireland's proximity to the UK
4. Cities, food, luxury accommodation and castles, shopping
5. Scenic landscape and links to Arabic culture

### INFLUENCES IN THE TRAVEL JOURNEY FOR GCC MARKET

Word of mouth recommendations, social media influencers and recommendations from traditional travel agents remain popular among GCC travellers.



# GCC Market Snapshot

## ROUTES TO MARKET

### TRAVEL TRADE MARKET

TRAVEL TRADE	OVERVIEW
Tour Operators / Wholesalers	10 major tour operators in the GCC with Emirates and Etihad Holidays being the largest.
Travel Agents	Traditional travel agencies are key to the GCC's travel planning process, with over 6,000 agencies across the region.
MICE	A small but growing sector
Online Travel Agents	Very few online travel agents in the market. Local travel agents are increasingly investing in online booking technology
Online direct with airlines & hotels	Popular with Western expats and becoming increasingly popular with GCC visitors

### TOP 10 TRAVEL TRADE

#### TRAVEL TRADE

1. Emirates Holidays
2. Etihad Holidays
3. dnata
4. Kanoo Travel
5. Al Rais Travel
6. Al Tayer Travel
7. Al Rostamani
8. Abu Dhabi Travel Bureau
9. Al Futtaim Travel
10. IITL World Travel & Tourism

#### CURRENTLY PROGRAMME IRELAND

- Ireland FIT tours and tailor-made packages
- Ireland FIT tours
- Ireland FIT tours
- Ireland FIT tours
- Ireland FIT tours
- Ireland FIT tours
- Ireland FIT tours
- Ireland FIT tours
- No Ireland tours, available upon request
- No Ireland tours, available upon request

### METASEARCH; PEER REVIEW; GDS

Holiday ME, Kayak, Musafir, Al Rostamani Travel, Travel, Tajawal

## MARKETING & COMMUNICATIONS

#### Promotional & Marketing Opportunities

Promotional activity includes airline and tour operator consumer campaigns, sales missions, travel trade training, itinerary building, familiarisation trips to Ireland and B2B workshops, generating positive publicity for Ireland through media events, press releases and visits to Ireland and digital marketing.

#### Popular Social Media Platforms

Facebook, Instagram, Twitter, Whatsapp, Snapchat

#### Popular Search Engines

Google, Yahoo, Bing

### MEDIA LANDSCAPE

#### TOP 5 NEWSPAPERS

English	Arabic
1. Gulf news	1. Al Itihad
2. The national	2. Al Bayan
3. Khaleej Times	3. Al Khaleej
4. The Gulf Today	4. Emarat Al Youm
5. 7 days	5. Al Roeya

#### TOP 5 MEDIA CHANNELS FOR TRAVEL TRADE/CONSUMERS

English	Arabic
1. Arabian Travel News	1. Ara Magazine
2. Business Traveller Middle East	2. Zahrat Al Khaleej
3. Travel Trade Gazette MENA	3. Travel Arabia
4. Travel Trade News Middle East	4. Laha Magazine
5. Travel Plus Middle East	5. Shabab 20

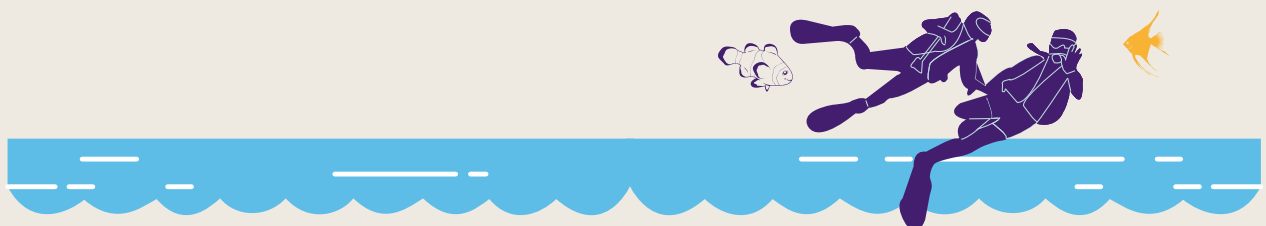


# GCC Market Snapshot

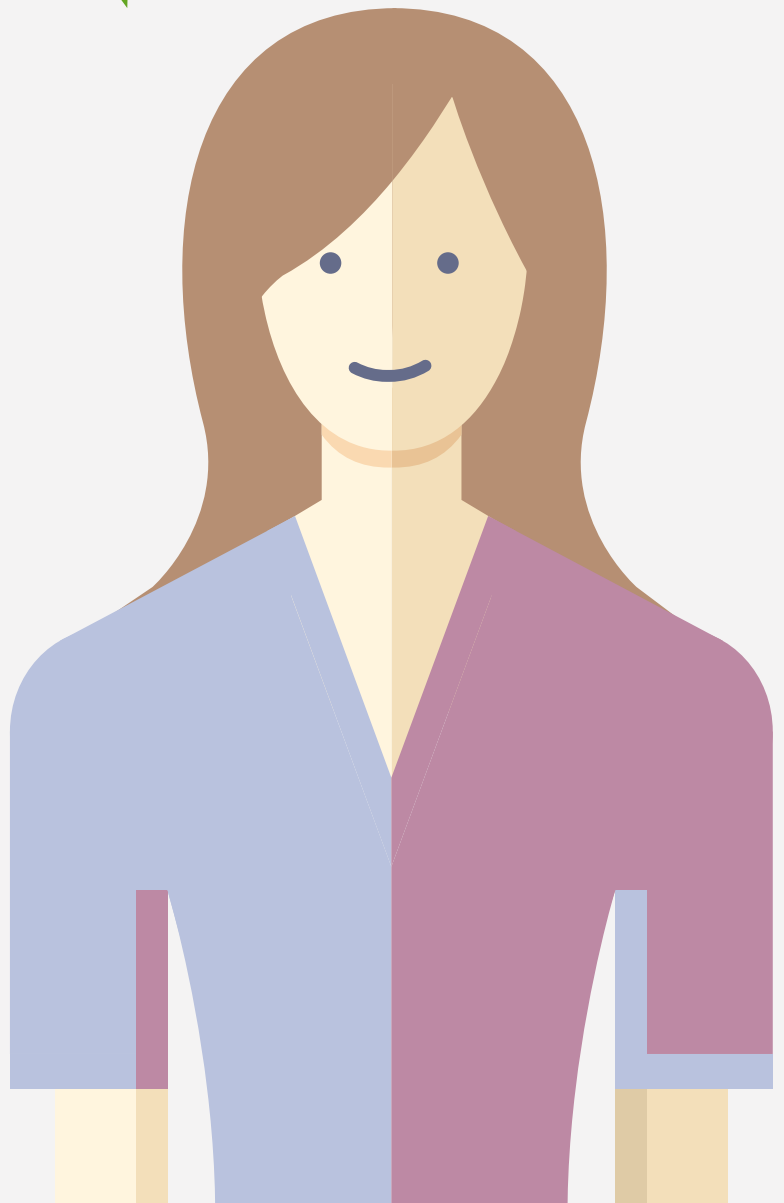
## Servicing GCC Market Visitors

### 4 Things to consider

- 1** Halal tourism is growing. Ireland is home to a vibrant and growing Muslim community. Over 60,000 Muslims call it home and there is wide availability of Mosques and prayer rooms across the island of Ireland which are easily accessible and welcoming to Muslim visitors.
- 2** Restaurants should offer halal friendly food options.
- 3** Muslim visitors prefer large adjoining rooms such as family suites and alcohol free hotel rooms.
- 4** Accommodation providers can cater to the needs of Muslim tourists by providing copies of the Quran, prayer mats and the direction of Qibla.



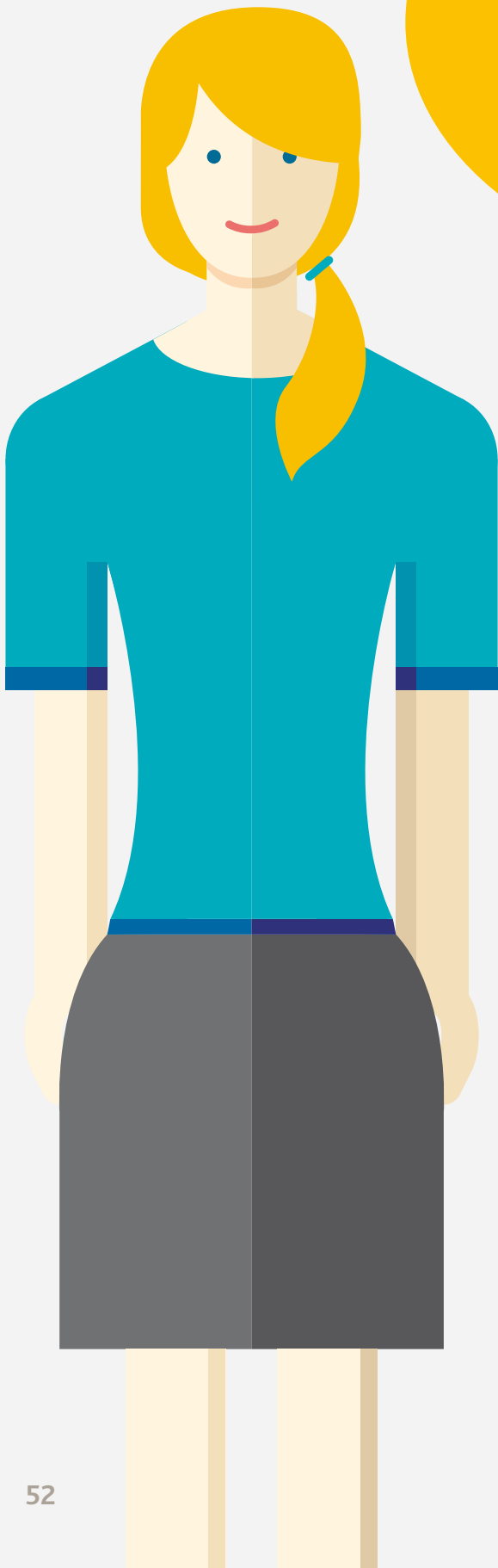
An online Channel Manager is an efficient way to manage your distribution channels. Fáilte Ireland offer a range of business supports to help you better understand and use your channel manager.



# Section 6

A Saleable Experience,  
what is it?





A saleable experience requires careful planning and designing of the component parts to present it in an attractive way to buyers.

# Section 6 A Saleable Experience, what is it?

Translating your product or offering into a 'Saleable Experience' means that it should be presented in an appealing and accessible manner to the market and segment that you are targeting. Your 'Saleable Experience' should reflect customer and market nuances as well as being easily visible in the distribution channels relevant to your target market. For further information see Market Profile Snapshots for Emerging Markets in Section 5 and all other Market Profiles and Routes to Market on [www.failteireland.ie](http://www.failteireland.ie) under the Supports & Training and Sales sections.

### What is a Saleable Experience?

Creating a Saleable Experience requires you to design and craft your experience, service or product, to present it to the market for sale.

In essence, it requires planning and designing the component parts and presenting this in a clearly packaged way that is attractive to put in the shop window for a) a buyer (B2B) and/or b) a consumer (B2C)

**Once your experience is 'Saleable', we can help showcase it to international buyers via trade and media Familiarisation or 'Fam' visits, sales platforms such as Meitheal, on and offline distribution channels as well as publications and product updates to our market colleagues in Tourism Ireland.**

### Considerations in crafting your Saleable Experience

- **For an activity or attraction, your B2B offer should be presented as stand-alone** (not bundled with accommodation)
- **If your offer is accommodation it should have additional features and benefits** that differentiates it from a regular offer purchase directly on your website e.g. include a welcome 'local' drink or offer free use of bike to explore the local village).
- **If possible it should be designed to be available for Groups** (noting min and max group sizes to be accommodated)
- **If applicable, it should also be created to be available for FITs.** This may only be possible if you have structured experience times where FITs who are booked, can join a group experience, or the experience is available to a single person or couple (for example in the case of a Self-Guided Cycling tour with equipment, maps and other elements included).

Contact Fáilte Ireland  
[www.tradeportal.failteireland.ie](http://www.tradeportal.failteireland.ie) to find out more about training and enterprise supports on distribution channels including working with OTAs.

## Section 6 A Saleable Experience, what is it?

- **It should detail the typical duration or time required** for the experience. Ideally, it should be guided (or have audio guide included). In the case of self-guided e.g. Self-guided walking or cycling tour – have a point of contact for advice or further information.
- **It should have a compelling story to share, and/or reflect the promise of our Signature Experience Brand Propositions** for Ireland (as relevant to your business i.e. The Wild Atlantic Way, Ireland's Ancient East, Ireland's Hidden Heartlands or Dublin).
- **Where relevant, it should encourage and facilitate interaction with locals** or tell a story that engages the end user with our living culture, our history or the 'sense of place' the location reflects, immersing the visitor in the natural environment, landscape or life as a local.
- **It should provide a single point of contact for contracting** or purchasing the experience
- **It should provide ways to connect the visitor** on an emotional, spiritual, intellectual or social level
- **It should stimulate ways to encourage the creation of lasting memories**

Please contact your local Fáilte Ireland Programme representative to request a **Saleable Experience template**. This template will act as a very useful tool to guide you as you craft your experience to bring to market.

It is important to note that presenting a product, service or experience will differ in its description and packaging depending if you are presenting it for sale directly to a consumer (B2C) or indirectly to them via a buyer (B2B). The templates available will help you reflect this in developing your documentation. You will also need to consider some high-resolution images and your brand logo to help visually illustrate and support you in presenting your experience to market.

### Road testing your Saleable Experience with your local Fáilte Ireland programme representative

When complete, return your Saleable Experience Template to your local Fáilte Ireland representative and they will arrange to meet with you and evaluate and test your experience ahead of it going to market. This will help ensure you have considered all the requirements of customer types (FIT Group or Tour Series) and the expectations and needs of markets you propose to target. You may also find you need to refine the way the experience is packaged and presented differently for different markets.

### Using your Saleable Experience to grow your business

Now that you have invested in creating your Saleable Experience, you can apply this in several ways to support you in growing your business, including:

**If designed as a B2C Experience** – you can use it on your website, across your social media, in various publicity opportunities, with media, online and print publications

**If designed as a B2B Experience** – you can present it when meeting buyers, at Trade Shows, Sales Missions and at your own planned tour operator meetings, alongside your pricing rate card details.

Fáilte Ireland has developed a range of business supports to build sales capability and drive business performance. These supports include a range of focused workshops addressing the practical application of best practice in the areas of sales, contracting and negotiation, pricing & revenue management, digital strategy, social media as well as market ready programmes and channel management.

For specific guidance on business supports please contact your local Fáilte Ireland representative or log onto [www.failteireland.ie/supports](http://www.failteireland.ie/supports)



### How Commercial Development assists in bringing your Saleable Experience to Market

Once your experience is 'Saleable', your local Fáilte Ireland programme representative (Dublin, Ireland's Ancient East, Wild Atlantic Way and Ireland's Hidden Heartlands) will share your experience with the Commercial Development team who can support you in bringing it into market. We can also recommend distribution partners to approach as well as the most relevant B2B sales platforms to consider to bring it to market.

It is important to note that this does not necessarily mean you having to go to market. Depending on the type of product or experience you have, we may advise that your best fit distribution partners are possibly online, UK or Irish based Inbound Tour Operators or DMCs. It will depend on your product; your selected market(s); how your business is resourced; and what channels manage the lion's share of the business coming in to Ireland from the market(s) you want to target for sales.



## Section 6 A Saleable Experience, what is it?



### Ways we use your Saleable Experience to help you grow your International Business

Fáilte Ireland's Commercial Development team will work with you and your Saleable Experience in a number of ways to support your own efforts to drive sales and grow revenue.

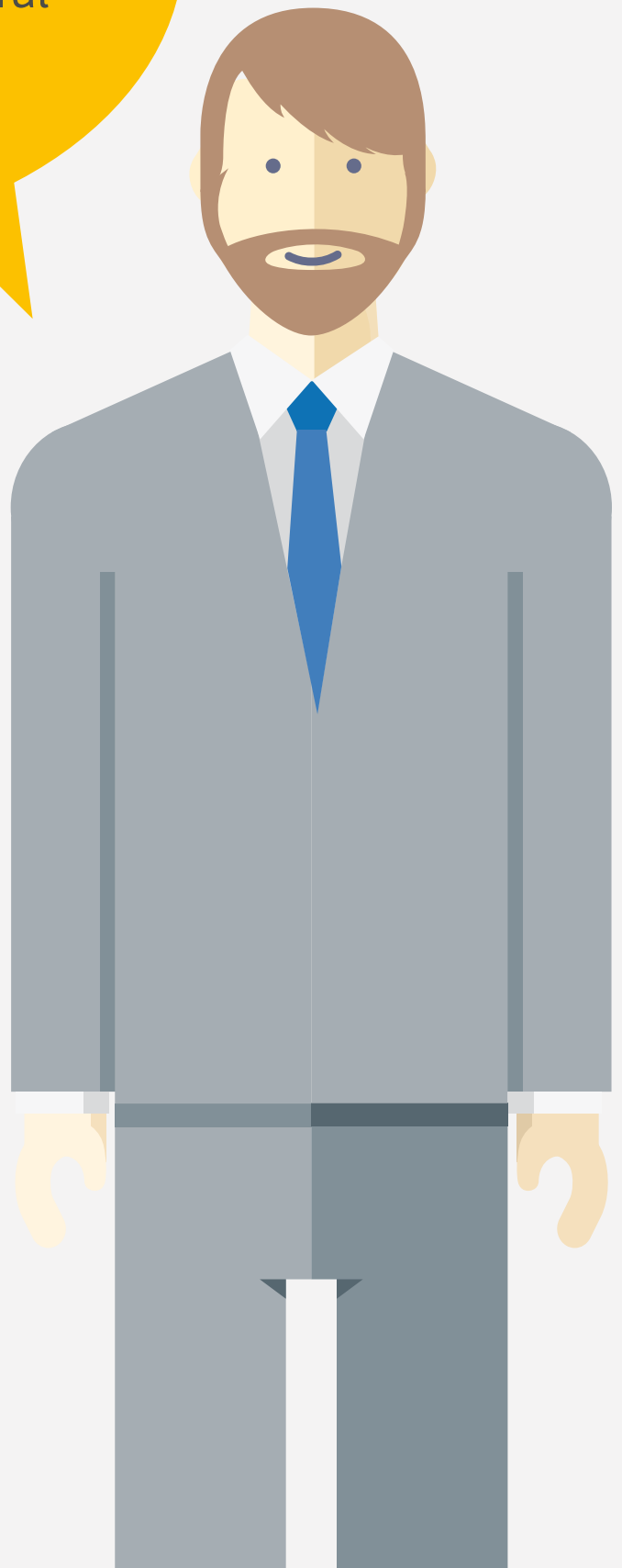
- **We can feature your experience at various sales calls and buyer education presentations and webinars** Fáilte Ireland engage in
- **We can recommend your experience to buyers who contact us for advice** on Itinerary development and new programming.
- **We may approach you to offer your experience as part of a competition prize** for consumers or buyers to increase your business experience profile at sales events and through social media.
- **We can present your experience as part of our Product News updates** with buyers and our Tourism Ireland market colleagues to increase existing buyer awareness of new experiences available for programming for their clients.
- **We can present your experience to relevant Irish Operators and DMCs** to encourage them to sample your experience and work with you to bring your product to market, while adding value to their business product partner portfolio.
- **We may feature your Saleable Experience in our various B2B Buyer Guides**, which we develop annually and make available to buyers on our database to assist them in developing new programmes and refreshing their existing programmes for Ireland.
- **We will consider including your Experience in our planned Buyer (Trade) Familiarisation (Fam) Trips**, which may include Fam trips that are planned for the large number of buyers that travel to Ireland for Meitheal (our largest Sales platform for Leisure business in the annual calendar).
- **We can share your experience with our International Media team colleagues** who are involved in planning Familiarisation Trips and suggested Itineraries for International Travel Media, Writers and Bloggers we host in Ireland to increase awareness and publicity of Irish Tourism Experiences in market.

# Section 7

Distribution  
Channels – Your  
Route to Market



Matching the right product to the right market is key to successful international trading



## Section 7 Distribution Channels – Your Route to Market

### Considering the Distribution Channel Mix

Having developed your experience, the question is how do you get it in front of buyers, re-sellers or customers to grow global sales?

It is all to do with **distribution channels** – in essence the various shop windows where your product sits visibly available for sale. A good distribution mix is key to any business success, but selecting the right mix, is individual to your business model, the experiences you offer and the markets and customer types you want and need to target

To simplify the process in creating an international sales development plan, we recommend you segment business between **Direct Channels** (your experience is presented and sold direct to the end user) and **Indirect Channels** (your experience is available through an Intermediary and then re-sold or sold on to the end user).

In turn, the Direct and Indirect Channels can also be segmented into **Traditional**, the tried and tested face to face methods (predominantly offline) and the new digital **Online** channels that have evolved considerably since the mid 1990's and continue to change as new business channels start up and emerge, while others are subsumed by larger channels due to acquisitions and mergers.

### Distribution Channels Model

<b>Direct Channels – Traditional</b>	<b>Direct Channels – Online</b>
Phone and E Mail Enquiries	Digital Marketing
Walk-in Customers	Website
Sales Missions	Social Media
Trade Shows	
Familiarisation Trips	
Collaborative Marketing	
<b>Indirect Channels – Traditional</b>	<b>Indirect Channels – Online</b>
Agencies	Online Travel Agencies
In Ireland or In Market Sales Events	Global Distribution Systems (GDS)
ITOA or Other Associations	Metasearch
Researcher or Representation Company	Deal aggregator sites, e.g. Travel Zoo
	Membership based (closed) travel sites, e.g. Voyages Privé

**For advice on skills training and enterprise development programmes and supports check out [www.failteireland.ie/supports](https://www.failteireland.ie/supports)**

To view the full range of Enterprise Supports available from Fáilte Ireland, see **A Guide to Business Supports** on the Fáilte Ireland website under **Supports & Training go to <https://www.failteireland.ie/supports>** or contact your local Fáilte Ireland representative who will guide and direct you as appropriate to your need.

Register on **Fáilte Ireland Trade Portal <https://tradeportal.failteireland.ie>** to receive notifications of Enterprise Development Programmes and Workshops and to receive alerts for Sales Events both in Ireland and in market.

See also Section 8 of this Guide for further detail on participating in Sales Event Platforms, Fam Trips and Sales Missions.



To access information on Sales Platforms in Ireland register with [www.tradeportal.failteireland](https://tradeportal.failteireland)

### **Don't Forget Social, Community Business Sites, Professional Groups and Associations**

**LinkedIn** offers huge opportunities to research and explore future business prospects. For example, there are several online business groups you can join on LinkedIn to share insights, expertise and engage in discussion groups. The platform also offers sales navigator programmes and tools (some free and others paid) which allow you to specifically target and reach out to business prospects via this channel.

#### **Fáilte Ireland's Social Media Channel @Fáilte\_Ireland**

Our social media activity, focuses on stimulating conversations in Ireland, primarily through Twitter. The Fáilte Ireland channel has over 90,000 followers. Follow us for the latest updates, activity and opportunities in your area.

#### **Tips for telling your story on social media Twitter**

- Tag @Failte\_Ireland Keep text in tweets short (this makes adding our message to retweets easier)
- Add a high resolution image where possible and always note location of image.
- Review what we've tweeted before on the channels noted above and see what has performed well engagement wise. Is your image/content of a similar quality?
- Keep the landscape or location as the focus, not individuals. Selfies do not perform well.

- Short videos from Vimeo and YouTube perform well on Twitter
- Industry and non-consumer focused tweets should be shared with @Failte\_Ireland

Get behind our brand and event social media channels @MeetInIreland @wildatlanticway @ancienteastIRL @VisitDublin @Meitheallreland

### How to keep updated – subscribe to Fáilte Ireland notifications

There are **many information portals to keep up to date with all the latest news, events, research and insights, visitor behaviours and market performance including:**

- Ezines
- Industry E-Newsletters
- Research & Statistics
- Market and Channel Insights
- Enterprise and Training Supports
- Business Tourism Conference & Events

Other **online communities**, C2C (Consumer to Consumer) peer discussion forums and travel professional communities can be a great source of buyer and consumer leads. Channels such as **Facebook, Travel Massive, Triplt, Wechat and Weebo for the China market** as well as International Associations such as **ATTA** (Adventure Travel Trade Association), **BETA** (British Education Travel Association), **WYSETC** (World Youth Student Educations Travel Convention) and others like University Alumni Associations help to access leads.



A stylized illustration of a man with short brown hair, wearing a dark blue suit jacket, a white shirt, and an orange tie. He is standing with his hands at his sides. A large yellow speech bubble is positioned to his right, containing text.

Fáilte Ireland's mission is to optimise the long term sustainable growth in the economic and social contribution of tourism. Our vision sees a tourism industry that is economically, socially and environmentally sustainable, helps promote a positive image of Ireland overseas, and is a sector in which people wish to work.

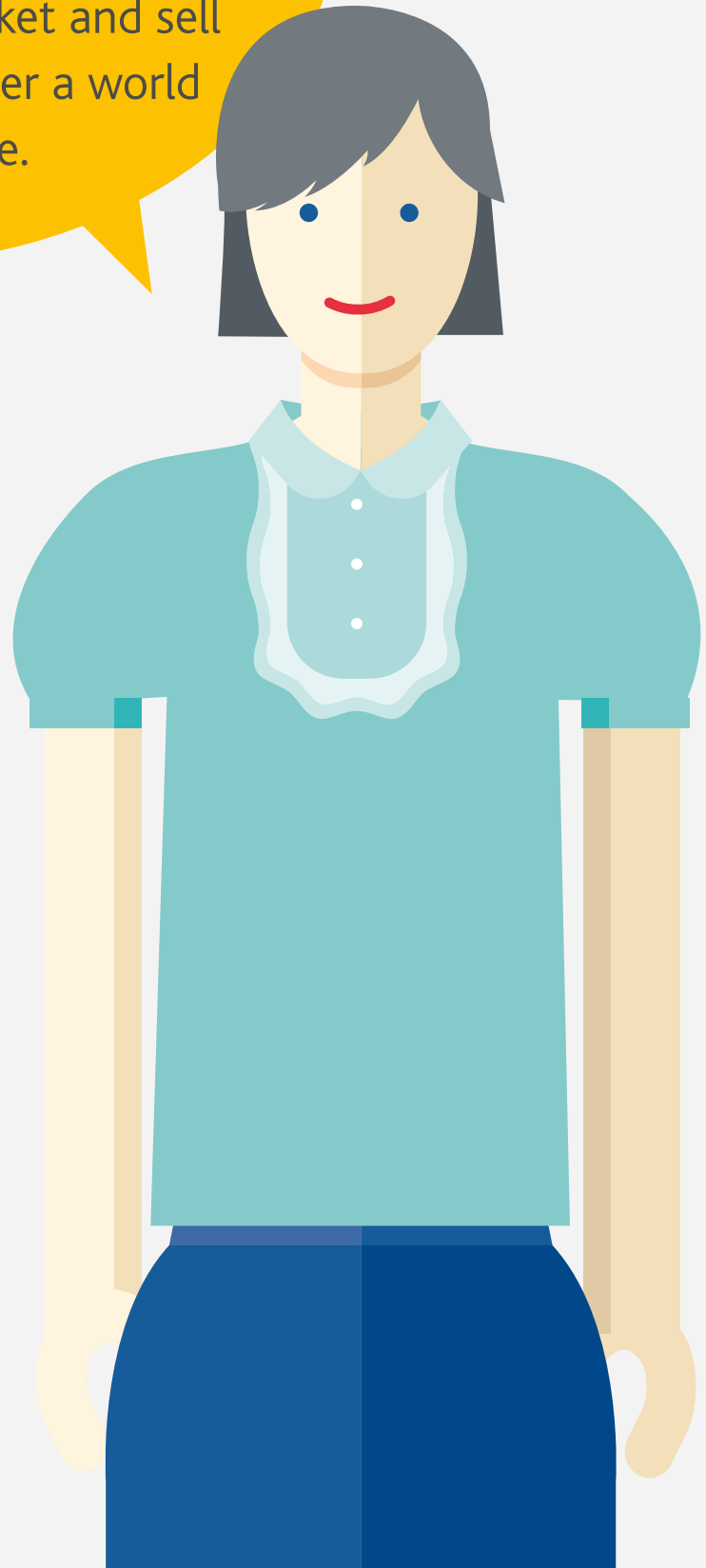


## Section 8

Commercial  
Development  
Team – How we  
can help you?



We provide a range of practical business development supports to help tourism businesses understand the needs and motivations of our visitor segments and in doing this, better manage, market and sell their products and deliver a world class experience.



# Section 8 Commercial Development – How can we help you?

The Commercial Development Team comprises of Business Development, Trade Fams & Platforms, Meet in Ireland and Dublin Convention Bureau. The teams focus on the early stages of winning business for Ireland – identifying and developing business opportunities and providing our trade partners in Ireland with practical and financial supports to help convert these opportunities to business wins.

We support the Irish industry, suppliers and buyers to grow their revenues by working together to attract more international visitors and delegates to Ireland. A Joint Operations Group, where Fáilte Ireland and Tourism Ireland partner in business to business (B2B) activities was established to deliver on this objective and specifically work together to;

- Evaluate and increase sales opportunities for Ireland
- Identify new and existing market opportunities
- Source new tour operator business for Ireland
- Expand and update itinerary programming
- Find additional niche tour operator and FIT business for Ireland
- Provide the markets with regular product updates on new and evolving visitor experiences

### Grow your International Leisure Business

The Business Development Team works to enable the Irish Industry to increase their revenue from overseas leisure visitors. Key to enabling the Irish industry to achieve this growth is increasing distribution channels and identifying new and incremental business for Ireland in partnership with Tourism Ireland.

Fáilte Ireland's Business Development Team supports Irish supplier partners and incoming tour operators with the provision of;

- Ongoing Support
- Itinerary development, programming and contracting support
- In Market and in Ireland trade platform opportunities to build market share and grow international revenue in a sustainable manner
- Market and buyer insights
- Digital Library of video and imagery assets (freely available to use) to help promote your programmes
- Online buyer tools and programming suggestions
- Pre-qualified supplier introductions and directory of saleable visitor experiences
- Familiarisation visits and support in itinerary development related to Ireland's visitor experience brands: Wild Atlantic Way, Dublin, Ireland's Ancient East and Ireland's Hidden Heartlands
- Access to a range of business supports including digital, service excellence, channel & revenue management etc
- Access to the Business Development Fund

### Business Development Fund

This financial investment fund was set up to support Irish based industry, incoming tour operators, DMCs, ground handlers and marketing groups to:

1. Help grow their international revenue
2. Identify and convert new and incremental programming from overseas buyers
3. Increase their distribution by identifying and targeting new channels
4. Utilise the Ireland experience brands (Wild Atlantic Way, Dublin, Ireland's Ancient East and Ireland's Hidden Heartlands) to internationalise their products
5. Extend the season
6. Encourage a balanced regional spread of business throughout the Republic of Ireland.

Funding amounts are at the discretion of Fáilte Ireland based on criteria. Funding is not guaranteed and is dependent on the value of the business to the Irish economy. Fáilte Ireland support may not always be financial and may take the form of practical operational supports.

Financial support broadly falls into two main categories and generally takes the form of a contribution towards the following:

- **Site Inspections**
- **Targeted Sales Activity**

Funding will be awarded based on projections for some or all of the following:

- International visitor numbers
- International bed nights
- Economic value of the overall piece of business
- Strategic importance of extending the season
- Strategic importance of regional growth
- Increased visibility of our experience brands

Funding amounts offered must typically show a minimum return on investment of 10:1. The amount awarded is at the discretion of Fáilte Ireland.

### Application Process

To apply contact a member of the Commercial Development team to discuss the application process.

### Golf

Golf tourism is an extremely lucrative sector for Ireland with golfers being amongst the highest yielding visitors to Ireland. Over 200,000 overseas visitors take part in golf during their visit to Ireland every year, contributing almost €270 million to the economy and driving over 1.7 million bed nights right across the country. Golf Ireland is the brand under which we promote the island of Ireland as a world class golfing destination. The brand is owned and managed by Fáilte Ireland and facilitates a partnership between Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland.

Fáilte Ireland's Business Development team takes the lead for all sales and marketing activity for golf tourism in Ireland. A wide range of activity takes place in a given year, from in-Ireland and overseas sales activities to funding, sales, collateral and OTA campaigns. Through this activity, Irish supplier-partners have the opportunity to showcase their product to both buyers and consumers over the course of the year.

Recruitment for the sales platform events is managed through Fáilte Ireland's Trade Portal and via e-zines. Be sure to register here to receive these notifications and updates: <https://tradeportal.failteireland.ie>

### Key Golf Activities include:

- PGA Merchandise Show, USA
- Rheingolf, Germany
- Golf Ireland Corporate Golf Day, UK
- Golf Ireland Convention, Ireland
- IAGTO North American Convention, USA
- International Golf Travel Market (IGTM), Europe
- Nordics Golf Workshop, Europe

### Niche Market Segments

#### Luxury Experiences

Luxury Travel's performance globally is developing at a pace ahead of mass tourism and the global share of High Net Worth (HNW) and Ultra High Net worth (UHNW) travellers is growing at a very fast rate. Recognising this, Fáilte Ireland have invested in global research to evaluate Ireland's potential from this segment. This has involved looking at the evolving meaning of luxury travel, considering how Ireland should best present its experiences for luxury to win optimal share of this business and to inform business development opportunities and market potential for Ireland from Luxury travel. If this is a market segment you are currently involved in or are seeking to develop or enhance your tailored experience for, then contact us to find out more. We can also guide you on in-market platforms to grow your luxury segments from overseas.

#### Adventure Experiences

Adventure and Activity Tourism is growing more and more in popularity. Ireland's mild year round climate (by international standards) means we are ideally suited to offer outdoor experiences in nature throughout the year. In Ireland, over 1/3 of our visitors engage in outdoor activities during their holiday, with walking and cycling featuring as the top 2 most popular adventure activities in Ireland. Fáilte Ireland also supports Ireland's Association for Adventure Tourism (IAAT) in the development of adventure tourism and we also support investment in B2B Adventure and Activity Tourism Sales platforms for sectoral groups including IAAT, and are continually involved in researching and evaluating new sales platforms dedicated to adventure and outdoor activity tourism. If this is a market segment you are currently involved in then contact us to find out more.

#### Trade Familiarisation Visits

The Trade Fams and Platforms Team take your saleable experiences and where appropriate include them on fam itineraries. Annually we engage with approx. 700 Irish Industry and host over 1,000 Buyers from 18 international markets. The Trade Fams and Platforms Team design and book the itineraries and all Buyers are fully hosted by Fáilte Ireland during the fams. Tourism Ireland are responsible for recruiting the overseas leisure buyers for Fam trips.

As part of the Fam, buyers receive product updates from the Business Development Team on Ireland's four signature experience brands and information on business development supports available to them. Fams are a unique way for Industry to showcase your business be it product, service or experience to a group of international buyers. Research tells us Fams are regarded by buyers as the single most effective way of learning about a destination.

## Section 8 Commercial Development – How can we help you?

The Irish tourism industry can support our Fams by offering preferential rates when contacted and by being sure to have owner/director/manager level stakeholders available to welcome buyers when they visit. Industry follow up with the buyers after the Fam is essential for building and maintaining business.

### In Ireland Sales Platforms

Fáilte Ireland organises four signature Buyer/Supplier sales events annually – Meitheal; GB Coach Operators Workshop; GB & Ireland Inbound Workshop and Canada Workshop.

As these sales platforms take place in Ireland they are known as In Ireland Sales Platforms. Recruitment for these In Ireland Sales Platforms is managed only through the Fáilte Ireland Trade Portal

<https://tradeportal.failteireland.ie/> so make sure you are registered in order to receive notifications.

These sales platforms are all B2B. In Ireland Sales Platforms offer opportunities for almost 700 Industry to meet with up to 400 Buyers during the year. These sales platforms offer a cost effective way of meeting buyers in Ireland without incurring the cost of going in to market and the time it would take to do so.

### Meitheal

This is Ireland's largest in-destination global sales platform, hosted in Spring each year over 2 days with pre-arranged appointments and pre and post Fams for buyers, created and hosted by Fáilte Ireland with Industry participation. Over 300 International buyers and 400 Irish Industry attend Meitheal annually. The buyers are invited by Tourism Ireland in partnership with Fáilte Ireland and are fully hosted in the destination by Fáilte Ireland. The sales platform facilitates B2B meetings between Industry and Buyers providing opportunities to grow business.

### GB Coach Operators Workshop, GB & Ireland Inbound Workshop and Canada Workshop

Held each Autumn these smaller and more targeted market specific sales platforms provide B2B opportunities for approx. 80 buyers and 200 Industry to grow their business. Each sales platform is one day. The buyers are invited by Tourism Ireland in partnership with Fáilte Ireland and are fully hosted in the destination by Fáilte Ireland. There are additional pre and post Fam opportunities for buyers, created and hosted by Fáilte Ireland with Industry partners participation.

### Overseas Sales Platforms & Sales Missions

Each year Fáilte Ireland recruits over 300 Industry for overseas sales platforms, workshops and sales missions. These take place in more than 15 international source markets and these platforms are delivered by Fáilte Ireland and Tourism Ireland in market. This activity often complements existing international marketing activity that Industry may engage in.

Recruitment is managed directly through the Fáilte Ireland Trade Portal <https://tradeportal.failteireland.ie/> so make sure you are registered in order to receive notifications.

### How to Grow your Leisure Tourism Business

- Contact Fáilte Ireland's Commercial Development Team via your local Fáilte Ireland representative to request a one to one meeting. We offer a full advisory service to guide and support you.
- Ensure that all Fáilte Ireland approved Incoming Tour Operators are aware of your product and services. These companies are constantly in market selling Ireland and subsequently developing programmes for overseas leisure buyers, therefore they are an invaluable source of potential business.



Contact Fáilte Ireland's Commercial Development team via your local Fáilte Ireland representative for access to advisory services to guide and support you.

- Check that your current listing on the Fáilte Ireland trade portal is up to date. The Fáilte Ireland portal allows you to request to attend, manage and pay online for your participation at all leisure tourism overseas trade shows. It also gives you access to a full range of Fáilte Ireland supports.
- Raise Awareness of your business through Overseas Sales Platforms. Approved providers can take part in numerous overseas sales platforms which provide the opportunity to sell directly to buyers. In addition, Fáilte Ireland also targets buyers and tour operators, bringing them to Ireland to meet with tourism providers on familiarisation trips.
- Plan sales calls and meetings around attendance at these overseas events. This can give added value to the cost of travelling overseas.
- Make an appointment to meet the in market Tourism Ireland representative. Their local and up-to-date knowledge is invaluable to the success of your sales mission or attendance at the show.
- Maximise Your Exposure to Visitors by getting listed on Discover Ireland and get involved in proactively marketing your approved accommodation under Fáilte Ireland's signature experience brands. The shared technology means when you are on Discover Ireland, you will also get listed on Tourism Ireland [www.Ireland.com](http://www.Ireland.com) whose combined suite of over 30 Ireland.com websites delivers over 50 million views per year to global consumers researching holidays in Ireland.
- National promotion in Tourist Information Offices (TIOs) can help your approved business stand out from the rest by making sure it's promoted in all Fáilte Ireland tourist offices nationwide.
- Avail of Fáilte Ireland's supports which will help you to grow your leisure business, so that you can build your international sales capabilities and improve overall business operations to maximise revenue. We offer a wide range of bespoke workshops tailored for the tourism industry. These workshops are also complemented by a wide range of supplementary resources, tools and templates to help you run your business and adopt sound business principles. As the macro-environment evolves and the industry changes so too do our supports. See [www.failteireland.ie](http://www.failteireland.ie) for further information.



Over the past five years, Business Tourism to Ireland has experienced a period of significant growth – with revenue up by 6% year on year to €758m in 2017

### Business Tourism

#### Grow your International MICE business

Meet in Ireland is the official business tourism brand for the Island of Ireland. It is owned and managed by Fáilte Ireland and facilitates a partnership with Tourism Ireland and Tourism Northern Ireland to promote the Island as a world class MICE (Meetings, Incentive, Conference and Events) destination overseas.

#### MICE business is on the rise

Over the past five years, Business Tourism to Ireland has experienced a period of significant growth – with revenue up by 6% year on year to €758m in 2017 while supporting in excess of 22,000 jobs. According to global trends, both business travel and spend is on the rise and Ireland will capitalise on this by continued and increased investment.

Here's some of the reasons you should look to target MICE business:

- Business Tourism is one of the most lucrative tourism sectors and can play a pivotal role in creating additional revenue for your business. Each business tourist is worth in excess of €1,660. That's almost three times the value of a leisure tourist.
- Business events typically come mid-week (Monday-Thursday) and out of the peak summer months. They not only use hotel rooms but also book meeting space, dine on site and avail of entertainment and team building options.
- Business Tourism also delivers on regionality as long haul incentive trips typically include a city and regional location.
- Fáilte Ireland's Business Tourism Road Map has set an ambitious 40% growth target over the next 10 years, bringing the total value of Business Tourism to €1bn by 2025.

#### Who are MICE buyers?

To grow international MICE business you need to sell your product to international MICE buyers.

- To grow your **international corporate & incentive** business you will target either corporate in-house planners or to intermediaries such as international meetings planners, incentive houses & destination management companies.



- To secure **international association conferences** through the international conference planners directly or through Fáilte Ireland's approved Professional Conference Organisers Fáilte Ireland have been operating a very successful Conference Ambassador Programme since 2009 which identifies and motivates Irish based members of international associations to pitch to host their association's next conference in Ireland.

While corporate meetings and incentive travel planners tend to book in the year for the year, Association Conferences have a much longer lead time. The process to secure an international conference from identifying the opportunity to the delivery of the event can be as much as five years. Already, Fáilte Ireland have confirmed association conferences up to 2025.

Corporate meetings and incentive groups also normally involve one payee while association delegates will settle their own accommodation costs.

### How do I know if my business is "MICE Ready?"

It can be a daunting decision to enter into, or target more international business for your tourism product. So when is a tourism business considered "ready" for international MICE business?

Tick all of the following on the checklist and you will be ready to not only welcome international MICE visitors, but also maximise international MICE business opportunities for your organisation.

- Is your business already well established in the domestic market with a network of diverse distribution partners, Irish PCOs, DMCs etc?
- Can you identify your unique selling points and also align this with particular target markets?
- Do you provide unique and exclusive experiences?
- Do you have booking mechanisms in place for groups coming from the international markets?
- Do you keep in regular contact with your local DMCs and PCOs, both locally and overseas?
- Do you invest in relationship building with your distribution partners, whether that is through trade shows, sales missions, sales calls or networking events?
- Do you understand online distribution channels, both B2B and B2C?
- Have you researched international markets to establish where your product fits?
- Do you understand culturally-influenced needs of specific international markets?
- Are you willing to invest in fam programmes both for trade and media, to showcase your product/ experience accordingly?
- Do you have an active quality assurance programme, an official tourism body rating or accreditation?
- Do you work collaboratively with those in your region to maximise the marketing and sales opportunities that working together can provide?
- Are you prepared to work cooperatively with Meet in Ireland and your local regional convention bureau?
- Have you become a member of your local regional convention bureau?
- Are you listed on the Meet in Ireland website?
- Are you a registered user of the new Fáilte Ireland Trade Portal?
- Are you aware of all the Fáilte Ireland practical and financial supports that can help your business?

### How can Fáilte Ireland help you win MICE business?

Fáilte Ireland provides an extensive range of services to the MICE industry in Ireland that includes, but is not limited to, marketing support, advisory services, business and financial supports, education and training. Below is a short synopsis on how we can help you win more business.

## Section 8 Commercial Development – How can we help you?

- **Leads, leads and more leads**

Fáilte Ireland's Meet in Ireland team generate 575 business opportunities worth €350m annually. Become a member of your local convention bureau to get the opportunity to pitch for this business.

- **Meet in Ireland MICE Support Fund**

We can help you convert these business opportunities into business wins through our full range of practical and advisory supports and a €1.4m MICE Supports Fund which funds Bids, Site Inspections and Programme Enhancement.

- **Practical Supports**

Introduce overseas clients to approved DMCs/PCOs and our network of Convention Bureaux around Ireland (Cork, Dublin, Galway, Kerry and Shannon) who can assist with site inspections and in delivering exceptional events.

Provide **Presentation Toolkits** – Should you require assistance presenting Ireland as a destination of choice, we can provide you with imagery, video and presentation templates.

- **Bid/Site Inspections**

Meet in Ireland help fund and co-ordinate site visits with our Regional Convention Bureaux (RCBs) and our DMC and PCO Partners. Bid and site visits cover meeting facilities, hotels and social options.

- **Destination Programme Enhancement**

We can support elements of the overall programme that is being run in Ireland. For example, Meet in Ireland can provide funding towards the social excursion, the entertainment etc with the end goal being to boost delegate numbers and enhance the programme on offer to clients.

- **International Sales Platforms**

Fáilte Ireland provides you with the opportunity to get in front of top international MICE Buyers at 35 international events each year to generate your own business leads including three of the largest international trade fairs dedicated to MICE (IMEX Frankfurt, America and IBTM World Barcelona). These overseas sales platforms are heavily subsidised by Fáilte Ireland and provide great opportunities for you to engage with meeting planners, corporate agencies and incentive houses and generate your own direct leads.

- **MeetinIreland.com**

MeetinIreland.com is a B2B platform and is Ireland's shop window for international meeting planners. Once you are MICE ready\* (see criteria below) you can get a free listing or feature in one of the many case studies.

- **MICE@Meitheal**

Meitheal – Ireland's largest in-destination global travel trade show which takes place in spring each year and runs over 2 days. In 2019, for the first time ever, Fáilte Ireland will have a dedicated MICE section at Meitheal. The Meet In Ireland team and will bring in over 50 international top MICE buyers to meet with 50 of Ireland's top MICE suppliers. The buyers will also get to experience the product first hand on pre FAMs. This new event will certainly give you a fantastic innovative new way of engaging with key buyers in-destination to ultimately help you grow and confirm direct business.

### ● Meet in Ireland Familiarisation/Educational Trip Opportunities

Familiarisation or Educational Trips are designed to move key international buyers from consideration to conversion. Each year, Fáilte Ireland co-ordinates and supports the ground activities and itineraries for up to 7 international FAMs.

Each year Meet in Ireland brings in over 70 international meeting planners to Ireland and puts together exciting itineraries that showcases Ireland's world class business tourism product. There is great opportunity for you to get involved with these FAMs and to get exposure and potential business leads from key influential buyers and planners.

### ● Meet in Ireland DMC/PCO Originating FAM Trip Fund

Fáilte Ireland also support destination management companies (DMCs) and professional conference organisers (PCOs) who organise their own familiarisation trips (FAMs) aimed at international corporate meeting planners, incentive travel planners and/or association conference planners. Calls for submission for this fund takes place once a year and all Fáilte Ireland approved DMCs/PCOs are eligible to apply.

## 13 Steps to grow your MICE business

1. **Call Fáilte Ireland's Meet in Ireland Team** to request a one to one meeting with us. We offer a full advisory service to guide and support you.
2. Ensure that all **Fáilte Ireland approved DMCs and PCOs** are aware of your product and services. These companies are constantly in market selling Ireland and subsequently developing programmes for clients, therefore they are an invaluable source of potential business. Fáilte Ireland can provide you with the full list of approved DMCs and PCOs.
3. Check that your current listing on the **Fáilte Ireland trade portal** is up to date. The Fáilte Ireland portal allows you to request to attend, manage and pay online for your participation at all business tourism overseas trade shows. It also gives you access to a full range of Fáilte Ireland supports e.g. Quality assurance registration and renewals, educational sessions, webinars etc.
4. Check that your business is listed and up-to-date on [www.meetinireland.com](http://www.meetinireland.com) the official website for the Meet in Ireland brand.
5. List yourself on **Cvent**. Fáilte Ireland invests heavily in this online booking platform to drive new business opportunities to Ireland through our Convention Bureaux. Cvent is a leading event management technology company that offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, e-mail marketing and web surveys. Get listed on Cvent and get the opportunity to respond.
6. Become a partner of your local **Regional Convention Bureau**. Ireland has 5 Convention Bureaux across the island (Cork, Dublin, Galway, Kerry, Shannon). Benefits of partnership include:
  - Attendance at key international trade shows to represent their respective regions.
  - Proactively pursuing business leads to ensure that no opportunities are missed and that ultimately the business comes to Ireland.
  - Providing meeting planners, agents and end users with an objective and impartial reference point, when seeking information about the specific region.
  - Making appropriate and relevant introductions between DMCs, PCOs, Hotels and Venues
  - Co-ordinating site inspections for clients with a view to converting the business.
  - Providing educational opportunities to help members grow their business
7. Attend **Meet in Ireland sales platforms** both international and domestic. This is an excellent way to launch your product or service for the MICE marketplace and grow business leads and relationships.

## Section 8 Commercial Development – How can we help you?

8. **Plan sales calls and meetings** around attendance at shows. This can give added value to the cost of travelling overseas.
9. Make an appointment to meet the Meet in Ireland in-market representative in advance. Their local and up-to-date knowledge is invaluable and could be critical to the success of your sales mission or attendance at the show.
10. Be sure to conduct a **winning familiarisation trip/site inspection**. If you want advice on running a successful fam trip/site inspection for your next client, come in and visit the team or get a copy of our checklist for successful site inspections.
11. It takes time to establish and position your product in the international market and achieve a successful level of international sales. Your marketing strategies should be well-planned and incorporate a variety of activities that target the international MICE buyer. Part and parcel of this is your sales pitch – to make sure your pitch is on brand we have created a MICE Toolkit and also offer a range of practical free of charge workshops in this area.
12. Offer a variety of itineraries that include unique and diverse experiences around your business, ensure the DMCS/PCOs that handle business and incentive travel are familiar with your product, suggest interesting ways to package your products together with other local experiences, participate in cooperative marketing activities organised by Meet in Ireland and your local regional convention bureau (RCB).
13. Become familiar with all Meet in Ireland supports – both practical and financial. Meet in Ireland offer over €1.4m in financial support to international clients to help drive business to Ireland. Be knowledgeable of these supports as they may help convert business in the future.

### Dublin Convention Bureau

Fáilte Ireland's Dublin Convention Bureau (DCB) is responsible for promoting Dublin and its hinterland as a world class destination for MICE or Business Events. DCB works proactively with Fáilte Ireland's Meet in Ireland team and its supplier-partners to deliver association conferences with international delegates, corporate meetings and incentive travel programmes.

DCB sales and marketing activity is funded by public and private sector contributions. It is a membership organisation and members pay annual fees in line with sectoral and revenue criteria. DCB's website is at [www.dublinconventionbureau.com](http://www.dublinconventionbureau.com). The site provides listings for hotels, venues and suppliers as well as ideas, news, a planners' toolkit and the facility to submit enquiries. On Twitter, DCB is active using the @DublinMeetings handle. DCB also publishes "The Dublin Directory", a 200-page print piece that, despite the current emphasis on digital assets, is still cherished by meeting planners.

Other key activities for DCB include:

- Active membership of European Cities Marketing, ICCA, PCMA and SITE, key industry associations that provide education, networking and business leads.
- Regular briefings throughout the year to update industry on activity, results, always including an educational element to these events.
- Hosting of site inspections where the team puts an itinerary together for clients and accompanies them throughout.
- Support of member/partner-led familiarisation/educational trips.
- Advice to Irish industry around Business Events and ideas on how to develop businesses to provide a sellable Business Events/Meetings, incentives, conferences, events (MICE) product.

# Section 9

Summary and  
Meet the Commercial  
Development Team



### Section 9 Meet the Team

Professionals involved in tourism in Ireland are often asked at global conferences how a small island nation of six million people can be so successful when it comes to visitor numbers and, even more crucially, satisfaction levels.

While an entire chapter could be dedicated to exploring why we box above our weight, two undoubted reasons for our success have been an uncompromising strategic focus on effective, evidence-based product development, marketing & communications and an alignment of public and private sectors efforts.

This guide, indeed, is built upon these two indispensable pillars and comes to you with the unshakeable belief that when we work together we can trade more effectively and our tourism exports will grow and grow.

Here's to continued success!

Target 2025: 11.4m  
overseas visitors, 6.5b  
revenue, 306,000 jobs

We look forward  
working with you!

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