



CHINA MARKET SNAPSHOT

CHINA MARKET PROFILE | 2015



CHINA MARKET OVERVIEW

POPULATION **1.35 BILLION**

GDP PER CAPITA (US \$) **6,100**

ANNUAL AVERAGE GDP GROWTH OVER PAST DECADE (%) **8 %**

MAJOR CITIES SHANGHAI, BEIJING, GUANGZHOU, CHENGDU, HANGZHOU, TIANJIN AND NANJING

LANGUAGE(S) MANDARIN CHINESE

CURRENCY RMB

CHINA OUTBOUND TRAVEL

TOURISM IRELAND BEST ESTIMATES

YEAR	NUMBERS	YEAR ON YEAR GROWTH %	VISITOR NUMBERS TO EUROPE	YEAR ON YEAR GROWTH %
2012	83,000,000	18%	3,100,000	11%
2013	98,000,000	18%	3,500,000	14%
2014	114,000,000	14%	3,900,000	10%



TOP 5 DESTINATIONS TO VISIT

WORLD WIDE

- No.1 SOUTH KOREA
- No.2 THAILAND
- No.3 JAPAN
- No.4 CAMBODIA
- No.5 THE UNITED STATES

EUROPE

- No.1 GREAT BRITAIN
- No.2 GERMANY
- No.3 FRANCE
- No.4 ITALY
- No.5 SWITZERLAND

PURPOSE OF TRAVEL (% SHARE OF VISITS)



PEAK TRAVEL PERIODS

MONTH

JANUARY AND FEBRUARY FOR CHINESE NEW YEAR FESTIVAL

OCTOBER FOR NATIONAL HOLIDAY

JULY AND AUGUST FOR SUMMER HOLIDAYS

AVERAGE LENGTH OF HOLIDAY



TO



CHINA MARKET SNAPSHOT

CHINA MARKET PROFILE | 2015

OUTBOUND TRAVEL TO IRELAND

TOURISM IRELAND BEST ESTIMATES



MARKET CHINA

2014

35,000

2015

38,000

2014 V'S 2015 % VARIANCE

9%

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
EXPERIENCED ADS GROUP TRAVELLERS	25-45	MIDDLE CLASS	25%	TOUR OPERATORS AND OTA	3 OR 4 STAR INTERNATIONAL CHAIN HOTELS	IN-DEPTH IRELAND TOUR PREFERRED	ICONIC EXPERIENCE AND QUALIFIED SERVICE.
EXPERIENCED AFFLUENT FIT TRAVELLERS	25-55	RICH	3%	TOUR OPERATORS AND OTA	4 OR 5 STAR INTERNATIONAL CHAIN HOTELS OR BOUTIQUE HOTELS	STAND ALONE IRELAND TOUR PREFERRED	TAILOR MADE PRODUCT AND CUSTOMIZED SERVICE

WEEKLY FLIGHTS & SEATS FROM KEY CITIES IN CHINA TO IRELAND

DEPARTURE CITY	NO. OF FLIGHTS PER WEEK	NO. OF SEATS	INDIRECT AIRLINES
BEIJING	19	13,170	AIR FRANCE, BRITISH AIRWAYS, ETIHAD, EMIRATES, KLM, LUFTHANSA, TURKISH AIRLINES, FINNAIR
SHANGHAI	18	12,970	AIR FRANCE, BRITISH AIRWAYS, ETIHAD, EMIRATES, LUFTHANSA, TURKISH AIRLINES, FINNAIR
GUANGZHOU & HONG KONG	13	8,200	AIR FRANCE, BRITISH AIRWAYS, EMIRATES, FINNAIR
CHENGDU & CHONG QING	6	2,570	BRITISH AIRWAYS, ETIHAD, FINNAIR

VISA REQUIREMENTS

TO THE REPUBLIC OF IRELAND

IRISH VISA REQUIRED

TO NORTHERN IRELAND

UK VISA REQUIRED

BRITISH IRISH VISA SCHEME

FOR MORE INFORMATION VISIT INIS WEBSITE (WWW.INIS.GOV.UK)

IRELAND'S STRENGTHS AND OPPORTUNITIES FOR TARGET MARKET

IRELAND'S STRENGTHS	IRELAND'S OPPORTUNITIES	TOP 5 ATTRACTIONS
1. VIBE OF THE CITIES	1. BRITISH IRISH VISA SCHEME	1. GUINNESS STOREHOUSE
2. BEAUTIFUL SCENERY	2. UNIQUE DESTINATION AWARENESS	2. TITANIC BELFAST
3. FRIENDLY PEOPLE	3. MOTIVATING ICONIC EXPERIENCES	3. GIANT'S CAUSEWAY
4. HISTORY AND CULTURE	4. THEMED ITINERARIES TO IRELAND	4. RIVERDANCE
5. GOLF FACILITIES	5. ADAPTING PRODUCTS FOR THE CHINESE MARKET	5. TRINITY COLLEGE





CHINA MARKET SNAPSHOT

CHINA MARKET PROFILE | 2015



TRAVEL TRADE MARKET

TRAVEL TRADE	OVERVIEW	% OF TOURISM IRELAND'S TARGET MARKET BOOKING THROUGH THESE PROVIDERS
TOUR OPERATORS / WHOLESALERS	CATER MAINLY FOR ADS GROUPS	50%
TRAVEL AGENTS	FIT PRODUCT DEVELOPMENT	20%
MICE	THERE HAS BEEN A NOTICEABLE INCREASE IN THE NUMBER OF CHINESE TRAVELLING TO OVERSEAS MARKETS FOR MICE TRAVEL	5%
ONLINE TRAVEL AGENTS	OTA'S IS A FAST GROWING SECTOR FOR CHINESE TO BOOK THEIR TRAVEL. INCREASINGLY MORE FIT TRAVELLERS WILL BOOK THE TRIP WITH OTA'S	15%
ONLINE DIRECT WITH AIRLINES & HOTELS	REPRESENTS 15% OF THE TOTAL NATIONAL TRAVEL INDUSTRY TURNOVER	5%
SPECIAL INTEREST	SELF-DRIVE AND GOLF ARE BECOMING INCREASINGLY POPULAR NICHE SEGMENTS IN CHINA	5%

TOP 10 TRAVEL TRADE

TRAVEL TRADE

CURRENTLY PROGRAMMING IRELAND

No.1	CTRIP.COM	UK AND IRELAND 10 DAYS TOURS
No.2	ETI HOLIDAYS	UK AND IRELAND 10 DAYS TOURS
No.3	PHOENIX TRAVEL WORLDWIDE	UK AND IRELAND 11 DAYS TOURS
No.4	BEIJING HUA YUAN	UK AND IRELAND 10/11 DAYS TOURS
No.5	BEIJING UTOUR	UK AND IRELAND 10/11 DAYS TOURS
No.6	BEIJING CAISSA	UK AND IRELAND 10/11 DAYS TOURS
No.7	TUNIU.COM	UK AND IRELAND 10/11 DAYS TOURS
No.8	SHANGHAI CITS	UK AND IRELAND 11/12/13 DAYS TOURS
No.9	COMFORT SHENZHEN	UK AND IRELAND 12 DAYS TOURS
No.10	GUANGDONG NANHU	UK AND IRELAND 10 DAYS TOURS



MEDIA LANDSCAPE



TOP 5 MEDIA CHANNELS FOR CONSUMERS



TOP 3 MEDIA CHANNELS FOR TRAVEL TRADE





CHINA MARKET SNAPSHOT

CHINA MARKET PROFILE | 2015

CONTACT INFORMATION

China Tourism Ireland

DELLA ZHANG
TOURISM IRELAND
ROOM 411 LIDO PLACE
6 JIANGTAI ROAD, BEIJING
T: +86 10 6430 1396
F: +86 10 6430 1519
E: DZHANG@TOURISMIRELAND.COM

