





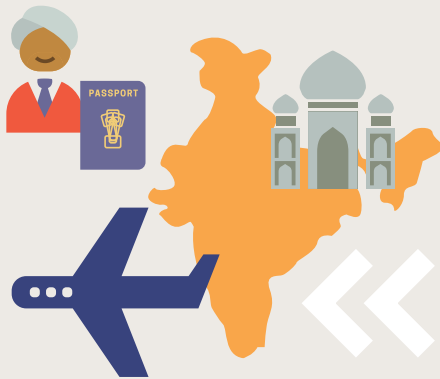


INDIA MARKET PROFILE 2019

INDIA MARKET OVERVIEW

 Population	 GDP per capita (US \$)	 Annual Average GDP growth over past decade (%)	 Language(s)	 Currency
1.35 billion	1,982	6.9%	English, Hindi	INR

INDIA OUTBOUND TRAVEL



Year	Numbers	Year on Year Growth %
2017	18,395,000	+10%
2016	16,776,000	+9%
2015	15,377,000	+11%
2014	13,797,000	+8%
2013	12,725,000	+6%

OUTBOUND TRAVEL TO THE ISLAND OF IRELAND

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





TOP 5 DESTINATIONS VISITED

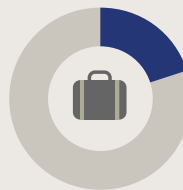
World Wide	Europe
1. Singapore	1. United Kingdom
2. Thailand	2. Germany
3. Malaysia	3. Switzerland
4. Hong Kong	4. France
5. UAE	5. Austria



PURPOSE OF VISIT (% SHARE OF VISITS)



50% LEISURE



20% BUSINESS



10% VFR



20% OTHER

WEEKLY NUMBER OF ONE STOP FLIGHTS TO THE ISLAND OF IRELAND

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

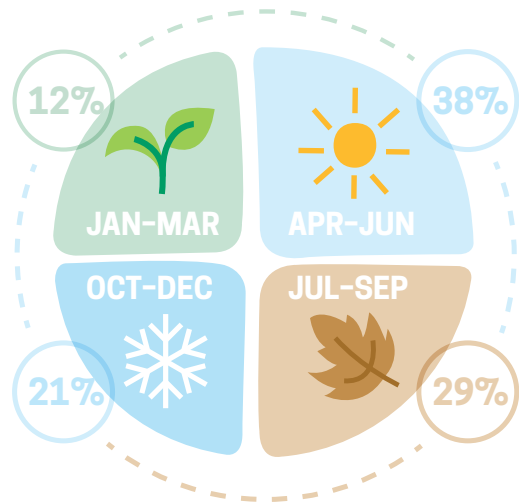
List of Airlines

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



PEAK TRAVEL PERIODS

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



TRAVEL COMPANIONS

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

TOP ACTIVITIES

NATURAL BEAUTY
SHOPPING NIGHTLIFE
DINING

THE ISLAND OF IRELAND'S STRENGTHS

THE WARM WELCOME

BRITISH IRISH VISA SCHEME (BIVS)

SCREEN TOURISM

NO LANGUAGE BARRIER

DRIVE ON THE SAME SIDE OF THE ROAD



BOOKING LEAD TIME:



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



TRAVEL TRADE

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



TOP 10 TRAVEL TRADE



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

KEY NOTES

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



For more information visit:
www.tourismireland.com