



GCC VISITORS

The Gulf Corporation Council (GCC) is a region that differs greatly from Ireland in many ways, their culture, social norms and behaviours, along with consumer trends and tastes. Tourism Ireland wants to help you to understand these differences, by providing insights that will enable you to maximise the potential of the GCC market.

Tourism Ireland's top tips for catering to visitors from the GCC



Muslim families do not travel during Ramadan, a month of daytime fasting, but like to take holidays at the end of the Islamic holiday. Ramadan dates and other Islamic holidays change each year as they are based on a lunar calendar.



GCC nationals like to travel with family, including extended family. They like to keep their family members close by so adjoining rooms or rooms on the same floor are ideal.



Muslims do not eat pork or drink alcohol. They eat halal meat, fish and vegetarian dishes. Halal meat is prepared and blessed by the butcher in a way that prescribes to Islamic beliefs.



Show respect for Arabic culture and Islamic religion by providing a prayer mat with compass pointing to Mecca, addresses of mosques, halal stores and restaurants.



GCC Nationals are influenced by word of mouth recommendations and like booking through travel agents. They are slowly starting to experiment with online bookings.



GCC TRAVEL TRADE

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Tourism Ireland's top tips for doing business with the GCC travel trade

TIP 1



GCC travel trade prefer to have a close and valuable relationship with their suppliers. Stay in regular touch with the travel trade and develop a good rapport with them.

TIP 2



GCC Nationals may wear the traditional dress of their countries. Dress conservatively when meeting with them to avoid causing cultural offense.

TIP 3

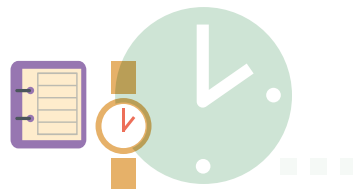


Demonstrate knowledge and respect for Arabic culture by learning some local phrases.

PRONUNCIATION

Peace be upon you / Hello	'Salaamu aleikum'
And unto you peace	'Wa aleikum a-salaam'
Thank you	'Shukran'

TIP 4



Prioritising and time management carry much less importance in the GCC than in Europe. It is important to remain patient when dealing with travel trade.

TIP 5



It is a sign of respect to enjoy a refreshment with your host at the beginning or end of a meeting.