



# Aisling McDermott

Tourism Ireland  
Marketing Manager Middle East &  
Asia

ROB ARROW  
GCC Travel Specialist

CIARA HANLEY  
Intercontinental Hotel



**Tourism Ireland**

*Marketing the island of Ireland overseas*

## **Middle East Market Overview**

**Aisling McDermott**

Marketing Manager Middle East & Asia

7<sup>th</sup> June 2018



**Visitors: 70,000**

**+8%**

**By 2023: +20%**

**Publicity: €1.2m**

**+20%**



35 Direct Flights per week

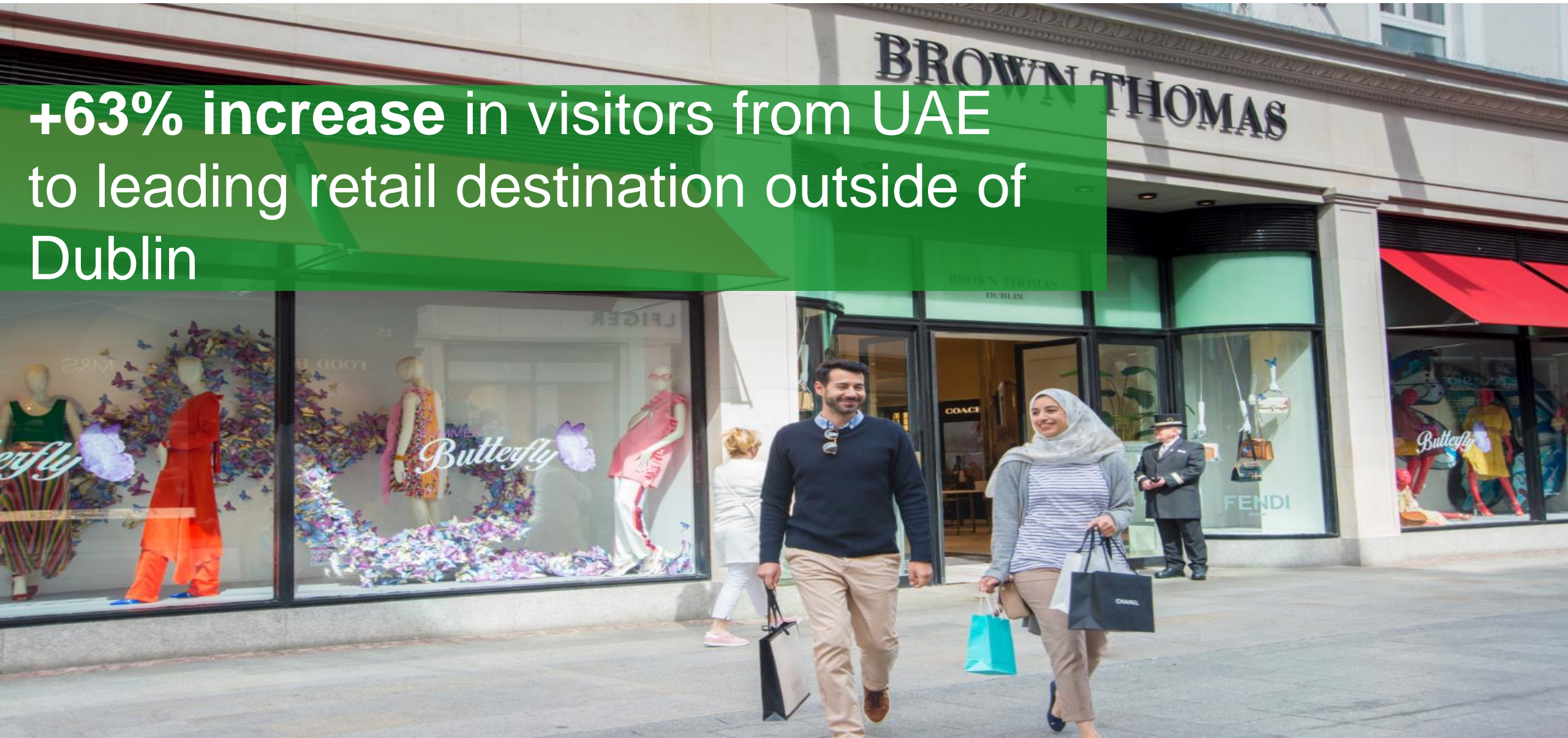
5 Flights per day

**Ireland is visa free for  
UAE Nationals**

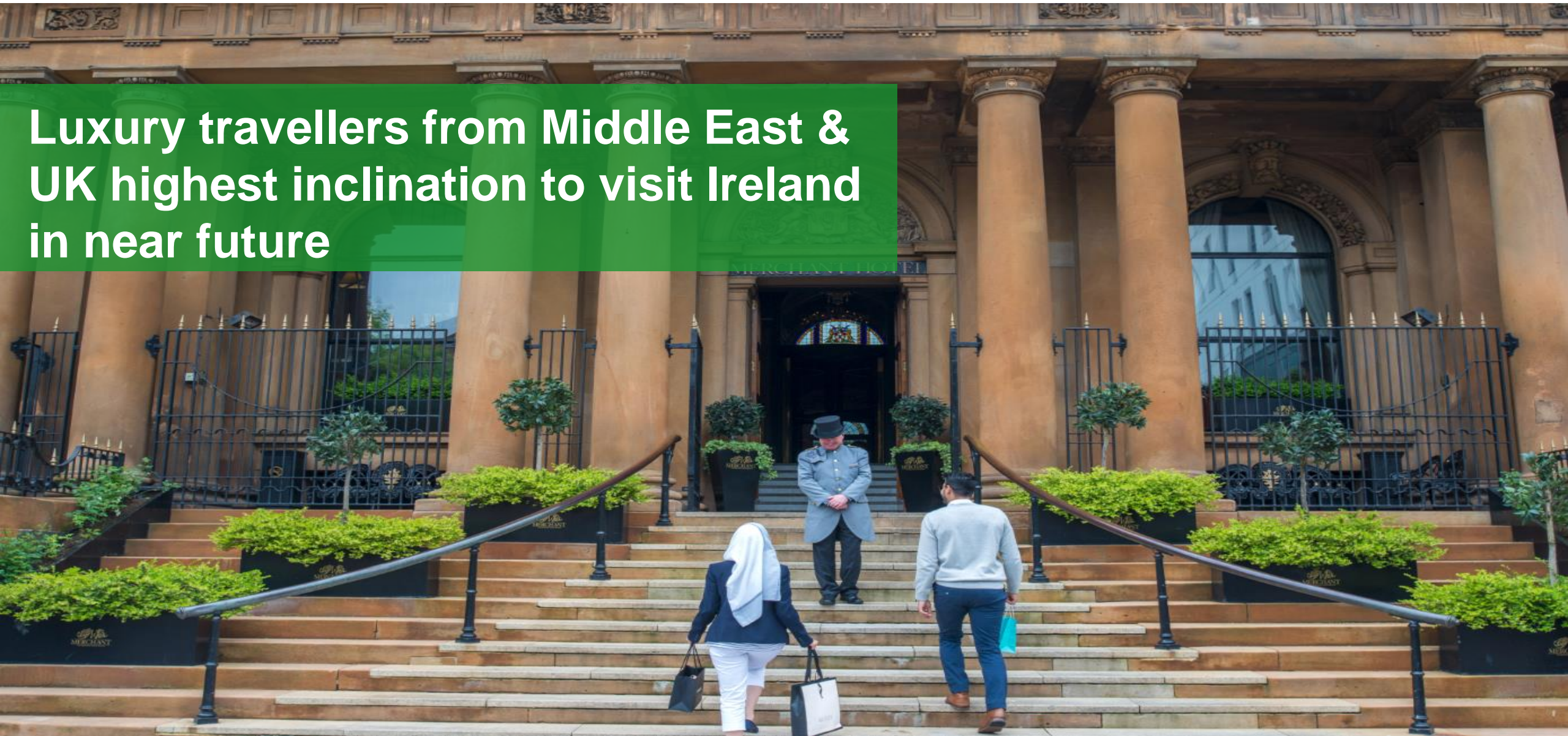
**Irish Visa Waiver for other  
Middle East countries**



**+63% increase in visitors from UAE  
to leading retail destination outside of  
Dublin**



**Luxury travellers from Middle East & UK highest inclination to visit Ireland in near future**



A photograph of a horse-drawn carriage in front of a large, classical stone building with columns. The carriage is pulled by two white horses. A driver in a green shirt is visible. The scene is outdoors on a paved area with greenery in the background.

## UAE & Qatar Target Markets

Middle East has one of the worlds highest GDP per capita

Outbound travel is among the most valuable in the world. High spenders when travel abroad

+47% growth in Middle East visitors to the UK over 5 year period

Over 40% of Middle East visits happen during the summer

80% leisure | 20% business travel

Family travel very important | Min. one long-haul family holiday per year

Short booking lead time





**Cities**

**5 Star Luxury**

**Unique Experiences**

**Shopping**

**Food**



**Airline Campaigns**

**Publicity**

**Trade Sales Calls**

**Sales Missions**

**Ireland Itineraries**

**Ireland Fam Trips**

**Digital Marketing**

**Trade Partner Campaigns**

**B2B Workshops**

**Ireland Specialists Training**



# UAE & India Sales Mission

3<sup>rd</sup> – 8<sup>th</sup> February 2019

A scenic view of a rugged coastline with cliffs and a rope bridge. The image shows a woman in a white hijab and a man walking across a rope bridge over a chasm. In the background, there are steep cliffs and a blue sea under a clear sky. The text is overlaid on green horizontal bars.

**Halal Friendly Ireland**

**GCC Ready Programme**

**Ireland Fam Trips**

**Meitheal & Meet the Buyer**

**Digital**

# Tourism Ireland Industry Opportunities Website

