



Tourism Ireland

China Market Update

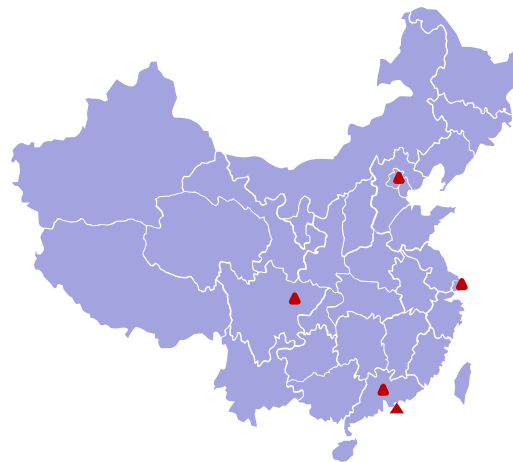


David Boyce

Head of Middle East, Asia and Emerging Markets

China Market Overview

- The population of China is **1.4 billion (2018)**
- **57.3% live in cities** and **42.7% live in rural areas.**
- GDP increased by **6.7 % in 2017.**
- **Among 133 countries in the world, China ranked 64 in terms of per capita GDP.**
- China's per capita income was about **USD 8,123 (2015).**
- East China, with China at its core is expected to amount for **42% of global outbound business travel expenditures by 2023.**



Beijing
Shanghai
Guangzhou
Chengdu
Hong Kong

Growth from 2005-2018

70,000 visitors in 2017.

British Irish Visa Scheme.

175 weekly flights from China to the UK in 2017

14 million of 129 million visits abroad from China were long haul, with 6 **million** of these visits to Europe.

Over **55%** of Chinese outbound tourists spend in excess of **€2,260** according to Union Pay.

Britain and Ireland are now listed as one of the **top 5** routes for Chinese in Europe

According to the latest data, the number of tourists visiting Europe in the third quarter of 2017 has increased **29% YOY**

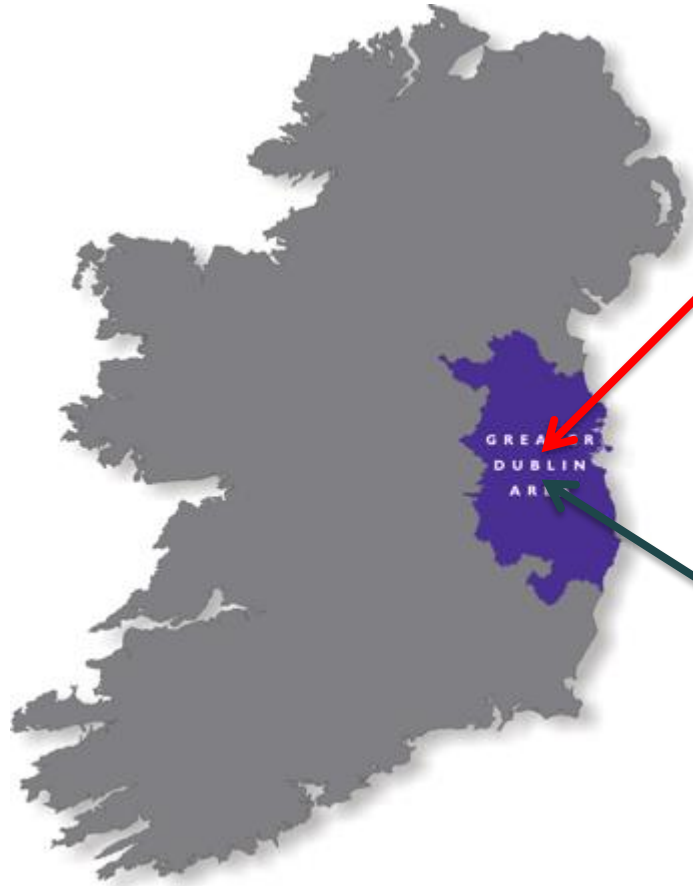
Future Potential



Outbound travel is expected to **more than double** in the next **four years** to more than **250 million**.

Goldman Sachs research predicts that the number of Chinese passport holders will increase by **100 million** over the **next decade**.

Direct Access Routes



**1700 seats
weekly**

**8 direct
flights a week**

CATHAY PACIFIC

Activities in China

Key Strategic Focus

- Partnerships with airlines: Cathay Pacific, Finnair, Hainan Airlines, British Airways, Qatar Airways, Eithiad Airways and Emirates Airline.
- Promote **Island of Ireland and UK + Island of Ireland packages** with tour operators and travel agents in China mainland and Hong Kong.
- Move with the changing demographic of FIT as well as group tours. Work with Fáilte Ireland to develop **itineraries and campaigns** that meet the changing needs of these customers.
- Collaborate on joint trade and partnerships through **co-operative marketing**
- Promoting Ireland's key themes



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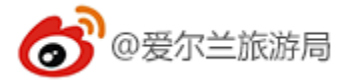
CATHAY PACIFIC
Life With Traveling

Jump into Ireland

*For 2 or more travelling together. Terms and conditions apply.

Activities in China

- Core themes are used and highlighted on **Ireland.com** and promoted through **social media, e-zines to consumers, trade and media**
- Customise local website content, social media platforms and e-zines for maximum appeal for our target markets tastes and interests.
- **Localise Tourism Ireland's global campaigns** to ensure the messages are relevant for the China market and appeal to our target audience
- **Social media campaigns** in Q3/Q4 to maintain current fans and to encourage potential fans to follow TI China's social media platforms.



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China Sales Mission



9th Annual China
Sales Mission

Growing Business Together

Meitheal and
Meet the
Buyer

UK Inbound

Fáilte Ireland's
China Ready
Programme



Catherine O'Grady Powers

Owner of Glen Keen Farm

Luo Ya

Owner of **WiiYa** International

Tourism Ireland WeChat QR Code

