

Newsletter



TOURISM IRELAND'S MISSION TO WOO TOURISTS FROM INDIA

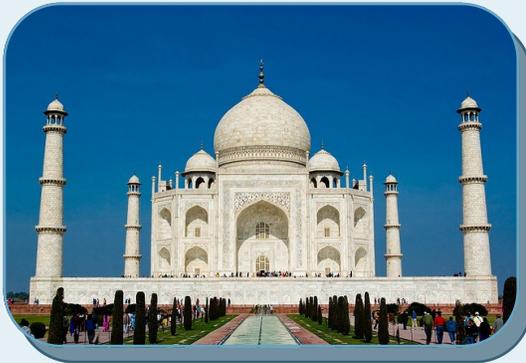
A delegation of nine tourism organisations from Ireland led by Tourism Ireland visited the Indian cities of Mumbai and Delhi in the last week of February, 2012. Their purpose was to meet with key tour operators and travel agents from around India, to ensure the island of Ireland fully capitalises on the emerging Indian tourism market.



With a booming economy and an expanding middle class (India currently adds 40 million people to its middle class each year), India certainly has a potential tourism market. Latest estimates suggest that at least 9 million foreign trips are taken by Indians each year, with about 400,000 visiting the UK. About 15,000 Indians visit Ireland each year. Last year Ireland introduced visa waiver arrangements for Indian visitors clearing UK immigration and this significantly enhancing Indian tourism to Ireland.

Tourism Ireland is hoping to capitalise on the tourism potential of a new Bollywood blockbuster Ek Tha Tiger (meaning 'Once There Was A Tiger') which was shot in Dublin last September and will be released this summer. It is expected to reach over 100 million people. Bollywood is deep-rooted in the psyche of most Indians and the films

have a considerable influence on Indian travellers when they are deciding on their holiday destination. Tourism Ireland is confident that the footage shot in Dublin will help to whet the appetites and create a curiosity among Indians to come and visit the places where the colourful film was shot.



IRELAND-INDIA COUNCIL WISHES YOU & YOUR FAMILY A HAPPY HOLI

Holi- festival of colours- is an Indian festival that commemorates good harvests and fertile lands. In addition to celebrating the coming of spring, Holi has even greater purposes. Hindus believe it is a time to enjoy spring's abundant colours and to say farewell to winter. Furthermore, Holi celebrates many religious myths and legends.



Upcoming Events!

HANNOVER MESSE 23-27/04/2012

The world's most important technology event in Hannover-Germany.

www.hannovermesse.de/home

EXECUTIVE EDGE DAY 09/03/2012 UCD UNIVERSITY

The event will present 18 new ideas that can be used immediately to improve leadership effectiveness.

www.executiveedgeday.ie

THE GROWTH MAP: GROWTH ECONOMIES AND FUTURE OPPORTUNITIES 22/03/2012

This event will discuss about investment and growth potential in the BRIC economies and emerging markets.

IBEC - Events - 'The Growth Map: Growth Economies and Future Opportunities'

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