

Canada

Market Profile



Tourism Ireland

The island of Ireland welcomed

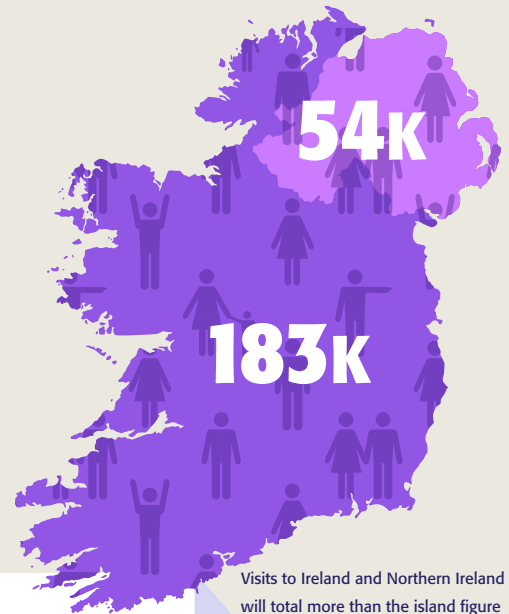
203k

visitors from
Canada in 2016



Visitor Market

Canada is in our top ten of largest source markets. 45% visit from the Ontario region, while 20% visit from British Columbia.



Visits to Ireland and Northern Ireland will total more than the island figure due to visitors spending time in both locations.

+11%

Visitor growth in 2016



Ireland



Northern Ireland

34M

Outbound trips

In 2016 14% of all Canadian outbound trips were to Europe and 4% of these visitors spent time on the island of Ireland.

Latest Performance

To access the latest performance on visitors, holidaymakers and revenue from Canada.

[READ MORE](#)



Tourism Ireland



Revenue and Bednights

Spend by visitors from Canada increased by +24% to €189M/£152M in 2016. This represents 4% of all overseas visitor revenue to the island.



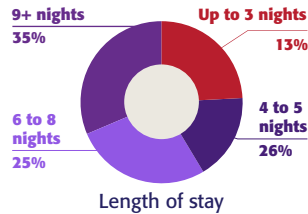
2.1M

Bednights

62% of Canadian visitors stayed in paid accommodation, principally hotels and to a lesser extent B&Bs, guesthouses and rented accommodation.

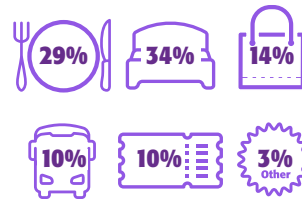
10.2

Average nights on the island



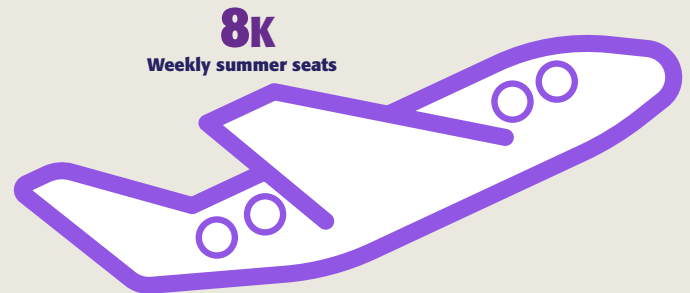
€930/£751

Spend per visitor



Air Access

Air seats to the island increased by 26% in 2017.



5

Canadian airports



Halifax, Montréal, Toronto, St John's Newfoundland and Vancouver.

5

Airlines



Aer Lingus, Air Canada, Air Transat, ASL Airlines and Westjet.

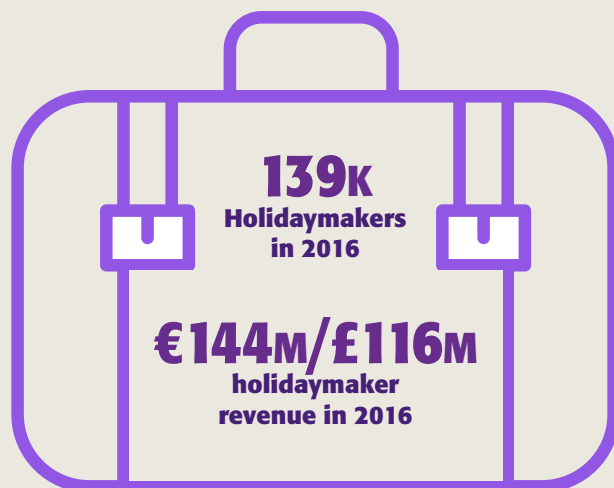
Industry Opportunities

Tourism Ireland works with airline partners to create co-operative marketing opportunities for our industry partners to also get involved with.

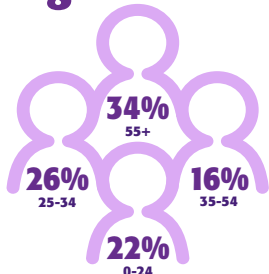
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Holidaymakers

We welcomed 139k Canadian holidaymakers, generating €144M/£116M holidaymaker revenue in 2016.



Age Profile



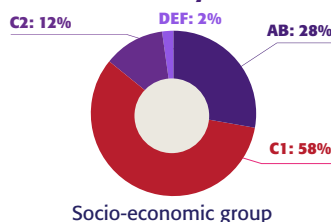
52%

Holiday as a couple

Canadian holidaymakers are the most likely of all markets to travel as part of a couple (52%), and are the market least likely to travel alone (11%).

86%

ABC1 holidaymakers



Interest in Visiting

62% of Canadian holidaymakers are interested in taking a holiday to the island of Ireland.



Top Ten

Holiday destination

The island is on the top 10 list of holiday destinations that Canadian holidaymakers are interested in visiting.

9%

Actively planning a holiday to the island in 12 months

The island of Ireland competes with the US, Italy, France, Spain and Great Britain in terms of destinations that Canadian holidaymakers are actively planning on visiting.

Driving Holiday Growth

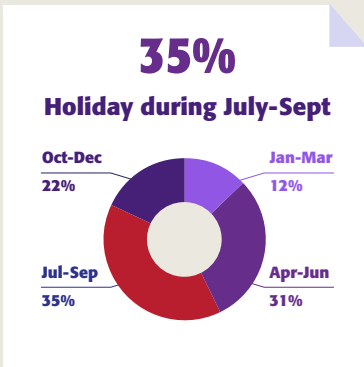
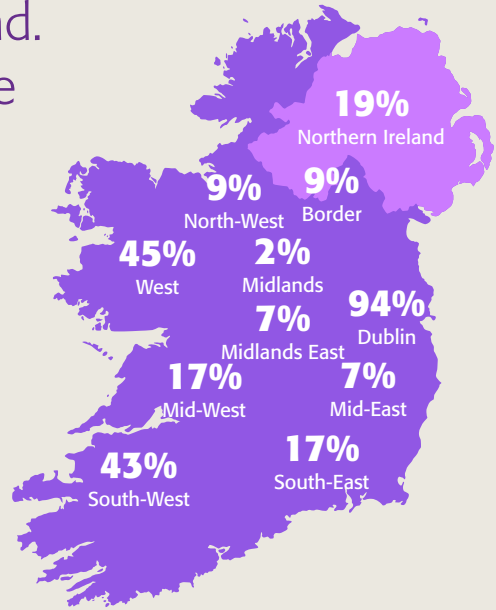
Tourism Ireland has created a tailor-made marketing programme targeting Canadian holidaymakers to stimulate interest and holiday booking from this market.

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Canadian Explorer

Canadian holidaymakers like to travel around and explore the regions of Ireland. 38% of them hire a car and discover the island by self-driving.

Two thirds of Canadian holidaymakers arrive between April-September.

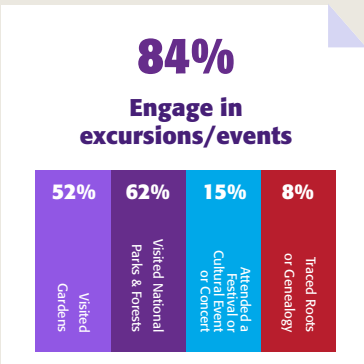
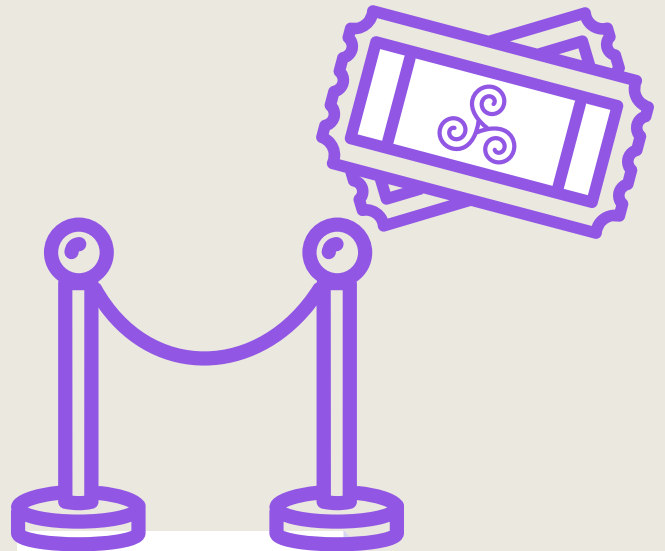


Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making periods. Why not get involved in our eMarketing partnership programme?

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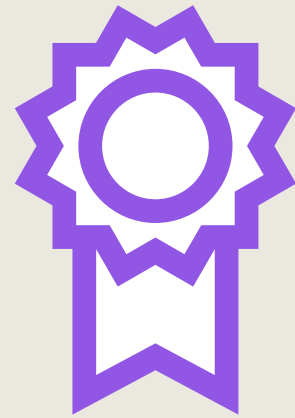
Active Holidaymakers

Canadian holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.



Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



Contact us

Get in contact with our Canadian team who can partner with you to help deliver more visitors and revenue from Canada to your business and the island of Ireland.

[READ MORE](#)

Market Insights

Learn about opportunities in other markets and keep up-to-date on latest visitor numbers and market intelligence.

[READ MORE](#)

Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from Canada and other markets.

[READ MORE](#)

All the information contained within this publication is based on information provided by NISRA's Northern Ireland Passenger Survey, The CSO's Country of Residence Survey and the Passenger Card Inquiry and Fáilte Ireland's Survey of Overseas Travellers and Tourism Ireland overseas research programme.