

Canada

Market Profile



Tourism Ireland

The island of Ireland welcomed

225k

visitors from
Canada in 2017



Visitor Market

Canada is the 9th largest market for the island of Ireland, and the 5th strongest in terms of revenue.

Where do they come from?

51%

Ontario

20%

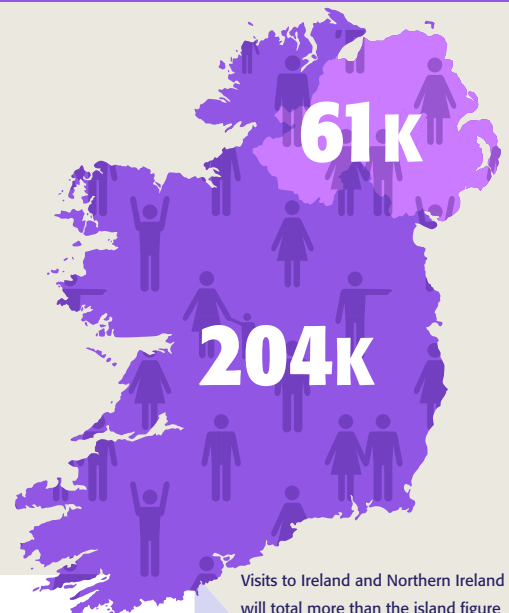
British Columbia

12%

Alberta

6%

Quebec



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 2017



Ireland



Northern Ireland

24.5M

Outbound leisure trips

In 2017, 10M (39%) of all Canadian outbound trips were to Europe and 147k (3%) of these visitors spent time on the island of Ireland.

Latest Performance

Read more to access the latest performance on visitors, holidaymakers and revenue from Canada.

[READ MORE](#)

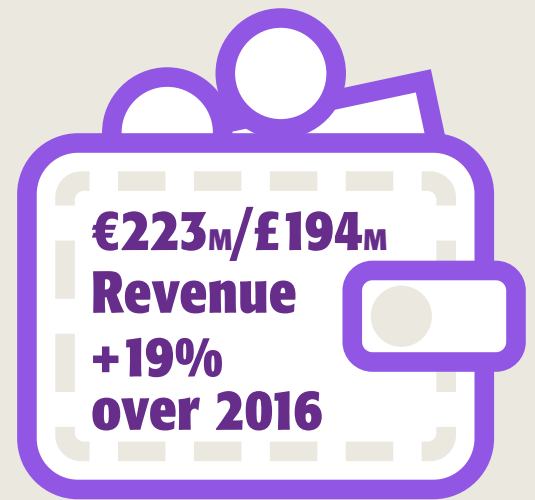


Tourism Ireland



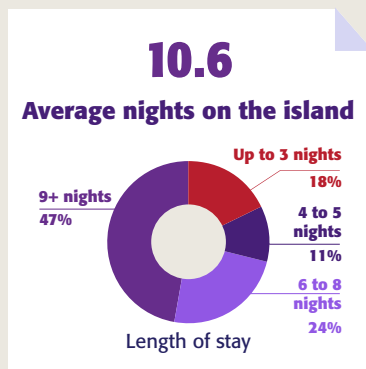
Revenue and Bednights

Spend by visitors from Canada increased by +19% to €223M/£194M in 2017. This is an additional €36M/£31M when compared to 2016. Canadian visitor spend accounts for 4% of all visitor spend to the island of Ireland.



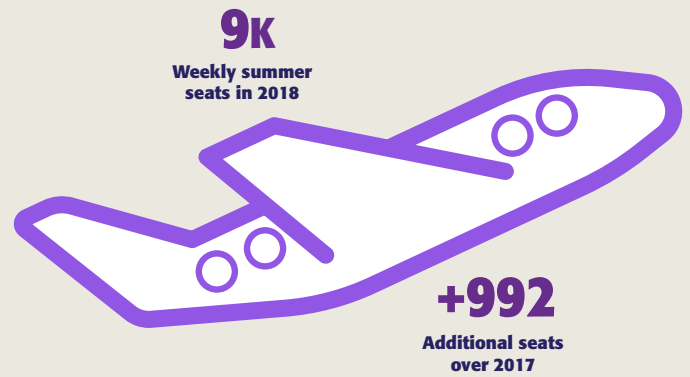
2.4M Bednights

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



Air Access

Weekly air seat capacity to the island increased from 8K to 9K in 2018, which is a +12% increase when compared to 2017.



6 Canadian airports **4 Canadian cities**

Montréal, Toronto, St John's Newfoundland, Hamilton, Vancouver and Calgary.

4 Airlines

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

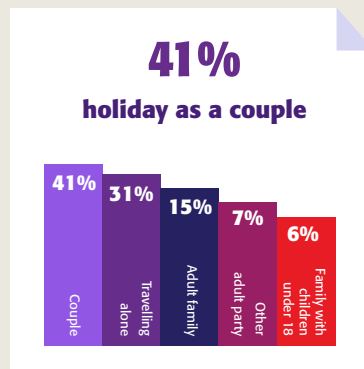
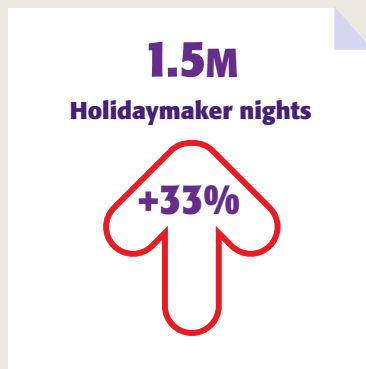
Industry Opportunities

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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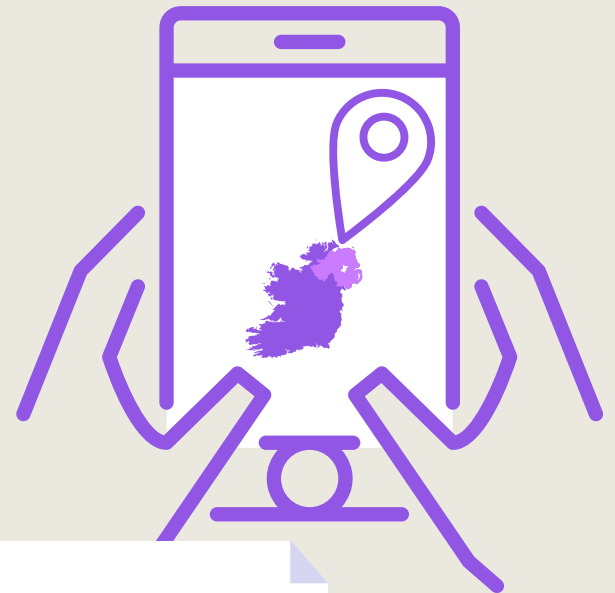
Holidaymakers

We welcomed 147k Canadian holidaymakers in to the island in 2017. Since 2013, holidaymaker growth has more than doubled.



Interest in Visiting

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



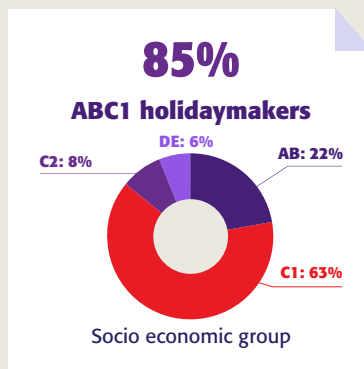
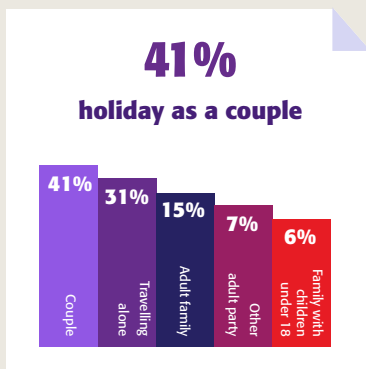
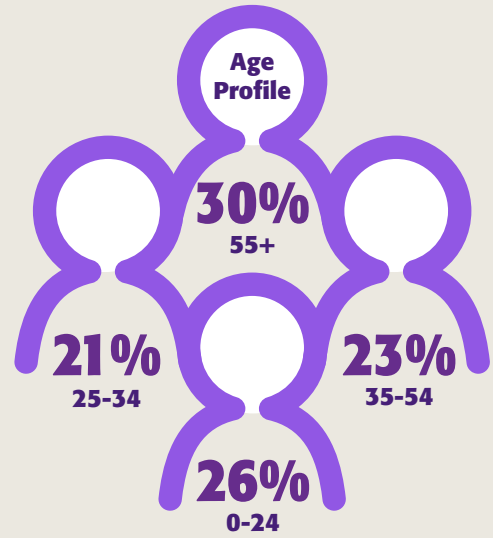
Driving Holiday Growth

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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Holidaymaker Profile

Just under one third (30%) of all Canadian holidaymakers to the island of Ireland are over the age of 55+. 41% of holidaymakers travel as a couple to the island.



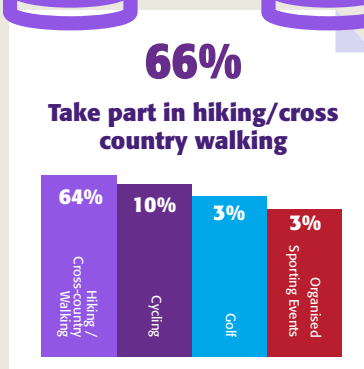
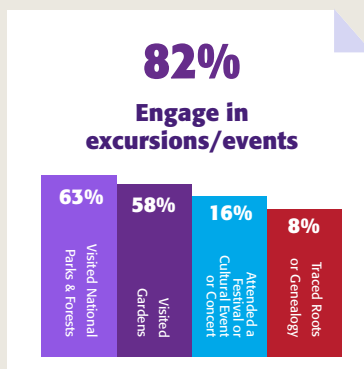
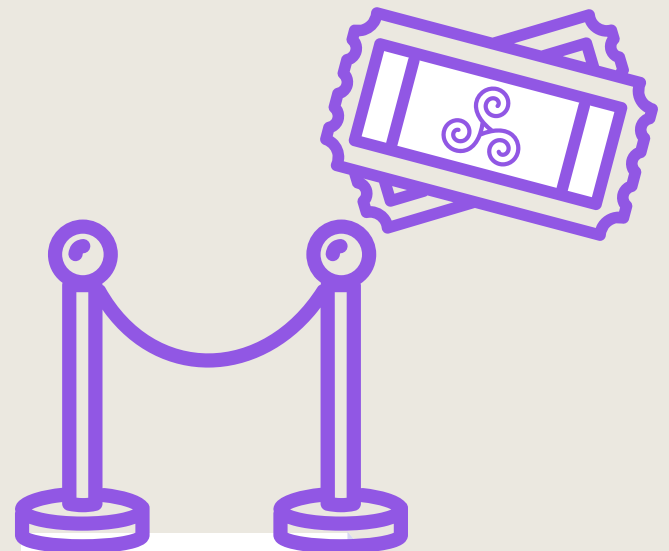
24%
repeat holidaymakers

76% of Canadian holidaymakers visited for the first time in 2017.

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Active Holidaymakers

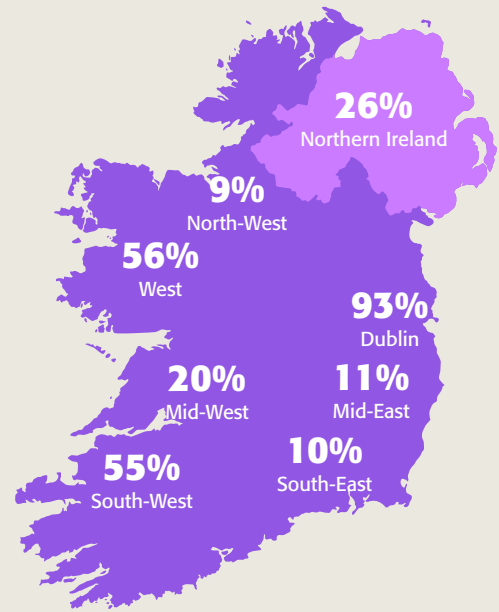
Canadian holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.



Canadian Explorer

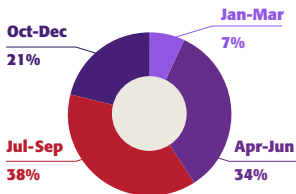
Holidaymakers from Canada visit more regions than any other market and are more likely to use a car during their trip than most other holidaymakers.

26%
visit Northern Ireland



38%

Holiday during July-Sept



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?

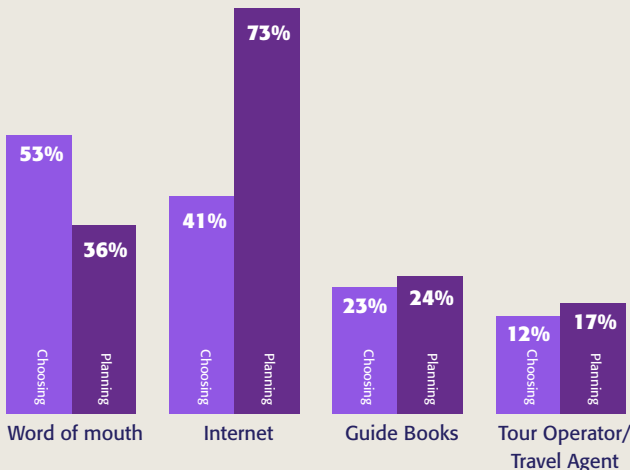
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Online & Offline Inspiration

Word of Mouth remains the most powerful influencer among holidaymakers from Canada when choosing to visit the island of Ireland.



Just some of the sources of influence when choosing/planning visit



Planned via Social Media

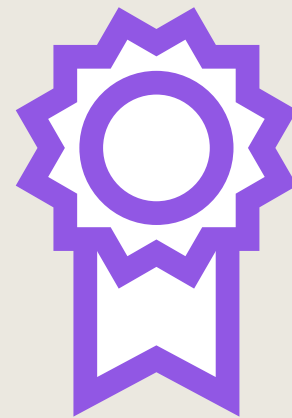
Of those who used Social Media, Facebook was the most popular (88%) social media outlet for holidaymakers when planning to visit the island of Ireland, followed by Instagram (44%) and Pinterest (38%).

Planned via the Internet

43% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using a carrier website and two-fifths used accommodation and/or review sites.

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.

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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, Fáilte Ireland's Survey of Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.