

Canada

Market Profile



The island of Ireland welcomed

244k

visitors from
Canada in 2018



Visitor Market

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

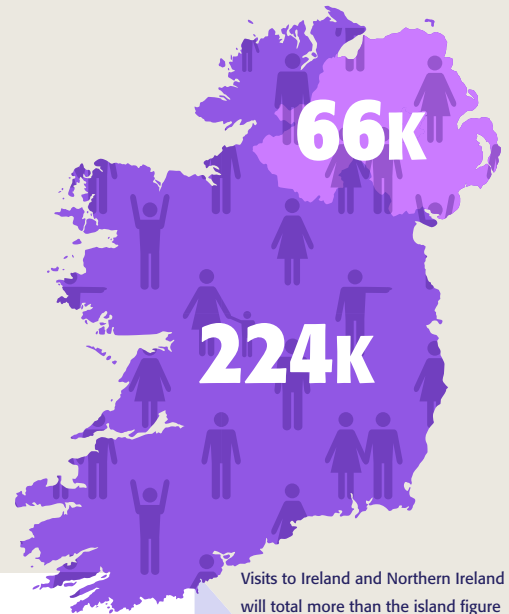
Where do they come from?

39%
Ontario

22%
British Columbia

11%
Alberta

17%
Quebec



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

+8%

Visitor growth in 2018



Ireland

Northern Ireland

25.5M

Outbound leisure trips

In 2018, 5.4m (20%) of all Canadian outbound leisure trips were to Europe and 244k (5%) 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](#)

Revenue and Bednights

Spend by visitors from Canada increased by +2% to €227M/£198M in 2018. This is an additional €4.7M/£4.1M when compared to 2017. Canadian visitor spend accounts for 4% of all visitor spend to the island of Ireland.



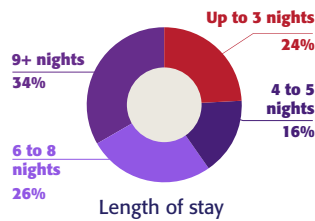
2.3M

Bednights

80% of Canadian visitors stayed in paid accommodation, principally hotels and to a lesser extent B&Bs, guesthouses and rented accommodation.

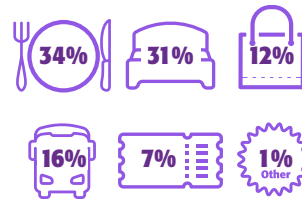
9.3

Average nights on the island



€933/£812

Spend per visitor

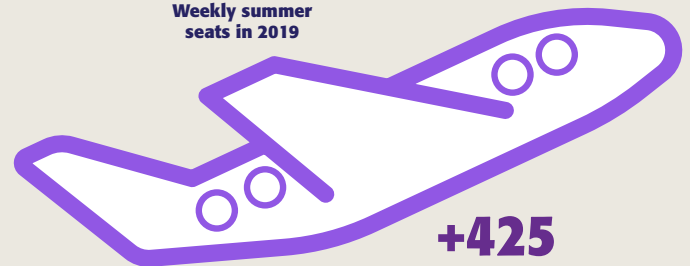


Air Access

Weekly air seat capacity to the island increased from 9K to 9.5K in 2019, which is a +5% increase when compared to 2018.

9.5K

Weekly summer seats in 2019



+425

Additional seats over 2018

6

Canadian airports



Montréal, Toronto, Halifax, Hamilton, Vancouver and Calgary.

6

Canadian cities

5

Airlines



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

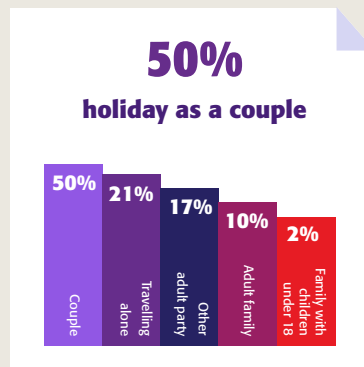
Industry Opportunities

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 166k Canadian holidaymakers in to the island in 2018. Since 2014, holidaymaker growth have almost doubled.



Interest in Visiting

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



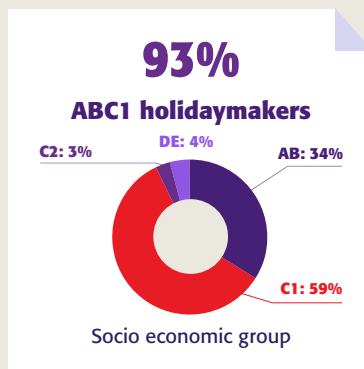
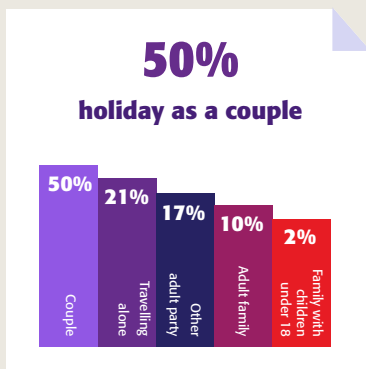
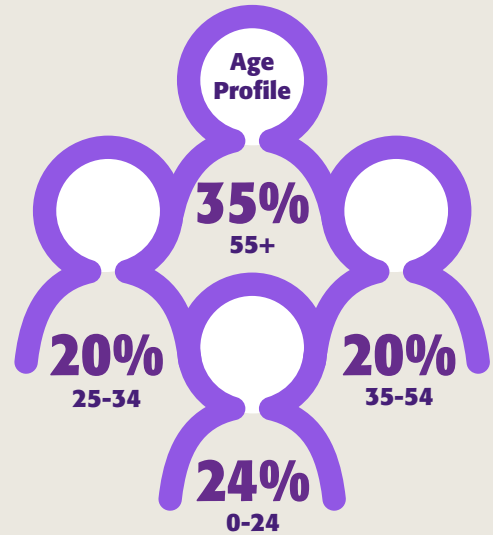
Driving Holiday Growth

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 over one third (35%) of all Canadian holidaymakers to the island of Ireland are over the age of 55+. Half of holidaymakers travel as a couple to the island.



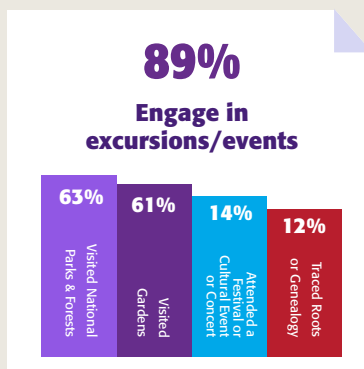
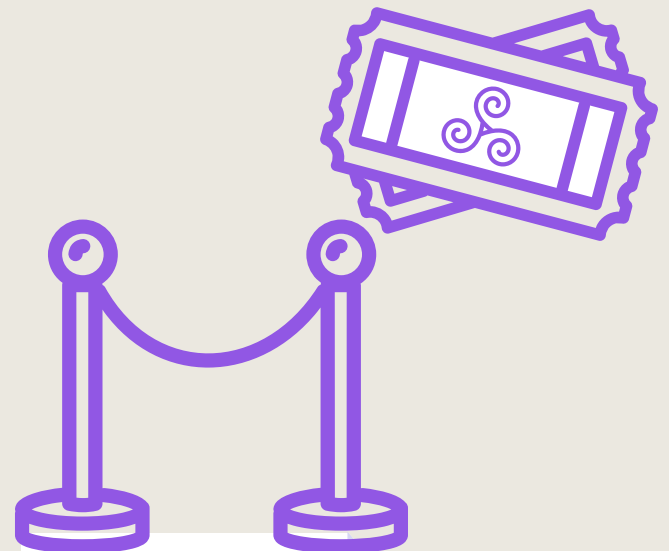
19%
repeat holidaymakers

81% of Canadian holidaymakers visited for the first time in 2018.

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Active Holidaymakers

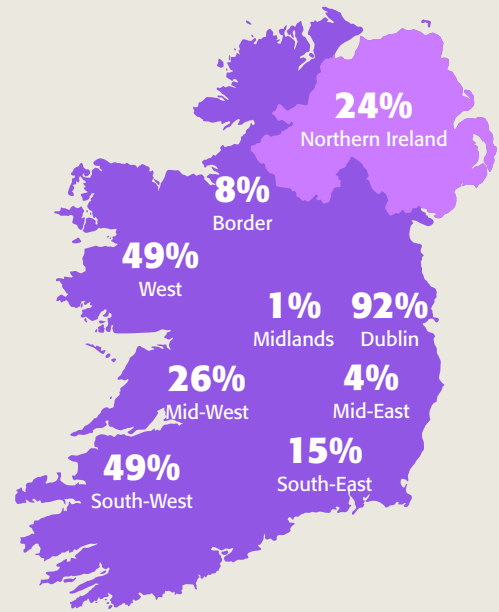
Canadian holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.



Canadian Explorer

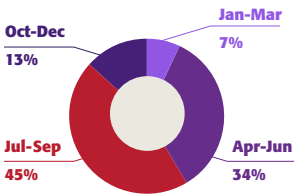
Holidaymakers from Canada visit more regions than any other market and are more likely to use a car during their trip than most other holidaymakers.

24%
visit Northern Ireland



38%

Holiday during July-Sept



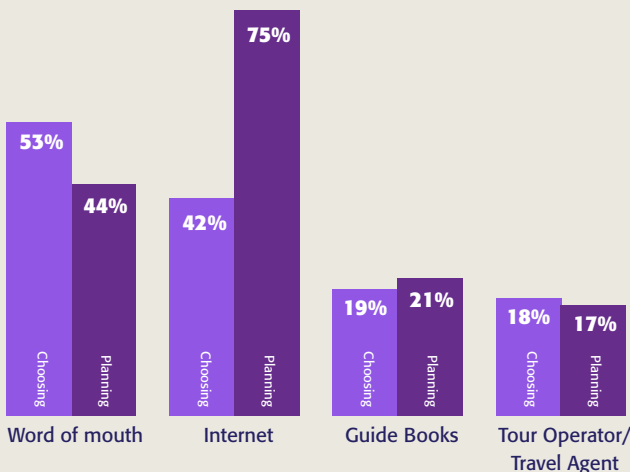
Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making periods. Why not get involved in our eMarketing partnership programme?

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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



75%
of Canadian holidaymakers planned their trip via the internet

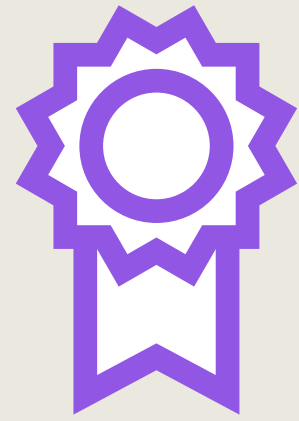
8%
Planned their visit based using brochures

Planned via the Internet

Half of all holidaymakers who used the internet to choose to visit the island of Ireland did so using accommodation and/or review sites and 27% did so using a carrier website.

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