

# CANADA

## Market Profile 2019



Canada is the 10th largest market for overseas tourism to the island of Ireland

### Tourist Market

The island of Ireland welcomed 248,000 tourists from Canada in 2019, making 2019 the 10th year of consecutive growth.

#### Where do they come from?

<b>48%</b>	<b>25%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>8%</b>
Ontario	British Columbia	Alberta	Quebec	Nova Scotia	Other





 Tourist growth in 2019 vs 2018

- Ireland: +2%
- Northern Ireland: +3%

**23.6m** outbound leisure trips

26% or 6.1 million of the 23.6 million overseas leisure trips from Canada were to Europe, in the first 11 months of 2019, an increase of +3% over the same period in 2018.


 Access the latest performance on tourists, holidaymakers and revenue from Canada. [Read more](#)

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

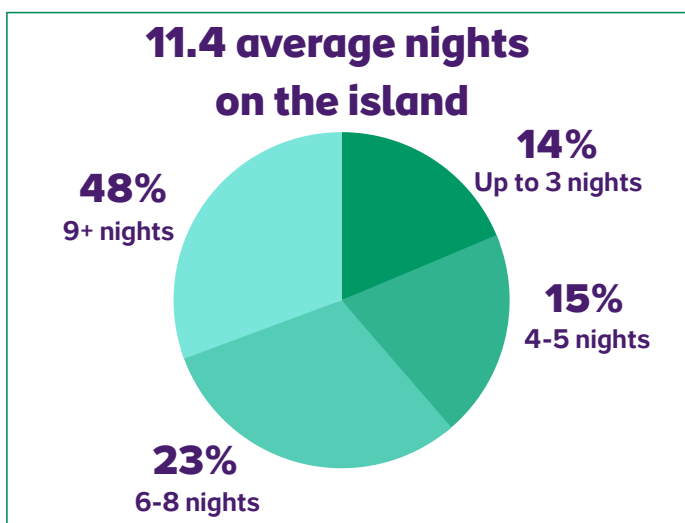
# Revenue and Bednights

In 2019, Canadian tourists spent €209/£182 million on the island of Ireland, making this market the eighth-largest source of overseas revenue for the island.

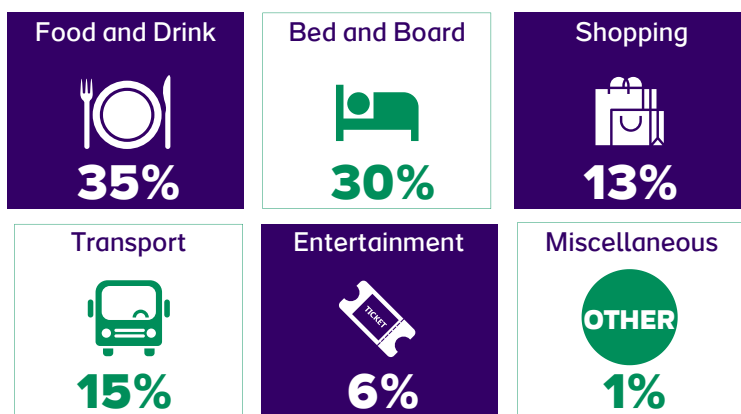
**2.8m** Canadian tourists stayed 11.4 nights on average on the island of Ireland in 2019 - making this market one of the longest-staying of all overseas markets.



**€209m/£182m**  
**REVENUE**  
in 2019

## €846/£736 spend per tourist




# Air and Sea Access Links

The number of weekly air seats from Canada to the island of Ireland increased from 9,000 in 2018 to 9,500 in 2019 – an increase of +5%.

**9.5k** 9.5k one-way seats per week to Ireland:

- 6 Canadian airports
- 6 Canadian cities

**Montréal - Toronto - Halifax - Hamilton - Vancouver - Calgary**


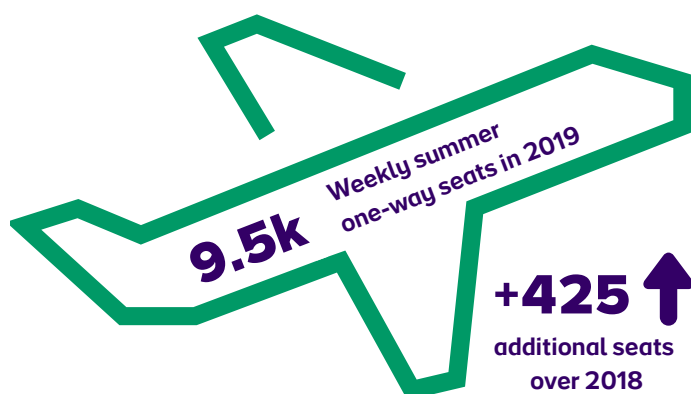


**5** 5 operating airlines:

- Aer Lingus
- Air Canada
- Air Transat
- Norwegian Airlines
- Westjet




**Industry Opportunities**  
Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities in which our industry partners can get involved. [Read more here.](#)

# Holidaymakers

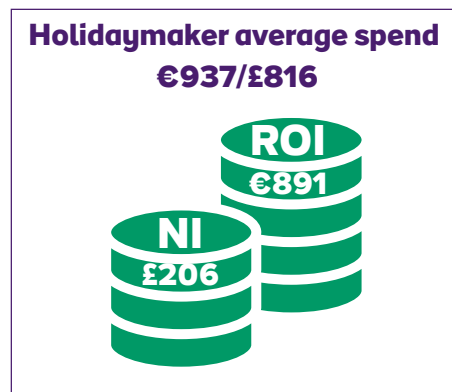
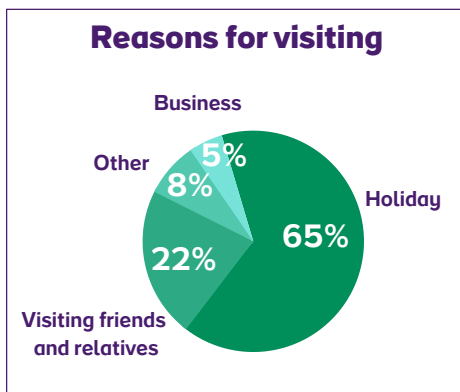
The island of Ireland welcomed 161,000 Canadian holidaymakers in 2019 - making Canada the seventh-largest source market of overseas holidaymakers, accounting for 3% of all overseas holidaymakers.

**1.5m**  
HOLIDAY  
BEDNIGHTS



Canadian holidaymakers stayed 9.4 nights on average on the island. One in four included an overnight in Northern Ireland.

**161k**  
holidaymakers  
in 2019



**€151m/£132m**  
holiday revenue in 2019

## Interest in Visiting


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

**TOP  
10**

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

**9%**  
Actively planning a holiday to the island within 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 to visit.



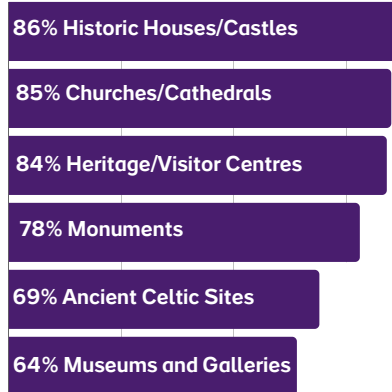
Tourism Ireland has created a tailor made marketing programme targeting Canadian holidaymakers to stimulate interest and holiday bookings from this market.  
[Read more here.](#)

# Active Holidaymakers

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



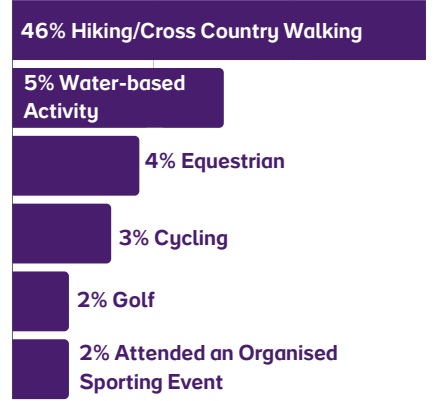
**98%** Visited sites of historical interest



**95%** Engaged in pastimes/events

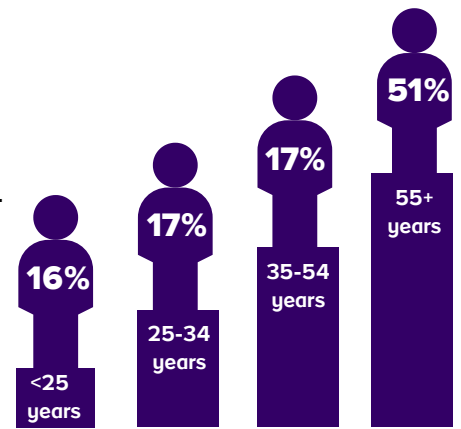


**51%** Participated in activities

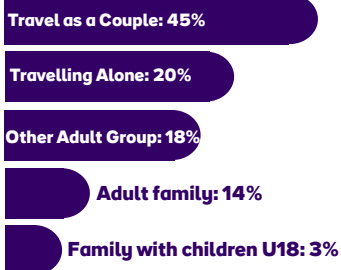


# Holidaymaker Profile

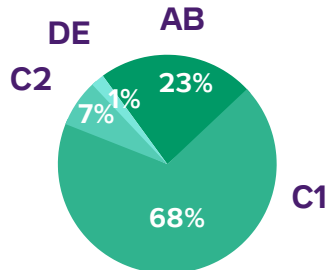
Over half (51%) of Canadian holidaymakers to the island of Ireland in 2019 were aged 55+ years. Almost half (45%) travelled as a couple to the island.



**45%** Holiday as a couple



**91%** ABC1 Holidaymakers



**14%** Repeat Holidaymakers

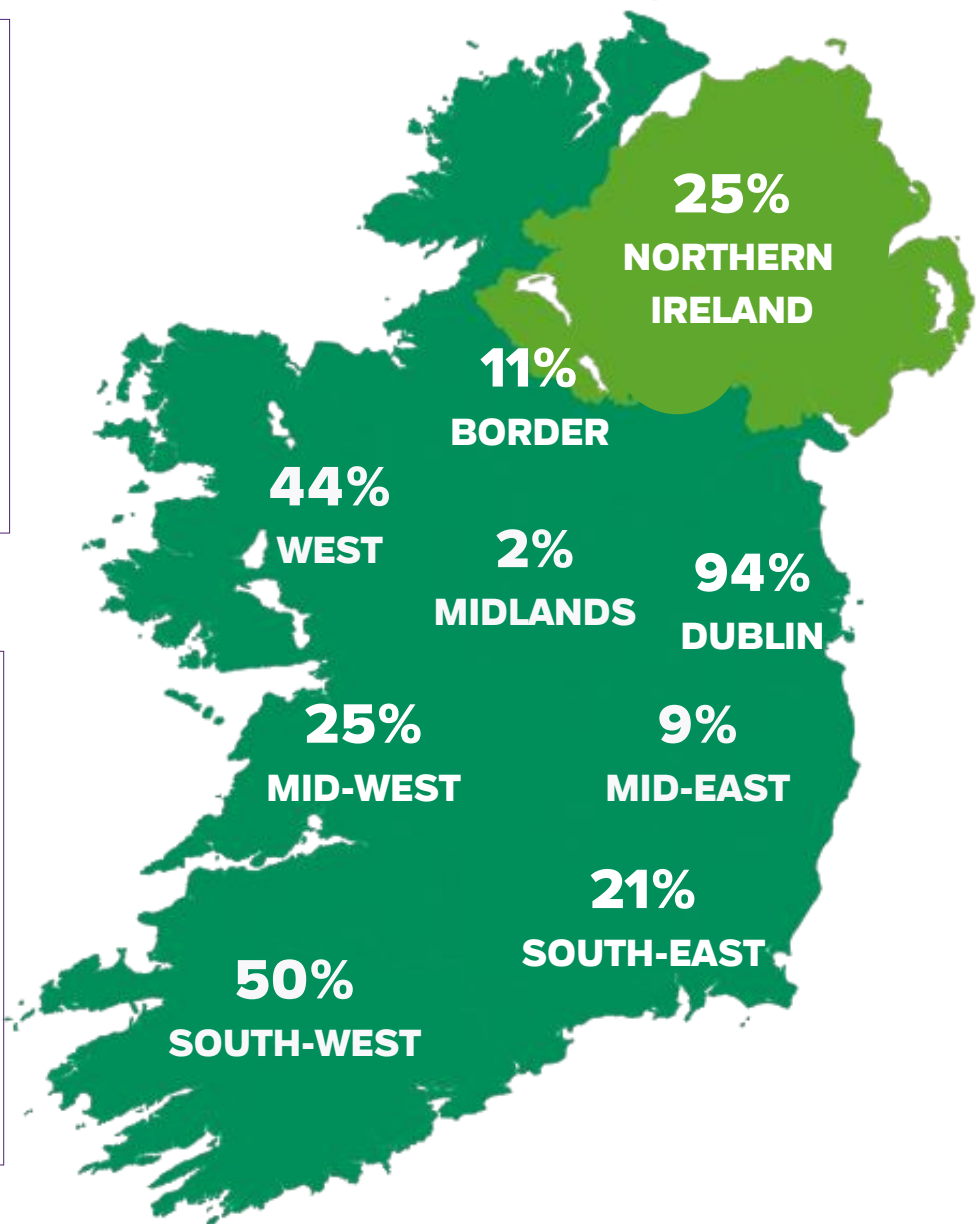
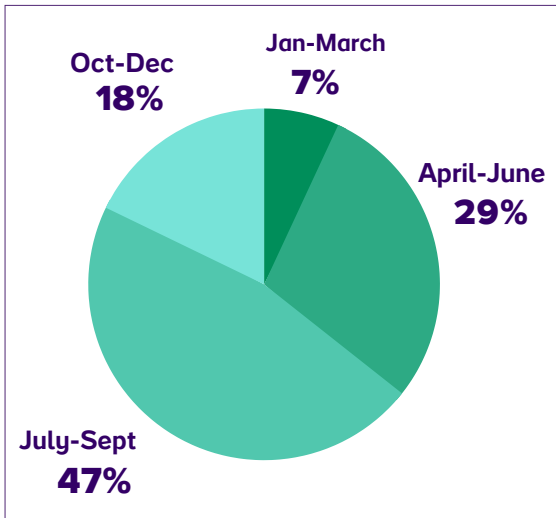
86% of Canadian holidaymakers visited for the first time in 2019.

# Canadian Explorer

Holidaymakers from Canada visit more regions than other holidaymakers; and are more likely to use a car during their trip than most other holidaymakers. One in five Canadians spent time in both Ireland and Northern Ireland during their trip.

## 47%

Holiday during July-Sept

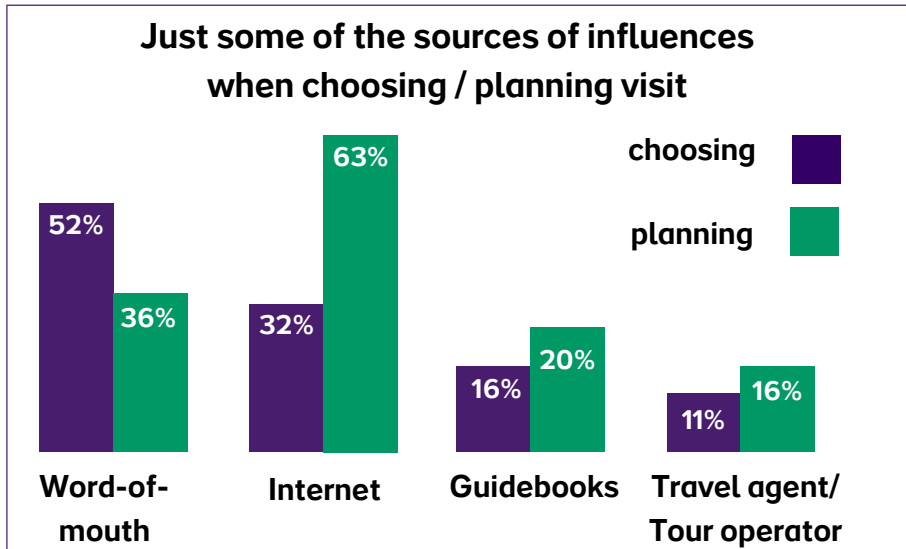


Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making periods. Why not get involved in our eMarketing partnership programme?

[Read More](#)

# Online and Offline Inspiration

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



## Planned via the internet

Of the 63% of holidaymakers who planned to visit Ireland via the internet, most looked at accommodation providers' and/or a carrier's 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 tourists and holidaymakers 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 tourist numbers and market intelligence.

[Read More](#)

### Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional tourists 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 Travellers and Tourism Ireland's overseas research programme.