



# CANADA

## LAND OF OPPORTUNITY



# A STRATEGY FOR GROWTH

# MEET THE CANADIAN VISITOR



Canadian visitors are highly prized as they tend to stay longer, spend more and visit Northern Ireland and more regions than the average visitor from overseas.

## MARKETING STRATEGY

### Drivers for Growth

#### SEGMENTATION

Focus on best prospect consumer segments.



#### BRAND

Make the island of Ireland more appealing to best prospects in new ways.



#### SEASONALITY

Present as a year-round destination.



### Specific areas of focus to support growth

#### DISTRIBUTION

Prioritise who we work with and expand our distribution footprint.



#### NORTHERN IRELAND

Maximise the potential of Northern Ireland.



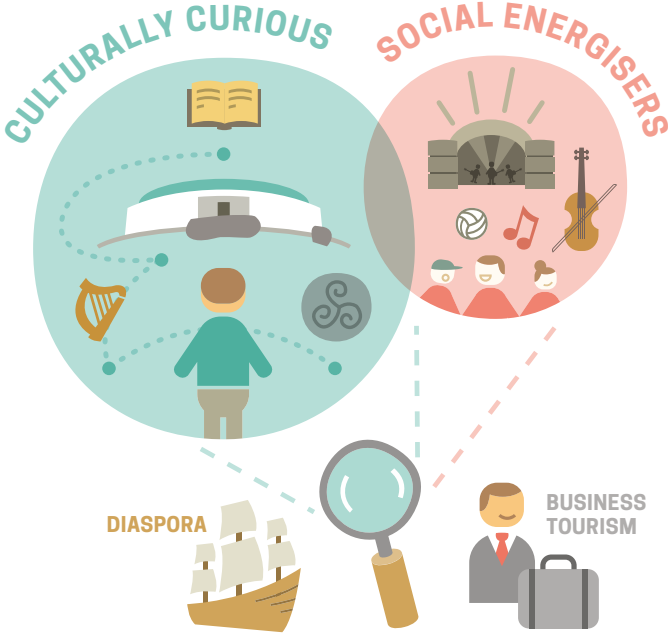
#### ACCESS

Make the most of increased direct air access.



# SEGMENTATION

FOCUS ON BEST PROSPECT  
CONSUMER SEGMENTS



Focus on key consumer segments, paying particular attention to understanding their motivations.

# DISTRIBUTION

PRIORITISE  
WHO WE WORK WITH



Work with those travel trade partners who can help us expand our distribution network in Canada and deliver growth.

# BRAND

## MAKE THE ISLAND OF IRELAND

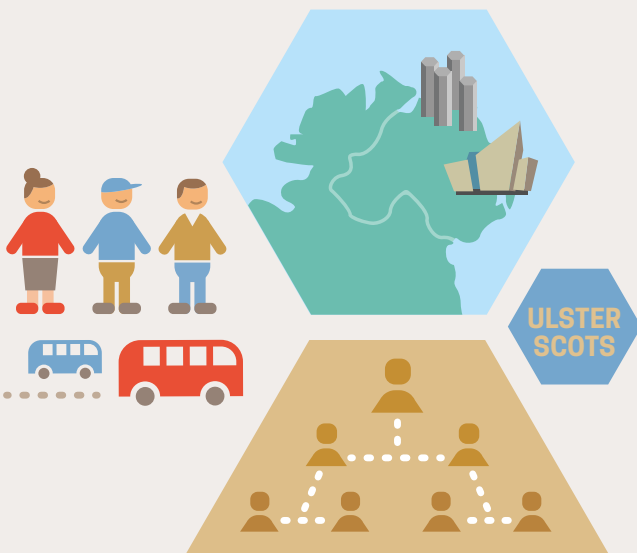
## MORE APPEALING



Secure 'standout' against competing destinations through highlighting unique and engaging experiences.

# NORTHERN IRELAND

## MAXIMISE THE POTENTIAL



Leverage the high propensity to visit Northern Ireland.

Highlight the strong connection, particularly targeting the Ulster Scots in Canada.

Increase tour operator programming of Northern Ireland.

# SEASONALITY

## PRESENT AS A YEAR-ROUND DESTINATION



Implement a season extension strategy to communicate the wide range of experiences available during the shoulder/winter season.

# ACCESS

## MAKE THE MOST OF INCREASED DIRECT AIR ACCESS



Highlight the ease of access – direct and indirect services – and that the island of Ireland is the closest European destination to Canada.



# Tourism Ireland

Marketing the island of Ireland overseas

For more details on  
Tourism Ireland visit:  
[www.tourismireland.com](http://www.tourismireland.com)

## NEW

Develop a new season extension strategy and work with partners to offer compelling packages for the shoulder season.



Adopt a secondary focus on Alberta and British Columbia to reach additional Canadian best prospects.



## DIFFERENT

Prioritise working with those Canadian travel trade partners who can help us expand our distribution footprint.



Strengthen our approach to digital marketing to ensure we reach potential visitors at different points in their decision-making.



## BETTER

Increase our focus on proven motivators for Canadian travellers.



Work to ensure key Canadian trade partners align their marketing communications with our consumer segments.



Sharpen our focus on two priority niche segments (Business Tourism and the Diaspora) to capitalise on opportunities for growth.



## Contact:

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