Market Profile

Visitor Market

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

Visitor growth in 2017 was +11%.

Outbound leisure trips from Canada in 2017:
- 24.5M trips
- 10M (39%) to Europe
- 147k (3%) spent time on the island of Ireland

Latest Performance

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

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

Where do they come from?

- 51% from Ontario
- 20% from British Columbia
- 12% from Alberta
- 6% from Quebec

The island of Ireland welcomed 225K visitors from Canada in 2017.
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.

10.6 Average nights on the island
Up to 3 nights 18%
4 to 5 nights 11%
6 to 8 nights 24%
9+ nights 47%
Length of stay

€988/£860 Spend per visitor
13% 31% 34% 13%

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.

9K Weekly summer seats in 2018
+992 Additional seats over 2017

6 Canadian airports
Montréal, Toronto, St John’s, Newfoundland, Hamilton, Vancouver and Calgary.

4 Canadian cities

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.

GET INVOLVED

Tourism Ireland
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.

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.

Reasons for visiting
- Holiday: 65%
- Visiting friends & relatives: 24%
- Other: 7%
- Business: 4%
- Other/Don’t Know: 7%

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

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

Tourism Ireland
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.

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?

Get Involved

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.

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

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.

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.