

Canada Market Profile 2024

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Inbound Tourists

The island of Ireland welcomed around 216,000 Canadian tourists who spent almost €344 million / £299 million and stayed 2.3 million nights in 2024. Canada was the island's fifth-largest source of overseas revenue, seventh-largest source of nights and the eighth-largest source of tourists.

Metric	Value	Global Rank
Revenue	€344 million / £299 million	5th
Trips	216 thousand	8th
Nights	2.3 million	7th

Where did our tourists come from?

Three-fifths (62%) of Canadian tourists came from Ontario while a further 16% came from British Columbia.

Region	Share of trips
Ontario	62%
British Columbia	16%
Quebec	7%
Alberta	4%
Nova Scotia	1%
Other	9%

Where did our tourists visit?

Country	Trips
Ireland	203,000
Northern Ireland	51,000

Visits to Ireland and Northern Ireland total more than the island of Ireland figure due to tourists overnighing in both.

When did our tourists visit?

Seven-in-ten (71%) Canadian tourists visited the island during Q2 and Q3 (April - September).

Quarter	Share of visits
Quarter 1	13%
Quarter 2	33%
Quarter 3	38%
Quarter 4	17%

What were our tourists' reasons for visiting?

Around three-in-five (62%) Canadian tourists visiting the island of Ireland came for a holiday, accounting for 69% of Canadian tourism revenue. Almost three-in-ten (29%) were visiting friends and/or relatives.

Purpose of visit	Revenue	Share of revenue
Holiday	€237 million / £206 million	69%
Visiting friends / relatives	€55 million / £48 million	16%
Business	€22 million / £19 million	6%
Other	€30 million / £26 million	9%

Purpose of visit	Trips	Share of trips
Holiday	133,000	62%
Visiting friends / relatives	63,000	29%
Business	13,000	6%
Other	13,000	6%

Purpose of visit	Nights	Share of nights
Holiday	1,140,000	49%
Visiting friends / relatives	758,000	33%
Business	139,000	6%
Other	289,000	12%

How much did our tourists spend and how long did they stay?

On average, Canadian tourists spent €1,594 / £1,387 per trip or €148 / £129 per night and stayed 10.8 nights on the island of Ireland.

Region	Metric	Value
Island of Ireland	Average spend per trip	€1,594 / £1,387
Island of Ireland	Average spend per night	€148 / £129
Island of Ireland	Average length of stay	10.8 nights
Northern Ireland	Average spend per trip	£421
Northern Ireland	Average spend per night	£75
Northern Ireland	Average length of stay	5.6 nights

How did our tourists spend their money?

Three-eighths (37%) of Canadian tourists' revenue was spent on food and drink. A similar share (35%) was spent on accommodation.

Category	Share of spend
Food & Drink	37%
Accommodation	35%
Transport	11%
Entertainment	9%
Shopping	8%
Miscellaneous	0%

How long did our tourists stay?

Four-fifths (80%) stayed four or more nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	20%
4-5 nights	20%
6-8 nights	27%
9+ nights	34%

Regionality: Inbound Tourists and Holidaymakers

Definitions

Dublin: Dublin City and County.

Midlands / Mid-East: Laois, Longford, Louth, Offaly, Westmeath, Kildare, Meath, Wicklow.

South-East: Carlow, Kilkenny, Waterford, Wexford.

South-West: Cork, Kerry.

Mid-West: Clare, Limerick, Tipperary.

West: Galway, Mayo, Roscommon.

Border: Cavan, Donegal, Leitrim, Monaghan, Sligo.

Northern Ireland: Antrim, Armagh, Down, Fermanagh, Derry/Londonderry, Tyrone

What areas did our tourists and holidaymakers visit?

Dublin, the South West and the West were the most popular regions for both Canadian tourists and holidaymakers, though the order varied—with holidaymakers favouring the West over the South-West.

One-in-five (18%) of Canadian tourists and one-in-four (21%) of holidaymakers overnighted on both sides of the border.

Region	Share of tourists
Dublin	73%
Midlands / Mid-East	11%
South-East	6%
South-West	28%
Mid-West	15%
West	26%
Border	5%
Northern Ireland	24%

Region	Share of holidaymakers
Dublin	85%
Midlands / Mid-East	11%
South-East	9%
South-West	33%
Mid-West	22%
West	36%
Border	8%
Northern Ireland	27%

Where did our tourists and holidaymakers visit?

Dublin was a must-visit for the majority of Canadian tourists (73%) and holidaymakers (85%).

Region	Share of tourists
Dublin only	37%
Outside Dublin only	27%
Both Dublin and outside Dublin	36%

Region	Share of holidaymakers
Dublin only	32%
Outside Dublin only	15%
Both Dublin and outside Dublin	52%

Inbound Holidaymakers

Canada was the island of Ireland's fourth-largest source of holiday revenue, and the fifth-largest source of holidaymakers and holiday nights. Canadian holidaymakers spend on average €208 / £181 per night.

Metric	Value	Global Rank
Revenue	€237 million / £206 million	4th
Trips	133 thousand	5th
Nights	1.1 million	5th

Region	Metric	Value
Island of Ireland	Average spend per trip	€1,781 / £1,549
Island of Ireland	Average spend per night	€208 / £181
Island of Ireland	Average length of stay	8.6 nights
Northern Ireland	Average spend per trip	£298
Northern Ireland	Average spend per night	£96
Northern Ireland	Average length of stay	3.1 nights

When did our holidaymakers visit?

Three-quarters (77%) visited the island of Ireland during Q2 and Q3 (April - September).

Quarter	Share of visits
Quarter 1	8%
Quarter 2	35%
Quarter 3	42%
Quarter 4	14%

How long did our holidaymakers stay?

The majority (74%) of Canadian holidaymakers stayed four or more nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	26%
4-5 nights	18%
6-8 nights	28%
9+ nights	27%

What age were our holidaymakers?

One-quarter (26%) of Canadian holidaymakers were 55-64 years of age.

Age	Share of trips
<25 years	11%
25-34 years	25%
35-44 years	20%
45-54 years	13%
55-64 years	26%
65+ years	5%

Holidaymaker gender and dependent children

Over half (55%) of Canadian holidaymakers were female. A minority (11%) of Canadian holidaymakers had children in the household.

Gender	Share of trips
Female	55%
Male	45%

Had our holidaymakers been here before?

It was a first visit for three-quarters (73%) of Canadian holidaymakers.

Visitor type	Share of trips
First visit	73%
Repeat visit	24%
Born in Ireland	3%

Who did our holidaymakers travel with?

Two-fifths (39%) of Canadian holidaymakers travelled with their spouse/partner. A quarter (23%) travelled alone and a further one-fifth travelled with an "other adult party".

Party composition	Share of trips
Solo	23%
Couple	39%
Family	18%
Other adult party	20%

Where did our holidaymakers stay?

The majority (54%) of nights stayed by Canadian holidaymakers were spent in hotels and around one-in-five (22%) nights were spent in B&Bs or guesthouses.

Accommodation type	Share of nights
Hotel	54%
Guesthouse / B&B	22%
Friends / family	7%
Rented accommodation	6%
Hostel	6%
Holiday home	5%
Other	1%

How did our holidaymakers travel and get around

The majority (92%) of Canadian holidaymakers travelled independently, 8% travelled as part of a package, and almost half (46%) used a car while on the island of Ireland.

Car use	Share of trips
Hired a car	44%
Borrowed a car/other	2%
Did not use a car	54%

What were our holidaymakers' interest and activities?

Canadian holidaymakers are active tourists. They explored our historical sites and engaged in multiple events and activities while on the island of Ireland.

90% visited historical or cultural sites.

Type of activity	Share of trips
Heritage centres	75%
Churches or cathedrals	69%
Monuments	68%
Houses or castles	67%
Museums or art galleries	62%
Ancient Celtic sites	43%

90% engaged in pastimes and events.

Type of activity	Share of trips
Gardens	63%
Shopping excluding food, drink, and souvenirs	60%
National parks including forests	56%
Festivals or cultural events including concerts	21%
Traced roots	7%
Sporting events	6%

44% participated in active pursuits.

Type of activity	Share of trips
Hiking including cross-country walking	42%
Water-based activities excluding fishing and swimming	5%
Golf	4%
Cycling	3%
Equestrian	3%
Fishing	2%

Likelihood to recommend a holiday in Ireland to others

The majority (86%) of Canadian holidaymakers would recommend a holiday in Ireland to others. The main reasons given are the friendly people (54%), the scenery and nature (40%) and the rich history (19%).

Outbound holidaymakers

Sources of inspiration, research and planning

Outbound holidaymakers from Canada use multiple sources of inspiration when choosing their holiday destination, including family and friends' recommendations, online search and travel websites.

While social media, for example, is cited in its own right, it's often also a channel for the discovery of travel articles and recommendations.

Channel	Share of holidaymakers' inspiration
Family and friends' recommendations	49%
Online search	37%
Travel websites including company websites and booking platforms	28%
Films, TV shows, travel shows	25%
Social media	25%
Travel articles, e.g. magazines, websites	25%
Destination websites	24%

Channel	Share of holidaymakers' research and planning
Online search	52%
Travel websites including company websites and booking platforms	41%
Destinations websites	37%
Family and friends' recommendations	33%
Travel articles, e.g. magazines, websites	27%
Social media	21%
Guidebooks	19%

Enrichment Explorers

Our target segment makes up 24% of all Canadian outbound holidaymakers

Who are the Enrichment Explorers as people?

Embracing a lifestyle centred around exploration, they exude passion and consistently seek fresh experiences. They place emphasis on human connection which extends to their travels, with great importance placed on engaging with local communities. They have a wide variety of hobbies and interests, with learning and experiencing new things high on their priority list – even during their free time on holiday.

What do they look for on a holiday?

Passionate about travelling, these holidaymakers enjoy going off the tourist trail to obtain the most authentic experience. Regardless of the chosen destination, Enrichment Explorers aspire to immerse themselves in the country's richness, exploring wildlife and nature and discovering their passion for art, history and culture.

They are less likely to have children and most likely to travel with a partner.

Top 10 holiday needs

1. To feel connected to nature
2. To broaden and simulate their mind
3. To feel the character of the place and people
4. To appreciate historical / modern architecture
5. To experience the vibrancy of the place and people
6. To experience living like a local
7. To enjoy authentic moments with friendly locals
8. To be transported back in history
9. To discover and explore somewhere new
10. To enjoy the beauty of the landscape

Outbound Tourists

Canada was the world's eighth-largest outbound market in 2024 and 19% of all outbound trips from Canada were to Europe.

Access by air

There were over 327,000 million direct one-way air seats available on 1,303 flights from Canada to the island of Ireland in 2024. There were five gateways from Canada operated by four carriers to one airport on the island of Ireland.

Where can our tourists fly from?

Toronto L. Pearson Airport accounted for the vast majority (77%) of seats in 2024.

Airports in Canada	Share of seats
Toronto	77%
Calgary	10%
Vancouver	5%
Montreal	5%
Halifax	4%

Who can our tourists fly with?

Four carriers operated between Canada and the island of Ireland. In 2023, Air Canada (38%) and Aer Lingus (28%) were responsible for delivering over two-thirds (66%) of seats to the island of Ireland.

Carrier	Share of seats
Air Canada	38%
Aer Lingus	28%
WestJet	24%
Air Transat	9%