

CANADA

MARKET PROFILE 2025



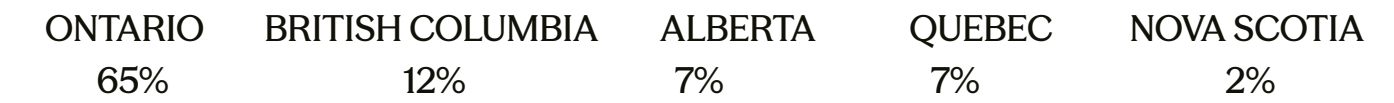
INBOUND TOURISTS

In 2025, the island of Ireland welcomed 231,000 Canadian tourists, who spent €285/£248 million and stayed 2.4 million nights. Canada was the island's fifth-largest overseas market by spend and nights, and the sixth-largest source of overseas tourists.

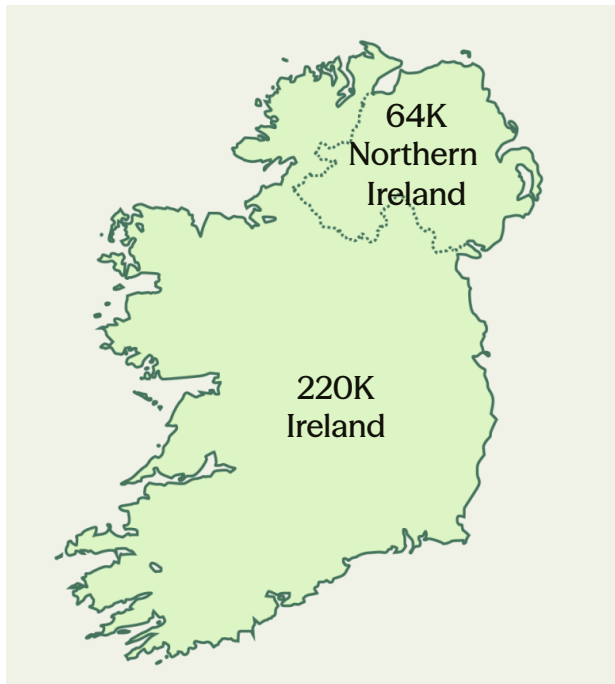


WHERE DID OUR TOURISTS COME FROM?

Around two-thirds (65%) of Canadian tourists visiting the island of Ireland in 2025 came from Ontario.

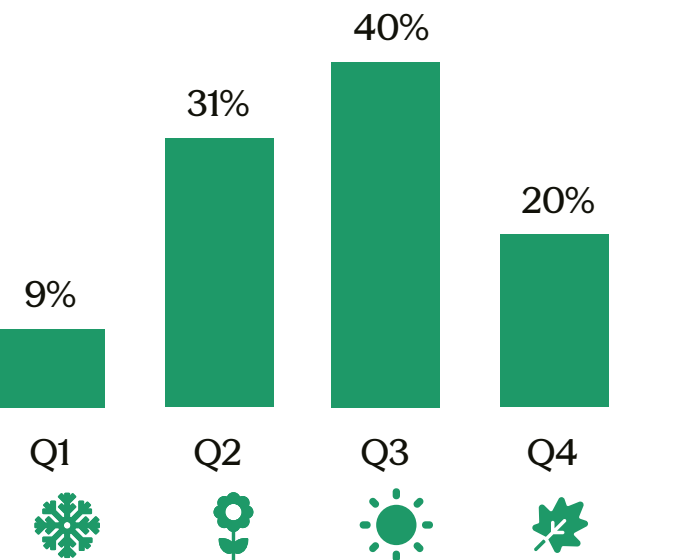


WHERE DID OUR TOURISTS VISIT?



WHEN DID OUR TOURISTS VISIT?

Around seven in ten (71%) Canadian tourists visited the island of Ireland between April and September (Q2 and Q3).



INBOUND TOURISTS

WHAT WERE OUR TOURISTS' REASONS FOR VISITING?

Around three fifths (61%) of Canadian spend on the the island of Ireland in 2025 came for holidaymakers, with holidaymakers accounting for over half (56%) of all Canadian tourists. Over one-third (36%) were visiting friends and/or relatives (VFR).

		REVENUE	SHARE	TRIPS	SHARE	NIGHTS	SHARE
	HOLIDAY	€173/£151m	61%	129k	56%	1.0m	44%
	VFR	€64/£56m	23%	83k	36%	868k	37%
	BUSINESS	€18/£15m	6%	13k	6%	88k	4%
	OTHER	€30/£26m	11%	16k	7%	368k	16%

HOW MUCH DID OUR TOURISTS SPEND AND HOW LONG DID THEY STAY?

In 2025, Canadian tourists stayed an average of 10.2 nights on the island of Ireland and spent €1,234/£1,073 per trip, equivalent to €121/£105 per night.



€1,234/£1,073 (IOI)
£289 (NI)

Av. spend per trip



€121/£105 (IOI)
£60 (NI)

Av. spend per night



10.2 (IOI)
4.8 (NI)

Av. stay (nights)

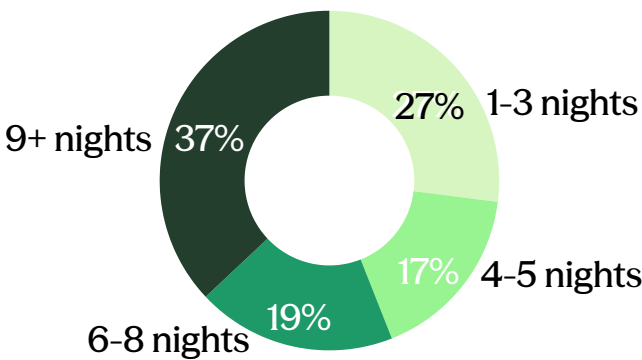
HOW DID OUR TOURISTS SPEND THEIR MONEY?

Accommodation accounted for the largest share of Canadian tourist spend, at 36%, just ahead of food and drink (33%).

Accomm.	Food & drink	Shopping
		
36%	33%	12%
Transport	Entertainment	Misc.
		
10%	9%	0%

HOW LONG DID OUR TOURISTS STAY?

The majority (73%) visited the island of Ireland for four or more nights.



INBOUND TOURISTS AND HOLIDAYMAKERS

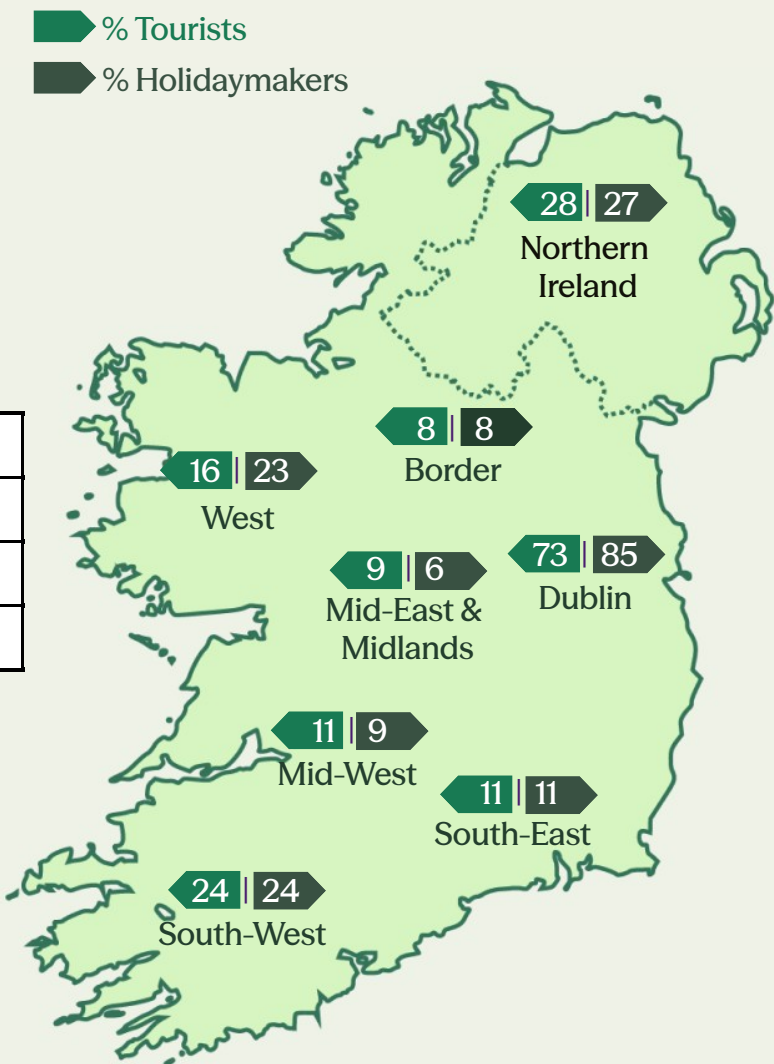
WHAT AREAS DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

Dublin, Northern Ireland and the South-West were the most popular regions for both Canadian tourists and holidaymakers.

Almost 53,000 Canadian tourists and 28,000 holidaymakers overnighted on both sides of the border.

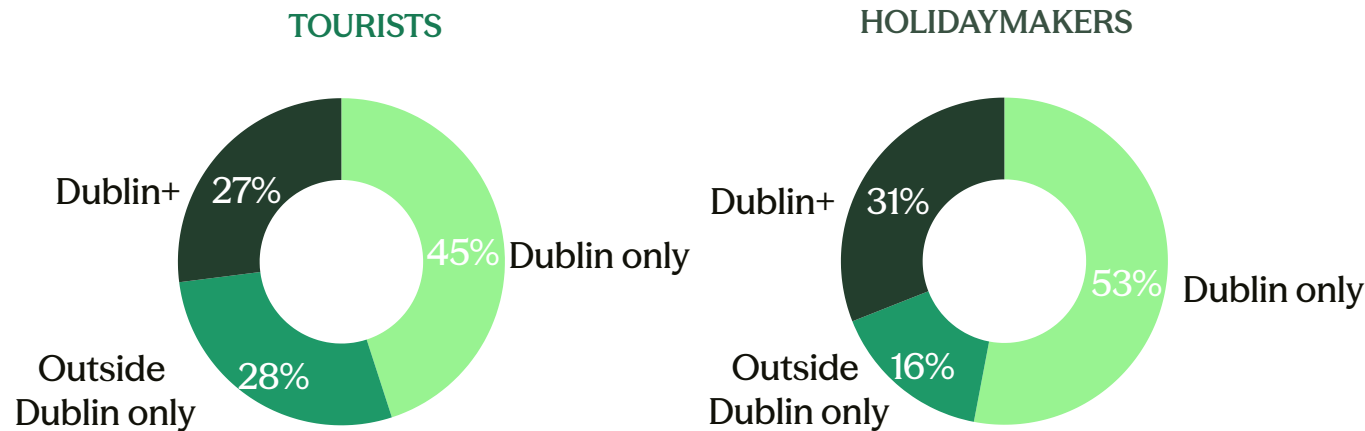
Top	Tourists	Holidaymakers
1	Dublin	Dublin
2	Northern Ireland	Northern Ireland
3	South-West	South-West

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



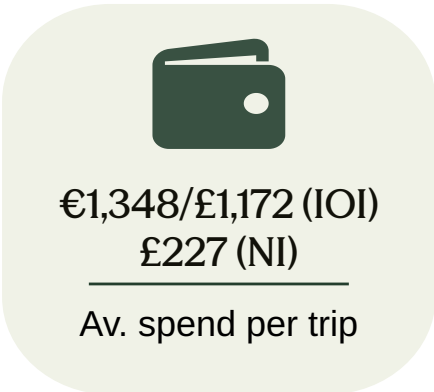
WHERE DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

Dublin was a must-visit for the majority of Canadian tourists (72%) and holidaymakers (84%).



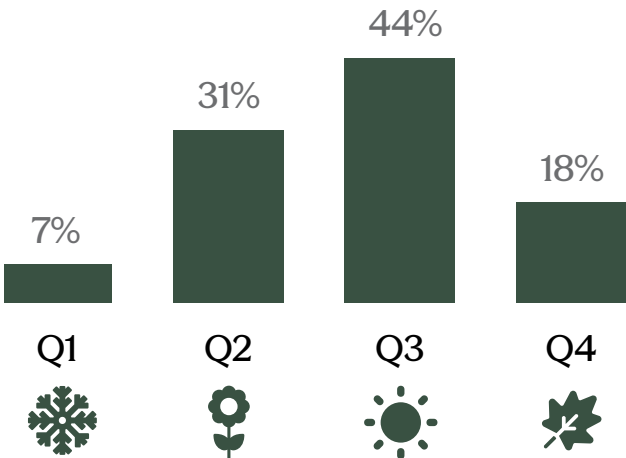
INBOUND HOLIDAYMAKERS

Canada was the island of Ireland’s fifth-largest source of holiday spend, trips and nights. Canadian holidaymakers stayed for an average of 8 nights on the island of Ireland. Those visiting Northern Ireland stayed an average of 2.8 nights.



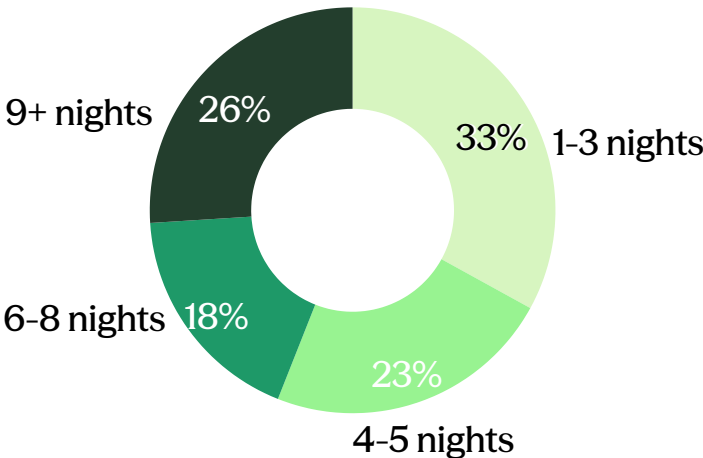
WHEN DID OUR HOLIDAYMAKERS VISIT?

Three-quarters of Canadian holidaymakers (75%) visited in Q2 and Q3, from April to September.



HOW LONG DID OUR HOLIDAYMAKERS STAY?

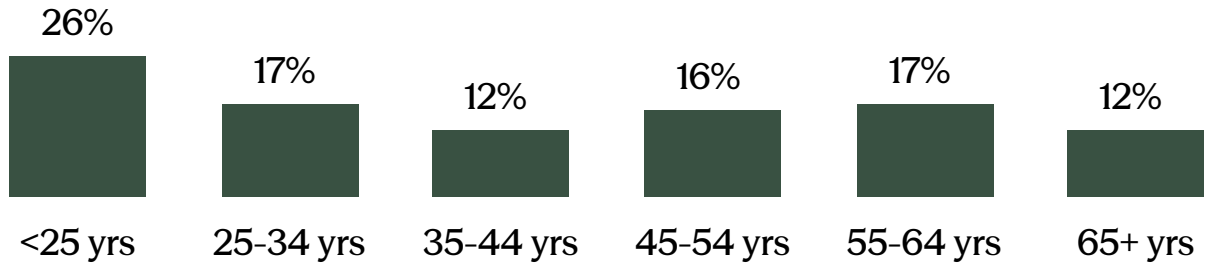
Most Canadian holidaymakers (67%) stayed on the island of Ireland for four or more nights.



INBOUND HOLIDAYMAKERS

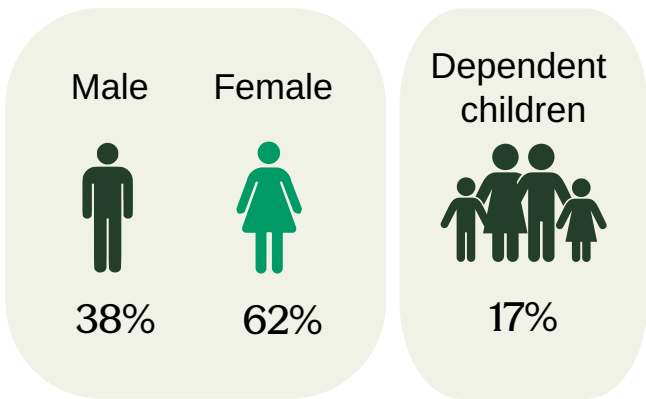
WHAT AGE WERE OUR HOLIDAYMAKERS?

One in four Canadian holidaymakers were aged under 25 years, although there was a broad distribution across all age groups.



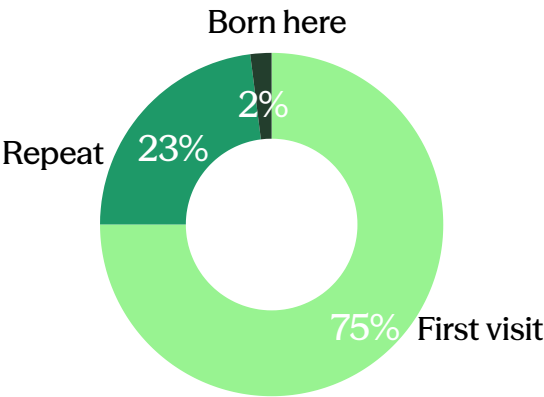
HOLIDAYMAKER GENDER AND DEPENDENT CHILDREN*

Canadian holidaymakers visiting the island of Ireland were broadly gender-balanced with a slight skew towards females. One in six had dependent children in their household.



HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

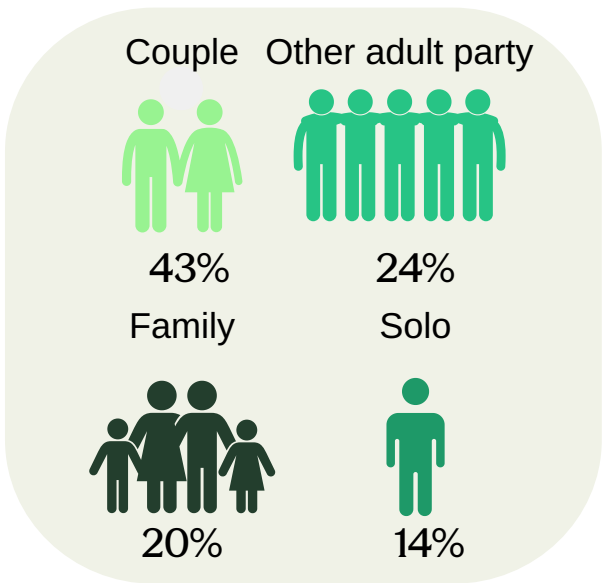
It was a first visit to the island of Ireland for three-quarters (75%) of Canadian holidaymakers.



WHO DID OUR HOLIDAYMAKERS TRAVEL WITH?

Just under half (43%) of Canadian holidaymakers visited the island of Ireland with their partner/ spouse.

Around one-quarter (24%) travelled with other adults.



*Survey of Overseas Travellers only
Source: Fáilte Ireland's Survey of Overseas Travellers, NISRA

INBOUND HOLIDAYMAKERS

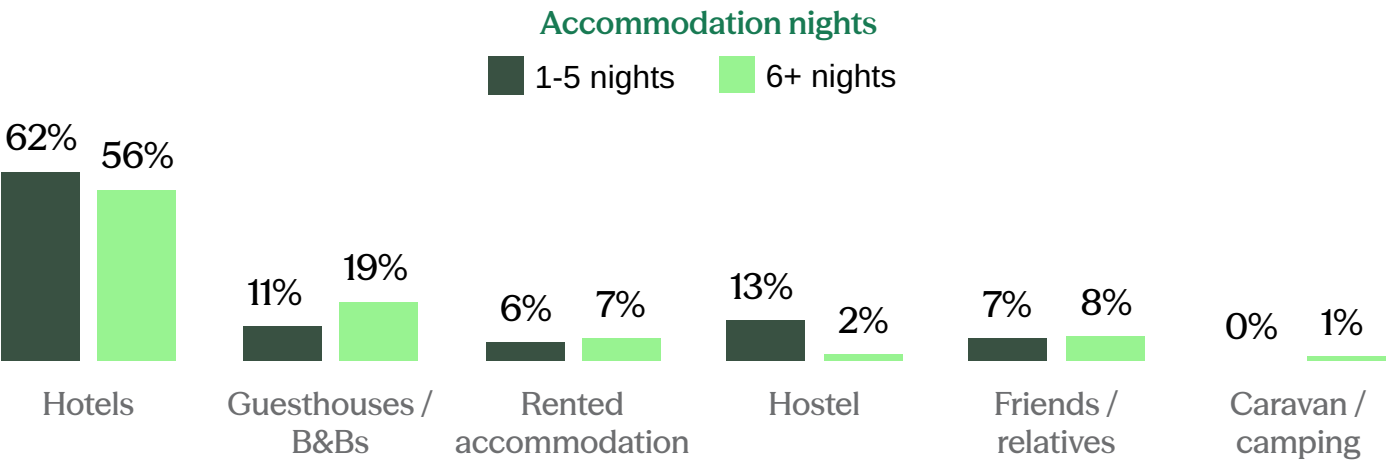
WHERE DID OUR HOLIDAYMAKERS STAY?

The majority (60%) of nights stayed by Canadian holidaymakers were in hotels, while around one in nine (11%) nights were spent in guesthouses.



HOW DID ACCOMMODATION CHOICE VARY BY LENGTH OF STAY?*

Hotels were especially popular among Canadian holidaymakers on both short breaks (1–5 nights) and for longer-staying holidaymakers (6+ nights).



HOW DID OUR HOLIDAYMAKERS TRAVEL AND GET AROUND?*

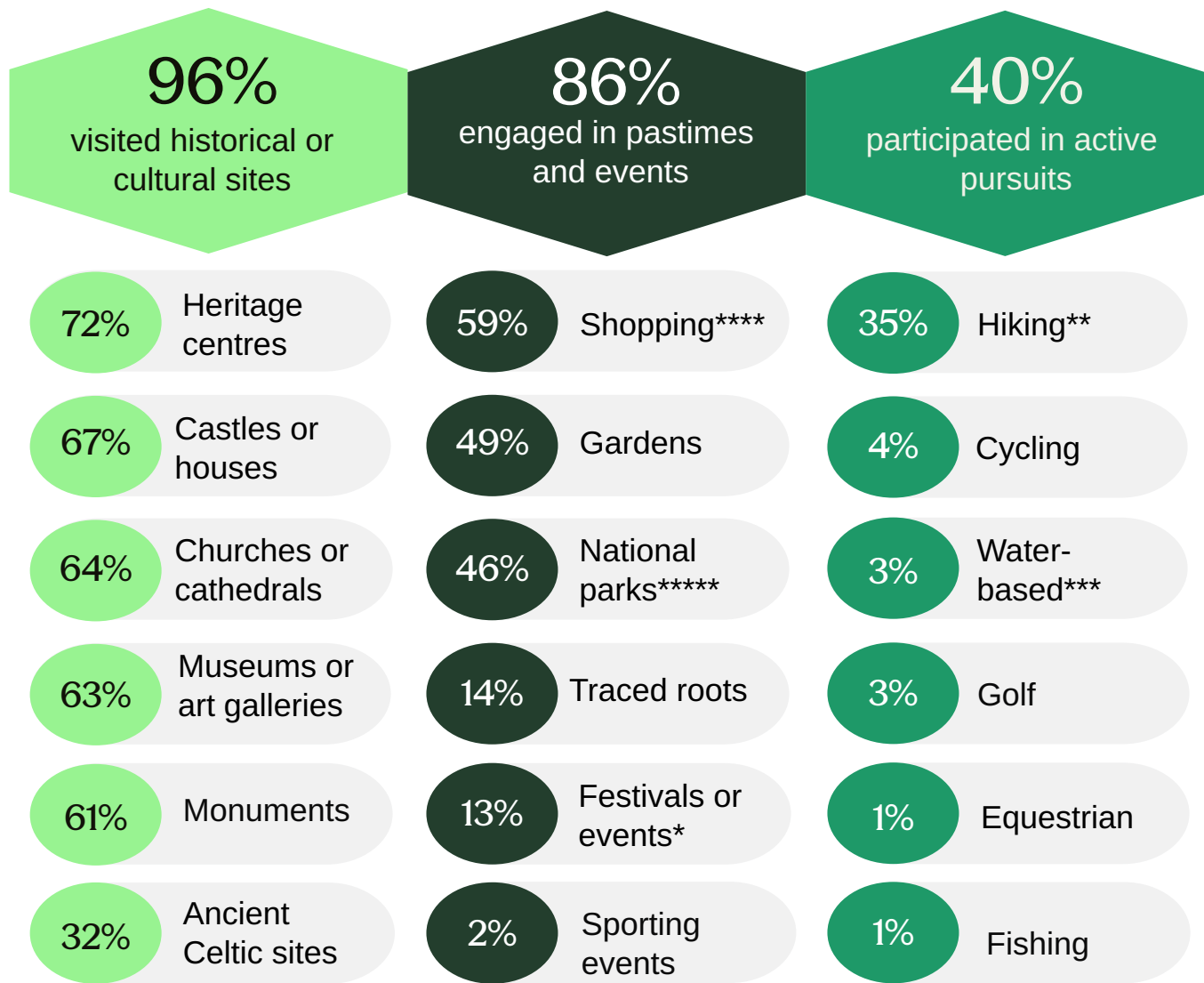
The majority (95%) of Canadian holidaymakers travelled independently and one in four (24%) used a car while on the island of Ireland.



INBOUND HOLIDAYMAKERS

WHAT WERE OUR HOLIDAYMAKERS' INTERESTS AND ACTIVITIES?

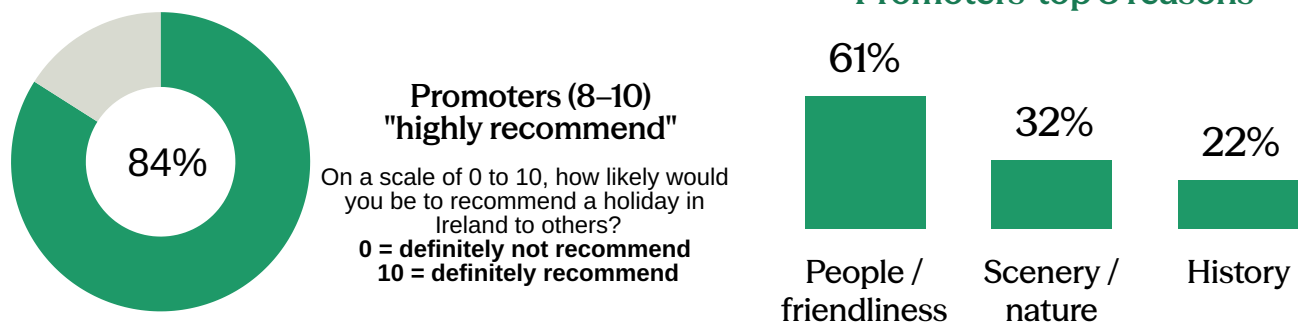
Canadian holidaymakers are engaged tourists. They explored our historical sites and engaged in multiple pastimes while on the island of Ireland.



*incl. concerts | **incl. cross-country walking | ***excl. fishing and swimming | ****excl. food/drink/souvenirs | *****incl. forests

LIKELIHOOD TO RECOMMEND A HOLIDAY IN IRELAND TO OTHERS

The majority (84%) of Canadian holidaymakers would recommend a holiday in Ireland to others. The warmth and friendliness of the people (61%) are the standout driver, well ahead of our scenery and nature (32%) and our rich history (22%).



OUTBOUND HOLIDAYMAKERS

SOURCES OF INSPIRATION, RESEARCH AND PLANNING

Outbound holidaymakers from Canada use multiple sources of inspiration when choosing a holiday destination, including family and friends' recommendations and general online searches.

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.

Almost half were inspired by recommendations from family and friends

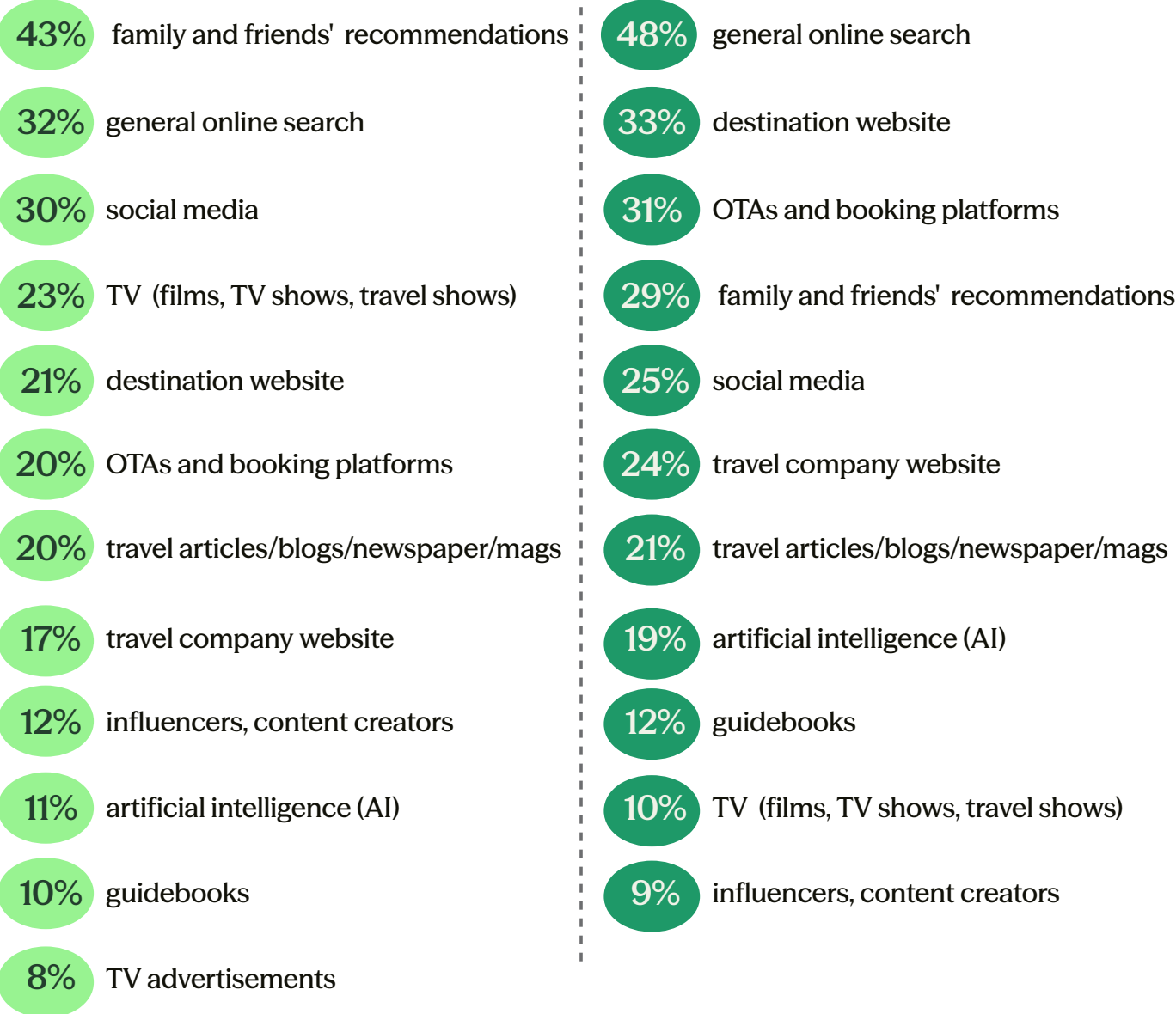
Many holidaymakers (48%) use general online search to plan their trip

DREAMING



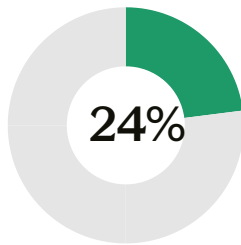
RESEARCH AND PLANNING

BASED ON RESPONDENTS' TOP 3 SOURCES

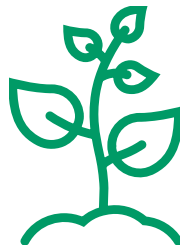


ENRICHMENT EXPLORERS

OUR TARGET SEGMENT



of 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

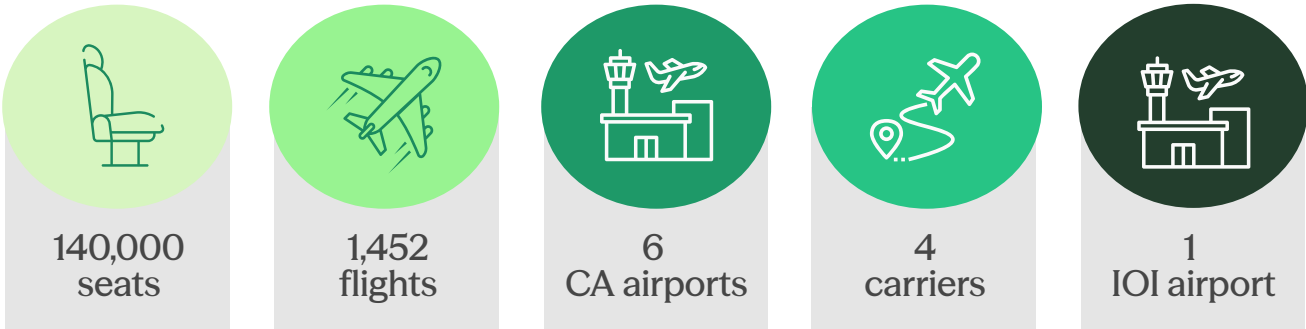
- | | | | | | |
|---|---|--|----|---|---|
| 1 |  | To feel connected to nature | 6 |  | To experience living like a local |
| 2 |  | To broaden and stimulate my mind | 7 |  | To enjoy authentic moments with friendly locals |
| 3 |  | To feel the character of the place and people | 8 |  | To be transported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

OUTBOUND TOURISTS

In 2025, Canada was the world’s ninth-largest outbound market, with 21% of its outbound trips going to Europe.

ACCESS BY AIR

In 2025, more than 1,452 flights from 6 gateways in Canada provided 140,000 direct one-way air seats to the island of Ireland.



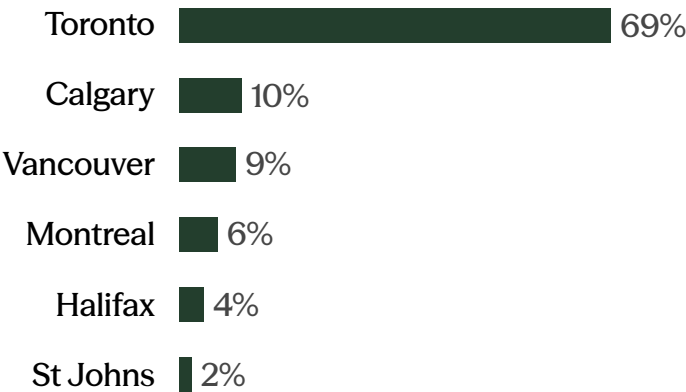
WHERE CAN OUR TOURISTS FLY FROM?

Toronto L. Pearson Airport accounted for the vast majority (69%) of seats in 2025.

WHO CAN OUR TOURISTS FLY WITH?

Four carriers operated routes between Canada and the island of Ireland. Three key carriers provided most seats (91%): Air Canada (42%), WestJet (28%) and Aer Lingus (22%).

SHARE OF SEATS BY AIRPORT



SHARE OF SEATS BY CARRIER

