

NEEDS & NUANCES – CANADIAN MARKET

How do they plan and buy?

Canadian visitors consider Ireland to be a dream, once in a lifetime trip.

With an average stay of 7 to 9 nights and quite a high spend, Canadian visitors are willing to invest in their trip to Ireland, but are careful to ensure that there is value for money.

They are avid pre-vacation researchers.

While Canadian visitors research in detail online, they still heavily rely on professional travel expertise for booking holidays.

Travel agents are very important in this market.

There are approximately 5000 travel agents in Canada and because Canadian visitors tend to travel later in life and are more safety conscious and they often prefer to book through a third party.

Be wary of quoting US dollars to a Canadian visitor.

It is misleading and they always prefer quotes in CAD\$, especially for bigger hotels and large contracts with Canadian travel trade. Canadians also like transparency in quotes and pricing, so they can see exactly what they are getting for their money.

What do they like to experience when they are here?

They prefer to stay in hotels...

- ✓ But they also appreciate guest houses and the B&B experience
- ✓ For hotels, mostly 4 star is requested and they can lean toward a more traditional style.

Canadian visitors love history

- ✓ With approximately 5 million Canadians claiming Irish ancestry, they really want to trace their history so be sure your frontline staff know of any options within the area that can help them do this.
- ✓ They want to learn... not just “do”... they want to hear stories, tales and immerse themselves in experiences.
- ✓ While they will visit iconic attractions, they are also likely to visit more unique and lesser known ones. They also love castles... especially when there is a tie to Canada.

For the Quebec market

- ✓ French guides are important. While the majority do speak English, it is seen as a bonus if the local guide does speak French.

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Meaningful exploration...

- ✓ Canadian visitors are interested in exploring and are likely to tour and explore two or more regions of the country.
- ✓ While exploring, they like meaningful interaction with local people – hear stories, get recommendations or just have a chat.

What should you avoid?

- ✗ Calling them American. They do not like when people think they are American, and feel stereotyped when we do. If this is a key market for you, it is very important to distinguish Canadian from American.

Where are they most likely to visit?

Dublin is key, because of the direct access and iconic historical sites but the Wild Atlantic Way resonates very well with them too. They will explore other parts of the country particularly if they see an ancestral or historical draw for them.

NB: This resource forms part of a series of 'Market Insights' focusing on the needs and cultural nuances of key overseas markets for Irish tourism. It is presented on a market-by-market basis, presenting combined insights from interviews held in 2017 with both Tourism Ireland Market Managers and Tour Operators who engage with these markets. While every effort has been made to ensure accuracy of information, it is recognised that the insights are a general guideline and that many exceptions can also apply.