

*Bonjour !*

*Hello!*

*Hej!*

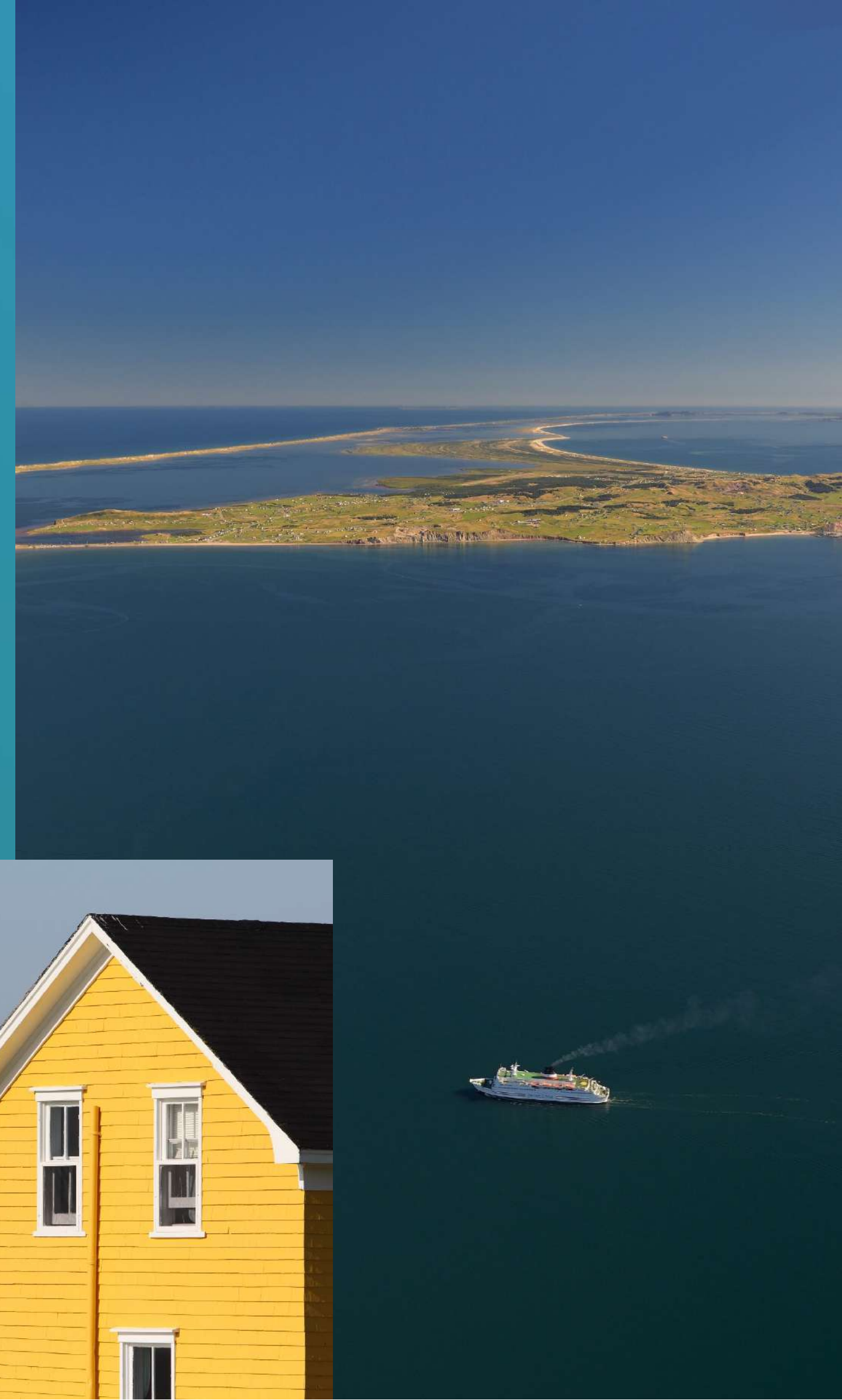
bonjour  
québec

TOURISME Îles DE LA  
Madeleine

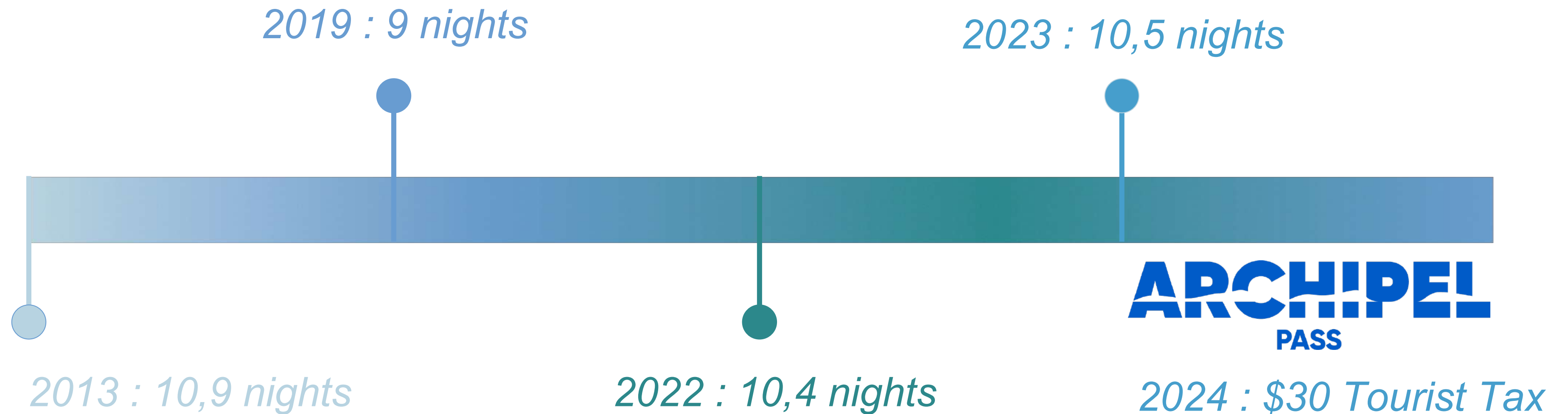


*Visitors stay*  
**+10 NIGHTS**  
*in les Îles de la Madeleine*

*Let's see how geography,  
hospitality, lodging and  
activities influence the  
length of stay !*



# VISITOR STAY HAS REMAINED UNCHANGED



# GEOGRAPHY

## Remoteness can be an advantage

The distance separating the Îles de la Madeleine archipelago from our main markets conditions the length of stay.

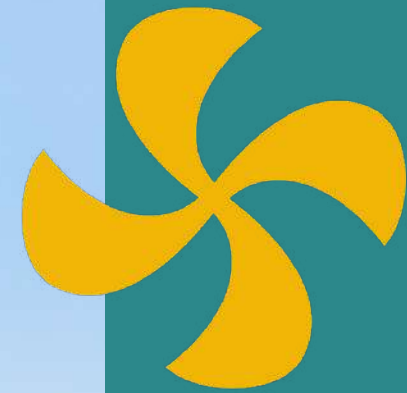


# LODGING

**The type of lodging also influences the length of stay**

House rentals are the main accomodation on the islands, it's part of the destination history.





## WHAT TO DO

**Highlighting the diversity of what the destination has to offer**

Significant concentration of activities in les Îles de la Madeleine and a focus on niche experiences to extend the season and influence the duration of stay.

# HOSPITALITY

**Genuine connections are key to build a destination's reputation**

The islanders are authentic and like to share their way of life. The visitors want to connect with our local ambassadors.



# TAKEAWAYS



1

*Identify your assets*

2

*Build a complimentary offer to facilitate cooperation & collaboration*

3

*Engage your residents and stakeholders*



***Merci !***

***Thank you!***

***Tak!***



TOURISME Îles DE LA  
***Madeleine***