

Bonjour GSTC !

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TOURISME /
MONTREAL



An aerial photograph of a city skyline, likely New York City, showing a dense cluster of skyscrapers in the background and a mix of residential and commercial buildings in the foreground. A large, semi-transparent white rectangle is overlaid on the center of the image, containing text. The text is in a bold, sans-serif font. The top line is in red, and the subsequent lines are in white. The background shows a mix of urban development and green spaces, including a large park area with a circular plaza and a building with a prominent red roof in the lower foreground.

Triggering factors

Widespread awareness of the impact of tourism on residents and on environment

Desire to be part of the solution : tourism can have many positive impacts on the environment, economy and society.

Harmonious destination



vision
vision
vision



**Encourage the
development of
an exemplary
tourism
destination
by 2030...**

vision
vision
vision



**by having a
positive impact
on the local
community and
the environment.**

A photograph of a row of colorful Victorian houses in autumn. The houses are painted in various colors like blue, purple, and yellow, with grey stone accents. The trees in front of the houses have yellow and orange leaves. A person is walking on the sidewalk in front of the houses. The text "by promoting the harmonious cohabitation of the local population and tourists" is overlaid on the image in white font on a red background.

**by promoting the harmonious
cohabitation of the
local population and tourists**



**by promoting responsible tourism
within our ecosystem**

A photograph of two professional cyclists in a race. The cyclist on the left is wearing a black and red BORA-hansgrohe jersey and a black helmet. The cyclist on the right is wearing a white and red Mitchelton-letsgo jersey and a black helmet. They are both wearing sunglasses and riding road bikes. The background is blurred, showing other cyclists and spectators.

by ensuring the organization of environmentally friendly business and sports events

A vibrant street scene, likely in a historic district, featuring outdoor dining with colorful umbrellas (red, yellow, teal) and people sitting at tables. Pedestrians are walking along the sidewalk. In the background, a prominent church spire with a golden top rises above the trees. The street is lined with brick buildings and lush green trees. The overall atmosphere is lively and urban.

**and by encouraging sustainable
business actions that promote
growth.**

Vision 2018-2020

“Montreal ranks among North America's most attractive urban destinations and is recognized worldwide for its openness, liveliness and creativity.”

Montréal se classe parmi les destinations urbaines les plus attractives en Amérique du Nord et est reconnue mondialement pour son ouverture, sa vivacité et sa créativité.

2024-2026

VISION

“Montréal's prosperity as a destination requires sustainable growth and the cohabitation between visitors and Montrealers.”

La prospérité de Montréal en tant que destination passe par une croissance durable et la cohabitation entre les visiteuses et visiteurs et la population montréalaise.

Resident sentiment survey

- Importance of measuring impacts
- Overview of the residents' perception



What does it tell us ?

- Index of support for tourism growth
- Index of tourismophobia
- Overall perception of tourism (positive and negative impacts)
 - *pride*
 - *desire to participate*
 - *nuisances of tourism*



Social impacts of tourism

Most major studies on the social impact of tourism take a nuanced view, integrating both positive and negative effects.

No tourism activity is 100% beneficial or 100% harmful : it's all about striking a healthy balance between local and tourism needs.



Balancing the needs of tourists and locals



Sharing the benefits fairly



Cultural and linguistic openness



Peace and global issues



The long-term impact of infrastructure



The evolution of community dynamics



The effect on the sustainability of touristic districts

The social impacts of tourism can be analyzed from a number of different angles.



1. **Challenging tourism practices**
2. **Better information and tools for tourists**
3. **Capitalize on real contact between tourists and residents**
4. **Community integration**
5. **Positively influence regulations**
6. **Promote Montréal's hospitality through our language**



Bonjour

Montréal







RICHT

3GEANTS
7 SEPTEMBRE
EVENEMENT GRATUIT

3GEANTS
7 AU 17 SEPTEMBRE
EVENEMENT GRATUIT