Bonjour GSTC !

Sarah Justine Leduc-Villeneuve

Tourisme Montréal

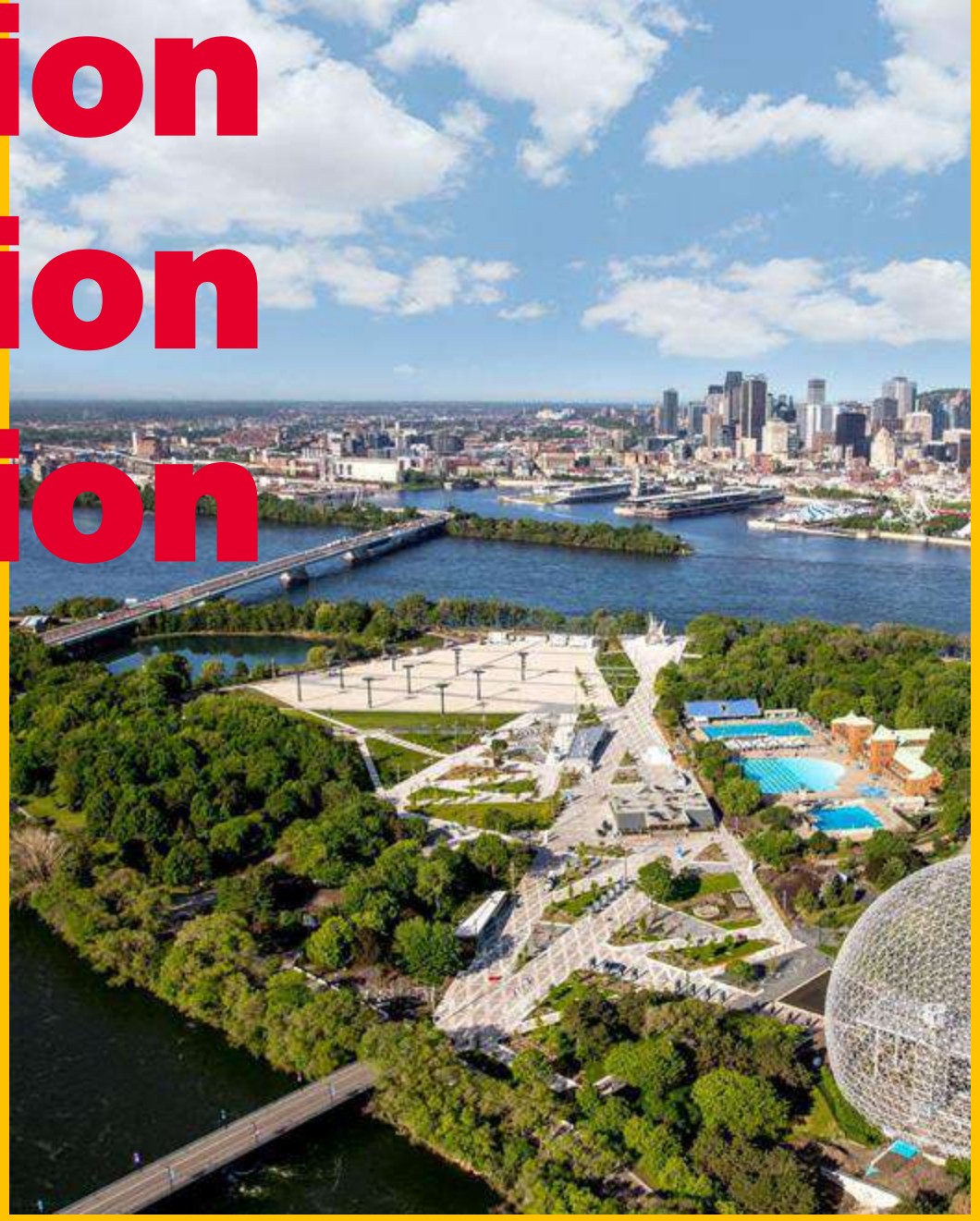
Triggering factors

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…

TOURISME / MONTRÉAL

vision
vision
vision

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

TOURISME / MONTRÉAL

by promoting the harmonious cohabitation of the local population and tourists

by promoting responsible tourism within our ecosystem

by ensuring the organization of environmentally friendly business and sports events

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.”

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2024-2029 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

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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*

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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
3GÉANTS
3GÉANTS