

Harmonious Destination

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**Strategy towards a more
sustainable tourism**

2024 ANNUAL REPORT



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interactive

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Legend of concrete actions:

-  Action completed
-  Action in progress
-  Action not yet started



Harmonious Destination: Vision and Pillars

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Tourisme Montréal's Sustainable Tourism Framework sets out a series of initiatives to be achieved by 2030. In 2025, a renewed strategy was introduced to strengthen our commitment, expanding the scope of actions underway. This report highlights the progress made in 2024, guided by the first edition of the Sustainable Destination strategy launched in May 2022. Our objectives are aligned with the United Nations (UN) Sustainable Development Goals and the City of Montréal's 2020–2030 Climate Plan.

Vision

Promote the development of a leading tourism destination by 2030 that has a positive impact on the local community and environment, by encouraging the harmonious co-existence of the local population and tourists, by promoting responsible tourism within our ecosystem,

by helping the organization of business and sports events that respect the environment, and by facilitating socio-economic spinoff.

Evolving by design, this strategy is built to adapt, through the addition or adjustment of actions as needs change, ensuring its continued relevance over time. Each year, Tourisme Montréal will review its priorities with a socio-ecological lens, advancing the transition toward a more sustainable tourism.

This report provides a transparent overview of our progress in sustainable development. More than ever, Tourisme Montréal is committed to being a proactive and forward-thinking leader in the industry, inspiring stakeholders to take action. Together, we can make smart tourism a priority for all.

Pillars

Our Sustainable Tourism Framework is built around four fundamental pillars, which were revised and strengthened as part of the renewed *Strategy towards a more sustainable tourism*.



Help business cultures in the tourism sector adapt



Make the destination more resilient



Promote harmonious cohabitation of the local population and tourists



Support tourism development with a low environmental footprint

United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals provide the reference framework for Tourisme Montréal's actions. Addressing global challenges requires the engagement of society as a whole. With their creativity, expertise, technological capacity, and financial resources, organizations have the potential to play a transformative role.

"The Sustainable Development Goals (SDG) are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, prosperity, peace and justice¹."

Tourisme Montréal's framework is anchored in the following SDG:

GOAL



GOAL



GOAL



GOAL



GOAL



GOAL



GOAL



GOAL



GOAL



GOAL



GOAL



¹ United Nations, "Sustainable Development Objectives", consulted April 3, 2024.

Key achievements in 2024

6

appearances

Tourisme Montréal participated in six panels, conferences or moderated discussions on sustainable development at events with both local and international reach.



GreenStep Platinum Certification

The organization earned Platinum certification, the highest level awarded by GreenStep, a Canadian sustainable tourism certification body recognized internationally by GSTC.



Montréal ranks Top 3 in North America

Montréal ranked among the top three North American destinations in the 2024 *Global Destination Sustainability (GDS) Index*, a leading international benchmark. The city also secured a spot in the global Top 40.

95%

local design

Ninety-five percent of the promotional products purchased by Tourisme Montréal were designed in Montréal, with 84% manufactured in the Greater Montréal region.

100%

local procurement

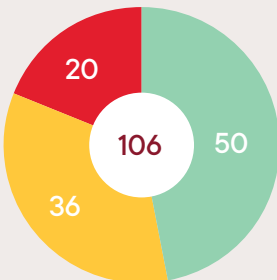
All the food and beverage promotional products purchased by Tourisme Montréal were sourced from local suppliers.

4

certified events

Four Tourisme Montréal events received a rating of at least 3 under the Bureau de normalisation du Québec (BNQ) standard: the Summer Launch, Holiday Celebration, and *Cap sur 2025*.

2024 progress report



Total: 106 actions

- Actions completed: 50
- Actions in progress: 36
- Actions not yet started: 20



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Help business cultures in the tourism sector adapt

Guiding principle

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Tourisme Montréal must lead by example as it makes a global and inclusive shift toward sustainable development. Our goal is to establish a business culture where environmental and socioeconomic impacts are an integral part of our daily decision-making processes. This positioning will become integral to our projects, partnerships, collaborations, campaigns, events and other activities. Tourisme Montréal also aims to provide support to its members as it makes this socioecological shift.



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Orientation 1.1

Develop and maintain our North American leadership and expertise in sustainability *Harmonious Destination Plan*

Concrete actions

- Present the development process and implementation of the *Harmonious Destination Plan* to destination management organization (DMO) managers in Québec and beyond
- Promote the *Harmonious Destination* approach in local and international media
- Work in collaboration with other French-speaking cities that have adopted sustainable development principles

Taking our *Harmonious Destination* to the world

In 2024, Tourisme Montréal met with tourist destinations throughout Canada and beyond to discuss sustainable tourism.

Canada

- Quebec City
- Eastern Townships
- Edmonton
- Banff
- Vancouver
- Ottawa
- Hamilton, Halton, Brant (Regional Tourism Association)

International

- Copenhagen
- Nantes
- Washington

Events at home and abroad

Through participation in various sustainability-focused events, Tourisme Montréal contributes to enhancing the destination's visibility and reputation.

Québec

- **Montréal Climate Summit:** took part in a panel on the progress of our commitments to sustainable development
- **Québec Sustainable Tourism Symposium:** took part in a panel "Bonnes pratiques : *On lâche pas la patate!*" with a presentation from the Fonds d'urgence et d'adaptation aux changements climatiques (FUAC)
- **MT Lab:** took part in a panel "Innovations for Climate Change Adaptation" including the presentation from the Fonds d'aide financière FUAC
- **MT Lab:** led three sustainable development workshops for startups
- **Hôtels Germain:** facilitated a workshop on responsible communication and the implementation of more eco-friendly practices in event management at Hôtel Le Germain Montréal

International

- **One Young World:** facilitated the workshop "How to Get Started with Your Sustainable Development Plan"
- **Global Sustainable Tourism Council (GSTC):** participated in the panel on local community engagement at the annual conference

Conversations with sustainability committees

Tourisme Montréal sits on multiple committees working to better understand the needs, challenges and best practices of the tourism industry in Québec and around the world – a commitment that reflects everyone's strong desire to help each other in this field.

Québec

- **Sustainable Development Committee**, Greater Montréal Hotel Committee
- **Sustainable Development Roundtable**, Alliance de l'industrie touristique du Québec
- **Steering Committee**, Ouranos
- **Business Committee**, Mouvement pour mettre fin à l'itinérance
- **Board of Directors**, Mouvement pour mettre fin à l'itinérance
- **Sustainable Tourism Strategy Committee**, Alliance de l'industrie touristique du Québec
- **Culture and Ecological Transition Commission**, Culture Montréal

International

- **Technical Advisory Committee**, Global Destination Sustainability Index

Our Harmonious Destination in the media

In 2024, Montréal continued to receive prominent coverage in both local and international media. The following are notable articles and publications, all released prior to the coming into effect of Bill C-59:

In English

- *2024 Montreal Guide*, Ignite Magazine
- *Meetings With Meaning: An Introductory Guide to Harnessing the Positive Impacts of Meetings and Events*, Skift Meetings
- *More colour, culture and creativity in Montreal*, Ignite Magazine
- *Urban farms and rooftop vineyards*, Adventure.com
- *Montreal is in the midst of Sustainable Metamorphosis*, Fashion magazine
- *Recap of the Momentous One Young World edition in Montréal*, HQ The Association Magazine

In French

- *Tourisme Montréal annonce un partenariat avec la Tablée des Chefs pour la récupération alimentaire*, TourismExpress
- *Les Montréalais majoritairement favorables au développement touristique*, TourismExpress
- *Certification platine de GreenStep: Tourisme Montréal réaffirme son leadership en tourisme durable*, TourismExpress
- *Tourisme Montréal et l'Association hôtelière du Grand Montréal s'engagent avec GreenStep, un organisme de certification en tourisme durable*, TourismExpress
- *Montréal, ville-jardin*, Skippers Travel

Orientation 1.2

Lead by example in sustainable project development and project governance (in environmental preservation, inclusion, economic efficiency and social equity)

Concrete actions

- Create an internal committee to ensure that sustainability principles are integrated in each department.
- Develop and publish a Tourisme Montréal sustainable development policy
- Draft Tourisme Montréal's responsible purchasing policy
- Annually publish Tourisme Montréal's *Global Destination Sustainability Index* results on its website
- Maintain Tourisme Montréal's environmental certifications
- Attain BNQ Level 3 certification or better for all events organized by Tourisme Montréal
- Collaborate with local ambassadors to promote sustainable tourism projects
- Purchase 95 % of our products from local businesses for all Tourisme Montréal internal activities and events
- Develop a Charter of Commitment for Tourisme Montréal staff
- Classify at least three conventions per year as sustainable development events
- Encourage inclusion and diversity in our business operations, relationships with partners and in promoting the destination
- Recruit staff with a view to greater diversity and adopt inclusion and equity principles
- Maintain pay equity for Tourisme Montréal employees in accordance with Québec labour standards

An internal committee that brings people together

Created in 2022, Tourisme Montréal's internal committee is responsible for ensuring that sustainable development principles are integrated into the work of each of our departments. In 2024, the committee included the following members:

Destination Development and Public Affairs

- **Manuela Goya**, Vice-President, Destination Attractiveness and Public Affairs
- **Sarah Justine Leduc-Villeneuve**, Director, Destination Development and Programs
- **Fanny Beaulieu Cormier**, Sustainable Development Consultant
- **Esther Bourgoin**, Coordinator, Harmonious Destination

Marketing

- **Sylvie Charette**, Vice-President, Marketing
- **Dany Pedneault**, Director, Marketing
- **Elisabeth Gilbert**, Director, Digital Marketing

Sales and Business

- **Mylène Gagnon**, Vice-President, Sales and Conventions
- **Charlotte Laurin**, Manager, Strategic Partnerships and RSE Alliances

Member Relations, Industry and Partnerships

- **Julie Gherzi**, Director, Member Relations, Industry and Corporate Affairs

Office of the President and CEO

- **Patrizia Dri**, Strategic Advisor

An official sustainable development policy

In collaboration with the Sustainable Destination external committee, Tourisme Montréal's Board of Directors adopted its **sustainability policy** (in French) in May 2023. It has been added to the sustainable tourism **toolbox** on our website.

Conscientious procurement

Since 2022, Tourisme Montréal has had a responsible purchasing and procurement policy. The 2024 committee members that ensured the application of this policy were:

- **Princillia Allain**, Project Manager, Brand and Production
- **Véronique Barbin**, Manager, Canadian Events
- **Anie Beaudoin**, Manager, Member and Corporate Events
- **Esther Bourgoin**, Coordinator, Sustainable Development
- **Fanny Beaulieu Cormier**, Advisor, Sustainable Development
- **Mégane Di Stefano**, Project Manager, Montréal Cruises
- **Nicolas Lemay**, Lead Accountant
- **Maryse Landry**, Director, Human Resources
- **Alexandra Naulet**, Coordinator, Media Relations and Travel Market
- **Gerardina Pasquariello**, Team Leader, Business Events and Conventions
- **Marie-Claude Prévost**, Team Leader, Brand and Production
- **Karine Trudel**, Manager, Local and American Events
- **Valérie Des Rosiers**, Special Projects Manager

Promotional products with a local twist

In 2024, 95% of products purchased for promotional purposes were designed in Montréal by local artisans. Furthermore, 84% of products were manufactured in Greater Montréal, with another 11% in the province and 4% elsewhere in Canada.

100% of food and beverage products purchased were sourced from local businesses.

Tourisme Montréal is proud to partner with local Montréal and surrounding area businesses, including Bagel le Trou, Domaine des 15 lots, Distillerie de Montréal, Qantu, Chocolat Avanaa, Dunord, Épices de cru, Allo Simonne, and many more.

46,67%

of gourmet food products were developed by Montréal artisan producers: Domaine des 15 lots, Épices de cru, Nos cabanes, Camellia Sinensis, Floem, Boite à bonbons, Kanel

53,33%

of gourmet food products were made in by Montréal artisan producers: Bagel le Trou, Distillerie de Montréal, Qantu, Chocolat Avanaa, Dunord, Allo Simonne, Club Kombucha, Lecavalier Petrone

2nd in North America according to the Global Destination Sustainability Index

Despite the revision of the Global Destination Sustainability Index evaluation criteria for a more relevant and rigorous analysis, Montréal has maintained its position among the top three destinations in North America and continues to rank within the world's top 40.

This global benchmark for sustainable tourism assesses each destination against nearly 80 criteria. Montréal stood out particularly in destination management, earning a score of 82.43%. Its overall score was 74.77%, a slight decrease of 0.23% compared to the previous year. This difference is attributable to the addition of 12 new criteria and a more stringent evaluation process.

"Tourisme Montréal is firmly committed to making our destination an international model of sustainable tourism, with both passion and rigour. Inspired to keep innovating, we continue to bring together our internal strengths while supporting Montréal's ecosystem in integrating more eco-responsible practices."

– YVES LALUMIÈRE, PRESIDENT AND CEO,
TOURISME MONTRÉAL

The news was published (in French) on the TourismExpress portal and on the Tourisme Montréal blog.

Partnerships to promote our destination

Tourisme Montréal works with local micro-influencers who act as ambassadors to promote various aspects of the city.

This year, our partners joined us for the following activities:

First event, May 14, 2024: MTLsocial x Le 9°

We invited 40 content creators to get an exclusive first look at the new restaurant Île-de-France by Le 9°, located in the Eaton Centre. The initiative aimed to showcase this landmark venue that highlights Montréal's heritage.

Second event, August 22, 2024: MTLsocial x AU/LAB

We brought together 47 content creators with a passion for gastronomy and responsible practices to enjoy an exclusive experience of urban farming on the rooftop of the Palais des congrès, while sampling bites prepared with ingredients grown on site.

A new certification for the organization

Tourisme Montréal reached a new milestone by earning *Platinum* Certification in sustainable tourism, the highest distinction awarded by GreenStep, a Canadian sustainable tourism certification body recognized internationally by GSTC. This achievement reaffirms our leadership in sustainability among destination management organizations in North America.

The certification is based on the Global Sustainable Tourism Council (GSTC) criteria, which assess actions related to governance, social and economic impact, environment, and culture.

Growing number of responsible events

In 2024, Tourisme Montréal demonstrated its commitment to responsible management by organizing four events that achieved a score of 3 or higher under the Bureau de normalisation du Québec (BNQ) standard, on a scale of 1 to 5, with 5 representing the highest distinction:

- Summer launch of the tourist season (Level 3)
- Cap sur 2025 season preview event (Level 4)
- Members' birthday celebrations (Level 3)
- Annual General Meeting (AGM) (Level 4)

For each of these events, a carbon report was produced measuring the impacts of the travel of participants and the organizing committee, and the results were used to offset greenhouse gases (GHGs) emitted. Tourisme Montréal went one step further: we doubled all the offsets for all emissions from participants' travel.



A wealth of actions to promote inclusion and diversity

ATO make its communications more inclusive, the Tourisme Montréal team writes its job postings using gender-neutral language. Several publications, including this sustainability report, also follow these writing principles.

Regardless of the communication format (article, campaign, or digital content), the promotion of Montréal must reflect the city's true diversity. In 2024, we continued our efforts in visual selection, with inclusion serving as a key criterion for our team.

In addition, Tourisme Montréal dedicates a section of its website to the LGBTQ+ community. Click [here](#) to view it.

Other online resources are also available:

- [Montréal: City of diversity, equality and inclusion](#)
- [Queer MTL: quoi faire](#)

The importance of pay equity

Tourisme Montréal ensures compliance with Québec's Pay Equity Act at all times. Our next pay equity assessment is slated for 2025.

Enhanced parental leave

Tourisme Montréal provides its employees with a supplemental allowance to cover the difference between Quebec Parental Insurance Plan (QPIP) benefits and their gross weekly salary, ensuring 100% income replacement.



Orientation 1.3

Increase knowledge of sustainability in the tourism industry and with staff

Concrete actions

- Offer training on the main drivers of sustainable tourism as well as sector-specific training to the tourism industry and Tourisme Montréal staff
- Share a toolkit of sustainability resources on the website to spearhead the ecological transition of Montréal tourism business (funding programs, certifications, industry resources, training, etc.)
- Use Tourisme Montréal's digital platforms to promote businesses taking sustainable development actions in their operations
- Increase the number of member companies that hold sustainability certifications by 30%

Training for sustainability

Tourisme Montréal staff and members completed a professional development training session in March 2024, which focussed on the basic principles of sustainable development and on adopting responsible business practices. This training has been mandatory for all Tourisme Montréal employees since 2022, and it is offered free of charge to our members.

Several of our members took part in *La Lueur* training, an initiative of Phare des AffranchiEs. This program aims to prevent human trafficking for sexual exploitation. As part of this initiative, an in-person workshop was held in May 2024 with about thirty participants.

To support our members in adopting responsible practices, two cohorts of industry stakeholders benefited from guidance provided by specialists. The first cohort, supported by the Guichet unique pour la transition alimentaire (GUTA), helped five restaurateurs integrate more plant-based options into their menus and optimize resources to reduce waste and food loss. The five participating establishments were Le Virunga, Ferreira Café, Brasseurs de Montréal, Les Eaux Douces, and the catering service at Fairmont The Queen Elizabeth.

> See Orientation 4.2

The second cohort, made up of members who organize or host events, focused on building skills to deliver more responsible event practices. On average, ten planners or managers took part in workshops on topics such as responsible entrepreneurship, policy development, responsible procurement, and GHG reduction. Members of this cohort represented several of Montréal's landmark venues, including MT Lab, the Bell Centre, the McCord Museum, the Museum of Fine Arts, JPD, Yulism and the Old Port of Montréal Corporation.

Industry resources on our website

A few years ago, Tourisme Montréal's sustainability team created a dedicated webpage for our *Strategy for a more sustainable tourism*. [This page](#) includes the 2022 and 2023 Harmonious Destination reports, the organization's Sustainability Policy, and a section designed to provide tools and resources for tourism industry stakeholders.



Sustainable development, one activity at a time

In 2024, Tourisme Montréal continued to promote local businesses, organizations and activities with responsible practices. Through our blog and social media posts, we aim to encourage people to plan a more responsible Montréal stay.

> See Orientation [4.1](#)

We have also upgraded our website to better list businesses and attractions with outstanding sustainable tourism performance. In the advanced search, simply select "Business with practices more responsible."

Supporting Members Toward Certification

As part of a pilot project with the Association hôtelière du Grand Montréal (AHGM), participating hotels received an assessment of their sustainable development practices, along with training sessions. The goal of this initiative was to support them in obtaining GreenStep certification. In 2024, Hôtel Saint-Sulpice became the first hotel in Québec to achieve the Silver level of this certification.

> See Orientation [4.2](#)

Orientation 1.4

Remain involved in tourism sector innovation and encourage progress at all levels by funding a tourism incubator

Concrete actions

- Participate annually in discussions on industry needs and trends in collaboration with MT Lab and its partners, with a focus on sustainable development
- Support at least one startup each year
- Forge ties between MT Lab startups and Montréal companies
- Promote the development and positioning of Montréal as an innovative destination by using digital platforms to publicise innovative projects in the city (artificial intelligence, technology, public art, responsible practices, Metaverse, etc.)

Cutting-edge industry trends with MT Lab

Tourisme Montréal is a co-founder and partner of MT Lab, North America's first tourism, culture and entertainment incubator.

In 2024, we took part in many events:

- Two Demo Days to discover the products and services of startups;
- The selection of startups to join MT Lab;
- A *Reverse Pitch* event where attendees pitch their needs to startups;
- Three sustainable development workshops facilitated by our Sustainable Development Advisor (January 30, April 16 and September 5);
- A 5@7 cocktail event with the theme "Innovations for Adapting to Climate Change" with our Sustainable Development Advisor as the keynote speaker;
- A VIP visit to MT Lab to facilitate discussion between various Tourisme Montréal departments and startups.

Strengthening internal skills in tourism innovation

The employees responsible for this partnership completed a Level 1 certification in tourism innovation from MT Lab to further develop their expertise in this area. We also established an internal innovation committee to better understand the organization's needs and strengthen relationships with startups. The committee held its first meeting on December 19.

Connecting startups with established companies

To support young MT Lab businesses, Tourisme Montréal offers them visibility with such initiatives as presenting their companies as part of sustainable tourism training that we offer to our members. The goal is to optimize networking opportunities between companies.

An ongoing immersive experience with Hoppin'

In 2024, Tourisme Montréal continued its partnership with Hoppin', a former MT Lab startup specializing in virtual reality. This collaboration led to the creation of an immersive experience space within Tourisme Montréal itself.

Orientation 1.5

Annually publish Tourisme Montréal's sustainable tourism success stories

Concrete actions

- Share Tourisme Montréal's sustainable development efforts and achievements through various means, including our annual report, digital platforms and communication tools (newsletters, press releases, etc.)
- Publish an annual sustainability report detailing Tourisme Montréal's sustainability efforts

Essential reading

Tourisme Montréal's 2024 Annual Report (in French) outlines our efforts and achievements, highlighting our latest progress in sustainable development and our expertise as a tourist destination.

An expanding online presence

> See Orientations **1.1**, **1.3** and **4.1**

A third report

This document is part of the *Harmonious Destination* initiative launched in 2022. It represents the third annual report outlining Tourisme Montréal's actions. Produced each year through 2030, this exercise demonstrates the organization's commitment to transparency and more responsible practices.

Orientation 1.6

Get involved in at least two sustainability projects with the Montréal community annually

Concrete actions

- Volunteer for two social activities per year that address the needs of the Montréal community (in social, business or environmental sectors)
- Get involved with the student community by organizing at least one event annually
- Participate in social activities with the Montréal community on an ad hoc basis throughout the year

Involvement in social activities

The Sales and Business Events team took the initiative to organize a donation drive for Welcome Hall Mission to support children in need. Our employees filled two cars with warm children's clothing and toys. These essential items were distributed to local communities, reinforcing solidarity. In parallel, a joint activity was held with Saint-Vincent de Paul on March 21, 2024, where participating staff helped sort donations for the shop, including clothing, jewellery, boxes of toys, and electronic devices.

Rendez-vous Gourmands at Parc Jean-Drapeau

Tourisme Montréal contributed to funding the Rendez-vous Gourmands at Parc Jean-Drapeau. This summer event brings together renowned chefs and the local restaurant community to deliver an exceptional culinary experience in a spectacular setting, to the delight of both residents and visitors



2

Promote harmonious cohabitation of the local population and tourists

Guiding principle

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Tourism and economic development must not occur at the expense of the local population. Rather, they should add value by contributing to the city's cultural and social vitality. This approach allows visitors, delegates and local communities to take full advantage of tourism development, promoting harmonious cohabitation.



© EVA BLUE

Orientation 2.1

**Achieve an 80% rating of perceived destination sustainability
(surveyed clientele: tourists, delegates, event organizers)**

Concrete actions

- Publish regular communications on the destination's sustainability actions to highlight our efforts
- Conduct an annual visitor survey
- Conduct an annual survey of event organizers who visit Montréal
- Conduct an annual survey of convention delegates

Enhanced visibility for our destination

> See Orientations **1.1**, **1.3** and **4.1**

Satisfaction surveys

Each year, Tourisme Montréal conducts surveys to assess visitor and meeting delegate satisfaction.

In 2024, a Léger survey was conducted among 1 576 leisure and business visitors to determine visitor perception from a sustainable tourism standpoint.

Montréal's strengths, according to the survey

- Accessibility of urban parks and open spaces:
88%
- Festivals' commitment to eco-responsibility:
81%
- Pedestrian-friendly:
87%
- Bike-friendly:
82%
- Maintenance of parks and open spaces:
86%

Orientation 2.2

Consult and involve the local population in tourism development

Concrete actions

- Create a residents' committee and hold frequent meetings to develop a tourism offer in harmony with Montréalers' needs and expectations
- Conduct an annual survey of the local population to measure overall satisfaction, ensuring representation of various communities with a view to diversity, equity and inclusion



Positive perception among Montréalers

For the third consecutive year, Tourisme Montréal assessed residents' satisfaction with tourism activities. The survey was based on the Resident Sentiment Index, developed by TCI Research, a Brussels-based research agency recognized by the World Tourism Organization. A total of 600 residents from across Montréal completed our online questionnaire in the fall of 2024. Of these, 89% were not employed in the tourism industry.

Key findings from the 2024 survey include

The tourism-phobia index was

5%

indicating a relatively low level of concern;

60%

of respondents see tourism in Montréal as **more positive** than negative;

63%

of residents say they **support the growth of tourism**.

Orientation 2.3

Distribute tourist traffic in a way that respects the capacities of Montréal's neighbourhoods

Concrete actions

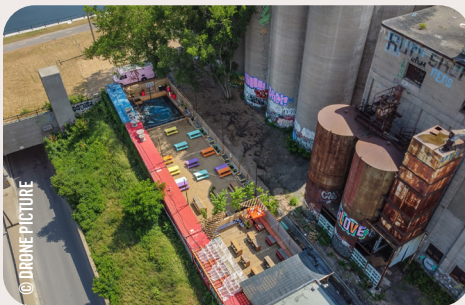
- Promote the attractions of outlying neighbourhoods to ensure tourist traffic is more evenly distributed
- Perform at least five tourism diagnostics with Montréal boroughs before investing in and developing tourism
- Support the development of projects that enhance the tourism offer in neighbourhoods

Highlighting surrounding areas

In 2024, we implemented a content strategy to promote outlying neighbourhoods and their attractions, encouraging a more balanced distribution of tourism across the city. This initiative included creating and updating blog articles on our website, as well as sharing video posts on our social media channels.

Blog articles:

- [Villeray steps into the spotlight](#)
- [Discover the riverside neighbourhood of Verdun](#)
- [Montréal neighbourhoods: Discover Outremont et Westmount](#)
- [Montréal neighbourhood: Discover Mile End](#)
- [Montréal neighbourhood: Discover Verdun](#)
- [Explore the right side of the tracks at Technopôle Angus](#)
- [Saint-Henri, Montréal quartier of cool](#)
- [5 lesser-known spots to relax and recharge in Montréal](#)
- [Where to go stargazing in and around Montréal](#)



Social media publications:

- Saint-Henri and its famous pink house
- Promenade Wellington
- Strolling in Hochelaga-Maisonneuve
- Relaxing beside the Lachine Canal
- A crisp walk in the Outremont neighbourhood
- Westmount in the springtime
- A stroll through Little Italy
- Winter magic in Ville Saint-Laurent
- Zoo Ecomuseum (West Island)
- Esplanade Louvain (Ahuntsic)



montreal · Suivre
Canada Mating Montreal

montreal Modifié · 36 sem
Lorsque la mystérieuse petite maison rose, au sommet de la tour de l'ancienne usine de la Canada Mating à St-Henri, se pare de ses plus beaux atours de Noël 🎄👻

...
When the mysterious little pink house, at the top of the tower of the former Canada Mating plant in St-Henri, is decked out in its finest Christmas attire 🎄👻

👉 @lesdouest (5022-B, rue Saint-Ambroise)
👉 @fsavaria
#MTLmoments #mtl #montreal #bonjourmontreal

6 098 J'aime
27 décembre 2024

Connectez-vous pour aimer ou commenter.



montreal et marchemaisonneuve · Suivre
Marché Maisonneuve

montreal 62 sem
Se promener avec son meilleur ami dans les rues d'Hochelaga-Maisonneuve 🐕👉

...
Walking with your best friend through the streets of Hochelaga-Maisonneuve 🐕👉

👉 @marchemaisonneuve, @arr_mhm
👉 @bunvegallanmontreal
#MTLmoments #mtl #montreal #bonjourmontreal

👉 @dautremont_michael 59 sem
Montréal me manque tellement 🥰
J'aime Répondre

1 691 J'aime
6 juillet 2024

Connectez-vous pour aimer ou commenter.

Visitez Montréal / Visit Montréal · Suivre
20 février 2024

Une promenade vivifiante dans le quartier Outremont 🌞
A crisp walk in the Outremont neighbourhood 🌞

👉 Eva Blue
👉 avenue Bloomfield Avenue (Outremont)
#MTLmoments

Voir la traduction



montreal · Suivre
Lower Westmount

montreal 69 sem
Au printemps, les belles résidences centenaires de Westmount respirent 🌸
...
In spring, Westmount's century-old houses shine 🌸

👉 @lillewestmountcity
👉 @chartrand_montreal
#MTLmoments #mtl #montreal #bonjourmontreal

👉 @canadiansconnect 66 sem
J'aime Répondre

3 654 J'aime
19 mai 2024

Connectez-vous pour aimer ou commenter.

Support for projects that enhance Montréal's tourism offer

Again this year, Tourisme Montréal has contributed financially to many projects in the city's surrounding areas to enhance Montréal's tourism offer and distribute tourism traffic more evenly.

Events in 2024 funded under the Assistance Program for events, festivals and museum exhibitions (PAEF):

- Festival Cabane Panache
- Festival BD de Montréal
- Go Bike Montréal Festival
- Soif de cidre Montréal
- Omnium National Bank Open
- First Fridays (street food festival)
- ItalfestMTL
- POP Montréal
- Marathon Beneva de Montréal
- Le Village de Noël de Montréal
- International Gymnix
- Festival international de cinéma Vues d'Afrique
- Défi sportif AlterGo

Other funded projects:

- Winter Activities at Hôtel Ruby Foo's: skating and festive lighting to create a welcoming community space
- Redevelopment of Village au Pied-du-Courant: first phase of the site's redevelopment realized through the purchase of furniture, in collaboration with Piknic Électronik
- Digital Activation at First Fridays: social media wall created by the cultural organization *Les Survenants* to highlight citizen participation

A field of flowers in the city

In 2024, Tourisme Montréal renewed its funding with a \$15,000 contribution to Espace Louvain, a temporary space that promotes biodiversity, the greening of a paved and mineralized environment, and the redistribution of tourist flows toward outlying neighbourhoods. This off-centre site revitalizes social interactions in the area between local residents and visitors.



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Orientation 2.4

Work with local Indigenous organizations and communities to develop at least five tourism projects to promote Indigenous cultures

Concrete actions

- Hold annual consultations with organizations working directly with Indigenous communities to jointly develop tourism projects in keeping with their values and cultures.
- Collaborate closely to better position the Cultural Embassy project, in partnership with Indigenous Tourism Québec.
- Inform and educate Tourisme Montréal members about Indigenous cultures, in partnership with Indigenous Tourism Québec.
- Educate employees about Indigenous tourism development initiatives, in partnership with Indigenous Tourism Québec.

Build long-term relationships with Indigenous communities

In 2022, Indigenous Tourism Quebec and Tourisme Montréal signed an agreement to enhance the richness and diversity of their cultural offerings and to help amplify the visibility of Indigenous peoples.

At various times in 2024, we organized meetings to strengthen the ties between our two organizations. We also met with members of the Kanien'kehá:ka communities of Kahnawá:ke and Kanehsatà:ke, located near Montréal.

To promote Indigenous tourism in Montréal and the surrounding area, we developed a document showcasing a variety of activities and experiences connected to Indigenous cultures.

Contributing to the Kanehsatà:ke Indigenous winter market for a second year

Tourisme Montréal helped to fund the second edition of the **Indigenous winter market** which took place in December 2024 in the Kanien'kehá:ka community of Kanehsatà:ke. The event was a resounding success yet again.

Indigenous awareness workshops

Although no internal training was offered in 2024, Tourisme Montréal remains committed to raising awareness about Indigenous realities. Workshops are already planned for 2025 to continue the work that has begun. It is worth noting that a workshop was offered to members and several employees in December 2023, and that the Sales and Business team had also previously received specialized training.



Orientation 2.5

Promote research to develop environmental, social and economic knowledge for the tourism industry, our clients and society at large

Concrete actions

- Publish a guide for event organizers outlining sustainability measures to implement for their events (reducing carbon footprints, buying local, reducing food waste, alternatives to single use plastic, etc.)
- Establish legacy programs in collaboration with event organizers, beginning with a pilot project
- Facilitate and encourage hosting major conferences in key Montréal industries, such as clean technologies, energy, life sciences and artificial intelligence

Two guides to organizing responsible events

In 2022, Tourisme Montréal wrote and published two guides offering meeting and sporting event organizers concrete actions to adopt: *Guide to Best Responsible Practices for Business Events* and *Sporting Events*. In 2024, these tools were widely distributed to organizers to encourage them to implement responsible initiatives at their events. As an example of this broad distribution, they are systematically included in all invitations we send them. These guides are currently under review.

During familiarization tours with event organizers, priority is given to showcasing activities and venues that follow more eco-responsible practices.

A social impact pilot project

In 2022, Montréal hosted the **24th International AIDS Conference**. For more details on social impact programs, refer to the 2022 Harmonious Destination Annual Report. Although no social impact programs were rolled out in 2024, two initiatives are currently being prepared for 2025.





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Major conventions in Montréal

A number of conventions in strategic sectors for Greater Montréal were held in the city in 2024. Events are organized by activity sector:

CleanTech and Clean Energy

2 EVENTS IN 2024

Major events:

- Society for the Study of Evolution – Evolution 2024

Life Sciences

59 EVENTS IN 2024

Major events:

- Canadian Association of Perinatal and Women's Health Nurses (CAPWHN) – 2024 CAPWHN Annual Conference
- Environmental Dimension of Antimicrobial Resistance Committee (EDAR) – 2024 EDAR Annual Convention

Social Sciences

27 EVENTS IN 2024

Major events:

- Coalition Abolition Prostitution International – 4^e congrès international contre l'exploitation sexuelle des femmes et des filles (2024)
- One Young World – One Young World Summit 2024

Social Sciences – arts and culture

7 EVENTS IN 2024

Major events:

- UN-Habitat – The 2024 Innovate4Cities
- Assembly of First Nations – 2024 Annual General Assembly

Agriculture and agrifood

4 EVENTS IN 2024

Major events:

- International Garden Centre Association – IGCA Congress 2024

Sport

32 EVENTS IN 2024

Major events:

- Wheelchair Basketball Canada – 2024 Junior East Championship

Orientation 2.6

Maximize the socio-economic benefits of visitors

Concrete actions

-  Strengthen the socio-economic viability of local communities with measures including showcasing neighbourhoods' offer on digital platforms to encourage tourists, delegates and locals to coexist in authentic Montréal locations
-  Increase the average stay to more than three days (slow tourism)
-  Offer incentives (discounts, tours) in various neighbourhoods in collaboration with our partners and members
-  Collaborate with influencers to promote slow tourism, a process of immersing yourself in the destination
-  Annually communicate and promote the objectives and socio-economic benefits of tourism for Montréal
-  Promote responsible accommodation options in various Montréal neighbourhoods

Promoting Montréal's neighbourhoods

> See Orientation [2.3](#)

Discover the city with a seasonal passport

Two editions of the **Passeport MTL** city pass, summer and winter, are sold each year by Tourisme Montréal in collaboration with our partners and members. The offer gives visitors an incentive to discover local attractions, many of which are located in less commonly frequented neighbourhoods.

> See Orientation [3.1](#)

Promoting tourism in the off-season

To encourage tourists to extend their stay, Tourisme Montréal has boosted the visibility of Harmonious Destination posts on social networks. Our team recommended a host of local activities, especially for low-season visits.

To inspire people to live in the moment, we collaborate with local ambassadors who highlight the destination's unique attractions.

> See Orientation [3.6](#)

Length of stay in Montreal in 2024 (days)

	2024	2023	Variation (days)	Variation (%)
Tourists from Canada	2.04 days	2.02 days	+0.02	+1,2%
Tourists from United States	3.62 days	3.50 days	+0.12	+3,4%
International tourists	6.89 days	7.19 days	-0.30	-4,1%

SOURCE: ENVIRONICS (VISITOR VIEW)

The average length of stay has increased for visitors from Canada and the United States, while showing a slight decline for international visitors.

Responsible accommodation made easy

In 2024, Tourisme Montréal published a blog article on responsible behaviour when staying in a residential area. You can read the article [here](#).

> See Orientation [4.1](#)

Furthermore, we continue to make it easier to find hotels with responsible practices, thanks to the advanced search function in our web directory: simply click on “Where to Sleep”, then in select “Business with eco-responsible practices” in the filter.

Tourisme spinoffs for Montréal

Every year, information on the objectives and socio-economic benefits of tourism for the city are gathered and presented in **Tourisme Montréal's annual report**.



Orientation 2.7

Helping people experiencing homelessness through projects with local organizations

Concrete actions

- Support local organizations that help people experiencing homelessness with our donation policy
- Participate in volunteer activities with organizations that support people experiencing homelessness

Donation to the Société de développement social de Ville-Marie

In 2024, Tourisme Montréal offered financial aid to the Société de développement social (SDS) de Ville-Marie, an organization working to combat homelessness. The \$27,500 donation helped fund Action Médiation, a social mediation service developed to improve the cohabitation of businesses and vulnerable individuals.

Two directories making a difference

Since 2022, Tourisme Montréal has shared two directories listing social and environmental organizations to event organizers to encourage them to leave a positive mark while in the city. These tools, which are currently under revision, cover essential themes, such as homelessness, food insecurity and environmental protection. Our team actively distributed the following two directories throughout 2024:

- [Volunteer activities](#)
- Donations, recycling and reuse

Support for organizations helping people experiencing homelessness

In 2024, the Sales and Business team took the initiative to organize a donation drive for the Welcome Hall Mission. A volunteer activity was also held in partnership with the Saint-Vincent-de-Paul organization on March 21, 2024. Participating employees helped sort donations for the shop, including clothing, jewellery, boxes of toys, electronic devices, and various other items.

> See [Orientation 1.6](#)



3

Make the destination more resilient

Guiding Principle

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Montréal must be resilient and inclusive if it is to address future challenges and adapt to climate change. Our role is to provide our members with the tools they need to help them adapt to these changes. Supporting the local economy, the destination inclusivity, and promoting the off season are integral to this orientation.



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Orientation 3.1

Plan and develop the destination's resilience and economic agility to adapt to swift, sudden change

Concrete actions

- Encourage visitors and the local population (domestic tourism) to buy local through promotional campaigns, the MTL Passeport and MTLàTABLE
- Promote responsible sourcing among tourism businesses to encourage local purchasing and reduce dependence on international trade
- Develop more agile and innovative corporate culture (innovation culture, risk management plan, employer brand)

Discovering local spots with Passeport MTL

Passeport MTL is a powerful tool to promote buying local. In 2024, 24,444 passports were sold, for a total of over 80,000 visits to attractions.

> See Orientation [2.6](#)



Save on your favourite attractions

an initiative of
TOURISME / MONTREAL

MTLàTABLE reaches new heights

In November 2024, Montréal's major culinary event MTLàTABLE shattered records, driving restaurant profitability during a typically quiet period. After the 11th edition, 85% of participating restaurants reported major sales growth.

A record-breaking 12th edition

Duration

18 days

(17 in 2023)

Participation

170 restaurants

(135 in 2023)

Patrons served

240,000 people

Spinoff

over \$15.5 M

(\$12 M in 2023)

Responsible sourcing at the forefront

This year, Tourisme Montréal once again encouraged local purchasing and reduced dependence on international trade through partnerships with a range of businesses. Our members receive free sustainable tourism training that covers the key principles of responsible sourcing.

> See Orientations [1.3](#) and [1.4](#)

In addition, two training and support cohorts were launched: one for organizations in the events sector (managed by the Conseil québécois des événements écoresponsables) and the other for restaurateurs (managed by the Guichet unique pour la transition alimentaire). The theme of local and responsible sourcing was at the heart of both initiatives.

> See Orientation [1.3](#)

Innovation culture

To encourage the adoption of innovative practices and strengthen our partnership with MT Lab, we created an internal innovation committee, which held its first meeting in December 2024.

> See Orientation [1.4](#)

Orientation 3.2

Position Montréal as a preferred sustainable tourism destination for tourists and delegates

Concrete actions

- Survey potential visitors in priority markets
- Survey convention attendees on their perception of Montréal as a safe, resilient city
- Conduct a survey of visitors to Tourism Montréal's Tourist Welcome Office
- Add a comprehensive safety clause to funding agreements with promoters

Assessment of Montréal's perception

Tourisme Montréal regularly conducts surveys with leisure and business tourists to measure satisfaction levels. In 2024, a survey of 1,576 respondents revealed encouraging findings: 75% felt that Montréal reflects the **"Live like a local in Montréal"** initiative, and 61% reported being very satisfied with the destination's safety.

However, several areas still need to be developed to fully meet this orientation. Current surveys do not specifically measure Montréal's perception as a resilient destination. In addition, surveys conducted with visitors at Montréal's Tourist Information Office do not assess their perception of Montréal as a leading sustainable tourism destination. Finally, no surveys are yet being conducted with potential visitors from our priority markets.

A new comprehensive safety clause

Tourisme Montréal has added a force majeure clause to funding agreements with event promoters. This clause protects them in the event of cancellation due to unforeseeable events, such as major forest fires, and thus contributes to the resiliency of the tourist industry.



Orientation 3.3*

Contribute to maintaining destination safety at every level for pandemic-related issues

Concrete actions

- ☐ Create a health measures guide and provide it to tourism businesses, project partners and delegates
- ☐ Update website and share latest news on public health measures
- ☐ Promote existing measures to ensure destination safety

**Created during the COVID-19 crisis, this orientation has been withdrawn as it is no longer relevant.*

Orientation 3.4

Help tourist organizations adapt to climate change

Concrete actions

- ☒ Provide training to help the tourism industry adapt to climate change
- ☒ Add information on climate adaptation to the toolkit for tourism industry businesses
- ☒ Plan tourism development, taking into account environmental realities and issues to reduce the risks inherent to climate change

More training for staff and members

In March 2024, Tourisme Montréal again offered training on key sustainable tourism principles, which is given to all staff members and offered free of charge to our members. It addresses key concepts including sustainable development, climate change effects on the industry, and proposes concrete adaptations to urban environments.



Fund to mitigate financial losses for festivals and events

To strengthen the resilience of the tourism industry, Tourisme Montréal launched the Climate Change Emergency and Adaptation Fund (FUAC). This major initiative, endowed with \$1M, is designed to support outdoor festivals and events facing significant and unforeseen climate-related challenges that result in unexpected financial losses.

This ongoing support program allows organizers to submit applications at any time throughout the year, until the Fund is depleted. The financial assistance program is featured in the sustainable tourism toolkit.

Development of a climate change adaptation plan

As part of a collaborative initiative led by the Ministry of Tourism in partnership with Ouranos, Tourisme Montréal participated in a working group that brought together several regional tourism associations. This initiative allowed us to identify key climate change adaptation actions, which have since been integrated into the new Harmonious Destination strategy.

Orientation 3.5

Contribute to ensuring universal access for all tourist sites (hotels, events, restaurants, attractions)

Concrete actions

- Highlight accessible sites on Tourisme Montréal's website, including adapted transport to reach the location
- Ensure that 70% of Tourisme Montréal members obtain Kéroul* accessibility attestation

*OUR TEAM HAS NOT YET CREATED A COMPREHENSIVE LIST OF KÉROUL CERTIFIED MEMBERS.

Accessible businesses in the spotlight

Tourisme Montréal's website helps promote accessible tourist destinations by providing clear business profiles. These profiles for businesses and attractions include their accessibility measures.

On our blog, two targeted content pages—one for visitors to Montréal and the other for event organizers—provide useful accessibility resources:

- [Practical Information – Accessibility](#)
- [Improve the Accessibility of Your Montréal Events](#)

A more inclusive website

The latest update to Tourisme Montréal's website incorporates WCAG AA accessibility standards, further reinforcing our commitment to inclusion. Accessibility testing is carried out by a specialized firm to ensure the site meets the needs of people living with disabilities.

Orientation 3.6

Promote the low-season tourist offer to ensure more even tourism traffic flow throughout the year while promoting the local economy

Concrete actions

- Share low season activities and tourism offers via communication platforms
- Increase low season business tourism
- Present the “daily life” of Montrealers, in collaboration with local ambassadors
- Increase the number of tourists during the winter by showcasing the destination's northern character

Launch of FITHI

In collaboration with the Ministry of Tourism (MTO), Tourisme Montréal launched the Winter Tourism Development Fund (FITHI). This fund is designed to structure and grow Montréal's winter tourism offering by increasing overnight stays and visitor spending, thereby boosting the local economy and creating seasonal jobs.

FITHI supports businesses in expanding their range of winter events and attractions, with the goal of enriching the tourism calendar and keeping the destination vibrant throughout the winter. By stimulating the city's economy, the fund also seeks to strengthen the region's economic vitality while fostering sustainable development and a more balanced distribution of tourist traffic year-round.

Promoting Montréal's off-season offering

Through both its blog and social media channels, Tourisme Montréal has published numerous pieces of content showcasing tourism activities best enjoyed during the off-season.

Collaborations with local ambassadors further amplified visibility. Between October 2023 and April 2024 alone, more than 76 videos were produced and 420 posts were published. Here are a few examples:

- [Bota-Bota in the springtime](#)
- [Festival Art Souterrain](#)
- [Sunset at the Saint-Joseph Oratory](#)
- [Montréal shines at night](#)
- [Autumn in Montréal](#)
- [A day in Mount Royal Park](#)
- [Spring floral murals](#)
- [November urban landscape](#)
- [Beautiful April sky](#)
- [Market day in the spring](#)
- [Spring cycling](#)
- [Beautiful end to autumn](#)

Collaborations with local ambassadors further amplified visibility. Between October 2023 and April 2024 alone, more than 76 videos were produced and 420 posts were published.

> See Orientations [1.2](#) and [2.5](#)

Spreading visitor traffic through strategic seasonal campaigns

By adapting its promotional campaigns, Tourisme Montréal takes concrete action to better balance tourist traffic across both time and space. Thematic campaigns are rolled out at strategic times of the year—such as Easter, Remembrance Day, Thanksgiving, and Valentine’s Day—to encourage visitors to discover Montréal outside of peak periods. This approach not only helps ease pressure on infrastructure during high season, but also highlights flagship events such as Montréal en Lumière and Igloofest, which energize the winter season.

The implementation of an annual winter campaign also showcases the destination’s strengths during this season. This campaign is promoted in Montréal as well as in our priority and nearby markets.

> See Orientation 2.6

More tourists during the low season

As shown in the table below, Montréal saw a rise in demand for overnight hotel stays in fall and winter as compared to 2019, despite a slight dip in 2023.

Request for hotel accommodations in Montreal

Seasons	Growth in demand for hotel stays in Montreal			
	2015 to 2024		2019 to 2024	2023 to 2024
	Total	Average	Total	Total
Winter December, January, February, March	33.8%	3.8%	14.7%	-1.8%
Spring April, May	29.3%	3.3%	9.5%	5.3%
Summer June, July, August	25.7%	2.9%	10.1%	4.4%
Fall October, November, December	24.9%	2.8%	5.1%	-4.7%

SOURCE: DATA PROVIDED BY COSTAR STR

Boosting business tourism in the off-season

As part of its winter strategy, Tourisme Montréal increases its financial support during the winter months to encourage international event organizers and third parties to choose Montréal in the off-season. The incentives offered are therefore more advantageous in winter than in summer.

To encourage convention delegates to extend their stay in Montréal during an event, the organization also promotes attractions that are best enjoyed in the off-season. A dedicated microsite highlights the city’s tourism offering by season.



4

Support tourism development with a low environmental footprint

Guiding principle

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Taking action on reducing the environmental impact of the activities of both the organization and the industry is key to this pillar. One of these initiatives is to educate visitors on the importance of participating in Montréal activities with a low carbon footprint. We encourage them to visit green spaces and use public transit and active transportation so that both the local population and tourists can enjoy a more sustainable destination.



Orientation 4.1

Educate visitors on responsible environmental practices to adopt

Concrete actions

- Create content to highlight best practices
- Develop collaborations with influencers to promote sustainable tourism
- Develop the “Living like a local campaign” to raise awareness of sound sustainability practices
- Promote attractions and businesses that adhere to sustainable development practices
- Develop a GHG offset tool for visitors, available on the Tourisme Montréal website in collaboration with our partners

Showing tourists the way with best practices

The “**Visit Montréal like a local**” page on Tourisme Montréal’s website features two initiatives to encourage more responsible travel in the city:

1. **Live like a local in Montréal**

Formerly known as the “*Promise for a Sustainable Stay*,” this initiative outlines five commitments designed to raise visitor awareness and encourage responsible practices. Updated in 2023 to follow inclusive writing principles, it was distributed in 2024 at several strategic locations: the Palais des congrès de Montréal, Montréal Tourist Information Office, Montréal Bus Terminal, Quartier des spectacles, as well as at various festivals and partner hotels.

2. **Carbon Footprint Calculator**

This tool estimates greenhouse gas (GHG) emissions related to transportation, accommodation, and meals during a visit. Tourists can then offset these emissions by making a donation to Carbone boréal, a Université du Québec à Chicoutimi (UQAC) initiative that combines tree-planting programs with research infrastructure.

In addition, several blog articles and social media posts have highlighted eco-responsible practices carried out by organizations in the tourism industry, guiding visitors toward more responsible choices. These contents spotlight local businesses with responsible practices, some originally published in 2022 and updated in 2024. Here are a few examples:

- [A positive impact stay in Montréal](#)
- [Montréal spots moving towards zero waste to improve your habits](#)
- [5 ways to discover urban agriculture in Montréal](#)
- [Local produce and market cuisine: our top Montréal restaurant picks](#)
- [Montréal gift guide](#)
- [Gifts and Ideas for Father's Day, à la Montréal](#)
- [Montréal ideas for Mother's Day](#)
- [A foodie's guide to shopping in Montréal](#)
- [Haitian flavours are heating up Montréal](#)
- [Upgrade your selfcare game with these Montréal finds](#)
- [Bring the best of Montréal home with you](#)
- [Indigenous experiences in Montréal](#)
- [Discover Montréal by public transit](#)



Sustainable tourism according to local ambassadors

> See Orientation 1.2

Orientation 4.2

Rally at least 10 partners around sustainable development issues through committees, joint projects and events

Concrete actions

- Collaborate with the Quebec tourism sector to implement the tourism ministry's Action Plan for Responsibility and Sustainable Tourism 2020-2025
- Create an external committee of people with sustainable development expertise or representing key tourism industry sectors
- Integrate sustainable development practices in projects carried out with our partners
- Work with event organizers to integrate sustainability considerations into their events
- Maintain the eco-responsible festivals collective by organizing two annual meetings and creating at least one opportunity to share equipment by 2025
- Support 20 establishments through the process of achieving sustainability certification
- Offer financial support to festivals and events with sustainable development measures and a focus on diversity, equity and inclusion

Working with our partners to develop more responsible tourism

Building a destination recognized for sustainable development requires collaboration with many partners. In 2024, Tourisme Montréal worked with the following organizations:

Greater Montréal Hotel Association

In collaboration with the Greater Montréal Hotel Association, a program was launched to help hotels adopt more responsible practices across their value chain: circular economy, responsible sourcing, food waste reduction, elimination of single-use plastics, composting and more.

As part of this program, we offered hotels training sessions on various sustainability topics (waste management, circular economy, management, and governance) and provided each with an action plan. The goal of this support is to help the pilot project hotels obtain certification from the Canadian organization GreenStep. In 2024, Hôtel Saint-Sulpice earned Silver-level certification.

> See Orientation 1.3

Food Transition One-Stop Shop (GUTA)

Tourisme Montréal mandated GUTA to establish a personalized support program open to all food service establishments in the destination. The initiative includes an on-site assessment to identify each establishment's challenges and needs in adopting responsible practices, followed by the creation of a personalized action plan. Five restaurants benefited from GUTA's support: Le Virunga, Ferreira Café, Brasseurs de Montréal, Les Eaux Douces, and the catering service of the Fairmont The Queen Elizabeth.

> See Orientations 1.3 and 4.7

AU/LAB

As Montréal is recognized as a global leader in urban agriculture, Tourisme Montréal and the Urban Agriculture Laboratory (AU/LAB) signed an agreement to support urban agriculture and local sourcing projects for Montréal's restaurants and hotels. This program encourages ultra-local sourcing of vegetables and flowers for restaurants in the city.

It is worth noting that the rooftop is organically managed and uses organic compost. The fertilizer, known as *frass* (insect manure), comes from insects fed with food waste from Montréal supermarkets, making it a fertilizer rooted in the principles of the circular economy.

> See Orientation 4.7

District Central Business Development Corporation (SDC)

Tourisme Montréal supports the Prairie Louvain project, an initiative aimed at beautifying and revitalizing a vacant lot by integrating elements of biodiversity. Launched in summer 2023, the first phase included the planting of 10,000 sunflowers. In 2024, the project continued with the addition of new initiatives to foster biodiversity and the circular economy.

> See Orientation 4.7

Quebec Council for Sustainable Events (CQEER)

To increase the number of local events incorporating responsible practices, our team engaged the CQEER. This collaboration resulted in five workshops designed to support festival and event organizers in adopting more responsible practices.

> See Orientation 1.3

Towards responsible events and projects

Our funding programs now integrate sustainability criteria. As such, we ask organizers to identify concrete actions in this area. These initiatives are factored into the event evaluation grid, which influences the overall score assigned to the event—and therefore the amount of financial support granted.

In parallel, we also classified several Tourisme Montréal events according to the sustainable development rating system of the Bureau de normalisation du Québec (BNQ).

> See Orientation [1.2](#)

An external committee in sustainable development

In 2022, Tourisme Montréal brought together people with expertise in sustainable development to form an external committee. This committee was tasked with gaining a better understanding of tourism industry needs and ensuring the implementation of Sustainable Development actions.

2024 committee members:

- **Marie-Ève Brunet**, Strategy and Mobilization Consultant (Committee Chair)
- **Jean-Sébastien Boudreault**, President and CEO, Greater Montréal Hotel Association
- **Nicolas Cournoyer**, Co-Founder and Vice-President, Public Affairs and Social Responsibility, Multicolore, Igloofest and Piknic Électronik
- **Daye Diallo**, Chief Economist, Institut du Québec
- **François Miller**, Executive Director, Office of Sustainability, McGill University
- **Martin Massé**, Vice-President, Public Affairs, Aéroports de Montréal
- **Laurence Coulombe**, Coordinator, Scientific Programming, Ouranos

- **Manuela Goya**, Vice-President, Destination Development and Public Affairs, Tourisme Montréal (Committee Secretary)
- **Sarah Justine Leduc-Villeneuve**, Director, Destination Development, Tourisme Montréal
- **Fanny Beaulieu Cormier**, Sustainable Development Consultant, Tourisme Montréal
- **Esther Bourgoin**, Coordinator, Harmonious Destination, Tourisme Montréal

An incentive for responsible events

This financial incentive is currently under review. Details will follow in 2025

A usefule guide for event organizers

In 2024, the [Guide to Best Responsible Practices for Business Events](#) was widely distributed to encourage event organizers to reduce their environmental impact.

> See Orientation [2.5](#)

Two directories to help change habits

Again this year, Tourisme Montréal's directories of social and environmental organizations served as practical reference tools for event organizers visiting the city. They are currently under revision, however you may still reference them online here:

- [Volunteer Activities](#)
- [Donations, recycling and reuse](#)

> See Orientation [2.7](#)

Funding for diversity events

In 2024, Tourisme Montréal continued to offer financial support to local events that showcase diversity and inclusion:

- Biennale d'art contemporain autochtone (BACA)
- AlterGo Sports Challenge
- Montréal Pride Festival
- Vues d'Afrique International Film Festival
- Nuits d'Afrique Festival
- International First Peoples Festival
- Orientalys Festival
- JOAT International Street Dance Festival
- *Manasie Akpaliapik. Univers inuit* exhibition (McCord Stewart Museum)
- *Noire, la vie méconnue de Claudette Colvin* exhibition (Centre PHI)



MUNDIAL MONTRÉAL

- Mundial Montréal
- Asian Night Market



VUES D'AFRIQUE INTERNATIONAL FILM FESTIVAL

Orientation 4.3

Support the development of four impactful projects in Montréal's central neighbourhoods (mobility, beautification, cultural vitality, heritage conversation and cleanliness)

Concrete actions

- Support four impactful projects in central neighbourhoods with financial assistance programs
- Develop new permanent or ephemeral public spaces in downtown Montréal in collaboration with our partners (e.g. Murelles project)
- Collaborate with stakeholders to revitalize and preserve built heritage
- Encourage deployment of five cultural projects in central Montréal in collaboration with our partners
- Contribute to the beautification of and optimize mobility in areas of public works
- Promote pedestrian streets and sustainable mobility in Montréal

Revitalizing Montréal's central districts

In 2024, several projects received financial support to help energize downtown neighbourhoods:

- **Lunar New Year (MURAL):** To brighten up wintertime and Chinatown, a series of installations were created, including an archway, a wishing tree, mini-sculptures, signage, projections and lanterns.
- **La GÉANTE at Place Ville Marie (TOHU):** For the third consecutive year, this collaboration brought a massive steel colossus to the base of *L'Anneau* on the Esplanade of Place Ville Marie. For four weeks, the installation featured two daily high-flying circus performances created by Montréal's own company *Les 7 Doigts*.



AU/LAB: Supporting urban agriculture

To strengthen Montréal's leadership in urban agriculture, Tourisme Montréal signed an agreement with the Urban Agriculture Laboratory (AU/LAB). The partnership supports urban farming and local sourcing projects for Montréal restaurants and hotels, with the goal of encouraging ultra-local sourcing of vegetables and flowers.

> See Orientations [4.2](#) and [4.7](#)

Preserving Montréal's heritage

As part of the public consultation led by the OCPM in 2024, Tourisme Montréal submitted a brief on the City of Montréal's 2050 Urban and Mobility Plan. Entitled *Valuing the heritage and landscapes that shape Montréal's plural identity*, the document reflects the organization's commitment to protecting the city's heritage. In it, Tourisme Montréal advocates for incentive-based measures to ensure the long-term preservation of Montréal's built and cultural legacy.

Le 9^e

Tourisme Montréal also supported the restoration of Le 9^e (formerly Restaurant Île-de-France) in the Eaton Centre—an architectural gem and a striking example of Montréal's built heritage being reimaged for today.

Participation in over 35 cultural events and projects

Tourisme Montréal contributes financially to several cultural events and projects in central districts. In 2024, the organization provided financial support to 30 local cultural events and six projects, well above its initial target of five.

30 events funded by the PAEF:

- Ice canoe challenge
- APIK
- Festival Art Souterrain
- Jeux Urbains
- Plural
- Concours musical international de Montréal (CMIM) édition Piano 2024
- Festival TransAmériques
- Mondial de la bière
- Festival de musique de chambre de Montréal
- Montréal Complètement Cirque
- Mtl en Arts
- SOULFEST MTL
- JOAT International Street Dance Festival
- ComediHa! Fest-Québec
- Orientalys Festival
- Asian Night Market
- Village Numérique MUTOPIA
- MUTEK
- M.A.D. Festival
- Festival Bach Montréal
- Festival Quartier Danses
- International First Peoples Festival
- Festival International Nuits d'Afrique
- Pride Montréal
- MONTRÉAL EN LUMIÈRE
- Festival de Jazz
- Francos
- Igloofest
- The Great Christmas Market
- Noël dans le Parc

Six projects funded by the FIP

- Village au Pied-du-Courant 2024: first phase of site development (furniture acquisition) (Groupe Multicolore)
- Montréal, Bike city (Fitz Montréal)
- Summer circus event at the Jardin du Monastère (Le Monastère)
- Victoria Street outdoor revitalization project (McCord Stewart Museum)
- Les Jardins du musée (Montréal Museum of Fine Arts)
- Cercle Polaire – phase 2 (Downtown Experience)

Initiatives to Encourage Active Mobility

Among the initiatives funded by Tourisme Montréal in 2024, two stand out for encouraging visitors to explore the city through active mobility, whether on foot or by bike:

- **On foot:** *Le Mignonisme* by Philippe Katerine offered an artistic experience featuring fifteen monumental pink sculptures—*Monsieur Rose*—installed throughout the Quartier des spectacles and downtown Montréal from May 7 to September 29, 2024. This initiative invited visitors to discover the city on foot.
- **By bike:** Support provided to Fitz Montréal for the purchase of 24 electric bikes and two cargo bikes made it easier for clients to discover the city by bike.

In addition, each business or attraction profile on our website highlights the sustainable transportation options available to reach the destination. This approach makes trip planning easier for both tourists and convention-goers.

Raising Awareness and Promoting Sustainable Mobility

Throughout the year, our team created a wide range of content encouraging both locals and the business community to embrace soft and sustainable mobility. These included suggestions for cycling activities, walking tours and ideas for exploring the city responsibly. The article *[Living like a local in Montréal](#)* perfectly illustrates this approach. It was part of a broader editorial effort that also included several blog posts, some newly published, others updated in 2024, as well as video content shared across our social media platforms.

Blog articles:

- [Discover Montréal by public transit!](#)
- [Stroll through Montréal's pedestrian-only streets](#)
- [Montréal biking guide: routes, rentals and everything else on two wheels](#)
- [The most beautiful walks in Montréal](#)
- [Guide to the underground city](#)
- [Montréal is a breeze to get around](#)
- [Staying fit in Montréal: a guide for an active getaway](#)

Social media publications:

- [Go Vélo Montréal Festival](#)
- [Electric BIXI](#)
- [Spring bike ride](#)
- [Perfect time for a bike ride](#)
- [Winter cycling in parc Jean-Drapeau](#)
- [Guided tours](#)
- [Walking your dog in Montréal](#)
- [Return of car-free streets](#)
 - [Promenade Wellington](#)
 - [Promenade Ontario](#)

For the travel sector, we promote walking, cycling, BIXI bike-sharing, and the underground pedestrian network through a wide range of facts and anecdotes.

Orientation 4.4

Encourage low carbon transportation (bike paths, public transit, walking routes)

Concrete actions

- Use Tourisme Montréal's digital platforms to promote the range of low carbon transportation options
- Develop a new partnership with local companies (e.g. BIXI, STM) to offer discounts to convention attendees, partners and employees
- Create and post low carbon itineraries on digital platforms to provide visitors with a different experience of the city
- Subsidize transit passes for Tourisme Montréal staff
- Promote new REM routes, especially stations with high tourism potential

Simplifying sustainable mobility

Each business listing on our website clearly indicates the active and sustainable transportation options available to reach the destination.



New ways to experience the city

Throughout 2024, our team created and promoted walking and cycling routes designed to encourage both locals and visitors to discover — or rediscover — the city in a different way. Here are a few examples of published content, some of which were updated during the year:

- [The most beautiful walks in Montréal](#)
- [A positive impact stay in Montréal](#)
- [Discover Montréal by public transit!](#)
- [Walk Montréal's car-free streets all summer long!](#)
- [Montréal biking guide: routes, rentals and everything else on two wheels](#)

A sustainable mobility perk

Since 2022, Tourisme Montréal employees can receive up to 60% off their monthly transit pass.

Orientation 4.5

Measure and significantly reduce (by approximately 50%) Tourisme Montréal's carbon footprint, both within the organization and for the events it organizes

Concrete actions

- Measure Tourisme Montréal's carbon footprint and perform an annual carbon audit
- Offset the entire carbon footprint of travel by staff and invited partners
- Opt for low-carbon travel (carpooling, direct flights, train, public transit)
- Measure and cut by 50% the amount of waste produced by Tourisme Montréal and its events by promoting composting, the circular economy, equipment sharing, donations of surplus food and recycling
- Opt to use eco-responsible goods with low-carbon footprints in Tourisme Montréal's activities
- Ensure that all Tourisme Montréal stands are made from recycled or bio-sourced materials

Carbon footprint assessment

In 2024, Tourisme Montréal completed its carbon footprint assessment for the year 2023. This biennial exercise was carried out in collaboration with CT Consultant, which analyzed the data compiled by the organization.

The results are encouraging: overall greenhouse gas (GHG) emissions have decreased by 13.1% compared to 2019.

This decrease can be attributed to several factors:

- fewer air travel trips;
- a reduction in the print run of tourist guides;
- lower energy consumption in office spaces.

Reducing and Offsetting Emissions

In 2024, while continuing to prioritize reduction at the source, Tourisme Montréal offset the full carbon footprint associated with business travel by staff, clients, and media guests invited to discover the destination.

In 2024, in collaboration with Planetair, Tourisme Montréal committed to a double offsetting approach for the business travel of its staff, clients, and invited media. For 73.52 tonnes of CO₂ emissions, the organization offset 147.04 tonnes—double the actual emissions—representing an investment of \$3,308.

This contribution was allocated equally to:

- projects dedicated to preserving natural habitats in the Greater Montréal area;
- renewable energy projects certified under the Gold Standard.

Improving sustainability for internal events

When holding events for members or staff, Tourisme Montréal organizes public transit options. For example, for team outings we reserve a bus for employees to ensure low-carbon travel. When organizers visit the city, location scouting often happens on foot.

Effective waste reduction

Our team has implemented a range of measures to lower waste production, promote the circular economy and pool equipment. For example:

- Introducing a waste management system that encourages employees to recycle and compost.
- Banning single-use plastics and using washable dishes, minimizing waste at our events.
- Distributing leftover food after events in partnership with the venue management staff and catering services.
- Recovering banners after events and reusing them to create new ones.

In 2024, we collected an average of 15 kg of organic matter for composting each week. It should be noted that this figure is approximate, as waste was not systematically weighed throughout the year.

While it is therefore not possible to determine the exact percentage reduction in waste generated, Tourisme Montréal continues to make consistent efforts to reduce waste at the source.

Promoting local, responsible procurement

In 2022, Tourisme Montréal adopted a responsible purchasing and procurement policy. It encourages the purchase of products designed and manufactured in Montréal. An internal committee ensures adherence with the policy, which is currently under review.

All promotional gifts are now made exclusively with local products. We also favour local purchasing for meals served at events to minimize our carbon footprint.

> See Orientation 1.2

A new eco-friendly booth

In 2023, Tourisme Montréal acquired a new booth to use at events. Sustainability and environmental impact were key aspects in the booth's design and manufacture, to ensure we can use it for many years to come.

Key features:

- Energy-saving LED lighting;
- Durable and infinitely recyclable aluminum structure (U.S version);
- Wooden tables and benches (Canadian version);
- Fabric awning made from recycled and recyclable materials;
- Upholstery made from 100% post-industrial recycled materials.

Orientation 4.6

Work towards banning single-use plastic at all Tourisme Montréal events, festivals and activities

Concrete actions

- Provide training to industry stakeholders on alternatives to single-use plastics
- Promote local businesses offering alternatives to single-use plastics on Tourisme Montréal's website to support local economy
- Ban single-use plastics during Tourisme Montréal activities

Responsible solutions for our members

Again this year, Tourisme Montréal used member training sessions as an opportunity to suggest alternatives to single-use plastics, notably through Montréal initiatives such as La Tasse and Retournzy.

Our goal is to promote the circular economy and reduction at source within the tourism industry.

> See Orientation 1.3

In addition, Tourisme Montréal's sustainable tourism toolkit highlights numerous suppliers and businesses engaged in sustainable development, including Retournzy and Bopaq.

Operating without single-use plastics

Single-use plastics are now banned from Tourisme Montréal events. Some activities have also received BNQ Responsible Event Management certification for their eco-responsible practices.

> See Orientation 1.2



Orientation 4.7

Work with the Ville de Montréal Bureau de la transition écologique et de la résilience (BTER) to achieve the goals of the 2020-2030 Montréal Climate Plan

Concrete actions

- Foster the development of a greener destination through our work with partners and stakeholders
- Raise awareness among industry stakeholders to reduce food waste in Montréal's tourism industry
- Use training initiatives to promote the circular economy in the tourism industry

Encouraging biodiversity and greenery

Supported by Tourisme Montréal, the Prairie Louvain project aims to revitalize a former urban wasteland by integrating features that promote biodiversity. The first phase, launched in summer 2023, included the planting of 10,000 sunflowers. In 2024, the project continued with new initiatives focused on strengthening biodiversity and advancing the principles of the circular economy.

> See Orientation [4.2](#)

Promoting urban agriculture and short supply chains

Tourisme Montréal has actively contributed to the growth of urban agriculture in Montréal through its partnership with the Urban Agriculture Lab (AU/LAB), which manages the green rooftop garden at the Palais des congrès. This agreement encourages tourism-related businesses to prioritize local food sourcing, thereby reducing GHG emissions associated with transportation.

Fresh seasonal vegetables grown on the rooftop are now featured on the menus of several downtown restaurants, including Mélisse, Henri, Restaurant de l'ITHQ, Kamúy, Galaxie Brasserie and Maestro Culinaire, bringing local and sustainable products to both visitors and residents.

In 2024:

- nearly 3.7 tonnes of vegetables were produced at the Palais des congrès rooftop farm;
- 1,600 kg were sold to partner restaurants;
- 1,850 kg were donated to social organizations.



Hands-on training

As part of the free sustainable development training offered to Tourisme Montréal members and staff, the concepts of circular economy and food waste reduction were explained through concrete and inspiring examples from both local and international contexts. The goal of this initiative is to raise awareness across the tourism sector about reducing waste at the source.

The theme of circular economy was also addressed through training and coaching sessions delivered in partnership with CQEER and GUTA, further strengthening members' understanding and adoption of circular practices.

> See Orientations [1.3](#) and [4.2](#)

A new partnership to reduce food waste

In 2024, Tourisme Montréal entered into a strategic partnership with La Tablée des Chefs to support the recovery of food surpluses from Montréal's tourism industry. The objective is to mobilize members around a shared goal: reducing food waste while also supporting food security.

The recovered food is redistributed to local community organizations serving vulnerable populations. With access to a tracking dashboard provided by La Tablée des Chefs, Tourisme Montréal can now monitor the annual quantities recovered and redistributed.

Orientation 4.8

Optimize water use and management in the tourism industry

Concrete actions

- Provide a water refill point at the Montréal tourist office to reduce bottled water purchases
- Educate tourism industry stakeholders and employees about reducing water use in their business activities

Drinking fountains in downtown Montréal

Since December 2023, a drinking water fountain for refilling reusable bottles has been available at the Montréal Tourist Information Office, helping to reduce the use of single-use containers.

To promote the initiative among both tourists and residents, signage was also installed on fountains in the Quartier des spectacles, encouraging people to refill their reusable water bottles.

It should be noted, however, that no specific initiatives have yet been introduced to raise awareness among Tourisme Montréal employees about reducing their own water consumption.



Conclusion

In 2024, Tourisme Montréal strengthened its leadership role in sustainable development. Our team carried out 50 concrete initiatives out of the 106 planned as part of the *Harmonious Destination strategy*.

At a glance 2024 highlights

- Participation in six sustainability-related events
- Maintained a Top 3 ranking in North America on the *Global Destination Sustainability Index 2024*
- Achieved platinum certification from the Canadian organization GreenStep

Tourisme Montréal's Sustainable Tourism Action Framework reflects an evolving and proactive approach. Our actions are regularly reviewed to remain aligned with emerging issues and priorities.

In this spirit, a full update of our Sustainable Tourism Action Framework will be released in 2025 under its new name, *Strategy*

towards a more sustainable tourism. Developed in collaboration with stakeholders across Montréal's tourism industry, this update aims to better meet industry needs and to complete all planned actions by 2030—an ambitious goal to which we remain firmly committed.

This report represents the third annual review of the *Harmonious Destination strategy* since its launch in May 2022. It reflects our commitment to transparency by presenting both the progress achieved and the actions still to come. It also serves as a key tool for dialogue with tourism stakeholders, both locally and internationally.

Proud of the progress made, the Tourisme Montréal team sees this 2024 review as a springboard toward the realization of its long-term vision.

We remain firmly on course—towards a more sustainable tourism, in 2025 and beyond.

