



Certification



China represents a huge potential tourism market for Montréal. In order to offer Chinese visitors an enjoyable and welcoming travel experience, Tourisme Montréal has created the Bonjour Chine certification program, which offers training for industry players in Québec. The goal of Bonjour Chine certification is not only to help companies meet the specific needs of Chinese visitors, but also to communicate that ability to clientele, agencies and other stakeholders. This initiative is part of Tourisme Montréal's major hosting strategy, which aims to enhance the visitor experience and position Montréal as a destination of choice for Chinese tourists.



Certification training program

Tourisme Montréal has designed a training program featuring **conferences and workshops** that provide tools to better serve the Chinese market.

Coming soon: Bonjour Chine webinar training (in french only)

Advantages of being certified

In addition to being able to serve the needs of Chinese clientele, companies stand to benefit from tailored marketing initiatives (tours, groups, etc.) and visibility on Tourisme Montréal's online/ social media platforms, as well as in newsletters, brochures and other written materials. For travel industry professionals, certification also serves as a **quality standard** indicating the company has the ability to host Chinese tourists.

	HOTELS	RESTAURANTS	ATTRACTIONS	ACTIVITIES
ESSENTIAL				
BROCHURES, MAPS, MENUS AND/OR OTHER MATERIALS IN CHINESE	•	•	•	•
CHINESE CONTENT ON THE WEBSITE	•	•	•	•
CHINESE METHODS OF PAYMENT ACCEPTED	•	•	•	•
SLIPPERS IN THE ROOM	•			
AVAILABILITY OF HOT WATER / CHINESE TEA	•	•		
NICE TO HAVE				
STAFF WHO SPEAK MANDARIN	•	•	•	•
CURRENCY EXCHANGE SERVICES (RMB)	•	•		
CHINESE-LANGUAGE TV CHANNELS / PUBLICATIONS	•			
CHINESE SOCIAL MEDIA ACCOUNTS (WECHAT, WEIBO, ETC.)	•	•	•	•
DIRECTIONS / SIGNS IN CHINESE			•	



WeChat



Weibo

an initiative of

TOURISME / MONTREAL



Certified establishments



Certified Hotels

Auberge le Pomerol

819, boul. de Maisonneuve Est
aubergelepomerol.com

Fairmont The Queen Elizabeth

900, boul. René-Lévesque Ouest
fairmont.cn

Holiday Inn Montréal Downtown

999, rue Saint-Urbain
ihg.com/holidayinn

Hôtel St-Denis

1254, rue Saint-Denis
hotel-st-denis.com

InterContinental Montréal

360, rue Saint-Antoine Ouest
montreal.intercontinental.com

Le Saint-Sulpice Hôtel

414, rue Saint-Sulpice
lesaintsulpice.com

Marriott Residence Inn Downtown Montréal

2045, rue Peel
marriott.com

Attractions and cultural institutions

AML Cruises

Grand Quai du Port de Montréal
croisieresaml.com

Château Ramezay – Historic Site and Museum of Montréal

280, rue Notre-Dame Est
chateauramezay.qc.ca

Le Bateau-Mouche

Quai Jacques-Cartier, Vieux-Port de Montréal
bateaumouche.ca

McCord Museum

690, rue Sherbrooke Ouest
musee-mccord.qc.ca

Vieux-Port de Montréal

333, rue de la Commune Ouest
oldportofmontreal.com

Restaurants

Chez Chine

999, rue Saint-Urbain
ihg.com

Imperial Restaurant

998, boul. Saint-Laurent
imperialmontreal.com

Restaurant ChinaTown Kim Fung

1111, rue Saint-Urbain
restaurantchinatownkimfung.com

Restaurant Dynastie

1008, rue Clark
dynastierestaurant.ca

Activities and tours

Éco-Tours

Quai Jacques-Cartier, Vieux-Port de Montréal
ecotoursmontreal.com

Pente à neige

Parc Ignace-Bourget
penteaneige.ca

SOS Labyrinthe

Hangar 16, Vieux-Port de Montréal
Quai de l'Horloge
soslabyrinthe.com

Voiles en Voiles

Place des Vestiges, Vieux-Port de Montréal
voilesenvoiles.com

For more information on certification,
contact your Tourisme Montréal
representative or send an email to:
bonjourchine@mtl.org