

ANNUAL REPORT

2024



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**TOURISME /
MONTREAL**

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Tourisme Montréal's mandate

A key player in the Montréal economy, Tourisme Montréal is a private, non-profit organization that comprises over 1,065 members and partners. Its mission is to promote Montréal as a leading tourism destination, enhance the city's year-round appeal and make Montréal shine on the local, national and international stage.

Promoting the destination

Tourisme Montréal works closely with its members and partners to deploy marketing and promotional activities around the globe to attract events (conventions, meetings, conferences, etc.) as well as leisure and business travellers to the city. Since 2021, it has also been promoting the local tourism offer among Montrealers to encourage them to become proud ambassadors of their city.

Leadership

With a greater presence in the public sphere, Tourisme Montréal continues to share its expertise with media and the local population to increase their knowledge and positively influence their perception of the visitor economy. A champion of the city's role on the global stage, the organization contributes to and initiates public debate on issues impacting Montréal's image, while influencing decisions on, notably, worksite management and sustainable mobility. Tourisme Montréal maintains and enhances the city's visibility by refining its position as a world-class hub for gastronomy, business, sports, culture and urban well-being.

Tourism development

Tourisme Montréal oversees the development of Montréal's tourism product by providing financial assistance for sustainable projects with high visibility potential. The organization takes an innovative approach to managing financial assistance programs based on changing markets and by pursuing strategies to enhance the city's appeal and unique personality. Thanks to its engaged and effective approach, Tourisme Montréal is able to promote all four seasons, including winter, which has become a must for creating continuous economic spin-offs for the city.

Sustainable tourism

Tourisme Montréal is guided by a vision that makes sustainable development an integral part of its decision-making process. Ensuring a balanced tourism flow and respecting Montrealers' quality of residential life is crucial to the organization. This paradigm shift is a major and ambitious milestone for Tourisme Montréal: it is testament to a shift toward a more sustainable and harmonious relationship between visitors and residents of the city.

Tourism hospitality

The organization plays a key role in developing tourism hospitality with a concrete goal: to provide visitors with a memorable visit, from start to finish. To this end, managing a tourist information office, making the tourism industry aware of the importance of a warm welcome and supporting initiatives created for developing tourism services are an integral part of Tourisme Montréal's responsibilities.

Message from the Chair of the Board



Members, partners and friends of Tourisme Montréal,

It is with great honour and profound gratitude that I write to you as the president of Tourisme Montréal's joint board of directors, which is comprised of seasoned administrators that possess an in-depth understanding of the Montréal tourism ecosystem. I am thrilled to share my skills and knowledge of the city with an organization that has a strong and committed team, led by a president and CEO that is thorough, accessible and focused on results.

Tourisme Montréal is the only organization that is entirely dedicated to the city's tourism development, not only through promotional campaigns but also hosting meetings, sports events, festivals and cultural events.

The organization is in an excellent position to continue promoting the city globally. In 2024, Montréal shone on the international stage often, with Lonely Planet ranking it among the top three cities in the world to visit. The ICAA also named it the top destination in North America for business meetings.

I am proud to help the city address local and international challenges and share in the success of its mission: to allow people to discover and, ultimately, fall in love with Montréal.

Thank you all for your confidence and support.

Warm regards,

Nathalie Maillé

Message from the CEO



Members and partners,

The year 2024 was filled with many memorable highlights and achievements, which are testament to the passion and commitment of our team and the entire tourism ecosystem.

Montréal continues to shine as a world-class tourism destination. The increased number of tourists is a clear sign that Tourism Montréal's advertising efforts on the world stage and local investments in the tourism product are paying off.

This success can also be attributed to the organization's ability to develop the business market: Montréal is the number one city for hosting associative events. I am particularly proud of the leadership Tourisme Montréal continues to show in the city's media and political spheres: people pay attention to and respect what the organization has to say.

The year 2024 was marked by highlights that showed Tourisme Montréal intends to capitalize on all opportunities to make the city shine. The Bring the Flame to Montréal campaign, for example, not only beat records in terms of audience reach, but took home two prizes. The announcement of the Michelin Guide coming to our city and hosting major events such as the Presidents Cup, have made Montréal even more visible and attractive on the world stage. Our unwavering commitment to Montréal culture was evident in our involvement in the Forum on Performing Arts and Culture as well as our financial participation to support this vital aspect of our identity.

Of note as well is the excellent tourism satisfaction rate (93% of visitors were satisfied with their stay in the city) and the increased support Montrealers have shown for tourism in their city. Together, the organization and the local population have once again shown that peaceful coexistence is possible and that Montréal is a great city to live, work and stay in.

Achieving this level of success does not mean we can now ease up on delivering projects. On the contrary, Montréal must remain creative and open, both to business opportunities and its tourism offer to ensure that we offer a diversified and quality product that satisfies all visitors.

I am more than ever convinced that Montréal has a promising tourism future. The year 2024 is proof that Tourisme Montréal can continue to work with drive and enthusiasm alongside its partners to make the city shine on the global stage.

Thank you all for your continued commitment and support.

Yves Lalumière
President and CEO



2024 Tourism Performance



Number of visitors

Nearly **11 million**
(7% MORE THAN IN 2023)



Tourism spending

\$6.012 B



Average hotel occupancy

71%
peaking at
82.3%
during the
summer season

Average cost of hotel room

\$230



YUL Montréal-Trudeau International Airport

Number of visitors

22.4 million
(5.8% MORE THAN IN 2023)

156

Number of connections

Canada: 33
United States: 34
International: 89



Tourist Information Office

115,000
visitors

28,000
tourism information requests at Tourist Information Office in Old Montréal



Cruises

14
companies

20
ships, including **9** new

50,358
passengers

41
operations
(STOPOVERS, EMBARKATIONS AND DEBARKATIONS)

14,891
crew members

Montréal at the top



Montréal crowned **3rd Best City in the World**

BEST IN TRAVEL 2024,
BY LONELY PLANET



Canada ranks among the top three **Safest Countries in the World 2025**

THE 15 SAFEST COUNTRIES TO TRAVEL TO IN 2025, BY BERKSHIRE HATHAWAY TRAVEL PROTECTION, 2024



Montréal ranked **second best city in North America for cyclists**

PEOPLE FOR BIKES CITY RANKINGS, 2024, BY PEOPLE FOR BIKES



Montréal ranked in top 10 best large cities by **Condé Nast Traveler 2024 Readers' Choice Awards**

BEST CITIES IN THE WORLD: 2024 READERS' CHOICE AWARDS, BY READERS' CHOICE AWARDS, CONDÉ NAST TRAVELER 2024



Montréal ranks among the world's top cities for **culture**

20 BEST CITIES FOR CULTURE RIGHT NOW, BY TIME OUT, 2024



Montréal ranked first in North America for **international association events**

ICCA RANKING, 2024, BY ICCA



Montréal ranked **35th among World's 100 Best Cities 2025**

WORLD'S BEST CITIES 2025: 100 GLOBAL CITIES SHAPING TOMORROW, BY RESONANCE



YUL Montréal-Trudeau International Airport among the top 10 **Best Airports in North America**

WORLD'S TOP 100 AIRPORTS 2024, BY SKYTRAX, 2024



Montréal named one of the world's **100 smartest cities**

IMD SMART CITY INDEX 2024, BY IMD BUSINESS SCHOOL, 2024





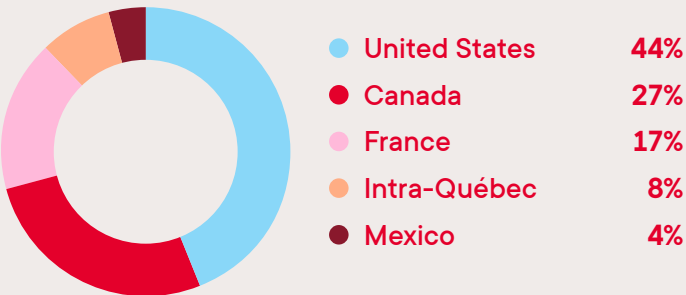
Campaigns and key performance indicators

Campaign highlights (creation and media)

- The new communication platform Libérez le fun en vous – Your playful side awaits was launched.
- The new campaign deployment structure allowed us to reach visitors more often during their decision-making process: with seasonal planning now year-round, Tourisme Montréal is present in the daily life of travellers throughout the year in different contexts.
- With the northeastern United States and Ontario still high potential markets, the organization continued to maximize its investments and allocated nearly 60% of its media budget to these markets to solicit their interest.
- The campaigns had a positive impact on all markets; in France and the United States, particularly, people were interested in discovering more about and visiting the city for upcoming vacations.
- There were over 163 complete views of campaign videos, a record reflecting the target market's interest in Montréal and the popularity of the organization's creative.
- The Bring the Flame to Montréal was successful both locally and internationally, winning the Skift Award – Creative Thinker in New York, a Prix excellence en tourisme from the Alliance de l'industrie touristique du Québec and was also featured in popular media such as TV5 Monde, TF1 and the magazine Géo.

Breakdown of our media investments per market

2024 – BREAKDOWN OF MEDIA INVESTMENTS



Campaigns

Summer campaign: Libérez le fun en vous – Your playful side awaits

CONCEPT

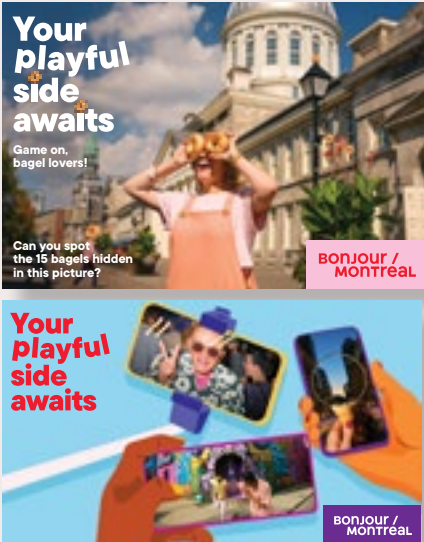
The new communication platform Libérez le fun en vous – Your playful side awaits follows visitors as they explore the Montréal playground, where they discover the wealth of fun offered by the destination. The goal of the campaign is to seduce target markets by giving them a taste of Montréal's laid-back ambiance and showing them the multitude of unique experiences they can enjoy in the city.

MEDIA LAUNCH

- Postings, including painted murals
- Connected TV (CTV) video placements
- Various content partners
- Various digital placements

RESULTS

- More than 65 million complete video views
- More than 1.1 million website sessions



Bring the Flame to Montréal campaign

CONCEPT

As the world's eyes are on Paris for the Olympic Games, Montréal jumps on the chance to spark a conversation with the French, a priority market. The organization wanted to capitalize on the excitement created by the relay and underscore ties between France and Québec. The idea was to highlight the fact that they are more French people in Montréal than in nearly half of the French cities the relay passes through. Montréal, therefore, should be one of the stops.

RESULTS

- Media spin-offs valued at twice as much as initial investment
- Nearly three million views of the video in one week alone
- Three times as many online searches about Montréal from the French market
- An almost entirely (99.5%) positive reception on all platforms



Winter campaign: Libérez le fun en vous – Your playful side awaits

CONCEPT

The winter campaign proves that Montréal's unique vibe can be experienced right through winter: the backdrop may change, but the fun is intense as ever. It showcases distinctive and exciting winter activities and events that people need to experience, whatever the weather.

MEDIA LAUNCH

- Postings, including media creativity with painted murals
- Connected TV (CTV) video placements
- Various content partners
- Various digital placements

RESULTS

- 97 million complete video views
- 230,000 page views as part of content partnership
- 350,000 views of a microvideo released in collaboration with a content creator
- 704,000 web sessions



Events or long weekends campaign

The Events or long weekends campaign was created to promote weekend and short Montréal getaways in nearby markets; that is, primarily Ontario and the northeastern United States and, to a lesser extent, the intra-Québec market. Each one focussed on activities to do during a particular season or occasion (spring break, holiday season).

The goal was to be a part of the decision-making process of people seeking getaways and influence them to choose Montréal as their next travel destination.

MEDIA LAUNCH

- Social media placements
- Banners on travel agency websites or social media pages
- Placements in La Presse

RESULTS

- Over 450,000 social media interactions
- Over 425,000 web sessions
- Over 80,000 pages viewed as part of partner content



Content and social media

The content team played a pivotal role in promoting the destination and the organization's key projects. From revamping the mtl.org website to creating videos that went viral on social media, the team's efforts helped set new records and boosted Montréal's visibility.

- **Revamping the mtl.org website:** participated strategy for the project, migration and optimization of articles, creation of new content, new "We recommend" section for editorial articles
- **Content strategy:** strengthened the editorial pledge, created content to support the inspiration phase and created thematic editorial content
- **Social media and reels:** 13.5 million social media interactions and creation of over 200 videos for a total of 32 million views
- **SEO referencing and artificial intelligence (AI):** ongoing SEO efforts, analyzing use of AI and content positioning as a credible source of information for search engines, AI tools and visitors
- **Inter-department projects:** active collaboration and content creation for various projects (tourist guide, MTLàTABLE, sustainable tourism, site for the Mexican market), developing information documents and compiling strategic data (Top 10s, *Everything About Montréal*)
- **MTLsocial events:** building links with local content creators during events that united 90 people

Key content numbers

13.5 million interactions with Tourisme Montréal social media

1.3 million followers, all social media accounts combined

32 million views of reels (Instagram and TikTok)

6.6 million page views of mtl.org articles

Business market: meetings and sports

- Launching campaign in numerous media consulted by priority targets
- Annual media strategy aligned with industry business events (PCMA, IMEX, IBTM) and partner media optimization
- Collaboration with Ignite magazine on a special national issue about Montréal



Primary social media accounts

Facebook 416,651 followers (+1.4% COMPARED WITH 2023)

Instagram 455,022 followers (+8.6% COMPARED WITH 2023)

X @monmontreal and @montreal 310,239 followers (+4.7% COMPARED WITH 2023)

TikTok 10,698 followers (+150% COMPARED WITH 2023)



Brand and production team

- Over 500 different projects, all productions combined, were delivered.
- The internal team managed 56 video and photo shoots (scriptwriting and production), which resulted in considerable savings for the organization.
- After four years of using the same visual identity, a survey was conducted to refine the organization's image and highlight the core brand. This change was made in collaboration with an ad agency.

Video strategy

- To better manage tourism flow and encourage visitors to explore Montréal's lesser-known neighbourhoods, the team created two inspiring videos that highlighted **Hochelaga-Maisonneuve** and **Villeray-Petite Italie** and showcased Tourisme Montréal members. These productions on Montréal neighbourhoods will continue in 2025.
- In alignment with the strategic plan and to optimize each season, many shoots took place at the beginning of the year, which will allow us to promote the winter offer.
- Four 360° drone videos were shot to be integrated into virtual reality headsets.



Media relations and leisure market

Highlights – Media relations

- **Maximizing visibility:** Strategies continued to align with those of the marketing team to maximize the destination's visibility on both local and international markets.
- **Optimizing content:** Content was optimized based on current trends by integrating innovative elements and showcasing what's new as well as promoting new members.
- **Major events:** Many major press events helped increase Montréal's visibility on all priority markets and allowed us to surpass our objectives.

Top spin-offs per market

Canada

1. Canada's 100 Best Restaurants – \$537,000
2. Canadian Geographic Travel – \$347,000
3. Food Network Online/Shaw Media (Top Chef) – \$324,000

United States

1. Condé Nast Traveler – \$1.1M
2. Forbes – \$404,000
3. USA Today – \$346,000

France

1. M6 – \$7.4M
2. GEO Magazine – \$1.1M
3. Pleine Vie – \$889,000

Mexico

1. Horizonte Radio – \$1.1M
2. National Geographic Mexico – \$451,000
3. MidWoman – \$275,000

Media trade shows

- IMM (International Media Marketplace), New York City
- TMAC (Travel Media Association of Canada)
- Intra-Québec media bursaries from the AITQ (Alliance de l'industrie touristique du Québec)
- Desk sides, San Francisco
- AITQ Canada Connect (networking activity)
- Focus Canada Mexico

Key numbers

\$54M
in brand awareness
compared to a \$30M objective

Traditional media performance indicators:
159%

Digital media performance indicators:
120%

397
press mentions

103
press visits

10
video shoots

96%
satisfaction rate
(media experience survey)



Media relations
and leisure market

Leisure market

HIGHLIGHTS – TRAVEL PROFESSIONAL NETWORK

- Imposing visas for Mexican tourists at the beginning of the year led to a decrease in the number of visitors.
- The organization pursued activities in the Mexican travel market to maintain a continued presence and visibility.

TRAVEL MARKET: KEY NUMBERS

11
fam tours

Hosted
65
tour operators

100%
satisfaction rate with
tour experience

MARKET INDUSTRY EVENTS

- Virtuoso on Tour Latin America & Caribbean, Mexico City
- Bienvenue Québec 2024
- Focus Canada Mexico
- The World's 50 Best Restaurants 2024, Las Vegas
- Mission France Desk, Paris
- Canada Showcase Europe, Paris
- Rendez-vous Canada 2024, Edmonton
- Forum des croisières, Québec City
- Air Canada LatAm
- Copa Airlines
- Virtuoso LATAM (Virtuoso webinar on the Latin-American market)
- Viajes de Gala
- Mega Travel

LUXURY AND CRUISE MARKET

- 20 cruise ships, including 9 new ships
- 41 operations (stopovers, embarkations and debarkations)
- 50,360 passengers and 14,890 crew members
- \$25M in economic spin-offs for the city

MEDIA SPIN-OFFS

- \$224,000 in brand awareness
- 120% performance indicators
- 23 media mentions

INDUSTRY EVENTS

- Seatrade Cruise Global – Miami and Europe
- Symposium de Cruise Canada New England (CCNE)
- Business mission in Europe with Cruise Canada New England
- Virtuoso Travel Week and Signature Travel Network Conference, Las Vegas
- Signature Travel Network Owners Meeting, Montréal

1



2



3



4

1. **ALEPH Magazine** – Mad About Montréal
2. **L'Obs** - Montréal, ville de food
3. **re:porter** The journal of Porter Airlines – Around Town
4. **Good Morning America**: Tips for an affordable trip to Québec



Digital platforms and business intelligence

Business intelligence

In order to follow tourism performances and trends more closely, Tourisme Montréal continued to develop its business intelligence capacities. Data and analysis tools are now at heart of the organization's strategy.

Leader in Montréal tourism performance indicators

Tourisme Montréal boasts an infrastructure of more than 25 data sources and standardized knowledge. The organization now has better access to industry data, which has considerably increased its ability to analyse and measure data.

Visitor surveys

In partnership with Léger, Tourisme Montréal conducted surveys among visitors to determine their sociodemographic characteristics, spending and satisfaction with the destination. More than 1,700 tourists took part.

Perception of tourism by the local population

Tourisme Montréal conducted a study on the perception of tourism (Resident Sentiment Index) in partnership with TravelSat to listen to residents and better understand their preoccupations.

Evolution of the mtl.org website

In June, Tourisme Montréal launched mtl.org, its new digital playground. In keeping with its digital vision, this innovative site aims to offer web users an immersive and interactive experience via enhanced content and a user-friendly interface that meets accessibility standards.



Total sessions and visits

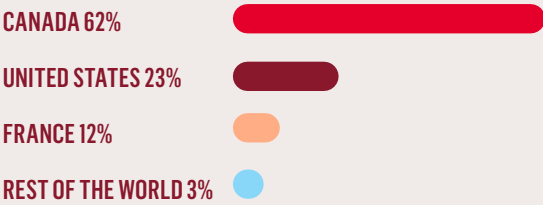
10,317,227

Total page views

17,558,519

Note: The consent banner decreased traffic volume considerably during the first half of the year.

Visitor provenance



Système d'information touristique Québec

The Montréal region was integrated into the SIT Québec (Système d'information touristique) network in June, in partnership with the Ministère du Tourisme and the company Faire-Savoir (Tourinsoft software). The SIT Québec collates information provided by different tourism industry organizations across Québec. Created to both manage and disseminate this information, it offers unique access to a multitude of complete and reliable information for each tourism region that can be shared on other platforms like the the Tourisme Montréal website.

Newsletters

Over the course of a year highlighted by digital transformation, Tourisme Montréal migrated the leisure database to a new relational tool called ActiveCampaign. The organization revamped its relational strategy, introduced a new system design, began reengagement activities and cleaned up its database.

Passeport MTL

Two products were offered:

- Passeport MTL three attractions for \$50
- Passeport MTL five attractions for \$80

It was a record year for this city pass:

- More than 25,500 Passeports MTL sold
- Total sales of \$1.62M
- Over 80,000 visits of attractions

The Passeport MTL was part of a promotion on the markets in Ontario, northeastern United States, France and Montréal.

- 400,000 qualified visits on the Passeport MTL page



Sales and Convention Services



Business opportunities and events confirmed

- 823 files processed by the Sales and Convention team
- 288 meeting files confirmed on December 31 for upcoming years
- 126 site inspection visits conducted
- 419,000 room nights confirmed by the Sales team generating economic spin-offs of \$333M*

Market	Number of groups confirmed (associations and companies)	Number of room nights confirmed
Canadian	115	124,406
American	94	150,073
International	42	86,703
Sports	34	57,900
TOTAL	285	419,082

Primary groups

Actual number of people who attended

- American Comparative Literature Association (ACLA) 2024 Annual Conference
1,844 delegates
- 2024 ISU World Figure Skating Championships
720 participants and 21,000 spectators
- 2024 American Oil Chemists' Society (AOCS) Annual Meeting
1,368 delegates
- Institute of Industrial and Systems Engineers (IISE) 2024 Annual Conference & Expo
1,440 delegates
- 2024 Congress of the Humanities and Social Sciences
8,702 delegates
- Peripheral Nerve Society Annual Meeting 2024
957 delegates
- 2024 Prudential International Insurance Service Company (PIIC)
969 delegates
- Intelligent Systems for Molecular Biology (ISMB) / International Society for Computational Biology (ISCB) 2024 Annual Meeting
1,800 delegates
- Symposium on Mathematical Programming 2024 – 25th International Symposium on Mathematical Programming
1,427 delegates
- Society for the Study of Evolution – Evolution 2024
2,079 delegates
- Association Management Company Institute (AMCI) 2024 AMCs Engaged (multiplier event)
180 delegates
- 2024 Presidents Cup (golf)
5,000 delegates and 30,000 spectators

*Estimate on December 31, 2024, based on preliminary information received and provided by the Event Impact Calculator tool from Destinations International.



New major events confirmed for future years

Estimated number of people attending

- Association for Research in Vision and Ophthalmology (ARVO) Annual Meeting 2030
11,665 delegates
- World Congress of Nephrology – WCN '28
4,500 delegates
- Association for the Advancement of Artificial Intelligence (AAAI) 2027 Annual Conference
4,000 delegates
- International Congress of Parkinson's Disease and Movement Disorders 2028
4,000 delegates
- 19th World Conference on Earthquake Engineering 2028
3,200 delegates
- 83rd International Pharmaceutical Federation (FIP) World Congress of Pharmacy and Pharmaceutical Sciences 2026
2,600 delegates
- American Comparative Literature Association (ACLA) 2026 Annual Conference
2,500 delegates
- 2026 American Society of Retina Specialists (ASRS) Annual Meeting
2,500 delegates
- 2026 North American Chinese Invitational Volleyball Tournament
2,000 participants and 3,000 spectators
- Joint Commission on Sports Medicine and Science Annual Meeting 2026
75 delegates

Business activities

The Business Events team participated in more than 120 activities in all major markets (American, European and Canadian):

- The major American tradeshows (Professional Convention Management Association [PCMA] Convening Leaders, Meeting Professionals International World Education Congress [MPI-WEC], American Society of Association Executives [ASAE] Annual Meeting, Cvent CONNECT, IMEX America)
- The Canadian tradeshows (Canadian Society of Association Executives [CSAE], Tête-à-Tête and Canadian Meetings & Events [CME] Expo)
- Around 20 signature events for the Business campaign members, in both Canada and the United States (wellness events, concerts, Cirque du Soleil shows, workshops, fam tours, etc.)
- A successful European mission in November
- Sales booths and different activations

Convention services achievements

The team welcomed nearly 260 conventions, meetings and sports events. Here is an overview of their achievements:

- Coordinated and hosted 41 site inspection visits
- Participated in 7 visits prior to hosting a meeting in Montréal
- Created 6 custom-made microsites for delegates from each convention

Highlights

- The Presidents Cup in September:
 - 85,000 tickets sold
 - 38.5% tourists
 - \$13M in media coverage spin-offs
 - \$4.5M in televising spin-offs
 - 300 accredited media members
- Montréal received the highest mark for all key planning criteria on the Best Fit list (best choice), according to Evidenz.
- 94% of event organizers recommend the city for major conferences, according to Evidenz.
- The Knowledge Collective was launched jointly with the Palais des congrès on April 4 during the **34th Ambassadors' Gala** of the Palais des congrès de Montréal.
- **The new Champions Tour** gave nearly 40 Montréal sports events promoters the chance to share knowledge with each other during four competitions.
- Hoteliers received training in sustainable development, networking, etc. as well as site inspection visits.



Member services



Member services

1,065

active members

222

new members

373

restaurant members,
including 106 new members

Industry relations



5,321

subscriptions



30,509

subscriptions



225

newsletters sent

Forum Facebook

571

members

Average open rate

57%

2024 Member events

Event name	2024 date	People present
Tourisme Montréal Connects – Presentation of the strategic plan	February 27	47
Prix Distinction – Awards Evening	April 23	350
Summer Launch	May 14	700
Annual General Assembly	May 30	145
Rendez-vous de l'industrie touristique du Québec	August 29	350
Cap sur 2025	October 2	285
Members' Party	November 27	800



MTLàTABLE

- 12th edition
- 18 days
- 175 restaurants registered
- 240,000 participants, a new record
- \$15.5M in estimated restaurant revenue, a new record
- Over 320,000 sessions on the MTLàTABLE site
- Return of brunch
- New: A Distinction MTLàTABLE award
- New: a networking event for restaurants and partners
- 96% of restaurants satisfied or very satisfied with event organization
- Major partner: AMEX

CAMPAIGN TAGLINE

150 restaurants to feed your appetite for discovery

Media tactical plan

- Video placements after Masterchef (TVA) commercial breaks
- Wild and bus shelter postings
- Connected TV (CTV) video placements
- Content partnerships with Mordu, Tastet and La Presse
- Digital placements in La Presse, RICARDO, The Globe & Mail and Facebook

Campaign results

- 12 million televisual impressions
- 42 million posting impressions
- 1.5 million complete video views
- 48,000 page views in articles in Mordu, Tastet and La Presse
- Over 100,000 qualified visits generated through the campaign's digital advertising

Hospitality

HOSPITALITY NETWORK

- Old Montréal, Tourist Office
- Old Montréal tourism district, mobile team
- Bus station
- Esplanade Tranquille, in collaboration with Bonjour Québec
- Quartier des spectacles, mobile team
- Mont-Royal Avenue, in front of the metro station
- Placette Côte-des-Neiges
- Cruises in the Old Port

TOURISM INFORMATION REQUESTS

- More than 115,000 visits to the Tourist Information Office
- More than 28,000 tourism information requests
- 9,291 information requests at the Old Port of Montréal, from 39 cruise ships
- 14,917 information requests for the mobile teams (1,231 in Old Montréal, 1,682 at the Placette Côte-des-Neiges, 6,182 at the Mont-Royal metro and 5,822 in the Quartier des spectacles)



**MTL
àTABLE**
31 OCT. - 17 NOV.
Présenté par
**AMERICAN
EXPRESS**

**150 restos, ça donne
faim de découverte**

Table d'hôte
35\$ • 50\$ • 65\$ • 80\$

mtlatable.com

une initiative de
TOURISME /
MONTREAL

SUSTAINABLE TOURISM PRACTICES STRATEGY

- Development of the hospitality strategy: the welcome the city provides must be a key contributor to achieving the objective of making Montréal a leader in destination attractiveness and sustainability practices; the action plan is built around seven major themes (presence, hospitality tools, support, moving around, population, media and technology, industry) which, in turn, generate projects that will be carried out over the next five years.
- Return of the tourist map and official guides with a total of 700,000 copies printed.
- Project to modify printed hospitality tools (guide and map) due to changing travel habits of the public; development of a new format that invites people to discover city experiences and lets visitors to plan their stay and discover the "musts" based on their interests.
- Information kiosk pilot project at the Jean-Talon Market (one weekend in August), which was a huge success.
- Collaboration with Bonjour Québec at the Old Montréal Tourist Information Office (presence of one of its agents since October 2024); presence of a tourism information agent at Esplanade Tranquille with the Bonjour Québec team in summer.



Destination Development, Public and Industry Affairs



This year was marked by a series of strategic initiatives. Highlights include creating the Emergency and Climate Change Adaptation Fund (FUAC), launching the Fonds d'intervention pour le tourisme hivernal (FITHI – winter tourism intervention fund), as well as completely revamping the Festivals, Events and Exhibitions Assistance Program (PAFÉE).

Development of tourism product and innovation

THREE POSITION PAPERS

Tourisme Montréal presented three position papers as part of public consultations held by the Ville de Montréal and the Office de consultation publique de Montréal (OCPM):

1. **Mémoire sur la Politique de la vie nocturne montréalaise** by the Ville de Montréal, during the public consultation held by the Commission sur le développement économique et urbain et l'habitation
2. **Mémoire sur le projet de Plan d'urbanisme et de mobilité 2050** by the Ville de Montréal, as part of the public consultation held by the OCPM
3. **Mémoire sur le projet de Politique de développement culturel de Montréal 2025–2030** by the Ville de Montréal as part of the public consultation held by the Commission sur la culture, le patrimoine et les sports

Financial assistance programs

ASSISTANCE PROGRAM FOR FESTIVALS, EVENTS AND MUSEUM EXHIBITIONS (PAFÉE)

Tourisme Montréal relaunched the PAFÉE, which elicited a great deal of enthusiasm from tourism partners. Close to 100 applications for financial assistance were submitted, for a total of \$7.8M. Financial assistance amounting to over \$3.9M was awarded to 80 applications, with an additional bonus of \$645,668, for a total of \$4.6M.

Tourisme Montréal also funded two studies evaluating the financial feasibility of Montréal events and festivals:

- Étude sur la situation financière et opérationnelle des événements, conducted by Raymond Chabot Grant Thornton
- Étude sur l'implication du privé dans les événements et festivals, conducted by Volume 10

FUNDS FOR ONE-TIME INITIATIVES

Tourisme Montréal relaunched the Initiatives Program, which aims to support tourism attractions, activities and facilities that can provide Montréal with greater recognition and visibility.

We analyzed 35 calls for proposal and granted more than \$2.2M in financial aid to the 20 projects selected.

SUPPORT FOR WINTER TOURISM

Thanks to an agreement with the Ministère du Tourisme, we were able to introduce the new Fonds d'intervention pour le tourisme hivernal (FITH), which aims to provide a framework for and develop the winter tourism offer. After analyzing 16 applications, 6 projects were selected to receive financial aid of over \$1.7M.

The agreement also enabled Tourisme Montréal to participate in a call for proposals coordinated by the Ville de Montréal to create new events during the 2024 holiday season. A contribution of \$450,000 was made.



Regional partnership and digital tourism transformation (EPRTNT Assistance Program)

This assistance program was created to stimulate the economy of the metropolitan Montréal region and promote the development of a responsible and sustainable tourism offer.

In collaboration with the Ministère du Tourisme, two calls for proposal for the EPRTNT Assistance Program 2022–2025 in 2024 resulted in 24 applications submitted. Tourisme Montréal agreed to support 16 of these tourism initiatives for a total of \$3.7M (8 projects received assistance in 2023). The total amount granted by the EPRTNT Assistance Program was \$6.4M.

Festivals, Events and Exhibitions Assistance Program (PAFÉE)		
EVENT, FESTIVAL OR EXHIBITION	ASSISTANCE	ONE-TIME BONUS
APIK	\$50,000	\$9,018
The Contemporary Native Art Biennial (BACA)	\$6,825	\$1,231
Cabane Panache	\$9,600	\$1,731
PHI	\$21,000 ¹	\$3,788 ¹
ComediHa! Fest	\$350,000	S. O.
Canadian International Organ Competition – piano edition	\$5,000	\$902
Concours musical international de Montréal	\$10,000	\$1,804
Conference of Montréal	\$12,000	\$2,164
Défi canot à glace Montréal	\$2,500	S. O.
Défi sportif AlterGo	\$25,000	\$4,509
Écomusée du fier monde ²	\$2,500	\$451
Festival Art Souterrain	\$20,213	\$3,645
Festival International Bach Montréal	\$13,500	\$2,435
Montréal Comic Arts Festival	\$5,000	\$902
Festival de films francophones CINEMANIA	\$21,875	\$3,945
Montréal Chamber Music Festival	\$5,000	\$902
Festival du Nouveau Cinéma de Montréal	\$84,000	\$15,150

EVENT, FESTIVAL OR EXHIBITION	ASSISTANCE	ONE-TIME BONUS
Eurêka! Festival	\$5,000	\$902
Festival Fierté Montréal	\$170,000	\$30,661
Go Bike Montréal Festival	\$40,250	\$7,259
Festival îLESONIQ	\$95,000	\$17,134
Festival international de cinéma Vues d’Afrique	\$6,563	\$1,184
Fantasia International Film Festival	\$48,000	\$8,657
Festival International de Jazz de Montréal	\$415,000	\$74,848
Festival International du Film sur l’Art	\$8,000	\$1,433
Festival international Nuits d’Afrique	\$68,750	\$12,400
International First Peoples Festival	\$35,000	\$6,313
Blue Metropolis International Literary Festival	\$5,000	\$902
Festival M.A.D.	\$108,000	\$19,479
Festival Mtl en Arts	\$5,000	\$902
MURAL Festival	\$45,500	\$8,206
Orientalys Festival	\$10,000	\$1,804
Palomosa Festival	\$35,000	\$6,313
Festival Quartiers Danses	\$25,000	\$4,509
Festival TransAmériques	\$69,500	\$12,535
Francos de Montréal	\$135,000	\$24,348
Grand Prix Cycliste de Montréal	\$78,000	\$14,068
HUB Montréal	\$25,000	\$4,509
Igloofest	\$150,000	\$27,054
International Gymnix	\$5,000	\$902
ItalfestMTL	\$5,250	\$947



EVENT, FESTIVAL OR EXHIBITION	ASSISTANCE	ONE-TIME BONUS
Jeux Urbains	\$27,500	\$4,960
JOAT Festival international de street dance	\$5,000	\$902
LASSO	\$125,000	\$22,545
The Great Christmas Market	\$25,000	\$4,509
Montréal's Christmas Village	\$5,000	\$902
First Fridays	\$50,000	\$9,018
L'International des Feux Loto-Québec	\$30,000	\$5,411
The OM Alfresco ³ – summer tour	\$30,000	\$5,411
M for Montréal	\$24,000	\$4,329
Marathon Beneva de Montréal	\$35,000	\$6,313
Asian Night Market	\$5,000	\$902
Mondial de la bière de Montréal	\$28,350	\$5,113
MONTRÉAL COMPLÈTEMENT CIRQUE	\$120,000	\$21,643
MONTRÉAL EN LUMIÈRE	\$350,000	\$63,125
MTL connecte	\$22,500	\$4,058
Mundial Montréal	\$12,000	\$2,164
Montreal Museum of Fine Arts	\$65,000 ⁴	\$11,724 ⁴
McCord Stewart Museum	\$35,500 ⁵	\$6,402 ⁵
MUTEK	\$78,750	\$14,203
Christmas in the Park	\$14,000	\$2,525
National Bank Open presented by Rogers	\$125,000	\$22,545
OSHEAGA, Music and Arts Festival	\$187,500	\$33,817
Piknic Électronik	\$72,000	\$12,986
Plural Contemporary Art Fair	\$14,400	\$2,597

EVENT, FESTIVAL OR EXHIBITION	ASSISTANCE	ONE-TIME BONUS
POP Montréal	\$25,000	\$4,509
Montréal International Documentary Festival (RIDM)	\$12,000	\$2,164
Rendez-vous Québec Cinéma	\$12,000	\$2,164
Société du Musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière	\$75,125 ⁶	\$13,550 ⁶
Soif de cidre Montréal	\$5,000	\$902
SOULFEST Montréal	\$5,000	\$902
Startupfest	\$40,000	\$7,214
Village Numérique MUTOPIA	\$20,000	S. O.
Virée classique OSM ⁷	\$35,000	\$6,313
TOTAL	\$3,952,451	\$645,668
		\$4,598,119

¹ The amount was allocated as follows: \$10,500 (+ \$1,894 bonus) for the exhibition “Colored: The Unknown Life of Claudette Colvin” and \$10,500 (+ \$1,894 bonus) for the exhibition Laure Prouvost: “Oma-je”.

² The amount was allocated to the exhibition “Habilis”.

³ Orchestre Métropolitain.

⁴ The amount was allocated as follows: \$35,000 (+ \$6,313 bonus) for the exhibition “Georgia O’Keeffe and Henry Moore” and \$30,000 (+ \$5,411 bonus) for the exhibition « Saints, Sinners, Lovers and Fools: Three Hundred Years of Flemish Masterworks».

⁵ The amount was allocated as follows: \$12,500 (+ \$2,254 bonus) for the exhibition “Portraits and Fashion: Quebec Photographers Beyond Borders”, \$18,000 (+ \$3,246 bonus) for the exhibition “Costume Balls” and \$5,000 (+ \$902 bonus) for the exhibition “Manasie Akpaliapik’s Treasures: Inuit Stories and Legends”.

⁶ The amount was allocated as follows: \$28,125 (+ \$5,073 bonus) for the exhibition “Olmecs and the Civilizations of the Gulf of Mexico”, \$22,000 (+ \$3,968 bonus) for the exhibition “The Heart and Soul of Saint-Henri” and \$25,000 (+ \$4,509 bonus) for the exhibition “Witches – Out of the Shadows”.

⁷ Orchestre symphonique de Montréal.



Initiatives Program (FIP)		
Organization	Project	Assistance
DESTINATION DEVELOPMENT PROJECTS		
Expérience centre-ville	Polar Circle – Phase 2	\$100,000
MONTRÉAL EN LUMIÈRE	Skating loop	\$150,000*
MU	Danse dans la nuit	\$200,000
MURAL	ORB par SpY et MURAL	\$225,000
MURAL	Strategy for winter art installation in Montréal's Chinatown as part of the Lunar New Year	\$94,930
MURAL	Interactive neon mural by SPIDERTAG and MURAL	\$50,000
Quartier des spectacles Partnership	Glissades Gamelin	\$125,000
Quartier des spectacles Partnership	Parcours Mignonisme	\$49,000
Piknic Électronik	Village au Pied-du-Courant 2024: first phase of site redevelopment	\$60,000
Société culturelle Les Survenants	Social media wall at First Fridays	\$46,700
TOHU – Cité des arts du cirque	La GÉANTE at Place-Ville-Marie	\$400,000
SUSTAINABLE DESTINATION PROJECTS		
Dix au carré	Brumisateur Boréal	\$49,999
Fitz Montréal	Montréal, biking city	\$45,000
Fonderie Darling	Place Publique 2024	\$15,000
Le Monastère	Summer circus performances at the Jardin du Monastère	\$58,000
Montréal Museum of Fine Arts	The Museum Gardens	\$50,000
Musée McCord Stewart	Revitalization of the outdoor space on Victoria Street	\$50,000
HOTEL PROJECTS		
Hôtel Le Saint-Sulpice	Rabaska	\$36,800
Hotellus Montreal Holdings / Doubletree by Hilton Montreal	Immersive and artistic welcome for the entrance to the Bivouac restaurant	\$30,000
Hôtel Ruby Foo's	Skating and illumination	\$80,000
TOTAL		\$1,915,428

* \$300,000 was awarded in 2023 for the skating loop for the 2024 edition.

Support for winter tourism		
Organization	Project	Assistance
2024 HOLIDAY SEASON		
Festival IGLOO	Signature event on December 31	\$450,000 ¹
Fonds d'intervention pour le tourisme hivernal (FITHI – winter tourism intervention fund)		
2024 HOLIDAY SEASON		
Festival IGLOO	Redesign of the Igloofest festival main stage	\$390,000
Îlot 84	Sous-Zéro	\$200,000
Montréal centre-ville	Santa Claus Parade 2.0	\$300,000
MONTRÉAL EN LUMIÈRE	MONTRÉAL EN LUMIÈRE 2025: winter playground	\$270,000
Partenariat du Quartier des spectacles	Luminothérapie: an amplified winter experience downtown	\$400,000
Société culturelle Les Survenants	Les Hivern'halles at the Jacques-Cartier Quay	\$150,000
TOTAL		\$2,160,000

¹ Extra bonus of \$47,500 from Tourisme Montréal.



EPRTNT Assistance Program 2022–2025		
Organization	Project	Assistance
Attractions, Activities and Facilities		
9312–5581 Québec inc.	Full spa on the rooftop of Bonaventure hotel	\$300,000
Cité des arts du cirque	La Foire Éternelle	\$505,600
Club social de bien-être inc.	First multifunctional red light therapy room	\$100,000
Gestion evenko Festival inc.	L'univers Mirage	\$250,000
Igloofest	Second festival stage: unveiling a new experience	\$674,680
Le 9e Productions inc.	Le Grand Hall	\$350,000
Les 7 doigts de la main	Creation of a new distribution hub in the Quartier des spectacles, showcasing technology and immersive experiences	\$210,869
Saint Joseph's Oratory of Mount Royal	Scenography for Phase 4 of the Great Redevelopment Project	\$500,000
Montréal Bungee	Montréal Bungee	\$736,675
Montréal Holocaust Museum	3D testimonials and headphones for exhibitions	\$500,000
Quartier des Spectacles Partnership	Interactive video projection of the Esplanade Tranquille skating rink	\$163,726
Saute-Moutons	L'Explorateur 1	\$500,000
Société du parc Jean-Drapeau	Redevelopment at the heart of Île Notre-Dame	\$306,676
Ville de Montréal	Biosphère 2027 – Toward an ecological future	\$600,000
Digital Development for Companies		
Arthur Majordome inc.	Launch of the Destination mobile app	\$99,315
Le Monastère	Digital transformation of Le Monastère	\$50,440
Studies and Consultancy Services		
Corporation archiépiscopale catholique romaine de Montréal	Mary, Queen of the World Cathedral: showcasing and sharing its heritager	\$88,301
Cité création	Feasibility study – Prototype of an immersive and interactive installation	\$90,000
Delta Hotels Montréal	Leadership consulting services	\$15,052
MURAL	Study aimed at improving MURAL's business practices	\$36,000
MUTEK	Sustainable innovation at the Mutek Festival	\$21,760
Société du parc Jean-Drapeau	La Grande Poudrière	\$117,000
Tennis Canada – Jarry Stadium	Redevelopment of the IGA Stadium	\$200,000
Ville de Montréal (MEM – Centre des mémoires montréalaises)	Development of cultural tourism at the MEM – Centre des mémoires montréalaises	\$20,000
TOTAL		\$6,436,094

Gastronomy

With gastronomy a key pillar of the tourism experience, Montréal must position itself as a leading North American destination. Tourisme Montréal shifted its approach to give the experience greater visibility through different initiatives:

- Creating an internal gastronomy committee that aims to strengthen the organization’s commitment to and coordinate gourmet food initiatives
- Announcement of the arrival of the prestigious Guide Michelin, which will put Montréal's excellent culinary scene in the spotlight
- Participation in the pilot committee for deploying the Gourmet Tourism Strategy for Québec 2024–2029
- Active participation in meetings with the Délice network that brings together the Food Capitals
- Contribution to the Rendez-vous gourmands in Parc Jean-Drapeau: Tourisme Montréal contributed \$100,000 to Parc Jean-Drapeau’s culinary event, offering 400 free passes to people living in the Greater Montréal area.

Formula 1 Grand Prix du Canada

Tourisme Montréal has intensified its efforts to ensure the continuity of the Canadian Formula 1 Grand Prix in the city beyond 2031. In close collaboration with its partners, the organization has engaged in strategic discussions and taken concrete actions to help enhance the Montréal Grand Prix experience and strengthen the positive impact of this iconic event for the destination.

Sustainable destination

RANKING ON THE GLOBAL DESTINATION SUSTAINABILITY (GDS) INDEX

Tourisme Montréal ranked among the three best North American destinations on the Global Destination Sustainability Index 2024, a world reference in sustainable tourism. Montréal was recognized for the training it offered to Tourisme Montréal members and for making tourists aware of sustainable tourism.

TOURISME MONTRÉAL CERTIFICATION

Tourisme Montréal reached a new milestone when it achieved Platinum level (the highest) by Greenstep, which awards sustainable tourism certification.

PRESENTATION OF SUSTAINABLE DEVELOPMENT INITIATIVES TO LOCAL, NATIONAL AND INTERNATIONAL TOURISM INDUSTRY

- Montréal Climate Summit (Montréal Climate Partnership): participation in the panel “Follow-up on 2022 Summit commitments”
- Four workshops for start-ups held throughout the year (MTLab): “How to introduce sustainable actions in company activities”
- Adapting to climate change (MTLab): participation in the panel “Adapting to climate change”
- Creating the future of sustainable hotel industry in Montréal (Association hôtelière du Grand Montréal): participation in the panel “Discussion sur l’implantation du développement durable dans l’hôtellerie à différents niveaux”
- Symposium Ensemble vers un nouveau tourisme (Tourisme durable Québec): participation in the panel “Bonnes pratiques “on lâche pas la patate”
- Annual conference at the Global Sustainable Tourism Council (GSTC: participation in the panel “Getting residents involved in tourism development”
- One Young World Summit (One Young World): participation in the workshop “Taking sustainable action: where to start?”



Promoting destination greening and the circular economy

THE SUNFLOWER PROJECT – LA PRAIRIE LOUVAIN

For a second consecutive year, Tourisme Montréal supported the La Prairie Louvain project in collaboration with then District Central (SDC), where it is located. The project aims to create and provide entertainment for a gathering place that also acts as a cool island. Greening and biodiversity are the cornerstone of these initiatives.

SUPPORTING URBAN AGRICULTURE

In an effort to support urban agriculture and local sourcing, a partnership was made with AU/LAB (Laboratoire sur l'agriculture urbaine). Seasonal rooftop vegetables were distributed to several neighbouring restaurants as well as a Palais des congrès caterer, a short loop strategy to help reduce GHGs at source.

EVENT AND CONVENTION CLASSIFICATION BY THE BUREAU DE NORMALISATION DU QUÉBEC (BNQ)

Tourisme Montréal initiated three events that were classified according to BNQ responsible event management standards:

- The launch of the summer tourism season (Level 3)
- The Cap sur 2025 event (Level 4)
- The holiday celebration (Level 3)

The carbon generated by transportation by participants and the organizing team was also calculated. To ensure that the carbon footprint remained low, the compensation for GHG emissions was doubled.

CARBON OFFSETTING

Tourisme Montréal doubled the compensation for carbon emissions created from professional travel by its employees, clients and guest media. Thanks to the collaboration of Planétair, Tourisme Montréal offset double the amount of 73.52 tonnes of CO2, for 147.04 tons at a cost of \$3,308.

SUSTAINABLE DEVELOPMENT TRAINING FOR EMPLOYEES AND MEMBERS

- All employees and members received sustainable development training.
- A cohort of restaurateurs received personalized coaching from the Guichet unique pour la transition alimentaire (GUTA), to optimize waste management and create plant-based menus.
- Event organizers received training on sustainable practices, reducing environmental impact at source and buying locally as much as possible.

EMERGENCY AND CLIMATE CHANGE ADAPTATION FUND (FUAC)

The goal of this ambitious initiative, launched in spring 2024, is to support outdoor festivals and events subject to climate change and extreme weather that can create unforeseen financial loss.

The FUAC has a budget of \$1M and is an ongoing program: promoters can submit their application at any time during the year until the funds run out.

AGREEMENT WITH LA TABLÉE DES CHEFS

Tourisme Montréal joined forces with La Tablee des Chefs to recover the maximum amount of food surpluses created by the city's tourism industry. In its role as facilitator, Tourisme Montréal will promote networking to optimize the circular economy.

AGREEMENT WITH THE ASSOCIATION HÔTELIÈRE DU GRAND MONTRÉAL

Tourisme Montréal signed a partnership with the Association hôtelière du Grand Montréal (AHGM) to give members a better understanding of sustainable development practices. This pilot project offers, among others, participating organizations an assessment of their sustainable development practices, the implementation of an action plan and access to different types of training.

SITTING ON DIFFERENT COMMITTEES

Tourisme Montréal has joined different committees to gain a better understanding of the challenges faced by and the reality of different tourism sectors.

- Sustainable development committee, AHGM
- Culture and ecological transition committee, Culture Montréal
- Executive committee, Ouranos
- Sustainable development advisor committee, Alliance de l'industrie touristique du Québec
- 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
- Review committee, sustainable development criteria, Global Destination Sustainability (GDS) Index

Public affairs

Tourisme Montréal's Public Relations team helped consolidate the organization's undisputed leadership position by increasing its visibility and influence throughout the year. Over the course of more than 100 media interviews, Tourisme Montréal took a stance on issues affecting its sector and all of Montréal, which included the following priorities:

- highlighting the importance of culture (open letter to La Presse)
- supporting sports events
- understanding how residents feel about tourism and how satisfied tourists are with their visit
- addressing the issue of illegal tourist accommodations
- promoting the city as a winter destination
- managing urban worksites and orange cones

Tourisme Montréal was also present at key moments for the city, including:

- The Forum on Performing Arts and Culture organized by the Chamber of Commerce of Metropolitan Montréal
- The launch of iconic festivals such as the Festival International de Jazz de Montréal and the Francos
- The Montréal Climate Summit

Once again this year, Tourisme Montréal's influence extended well beyond the tourism industry as the organization made its views known on urban development and industry issues, international and local trends, the economy and even major geopolitical turmoil.

Contributing to the public recognition of tourism and its spin-offs, maintaining a 360° vision of Montréal, staying top of mind among both residents and media is Tourisme Montréal's constant mission that it pursues with passion and purpose.



Human Resources



We kicked off the year with the implementation of a new strategic plan that had an enhanced employee experience at the heart of the HR action plan.

Our priority projects were maintaining a positive work environment and reviewing employee remuneration, which were introduced in the spring and continued throughout the year.

With regard to organizational structure, Ms. Andréanne Paquet was promoted to Director, Business Development, Strategic Alliances and Sports, reporting to the Vice-President, Sales and Convention Services in February 2024.

Since October 2024, Mr. Pierre Marc Charron has held the position of Vice-President, Finance and Administration.

Employee engagement and social activities

Many engagement activities were offered to inform, consult and understand our talent at Tourisme Montréal, as a leading employer, and Montréal, as a destination:

- A day to showcase the 2024–2026 strategic plan through dynamic presentations of different services.
- A strategic retreat held for the executive committee as well as one for the management committee and team leaders
- A team-building day with the choice of five activities to discover the tourism product (guided bike tour, painting workshop, guided mural tour, escape games and bubble soccer).

The employee engagement survey revealed an average 82% engagement rate throughout the year.

Employee overview as of december 31, 2024

Staff



107
people

98 permanent positions
9 temporary positionss

Average age

42.6
years old

42.2 years old in 2023

81% **19%**
women men

77% women in 2023

Average seniority

5.1 years
4.8 years in 2023

Turnover

8%
11% in 2023



Professional talent and development

A full training plan was introduced, allowing nearly 100 employees to take advantage of 1,200 hours of training and fulfill Law 90 obligations.

Individual training was offered on different subjects such as roles and responsibilities in finance, marketing, communication and management.

Group training was offered for common office and artificial intelligence software in addition to many other subjects, including:

- sustainable development
- professional networking
- stress management
- First Aid in the workplace
- business English
- government relations
- marketing trends
- project management

Volunteering

Employees who wished to volunteer were given the chance to get involved in a volunteering activity during their working hours, for a maximum of two half-days during the year. The team banded together for a fundraiser for Mission Bon Accueil.

Employee experience and employer brand

Human Resources outlined an action plan to optimize the experience offered to employees as well as candidates and interns at Tourisme Montréal. Several major employer brand projects have since been rolled out.

BENEFITS AND WELLNESS

With the help of a consultant, Human Resources evaluated all employees and reviewed the salary structure, introducing a new pay scale that took effect on January 1, 2025.

WORK ENVIRONMENT

With the lease coming up in September 2025, a lease renewal was signed with the building owner of the current head office. Renovation work will be started in 2025 to improve work zones, meeting rooms and collaborative spaces.



Finance and Administration



This was another record-breaking performance year. We had a \$50.2M revenue target from the hotel tax, but a booming 2024 tourism industry enabled us to end the period with \$55.2M. Initially, we estimated that we would end 2024 with a deficit of \$6.2M, but results exceeded our expectations, resulting in an operating surplus of \$939,000.

The year 2024 ended with the negotiation and signing a new 11-year lease. In doing so, Tourisme Montréal will receive a stipend of more than \$2.2M from the lessor to revamp its offices.

Governance Committee:

- Evaluated questionnaire on how the board and its statutory committees operate
- Reviewed applications for the positions of administrators
- Updated organization's general rules

Audit Committee:

- Made recommendations to the board on approvals for annual financial statements, allocation of funds as well as operating budgets
- Monitored quarterly and annual results
- Reviewed audit plan and met with external auditor



Financial data

ÉSUMMARY RESULTS FOR THE YEAT ENDING DECEMBER 31

Products	2024 (\$milions)	2023 (\$milions)	Difference (\$milions)
Accomodation tax	55.2	50.6	4.6
Public funding	5.4	10.0	(4.6)
Private funding	9.0	8.2	0.8
AITQ contribution (note 1)	5.7	5.1	0.6
Product total	75.3	73.9	1.4
Expenses			
Marketing and advertising	43.9	46.0	(2.1)
Research, development and public affairs	7.4	7.2	0.2
Contributions to events	11.4	10.9	0.5
General management, administration and IT	4.4	3.1	1.3
AITQ contribution (note 2)	7.3	6.6	0.7
Total expenses	74.4	73.8	0.6
Excess (shortfall) product over expenses	0.9	0.1	0.8

Notes:

- 1

During the financial year, Tourisme Montréal received a contribution equivalent to 11.67% of its accommodation tax from the Alliance de l'industrie touristique du Québec (AITQ), after reduction of gross amount paid to the Formula 1 Grand Prix, to promote Montréal on markets outside of Québec.
- 2

As part of its agreement with the Ministère du Tourisme, Tourisme Montréal paid an amount equivalent to 15% of the accommodation tax to the Alliance de l'industrie touristique du Québec (AITQ), after reduction of gross amount paid to the Formula 1 Grand Prix, to promote Montréal on markets outside of Québec.

TOURISME MONTRÉ AL 2023 REVENUE

	2024 (%)	2023 (%)
Accomodation tax	73	67
Public funding	7	15
AITQ contribution	8	7
Private funding	12	11

BREAKDOWN OF 2023 EXPENSES PER MAIN CATEGORY

Categories	2024 (%)	2023 (%)
Marketing and advertising	59	62
Research, development and public affairs	10	10
Contributions to events	15	15
General management, administration and IT	6	4
AITQ contribution	10	9



The accommodations tax increased substantially, from \$50M to a little over \$54M. During the financial year, our key indicators have been positive. Public funding returned to pre-pandemic levels of \$5.M in 2024. Total revenues of nearly \$75M, allowed Tourisme Montréal to continue to invest in the Montréal tourism product year-long.

Tourisme Montréal's detailed financial statements can be found mtl.org.

Member assets

As of December 31, 2024, member assets totalled \$34.6M. Of this amount, we set aside \$21.2M to secure our future commitments that were \$85M at the same date. The amount of unrestricted member equity gives the organization the necessary leeway to carry out its activities, in a context where, for example, the Formula 1 Grand Prix du Canada will cost nearly \$7M in 2025.



Directors



Board of Directors

Bernard Chênevert
General Manager,
Double Tree by Hilton Montréal

Daye Diallo
Vice-President, Workforce Policies
and Economic Intelligence,
Conseil du patronat du Québec

Marie Pier Germain
Vice-President,
Sales and Marketing,
Germain Hôtels

Laurent Giguère
Corporate Director

Yves Lalumière
President and CEO,
Tourisme Montréal

Dave Laveau
Executive Director,
Indigenous Tourism Quebec

Emmanuelle Legault
President and CEO,
Palais des congrès de Montréal

Nathalie Maillé
Executive Director,
Conseil des arts de Montréal

Johanne Marcotte
Executive Vice-President, National
Operations & Leasing, JLL Canada

Audrey Murray
President and Chief Executive
Officer, Commission de la
construction du Québec

Marie-Josée Neveu
Partner, Fasken

James Papadimitriou
Partner, McCarthy Tétrault

Philippe Rainville
Corporate Director

Robert Trudeau
Senior Director, Global Corporate
Sales and Québec Market,
Air Canada

Dominique Villeneuve
CEO, Association hôtelière du
Grand Montréal

Cathy Wong
Vice-President, Equity, Diversity &
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