

ANNUAL REPORT 2025



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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 1,125 members and partners. Its mission is to promote Montréal as a leading tourism destination, enhance the city's 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 organize 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 worksite management and sustainable mobility, among other matters. 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 spinoffs 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 a 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 address you as Chair of Tourisme Montréal's Board of Directors for a second consecutive year.

I fully appreciate the responsibility that comes with this role at a pivotal moment for both our industry and our city, in a context shaped by economic, geopolitical and regulatory uncertainties that call for bold, transformative decisions for the future.

In 2025, Tourisme Montréal continued to successfully fulfil its mission thanks to the unifying leadership and strategic vision of its President and CEO, supported by the unwavering commitment of the organization's teams. Their dedication has once again made a tangible difference. Despite a politically uncertain start to the year, the organization demonstrated agility, consistency and strong leadership.

I would also like to recognize the commitment and expertise of the directors who serve on our Board. Their deep understanding of Montréal's tourism ecosystem, combined with a clear strategic vision, is a decisive asset in guiding the organization through an ever-evolving environment. Their thoughtful contributions and collaborative spirit also greatly enrich the Board's work.

Beyond promoting the destination, Tourisme Montréal's activities extend to attracting international conventions, supporting festivals and events, welcoming major sporting events, and showcasing Montréal's unique identity—an identity that is undoubtedly reflected in the city's vibrant arts scene.

This diverse range of initiatives is what helps Montréal continue to thrive, surprise, inspire—and, of course, attract visitors.

Culture is also one of the fundamental pillars of the destination's appeal. Montréal's artistic vitality, creativity and cultural boldness are defining characteristics that set it apart on the world stage. In 2025, Tourisme Montréal continued its commitment to making culture a true driver of positioning, particularly internationally. I am especially proud of this achievement.

At a time when competitiveness, sustainability and harmonious coexistence remain central priorities, Tourisme Montréal continues to play an essential unifying role. The organization helps address both local and global challenges while ensuring that tourism remains a driver of prosperity, pride and visibility for the entire community.

I wish to sincerely thank all those whose trust, commitment and collaboration make Tourisme Montréal's mission possible.

Your support fuels our momentum and strengthens our determination to go even further—with you.

Warm regards,

A handwritten signature in black ink, appearing to read 'Nathalie Maillé'.

Nathalie Maillé

Message from the CEO



Members, and all those who contribute to the success of our organization,

The year 2025 was marked by contrasts—between momentum and uncertainty, between caution and renewed confidence. Above all, it reminded us of the collective strength that underpins our organization and the resilience that defines Montréal.

We began the year with enthusiasm with the 4 Nations Face-Off, an international tournament organized by the National Hockey League in February. This major event once again confirmed Montréal's international appeal and its ability to host world-class sporting events.

Then, beginning in March, a climate of uncertainty set in. After months of preparation and sustained marketing investments, the geopolitical context began to weigh on the outlook. These first weeks served as a reminder that the tourism industry remains vulnerable to external factors, but also that strategic planning and agility are essential.

Overall, the year unfolded in two distinct phases: the first three quarters were challenging, while the fourth quarter proved both surprising and robust. This recovery enabled us to generate total revenue of \$55 million, comparable to that of previous years.

Despite a complex environment, we stayed the course. Our marketing investments remained steady, and the indicators confirm growing interest in Montréal, particularly within the Canadian market (+10%). We continued our efforts to strengthen the appeal of winter tourism and further explored the opportunities offered by artificial intelligence to innovate in our approaches.

More than ever, 2025 reminded us that Montréal's strength lies in its ability to reinvent itself and surprise. This vitality is built on dedicated teams, a rich and evolving tourism offering, and a clear vision of a city that is attractive, sustainable and inclusive.

The outlook for 2026 is promising. Our strategic investments will strengthen our performance across all markets, drawing on the experience gained during a period that we managed more effectively than the one before it. Several major events will shape the year, including the UCI Road World Championships and the Formula 1 Canadian Grand Prix, whose move to May opens up new opportunities.

As we enter this new year, we do so with confidence and determination. Montréal will continue to shine, and Tourisme Montréal will remain a key driver of its appeal and success on the world stage.

Yves Lalumière



2025 Tourism Performance



Number of visitors
(with room nights)

11.9 millions

(7.3% MORE THAN IN 2024)

This number excludes same-day
visitors (no data available)



Tourism
spending

\$5.73^B



Average hotel
occupancy

66.5%

peaking at

80.7%

**during the summer
season**

Average cost
of hotel room

\$243



Cruises

61,700

passenger-days

(2% MORE THAN IN 2024)



YUL Montréal-Trudeau
International Airport

Number of visitors

22.4 million

(0.05% LESS THAN IN 2024)

156

Number of
connections

Canada: 33

United States: 34

International: 89

(EXCLUDING THE UNITED STATES)



Tourist Information
Office

Nearly 48,500

**tourist information
requests across the
entire network**

Montréal on top



Montréal ranked first in North America for sustainable tourism in the 2025 GDS-Index

GLOBAL DESTINATIONS SUSTAINABILITY INDEX, 2025, BY DESTINATION SUSTAINABILITY MOVEMENT



Montréal restaurants featured in Canada's 100 Best list

CANADA'S 100 BEST LIST, BY CANADA'S 100 BEST LIST, 2025



Montréal ranked among the world's 10 safest cities for travellers in 2025

SAFEST PLACES TO TRAVEL 2025, BY BERKSHIRE HATHAWAY TRAVEL PROTECTION



Montréal named one of the best major cities in North America for cycling

PEOPLEFORBIKES CITY RATINGS, 2025, BY PEOPLEFORBIKES



Montréal ranked first in North America for international association meetings

ICCA RANKING, 2025, BY ICCA



Montréal sets a new record for international events

UIA INTERNATIONAL MEETINGS STATISTICS REPORT, BY UNION OF INTERNATIONAL ASSOCIATIONS, 2025



Reputational impacts (MEDIA ITEMS)

Welcome to Montréal, circus capital of the world, where the clowns are sexy and performances are larger than life

Boston Globe, April 2025

Never mind New York—the “Paris of North America” is an underrated paradise

Metro UK, May 2025

Montréal among the top 10 “Best Cities in the World: 2025 Readers’ Choice Awards”

Condé Nast Traveler, October 2025



Services aux membres



Member services

1,125
active members

218
new members

431
restaurant members

Industry relations


5,529
subscriptions


33,305
subscriptions


305
newsletters sent

Average open rate
61%

Average click rate
11%

2025 member events

Event name	2025 date	People present
Prix Distinction – Awards Evening	March 31	300
Summer Launch	May 13	800
Annual General Assembly	May 29	115
Rendez-vous de l'industrie touristique du Québec	August 28	315
Cap sur 2026	October 1	325
Members' party	December 2	820



MTLàTABLE

- 13th edition
- 18 days
- 149 participating restaurants
- More than 210,000 participants
- More than \$13.5 M in restaurant revenue
- New: Air Canada Signature Experiences, the DÉVORE guide, and a refreshed campaign identity
- 90% of restaurants satisfied or very satisfied with event organization
- Major partner: AMEX
- Collaborating partner: Air Canada

Campaign tagline: A celebration of flavours

CONCEPT

The 2025 edition introduces a new visual identity—colourful and vibrant—that reflects the energy of Montréal's culinary scene and positions MTLàTABLE as a welcoming, accessible and unifying event.

Media tactical plan:

- Metro advertising
- Integration of a MTLàTABLE challenge into two episodes of “MasterChef” (TVA)
- Video placements across various Canadian media outlets (Québecor, La Presse, Radio-Canada, etc.)
- Content partnerships with Ricardo and Mordu
- Audio advertising on OHdio

Campaign results

- 35 million posting impressions
- 551,000 impressions generated by the two episodes of MasterChef featuring the MTLàTABLE challenge
- 8.5 million impressions from the promotional video aired during MasterChef commercial breaks
- 2.7 million complete video views
- More than 933,000 listens to the OHdio advertisement

Hospitality

HOSPITALITY NETWORK

- Old Montréal, Tourist Office
- Old Montréal tourism district, mobile team
- Quartier des spectacles, mobile team
- Mont-Royal Avenue, in front of the metro station
- Central Station
- Placette Côte-des-Neiges
- Cruises in the Old Port

*Added in 2025: Parc du Mont-Royal
(4,000 additional requests)

TOURISM INFORMATION REQUESTS

- More than 51,700 tourism information requests across the entire hospitality network
- 8,300 information requests at the Old Port of Montréal, from 42 cruise ships
- 17,800 information requests for the mobile teams



HIGHLIGHTS

- **New mobile information kiosk:** The mobile tourist information kiosk, inaugurated in May 2025 at Place d'Armes, received Gold certification at the 18th edition of the Grands Prix du Design in the Architecture discipline, Temporary Installation category.
- **Relaunch of the Bonjour taxi program:** The rollout of new Bonjour-branded vehicles and the MTL Specialist training course enhanced the quality of mobile visitor services and increased brand visibility among visitors. In collaboration with the Agence de mobilité durable, 70 new Bonjour vehicles were introduced on Montréal's streets, and an equal number of drivers completed the MTL Specialist training course.
- **Enhancement of printed materials:** The tourist guide now features an interest-based approach that makes the "Things to Do" section easier to navigate; 700,000 copies were printed.
- **New DÉVORE culinary guide:** This annual guide showcases MTLàTABLE restaurants and provides year-round visibility for Montréal's culinary scene. A total of 120,000 copies were distributed through participating MTLàTABLE restaurants and the Tourist Information Office.
- **Relaunch of the EXPLORE MTL program (formerly known as Opération Portes Ouvertes):** This program enabled tourism industry employees to discover 17 attractions free of charge with a passport valid from May 13 to June 6, 2025. It generated more than 3,000 admissions and further strengthened the role of industry ambassadors.



© MURALE HOMMAGE À LA PETITE-BOURGOGNE PAR ROADSWORTH - PHOTO PAR DAP&NICO - TOURISME MONTRÉAL



Marketing

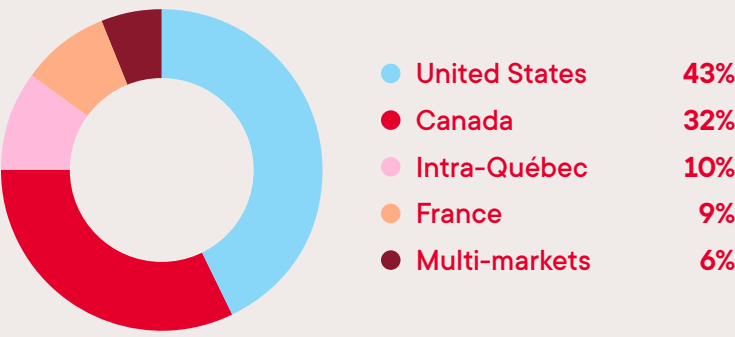
BEVENE

Campaigns and key performance indicators

Key campaign highlights for 2025

- **Introduction of the Occasions campaigns:**
A new initiative capitalizing on the growing trend of event-driven tourism to promote short getaways through a year-round presence.
- **Diversification of Canadian markets:** Expansion into the Maritimes and Alberta amid a unique geopolitical context involving the United States; these market diversification efforts delivered highly positive campaign performance results.
- **Priority markets:** Canada and the Northeastern United States remained the organization's key markets, accounting for nearly 75% of media investments.
- **Seasonally optimized annual strategy:**
Maximizing seasonal potential in each market, with 50% of investments concentrated on the summer season and 30% dedicated to promoting winter tourism.
- **Performance of the Inspiration component:**
Strong aided-awareness results, positioning the campaigns above industry benchmarks.
- **Exploration of new market opportunities:**
Assessing the deployment of highly personalized messaging tailored to local realities—including a U.S. campaign centred on favourable exchange rates and capitalizing on the strength of the U.S. dollar.

Breakdown of our media investments per market



Campaigns

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

CONCEPT

The “**Libérez le fun en vous / Your playful side awaits**” campaign highlights Montréal’s unique vibe by showing how the city brings out the festive, curious and food-loving side of everyone who experiences it.

The campaign aims to attract target markets by conveying the excitement and enjoyment of discovering the rich experiences Montréal has to offer.

Target markets: France, Northeastern United States, Ontario, Maritimes, Alberta and British Columbia.

MEDIA LAUNCH

- Postings, including painted murals
- Connected TV (CTV) video placements
- Content partners

RESULTS

- More than 49 million complete video views
- Nearly 1.2 million website sessions
- More than 450,000 page views as part of content partnerships



Campaign among Montrealers

CONCEPT

The hyperlocal campaigns celebrate Montréal pride by showcasing what inspires it among residents: the richness of the city’s culture, festivals and culinary scene, as well as the sense of well-being people experience here. They encourage Montrealers to reconnect with their city, take part in its defining moments and fully embrace its unique energy.

MEDIA LAUNCH

- Metro advertising
- Content partnerships with local media
- Web series on Radio-Canada

RESULTS

- 36 million posting impressions
- Nearly 59,000 page views as part of content partnerships
- Nearly 350,000 views of videos released by content partners and of the web series



“Stretch Your Dollar Further” campaign

CONCEPT

The campaign highlights the importance for U.S. visitors of getting more value for every dollar they spend. Rather than simply spending less, travellers are looking to get more for their money.

“Stretch Your Dollar Further” illustrates how a favourable exchange rate translates directly into enhanced travel experiences: more enjoyment, more culinary experiences, more culture, more luxury and a broader range of experiences.

MEDIA LAUNCH

- Postings
- High-impact banners and digital placements across a variety of media outlets

RESULTS

- Nearly 14 million posting impressions
- Nearly 11 million digital posting impressions
- More than 70,000 website sessions

Occasions campaigns

The **Occasions** campaigns are designed to generate interest in short getaways by leveraging major events and key occasions such as Valentine's Day, spring break and long weekends.

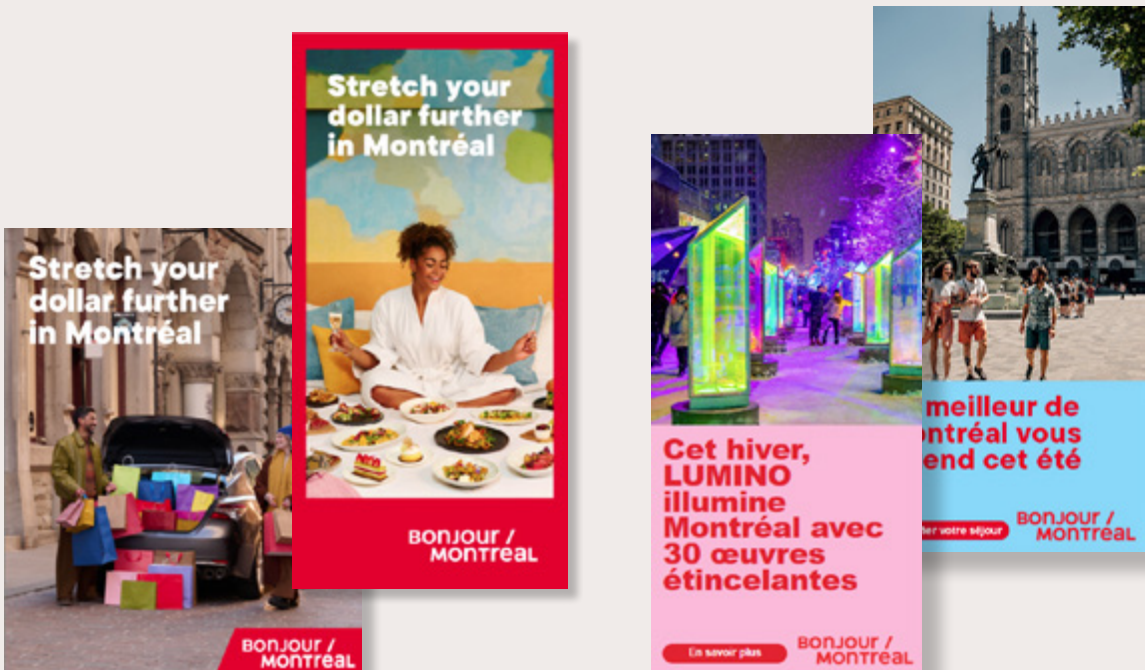
They target nearby markets—including Ontario, the Northeastern United States and intra-Québec—with tailored messaging based on the season, the event or the interests of each market.

MEDIA LAUNCH

- Social media placements
- Banner advertising on travel agency websites and social media platforms

RESULTS

- More than 250,000 social media interactions
- More than 4 million impressions on travel agency websites
- More than 910,000 website sessions



Campaigns

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

CONCEPT

The campaign strengthens Montréal's positioning as a winter destination by showcasing an energizing, authentic and unexpected playground.

It highlights distinctive activities and events while demonstrating that, even in winter, Montréal's energy remains vibrant, festive and welcoming.

Markets: Northeastern United States and Ontario

MEDIA LAUNCH

- Postings, including media creativity with painted murals
- Connected TV (CTV) video placements
- Partnerships with content creators

RESULTS

- 43 million posting impressions
- Nearly 26 million complete video views
- More than 150,000 page views as part of content partnerships
- More than 350,000 video views as part of content partnerships
- 205,000 website sessions



Content and social media

The content team played a pivotal role in promoting the destination and delivering key organizational projects. It helped increase Montréal's visibility and showcase its key tourism pillars, notably through its significant contribution to website content, its collaboration on the new culinary guide (DÉVORE), and the creation of videos that went viral on social media.

- **Content strategy:** strengthened the editorial pledge; created content on mtl.org to support the inspiration and consideration phases; developed thematic editorial content; and pursued ongoing efforts in inclusive writing
- **Social media and reels:** 14.2 million social media interactions and creation of more than 110 videos for a total of 30.4 million views
- **SEO referencing and artificial intelligence (AI):** An ongoing continuous-improvement approach focused on creating high-quality content that reflects evolving realities and enhances brand and destination discoverability; integrating new AI tools (optimization for generative AI and answer engines) to improve content and work methods; and maintaining sustained SEO efforts
- **MTLsocial events:** building links with local content creators; hosting an event at Google's offices to expand the organization's network of influencer contacts

Key content numbers

14.2 million
interactions with
Tourisme Montréal social media

1.32 million
followers, all social media
accounts combined

30.4 million
views of reels
(Instagram and TikTok)

5 million
page views on mtl.org articles



Content and social media

Business market: meetings and sports

- Annual media strategy aligned with industry business events (PCMA, IMEX, IBTM) and partner optimization
- Strategic contribution and content development for the new Business and Sports website
- Collaboration with the Ignite magazine team on a special national issue about Montréal as a premier destination for business events



Primary social media accounts



@montreal
431,048
followers
(+3% COMPARED WITH 2024)



@monmontreal and @montreal
297,411
followers
(-5% COMPARED WITH 2024)



@montreal
455,022
followers
(+5.5% COMPARED WITH 2024)



21,691
followers
(+102% COMPARED WITH 2024)

Content, brand, and production

- The Brand and Production team delivered more than 400 print, digital, and audiovisual projects to boost Montréal's visibility and support Tourisme Montréal's initiatives.
- Three major video productions (Winter, **Verdun**, and **Quartiers du Canal**) highlighted the richness of Montréal's experiences and reached new audiences in Québec and abroad through multi-platform broadcasts.
- Expanded use of drone and 360-degree footage captured striking urban imagery and created immersive experiences.
- Integrating artificial intelligence into scriptwriting accelerated ideation, enriched storytelling, and drove innovation across production.
- Partner photographers documented festivals and events, while music by Montréal composers deepened the city's cultural presence in every production.



Media relations and leisure market

Key numbers

\$59 M

in brand awareness

compared to a \$30 M objective

431

**press
mentions**

95%

satisfaction

rate based on our media
experience survey

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 and videos helped increase Montréal's visibility on all priority markets and allowed us to surpass our objectives.

Overview of market presence and media tradeshow participation

- IMM (International Media Marketplace), New York City
- IMM (International Media Marketplace), Paris
- TMAC (Travel Media Association of Canada), Saskatoon
- Intra-Québec media bursaries from the AITQ (Alliance de l'industrie touristique du Québec)
- Bonjour Québec Canadian media missions, Toronto and Vancouver
- Top Chef USA (Bravo) launch event, Toronto
- Devour!, The Food Film Festival, Wolfville, Nova Scotia
- TMAC Québec chapter event, Montréal

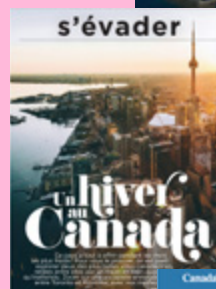
1. **AFAR** – The “Maple Syrup Capital of the World” is famous for sugar shacks, festivals and Indigenous History
2. **Concierge Magazine (Mexique)** – Montréal : el destino ideal para comenzar o finalizar un crocero en Canada
3. **Cosmopolitan.fr** – S'évader – Un hiver au Canada
4. **The Times (UK)** – Canada's most fun city break – with a French twist



1



2



3



4

Leisure market

Travel market: Key numbers

25

fam tours

681

tour operators met
with

100%

satisfaction rate with
tour experience

MARKET INDUSTRY EVENTS

- Virtuoso on Tour Latin America & Caribbean, Mexico City
- Bienvenue Québec 2025, Rivière-du-Loup
- Canada Showcase Europe, Paris
- Rendez-vous Canada 2025, Winnipeg
- Forum des croisières, Montréal
- Virtuoso Travel Week, Las Vegas
- Signature Travel Network Conference, Las Vegas

CRUISE MARKET

- 13 cruise lines with 21 cruise ships, including 3 new ships
- 42 operations
- 61,727 passenger-days (+2% compared with 2024) and 14,569 crew members
- Announcement of Montréal's first winter cruises in 2027

OVERVIEW OF INDUSTRY EVENTS

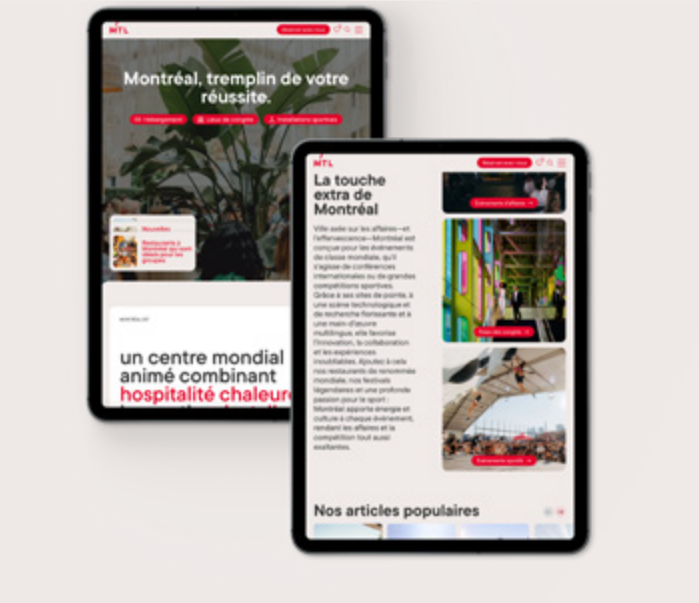
- Seatrade Cruise Global, Miami
- Seatrade Europe, Hamburg
- Cruise Canada New England (CCNE) Symposium, Halifax
- CLIA Cruise Summit, Miami
- Virtuoso Travel Week and Signature Travel Network Conference, Las Vegas
- Virtuoso Pop-Up Canada (webinar)



Digital platforms and business intelligence

Évolution du site Affaires et Sports

In December, Tourisme Montréal launched its new Business and Sports website, meet.mtl.org. In keeping with its digital vision, the site delivers a seamless, modern and high-performing experience that meets users' needs.



mtl.org website

The website performed well, recording an increase in traffic.

Total sessions (visits)

12.8 million

across all websites (accreditation, business, MTLàTABLE, etc.)

11.8 million

on mtl.org (accreditation) alone, up 14.5% compared with 2024

Total page views

20.3 million

(+15.6% over 2024)



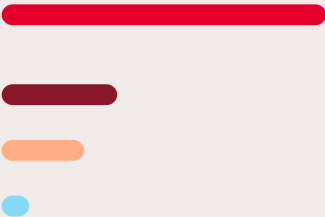
Visitor provenance

CANADA 59%
(QUÉBEC 33%, ONTARIO 23%)

UNITED STATES 21%

FRANCE 15%

REST OF THE WORLD 5%



Rollout of AI tools

As of this year, all employees have access to a Copilot Pro licence and, following a series of training sessions, are able to use it effectively across commonly used applications (Word, Excel, PowerPoint and Outlook), as well as OneDrive. Pilot projects were also implemented to encourage the exploration and adoption of AI.

Implementation of a new AI portal

Tourisme Montréal introduced an aggregation tool that brings together leading large language models (LLMs), including ChatGPT, Copilot, Claude and Perplexity. The objective is to provide employees with access to the most effective AI engines while encouraging the sharing of AI agents, all at a low cost through a collaboration with Cossette, which spearheaded the project.

Newsletters

This year was marked by the optimization and enhancement of subscriber communication practices.

Passeport MTL

Two products were offered:

- Passeport MTL – three attractions: \$56
- Passeport MTL – five attractions: \$86

It was a record year for this city pass:

- More than 26,300 Passeports MTL sold
- Total sales of \$1.825 M
- More than 86,000 attraction visits
- User satisfaction rate of 90.4%
- 92% believe that the Passeport offers good value for the money

Passeport MTL was promoted in Ontario, the Northeastern United States, France and Montréal.

- 550,000 qualified visits to the Passeport MTL web page

Visitor surveys

In partnership with Léger, Tourisme Montréal continued conducting surveys among visitors to better understand their sociodemographic profiles, spending habits, and satisfaction with the destination. More than 2,100 tourists took part, and 92% enjoyed their visit to Montréal (91% in 2024).

Perception of tourism among local residents

In partnership with TravelSat, Tourisme Montréal conducted a Resident Sentiment Index study to listen to residents and better understand their concerns. Nearly 600 people took part.



Sales and Convention Services



Business opportunities and events confirmed

- 677 files processed by the Sales and Convention team
- 254 business and sporting events confirmed as of December 31 for the coming years
- 109 site inspection visits conducted
- 17,248 room nights confirmed by the Sales and Convention team, generating economic spinoffs of \$261 M*

Market	Number of groups confirmed (associations and companies)	Number of room nights confirmed
Canadian	108	145,064
American	87	171,978
International	29	51,370
Sports	30	48,836
TOTAL	254	417,248

Some of the groups hosted

Actual number of people who attended

- 4 Nations Face-Off
Participants: 500/Spectators: 80,000
- 2025 Folk Alliance International Conference
2,700 delegates
- CIM Connect 2025 Conference and Exhibition
7,000 delegates
- 2025 ISPOR Annual International Meeting
4,000 delegates
- Electrochemical Society 2025 Spring Biannual Meeting
2,200 delegates
- 2025 ASEE Annual Convention
3,500 delegates
- 2025 MassMutual Leaders Conference
3,100 delegates
- 2025 Pan American Club Crew Championships
Participants: 1,650/Spectators: 8,000
- 2025 Canadian Dragon Boat Championships
Participants: 2,361/Spectators: 1,000
- 2025 InCyber Forum (formerly known as: International Cybersecurity Forum)
2,500 delegates
- 2025 National Conference on Ending Homelessness
2,200 delegates
- 2025 UFC 315
Participants: 500/Spectators: 3,000
- 2025 Volleyball World Beach Pro Tour – Elite 16
Participants: 258/Spectators: 15,354

* Estimate as of December 31, 2025. Source: Destinations International Event Impact Calculator.



Major events confirmed through 2030

Estimated attendance

- D2026 Friday Night Smackdown and Saturday Night's Main Event
1,138
- Confidential client – 2026 National Convention
4,000
- 2026 AIA (Association for International All Star) Global Tournament
3,500
- 002DGS - ACVIM (American College of Veterinary Internal Medicine) 2027 Annual Forum
2,000
- WorldCon 2027 – World Science Fiction Society
4,000
- XXVI FIGO World Congress of Gynecology and Obstetrics 2027
7,000
- Pan American Gymnaestrada 2028
3,000
- AAJ (American Association for Justice) Annual Convention 2029
2,900
- 2029 ABCT 63rd Annual Convention
3,500
- OTA Annual Meeting 2030
2,700

Business activities

The Business Events team participated in more than 125 activities in all major markets (Canadian, American and international). These activities included:

- Participation in the major American tradeshow, including the Professional Convention Management Association (PCMA) Convening Leaders, Meeting Professionals International World Education Congress (MPI-WEC), American Society of Association Executives (ASAE) Executive Leadership Forum, Cvent CONNECT and IMEX America;
- A strong presence at leading Canadian tradeshow, including the Canadian Society of Association Executives (CSAE), Tête-à-Tête and Canadian Meetings & Events (CME) Expo;
- Organization of around 20 signature events for the Business campaign members, in both Canada and the United States;
- A successful European mission in November.

Convention services achievements

The team welcomed nearly 250 conventions, meetings and sporting events. Here is an overview of their achievements:

- Coordinated and hosted 38 site inspection visits
- Participated in six conventions to promote the 2026 editions being held in Montréal:
 - American Dental Education Association (1,800 delegates)
 - Society for Cardiovascular Angiography and Interventions (2,000 delegates)
 - American Society of Human Genetics (4,600 delegates)
 - Geochemical Society (3,000 delegates)
 - IEEE Power and Energy Society (3,500 delegates)
 - UCI Road World Championships (6,850 participants)
- Overall client satisfaction rate of 93%

- **Exceptional attendance rate:** On average, across all markets, 91% of expected delegates attended the conventions held in Montréal, reflecting the team's sustained efforts to engage participants and generate enthusiasm for the destination.

Highlights

- **4 Nations Face-Off, in February:**
 - 83,000 spectators
 - 70% non-residents
 - 33 million media impressions
 - An average of 6.5 million viewers per game
- **Collectif Savoir:** An innovative agreement with UQAM to support faculty members in organizing international conventions;
- **Delivery of two impact projects highlighting the social spinoffs of business events:**
 - Canadian Circular Economy Summit
 - National Conference on Ending Homelessness
- **Hosting of the ASAE Executive Leadership Forum in June,** which brought together nearly 100 executives from U.S. associations;
- **Hosting of executives from two major intermediary agencies ranked among the top 10 in the North American market.**

Recognition

Montréal Business Events received the Gold Award in the Best CVB/DMO (Regional) — International and U.S. Territories category at the 9th edition of the Stella Awards. These awards recognize organizations that stand out for their exceptional service and commitment to excellence in the meetings and events industry.



Destination Development and Public Affairs



Destination development

UNDERGROUND MONTRÉAL STUDY

In collaboration with the Ville de Montréal, Tourisme Montréal conducted studies to develop three profiles of Underground Montréal. The first (commissioned by the Ville de Montréal) focused on the economy and management issues; the second on culture and tourism; and the third (commissioned by Tourisme Montréal) on the user experience. The project will continue in the coming years.

CALL FOR SOLUTIONS – ANALYSIS OF VISITOR TRAFFIC AT EVENTS

In collaboration with MTLab and with financial support from the Ministère du Tourisme, Tourisme Montréal participated in a call for solutions aimed at developing an innovative technology to analyze visitor origins and attendance levels, particularly at outdoor events and events without ticketing systems. The project will continue in 2026.

VANS WARPED TOUR 2026

Tourisme Montréal committed \$100,000 in funding toward securing the rights to host the Vans Warped Tour 2026, a major event with the potential to generate significant tourism and media spinoffs.

Financial assistance programs

FESTIVALS, EVENTS AND EXHIBITIONS ASSISTANCE PROGRAM

Received 104 applications for financial assistance (representing nearly \$10 M) and awarded more than \$4.8 M in financial support to 77 projects

FUNDS FOR ONE-TIME INITIATIVES

Received 12 applications and awarded \$382,000 in financial support to the five selected projects

SUPPORT FOR TOURISM PERFORMANCE

Received 16 applications and awarded \$177,000 in financial support to the eight selected projects

SUPPORT FOR WINTER TOURISM

Under an agreement with the Ministère du Tourisme, support was provided to three projects totalling more than \$766,000 through the Fonds d'intervention pour le tourisme hivernal (FITHI - winter tourism intervention fund)

REGIONAL PARTNERSHIP AND DIGITAL TOURISM TRANSFORMATION (EPRTNT ASSISTANCE PROGRAM) 2025-2027

The first call for proposals, launched in collaboration with the Ministère du Tourisme, resulted in support for three initiatives (out of a total of 10 proposals received) for a total of \$410,000.



Festivals, Events and Exhibitions Assistance Program (PAFÉE)

FESTIVAL, EVENT OR EXHIBITION	ASSISTANCE ANNOUNCED	FESTIVAL, EVENT OR EXHIBITION	ASSISTANCE ANNOUNCED
Cabane Panache	\$32,400	Festival International du Film sur l'Art	\$21,200
Conférence de Montréal	\$17,670	Festival international Nuits d'Afrique	\$80,000
Défi sportif AlterGo	\$25,000	International First Peoples Festival	\$66,000
Art Souterrain Festival	\$25,000	Just For Laughs Festival	\$350,000
Montréal Comic Arts Festival	\$20,000	Blue Metropolis International Literary Festival	\$15,000
Festival de films francophones CINEMANIA	\$46,400	Festival M.A.D.	\$95,000
Montréal Chamber Music Festival	\$5,000	MURAL Festival	\$46,400
Festival du Nouveau Cinéma de Montréal	\$60,400	Festival Quartiers Danses	\$25,000
Eurêka! Festival	\$25,000	Festival TransAmériques	\$66,000
Festival Fierté Montréal	\$250,000	Zoofest Festival	\$35,200
Fuego Fuego Festival	\$80,000	Franco de Montréal	\$200,000
Go Bike Montréal Festival	\$46,400	Grand Prix Cycliste de Montréal	\$147,143
Festival International Bach Montréal	\$18,400	HUB Montréal	\$25,000
Festival îLESONIQ	\$162,857	Igloofest	\$225,714
Festival international de cinéma Vues d'Afrique	\$18,400	International Gymnix	\$15,600
Fantasia International Film Festival	\$49,200	ItalfestMTL	\$10,000
Festival International de Jazz de Montréal	\$400,000	JACKALOPE Montréal	\$46,400

FESTIVAL, EVENT OR EXHIBITION	ASSISTANCE ANNOUNCED	EVENT, FESTIVAL OR EXHIBITION	ASSISTANCE ANNOUNCED
Jeux Urbains	\$26,800	Montreal Museum of Fine Arts (three exhibitions)	\$128,143
JOAT Festival international de street dance	\$10,000	McCord Stewart Museum (three exhibitions))	\$45,000
LASSO	\$96,667	MUTEK	\$96,667
The Great Christmas Market	\$49,200	Christmas in the Park	\$32,400
Montréal's Christmas Village	\$18,400	National Bank Open presented by Rogers	\$131,250
First Fridays	\$57,600	OSHEAGA	\$250,000
Les Rendez-vous gourmands	\$26,900	Palomosa Festival	\$29,600
L'International des Feux Loto-Québec	\$38,000	PHI Studio (two exhibitions)	\$77,714
The OM Alfresco – summer tour	\$26,800	Piknic Électronik	\$82,800
M for Montréal	\$24,000	Plural Contemporary Art Fair	\$14,400
Marathon Beneva de Montréal	\$55,000	POP Montréal	\$29,600
Asian Night Market	\$5,000	Montréal International Documentary Festival (RIDM)	\$15,000
MOMENTA Biennale d'art contemporain	\$32,400	Rendez-vous Québec Cinéma	\$25,000
Mondial de la bière de Montréal	\$38,000	Société du Musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière (three exhibitions)	\$113,286
MONTRÉAL COMPLÈTEMENT CIRQUE	\$90,000	Soif de cidre Montréal	\$5,000
MONTRÉAL EN LUMIÈRE	\$272,857	Startupfest	\$36,750
MTL connecte	\$22,500	Village Numérique	\$32,400
Mundial Montréal	\$12,000	Virée classique OSM	\$43,600
		TOTAL	\$4,842,518



Initiatives Program (FIP)

DESTINATION DEVELOPMENT PROJECTS

Organization	Project	Assistance
MU Art public Montréal	Illlumination of the murals in the <i>Montreal Cultural Builders</i> collection in the Latin Quarter	\$67,500
Society for Arts and Technology (SAT)	La vie, la mort, le dessert	\$90,000
Danse Danse inc.	NIEBO HOTEL	\$60,327

HOTEL PROJECTS

Organization	Project	Assistance
Centremont Hotel LP	Seasonal activations – Downtown beautification project / Façade of the Centre Sheraton Montréal	\$60,000
Cogir Humaniti Montréal Hôtel SEC	Outdoor light installation – La Monarque by Lucion	\$105,000
TOTAL		\$382,827

Support for tourism performance

OPTION 1: ACTIONS TO ENHANCE TOURISM AND MEDIA SPINOFFS

Event supported	Assistance announced
Festival de films francophones CINEMANIA	\$25,000
Igloofest	\$44,000

OPTION 2: SIMPLE ENHANCEMENT

Event supported	Assistance announced
Cabane Panache	\$8,100
Festival îLESONIQ	\$27,707
Festival International de Jazz de Montréal	\$24,360
Franco de Montréal	\$23,390
LASSO	\$10,396
OSHEAGA	\$14,361
TOTAL	\$177,314

Support for winter tourism

2025 HOLIDAY SEASON

Organization	Project	Assistance announced
Festival IGLOO	Signature event on December 31	\$450,000

Fonds d'intervention pour le tourisme hivernal (FITHI – winter tourism intervention fund)

Organization	Project	Assistance announced
La Lutinerie de Montréal	Signature installations – Great Christmas Market	\$150,000
MONTREAL EN LUMIERE	Le Damier	\$266,103
Quartier des spectacles partnership	Luminothérapie: a winter experience	\$350,000 ¹
TOTAL		\$1,216,103

¹ This amount includes \$125,000 for the “Les voyageurs” project.

EPRTNT Assistance Program 2025-2027

ATTRACTIONS, ACTIVITIES AND FACILITIES

Organization	Project	Assistance announced
Expériences Infinity inc.	Galerie Panorama	\$300,000

DIGITAL DEVELOPMENT FOR COMPANIES

Organization	Project	Assistance
McCord Stewart Museum	Launch of an enterprise resource planning (ERP) system	\$65,000
Bach-Académie de Montréal	Creation of a 3D effigy of Johann Sebastian Bach	\$45,000
TOTAL		\$410,000



Gastronomy

As a key pillar of the tourism experience, gastronomy is central to Montréal's ambition to position itself as a leading North American destination. Several initiatives were undertaken to advance this objective:

- \$100,000 grant to support the arrival of the MICHELIN Guide, which will shine a spotlight on Montréal's exceptional culinary scene
- Participation in the steering committee responsible for implementing Québec's Gourmet Tourism Strategy 2024-2029
- Active participation in meetings with the Food Capitals of the Délice network
- Participation in the Entretiens Jacques Cartier, in Lyon

Harmonious Destination

The *Strategy towards a more sustainable tourism, Harmonious Destination*, underwent a review. The updated version aligns with the UN Sustainable Development Goals and the Ville de Montréal's 2020-2030 Climate Plan. One of its objectives is to ensure that tourism generates positive and lasting spinoffs for the destination and its residents.

TOURISME MONTRÉAL RANKS FIRST IN NORTH AMERICA IN THE 2025 GLOBAL DESTINATION SUSTAINABILITY INDEX

- First place in North America and 20th overall across all categories
- Second place worldwide in the Metropolis category for destination management, reflecting a clear strategic vision and a structured action plan
- DMO score of 91%, a significant increase from 83% in 2024

THE DESTINATION ACHIEVES GREENSTEP SILVER CERTIFICATION

Montréal received the highest score ever awarded in this certification category by GreenStep. This result reflects a structured, transparent and independently verified approach that aligns with practices recognized by the Global Sustainable Tourism Council.

"LIVE LIKE A LOCAL IN MONTRÉAL" CAMPAIGN

This initiative, designed to encourage visitors to adopt responsible behaviours, included blog articles, visuals in public spaces and social media content. It also led to the production of a video that was shared on social media and generated 2.65 million views.

TRAINING PROVIDED TO TOURISME MONTRÉAL EMPLOYEES

- GreenStep support cohorts
 - The Essentials cohort: "The pace of the program, along with GreenStep's self-assessment and action plan development tool, provided us with excellent guidance in developing our action plan. After four sessions and two hours of coaching, we already have a strong first draft." - Annick DeBlois, Pointe-à-Callière Museum
- Workshops and discussions on advancing the ecological transition
- Lunch-and-learn session with La Tablée des Chefs on reducing food waste
- Awareness workshop on Indigenous realities with Indigenous Tourism Quebec
- Bill C-59 and responsible communications with Masse critique
- Tourism and universal accessibility with Kéroul
- Sustainable tourism principles

PARTICIPATION IN STRATEGIC COMMITTEES

Tourisme Montréal strengthened its commitment by actively participating in approximately ten strategic committees at the local, national and international levels. This sustained involvement enables the organization to stay informed about issues affecting the industry, ranging from sustainable development and hospitality to homelessness and destination performance.

Public relations and public affairs

The Public Relations team strengthened its position as a leading voice on Montréal's economic and cultural influence. In a context marked by complex geopolitical challenges and urban transformation, the team successfully highlighted the importance of tourism as a driver of the destination's attractiveness and visibility. Through more than 120 media interviews, 55 press releases, and 45 speaking engagements, Tourisme Montréal addressed issues of critical importance to both the tourism sector and the Montréal community as a whole.

Key strategic priorities that shaped the year included:

- The regulation and impact of short-term rental accommodations on the Montréal market
- The adaptation of marketing strategies in an uncertain geopolitical climate
- The signing of the agreement securing the Formula 1 Canadian Grand Prix through 2035
- Improving mobility and construction-site management, notably through the publication of the Blocage maximum study in partnership with the Chambre de commerce du Montréal métropolitain
- Promoting Montréal as an attractive winter destination

During this election year, Tourisme Montréal unveiled its platform and organized a debate on tourism-related issues between Soraya Martinez Ferrada, leader of Ensemble Montréal, and Luc Rabouin, leader of Projet Montréal. The discussion provided an opportunity to compare the two political leaders' visions on several priority issues:

- The quality of the urban environment, particularly safety and cleanliness
- The city's role in major projects and strategic development areas, such as the Palais des congrès and the St. Lawrence waterfront
- Montréal's positioning as a cultural and event-driven city, and the development of business and sports tourism

Tourisme Montréal's influence was also demonstrated throughout the year through its presence at key events that helped position the city as a must-visit destination:

- The first Forum des croisières in Montréal, organized by the Port of Montreal
- The launch of the MANGETOUT culinary event
- Flagship festivals, including the Festival International de Jazz de Montréal and the Francos de Montréal
- The Montréal Climate Summit
- The MICHELIN Guide plaque ceremony
- Presentation of an award at the Lauriers de la gastronomie gala
- The Conseil des arts de Montréal Grand Prix awards ceremony
- The opening of the country's highest bungee jumping site

Beyond the tourism sector, Tourisme Montréal was called upon to analyze, comment on, and influence a range of issues, including urban development initiatives and both international and local tourism trends. In particular, the organization published, alongside its partners, an open letter inviting the newly elected mayor to envision and deliver ambitious projects for Montréal, thereby reaffirming the role of tourism in the city's strategic development.



Human Resources



Employee engagement (commitment, employee experience and workplace climate)

EMPLOYEE ENGAGEMENT INDICATORS (AMÉLIO SURVEY)

- Two surveys conducted:
 - May: overall score of 81%, with a response rate of 88%
 - November: overall score of 82%, with a response rate of 100%
- Factors identified as strengths:
 - Ambassador mindset: 8.5 out of 10
 - Working conditions: 8.7 out of 10
 - Recognition: 8.5 out of 10
 - Relationship with manager: 8.5 out of 10

INTERNAL ENGAGEMENT AND TEAM-BUILDING ACTIVITIES

- 2025 project showcase day, February 24
- Sugar shack, March 24
- Annual summer “playground” day dedicated to discovering Montréal’s tourism offerings, June 16
- Employee appreciation event, September 11
- Manager and staff workshops related to the performance and development management program, October 21 and 28
- Management team strategic retreat, November 24 and 25
- Holiday party, December 11

Employee overview as of December 31, 2024

Staff:



109
people

98 permanent positions
11 temporary positions

Average age

43 years old

42.6 years old in 2024

82%
women

18%
men

81% and 19%, respectively, in 2024

Average seniority

5.6 years

5.1 years in 2024

7.2%

turnover (voluntary)

8% in 2024

11% in 2023



MAJOR WORKPLACE INITIATIVES – PHASES I AND II (METAMORPHOSIS PROJECT)

- Relocation to another floor for a nine-month period
- Major improvements to workspaces:
 - Creation of an employee committee to engage staff in the project
 - Numerous leasehold improvements (LED lighting, sound masking, biophilic elements, expansion of the kitchen area, etc.)
 - Renovation of meeting spaces to facilitate in-person meetings and videoconferencing
 - Employee participation in the selection of décor and furnishings

Talent and professional development (attraction, recruitment, training, and leadership development)

RECRUITMENT AND TALENT MOBILITY

- Annual recruitment results: eight hires

Internal mobility and promotions as retention and development tools: four employees were promoted or transferred into vacant positions

Training and professional development

- More than 1,000 hours of training (internal and external)
- 118 individuals trained, including temporary employees and Tourist Information Office staff
- Budget of \$104,000, representing 1.25% of payroll as of December 31
- Training areas covered (examples):
 - Technology: AI (prompt engineering, AI in everyday software, governance), Excel, PowerPoint, Windows 11, SharePoint (migration), Power BI, UX/UI, digital content
 - Expertise: Inclusive and impactful writing, campaigns, people management, digital transformation management, creativity, narrative communications, sustainable tourism, public speaking, crisis management, English, project management

- Management and governance: Time management, stress management, change management, not-for-profit (NFP) governance, internal policies, financial literacy, Bill C-59, emotional intelligence, eco-responsible events
- Succession planning and risk management: A succession plan is in place for senior management (President-CEO and vice-presidents), including required competencies and interim leadership scenarios

Volunteering (social engagement and community involvement)

- La grande marmite by La Tablée des Chefs, on April 23 (team participation activity)
- Mouvement pour mettre fin à l'itinérance à Montréal (MMFIM) convention, from October 27 to 30 (participation promoted through the activities calendar)
- Clothing and food drive for Mission Bon Accueil, in December

Tourisme Montréal continued to strengthen its employer brand around a clear promise—"Un terrain de jeu pour faire rayonner Montréal/A playground to showcase Montréal"—supported by tangible initiatives focused on the employee experience.

HR INITIATIVES DIRECTLY SUPPORTING THE EMPLOYER BRAND

- Working conditions, benefits, and well-being
- Management processes and tools
- Employee engagement and recognition
- Internal and external communications
- Workspaces
- Training and professional development



Havre
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GLACES
SORBETS

DU

MARCHÉ



Finance and Administration



Governance Committee:

- Evaluated a questionnaire on how the board and its statutory committees operate
- Reviewed applications for the directors' positions
- Updated the 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 the audit plan and met with the external auditor

Financial data

SUMMARY RESULTS FOR THE YEAR ENDING DECEMBER 31

Revenue	2025 (\$million)	2024 (\$million)	Écart (\$million)
Accommodation tax	55.8	55.2	0.6
Public funding	7.3	5.4	1.9
Private funding	8.6	9.0	(0.4)
AITQ contribution ¹	5.7	5.7	-
Product total	77.4	75.3	2.1
Expenses			
Marketing and advertising	44.5	43.6	0.9
Research, development and public affairs	8.0	7.7	0.3
Contributions to events	12.0	11.4	0.6
General management, administration and IT	4.8	4.4	0.4
AITQ contribution ²	7.3	7.3	-
Total expenses	76.6	74.4	2.2
Excess of revenue over expenses	0.8	0.9	(0.1)

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 in 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 in markets outside of Québec.



BREAKDOWN OF TOURISME MONTRÉAL REVENUE

	2025 (%)	2024 (%)
Accommodation tax	72	73
Public funding	9	7
AITQ contribution	11	12
Private funding	7	8
	100	100

BREAKDOWN OF EXPENSES PER MAIN CATEGORY

	2025 (%)	2024 (%)
Marketing and advertising	58	59
Research, development and public affairs	10	10
Contributions to events	16	15
General management, administration and IT	6	6
AITQ contribution	10	10
	100	100



The accommodation tax remained stable, increasing from \$55.2 M to just over \$55.8 M. During the financial year, our key performance indicators remained positive, attesting to the resilience of the tourism sector. Meanwhile, public funding returned to pre-pandemic levels, reaching \$7.3 M. Total revenues of \$77.4 M allowed Tourisme Montréal to continue to invest in the Montréal tourism product year-round. Tourisme Montréal's detailed financial statements can be found on mtl.org.

Member assets

As of December 31, member assets totalled \$35.5 M. Of this amount, we set aside \$21.7 M to secure our future commitments, which were \$131 M at the same date. The unrestricted portion of members' equity provides Tourisme Montréal with the financial flexibility required to pursue its activities and support its strategic priorities in an environment marked by volatility and uncertainty.



Directors



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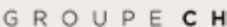
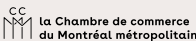
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Bibliothèque nationale du Québec

Published by

Tourisme Montréal
800 René-Lévesque Boulevard West
bureau 2450
Montréal (Québec) H3B 1X9

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Tourisme Montréal

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