

# Great Lakes and St. Lawrence Tourism: Expanding the Territory

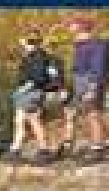
## Initiatives in the Province of Quebec

June 17, 2010

David Belgue, General Secretary  
Quebec Ministry of Tourism



Tourisme  
Québec



# Presentation plan

1. Overview of Tourism in Quebec
2. Quebec's Strategy for International Cruises
3. St. Lawrence River product development and promotion



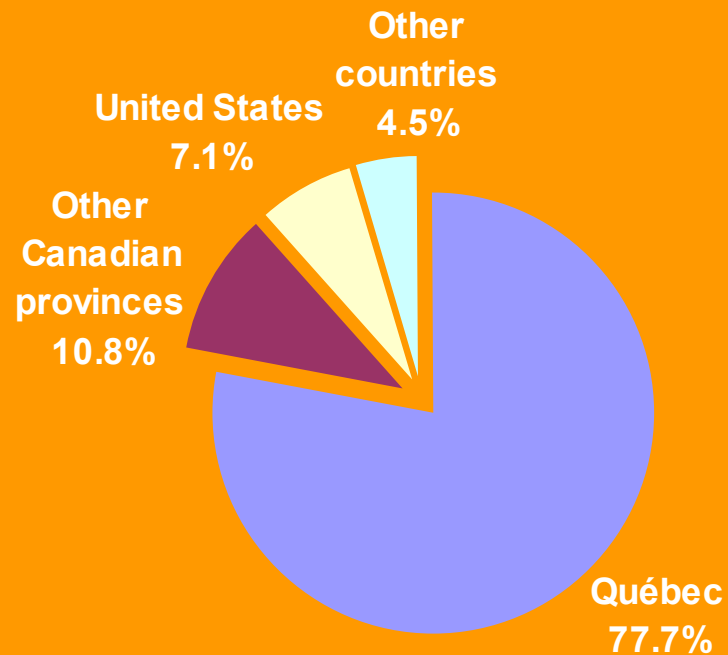
# 1. Overview of Tourism in the Province of Québec

- Tourism: a great potential for the economic development of our cities, regions, provinces and states
- A few figures for tourism in the province of Quebec in 2008:
  - 62.7 million visitors (26 million tourists and 36.7 million excursionists)
  - 50 % in summer
  - \$ 10.7 billion revenues, of which \$ 6.9 billion from tourists
  - 8th rank in exports
  - 29 500 businesses



# 1. Overview of Tourism in the Province of Québec

Distribution of the 26 million tourists



Tourist Growth =  
Product development +  
Promotion



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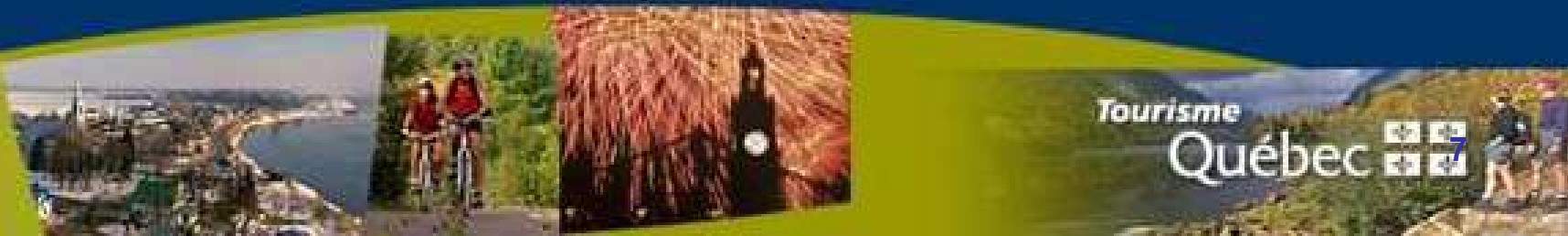
## 2. Quebec's Strategy for international cruises

- ❑ The cruise industry in North America:
  - Annual growth of 7.4% since 1980 in North America
  - 13.2 M passengers in 2008, of which 10.2 M North Americans
  - 34 M Americans anticipate taking a cruise in the next 3 years
- ❑ Highly competitive sector in the New England/Canada corridor



### 3. Quebec's Strategy for international cruises

- ❑ An integrated strategy for development and promotion
- ❑ Dedicated funding program for both port infrastructure and tourist attraction development
- ❑ Priorities:
  - Create a network of stop-over ports with adequate infrastructure and attractions
  - Increased promotion
  - Respect sustainable development principles (ship size, quality of experience, local economic benefits, protection of aquatic, land and air quality)



## 2. Quebec's Strategy for international cruises

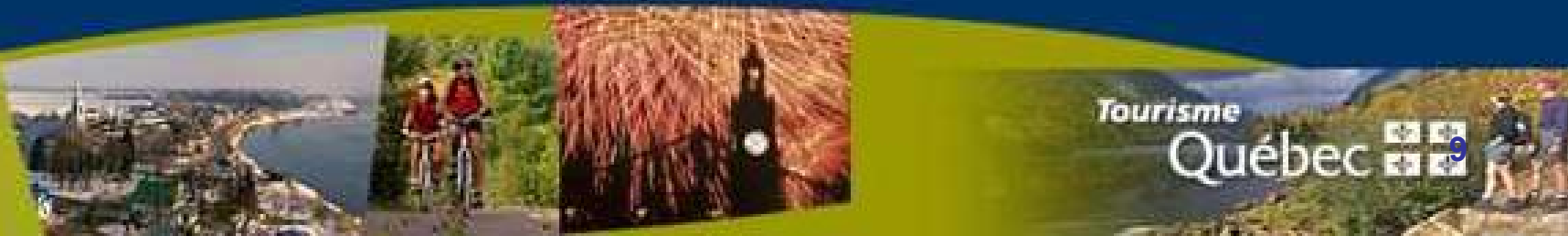
- Port development: 6 new stop-over ports in addition to Quebec City, Montreal and Trois-Rivières





## 2. Quebec's Strategy for international cruises

- ❑ Port development: 6 new stop-over ports in addition to Quebec City, Montreal and Trois-Rivières
  - Example:
    - ❑ Jardin des glaciers (Baie-Comeau)
- ❑ Human resources and on-shore transportation (work with the Association des croisières du Saint-Laurent)



## 2. Quebec's Strategy for international cruises

- Promotion
  - Publicity
  - Trade shows
  - Destination Quebec Cruise Event
- Association des croisières du St-Laurent



## 2. Quebec's Strategy for international cruises

- Results: a record year in 2009:
  - 17 compagnies
  - 21 ships
  - 33 % increase in passengers



## 2. St. Lawrence River product development and promotion

❑ Tourist routes :

- New France Route





### 3. St. Lawrence River product development and promotion

- Tourist routes :
  - St. Lawrence Route



### 3. St. Lawrence River product development and promotion

- Tourist routes :
  - Whale Route



### 3. St. Lawrence River product development and promotion

- Tourist routes :
  - Navigators' Route





### 3. St. Lawrence River product development and promotion

#### ❑ Development of new products:

- ❑ Pointe-au-Père (Rimouski)
  - Empress of Ireland Pavilion
  - Lighthouse
  - Onondaga submarine

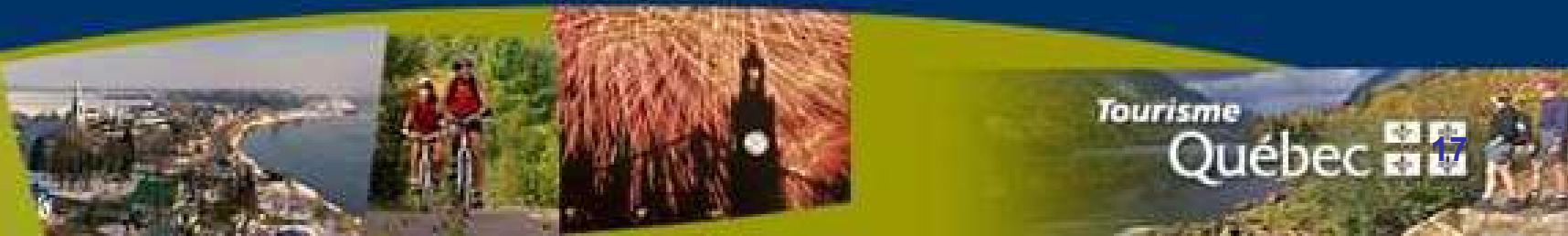




### 3. St. Lawrence River product development and promotion

- Promotion of tourist routes on Ministry of Tourism website

[www.BonjourQuebec.com](http://www.BonjourQuebec.com)



### 3. St. Lawrence River product development and promotion

- ❑ Promotion of St. Lawrence river and gulf by regional tourism associations: Québec Maritime ([www.sentiermaritime.ca](http://www.sentiermaritime.ca))



### 3. St. Lawrence River product development and promotion

- ❑ Old port areas of the cities of Montreal, Quebec and Trois-Rivières



### 3. St. Lawrence River product development and promotion

- ❑ Sailing and cruising
  - 11 400 boats of 30' or more
  - 85 St. Lawrence marinas
  - Certification program of the Association maritime du Québec  
([www.nautismequebec.com](http://www.nautismequebec.com))





### 3. St. Lawrence River product development and promotion

- ❑ St. Lawrence Water Trail
  - Network of launches, safe shelters, rest areas lodging, camping and food services
  - Regional networks of «Blue trails»



### 3. St. Lawrence River product development and promotion

- ❑ Wildlife observation
- ❑ Whalewatching
- ❑ Islands
- ❑ Gastronomy



### 3. St. Lawrence River product development and promotion

- ❑ Boat excursions (passengers)
  - Charlevoix: 134 000
  - Manicouagan: 108 000
  - Montreal: 235 000
  - Québec: 156 000
- ❑ A boost for small regional businesses



### 3. St. Lawrence River product development and promotion

#### ❑ Winter!







d'émotions

 Passionnément  
Saint-Laurent

 Éperdument  
villégiature

 Nature

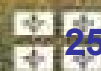
 Plein air

 Images du  
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