Great Lakes and St. Lawrence Tourism: Expanding the Territory

Initiatives in the Province of Quebec

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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

- Québec: 77.7%
- United States: 7.1%
- Other Canadian provinces: 10.8%
- Other countries: 4.5%
Tourist Growth = Product development + Promotion
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
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- 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
3. St. Lawrence River product development and promotion

- Promotion of St. Lawrence river and gulf by regional tourism associations: Québec Maritime (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)
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!