

Tourisme Montréal Unveils its 2024 Annual Report and Announces the New Composition of its Board of Directors

Montréal, May 29, 2025 – Tourisme Montréal held its Annual General Meeting today, during which it unveiled its 2024 Annual Report highlighting the organization's achievements and key metrics from the past year.

Montréal welcomed 11 million visitors in 2024, marking a 7% increase over 2023 and generating \$6.012 billion in tourism spending. The average hotel occupancy rate reached 71%. Montréal-Trudeau Airport also reported strong growth, with 22.4 million travelers—nearly 6% more than the previous year. The city now boasts 156 direct flight routes, including 89 international connections, further enhancing its accessibility. Additionally, the Tourist Welcome Office in Old Montréal assisted over 115,000 people, reinforcing the importance of hospitality in the visitor experience.

"Montréal continues to stand out as a premier travel destination. The increase in tourist traffic is a clear sign that our international promotional efforts and local investments in the tourism offering are paying off. I am especially proud of Tourisme Montréal's continued leadership within the city's political and economic landscape. I would like to thank the board of directors for their steadfast commitment to our organization and to the success of our destination," said Yves Lalumière, President and CEO of Tourisme Montréal.

Nathalie Maillé, Chair of the Board of Directors, reflected on her first year in the role: *"What stands out most from this first year is the exceptional quality of the people I've had the pleasure of working with—a strong, gender-balanced board that is genuinely committed to advancing Montréal with intelligence and sensitivity. There were many highlights in 2024, but what struck me most was Montréal's outstanding recognition on the international stage: ranked the third best city in the world to visit by Lonely Planet, and the number one convention destination in North America according to ICCA. That speaks volumes about our collective ability to make Montréal a must-visit destination."*

On this occasion, Tourisme Montréal also welcomed four new board members:

- Ms. Agathe Alie, Senior Advisor, Public Affairs and Stakeholder Relations, BDC
- Ms. Jessica Bouchard, Vice President, Public, Economic Affairs and Impact Initiatives, Chamber of Commerce of Metropolitan Montréal
- Mr. François Choquette, Managing Director – Revenue Management, International and Joint Ventures, Air Canada
- Ms. Chantale Riopel, General Manager, Le Westin Montréal

Tourisme Montréal warmly thanked outgoing board members Marie Pier Germain, Johanne Marcotte, Robert Trudeau, and Marie-Josée Neveu for their dedication, commitment, and valuable contributions throughout their respective terms.

To view the full annual report:

<https://apropos.mtl.org/en/annual-reports>

To view the list of Tourisme Montréal board members:

<https://apropos.mtl.org/en/organization/board-directors>

About Tourisme Montréal

Tourisme Montréal is a 100-year-old private, non-profit organization that works to position Montréal as an international-calibre leisure and business travel destination. To this end, the organization is piloting innovative hospitality strategies with a two-fold objective: ensuring that visitors enjoy a memorable experience and maximizing tourism economic spin-offs in a sustainable way with long-term impacts for the city. Uniting more than 1,000 businesses and organizations working directly or indirectly in tourism, Tourisme Montréal plays a leading role in the management and development of Montréal's tourism business, and makes recommendations on issues surrounding the city's economic, urban and cultural development. For more information, go to www.mtl.org.

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