

Tourisme Montréal Holds Its 2021 Annual General Meeting

MONTREAL, June 1st, 2021 – Tourisme Montréal held today its annual general meeting and unveiled its 2020 Annual Report. The organization, whose mission is to promote Montréal as a touristic destination, reviewed a year marked by the pandemic while rejoicing about the first steps of lifting the lockdown in the industry.

A little more than a year ago, as Tourisme Montréal celebrated its 100th anniversary, the city had a record touristic season with an affluence making it a top destination in North America. The necessary restrictions put in place by the authorities have deeply challenged the whole industry and forced to review the ways of doing our activities.

Tourisme Montréal focused on the Montrealers to become visitors in their own city with *Jump-start summer, Montréal is back, Let's play*. This trend continues this year, with campaigns toward Quebecers and Montrealers to make them discover an exotic island getaway where they can live a multitude of attractions, atmospheres, cultures, and different flavors in the four corners of the city.

The organization also unveiled its 2020 Annual Report, and it details how it continued to support and represent the Montréal touristic sector. Benefiting from the collaboration of the governments, Tourisme Montréal supported tourism with its numerous assistance programs and its useful resources for its members and partners. Being one of the major economic sectors in Quebec, the horizon of the crisis exit makes it possible to foresee the important role that the touristic environment will have on the relaunch.

"The tourism community has been shaken by the pandemic and I am proud to see how the Tourisme Montréal team has been able to accompany and support its members and partners," said Philippe Sureau, Chairman of the board of directors. "As an organization federating the tourism industry on its territory, Tourisme Montréal is involved in all discussions to advocate about this unique environment with policy makers." he ends.

"The tourism sector has been seriously affected by the pandemic and its support is an unmissable option in the economic relaunch of Montréal," mentioned Yves Lalumière, President and CEO of Tourisme Montréal. "Our members and partners are excited to welcome tourists from here and abroad again. With the adequate financial support, Montréal will retain its place as a top touristic destination in North America and will have an important impact on the economic relaunch of Quebec and its regions." adds Mr. Lalumière.

Changes also took place on the Tourisme Montréal board of directors with the end of mandate of Mr. Bertil Fabre, president of the board of directors of the AHGM. Mrs. Marie Pier Germain, Vice-President Marketing for Germain Hotels, joins the seasoned governance team.

"Tourisme Montréal is fortunate to be able to count on involved directors who make a difference in the governance of the organization. The whole team and I warmly thank Bertil Fabre for his work and welcome Marie Pier Germain who joins our big family!" said Mr. Lalumière.

To view the board of directors of Tourisme Montréal:
<https://apropos.mtl.org/en/organization/board-directors>

To view the 2020 Annual Report and Financial Statements: <https://toolkit.mtl.org/en/studies-reports-and-statistics>

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. The organization leads innovative tourist welcome strategies with a twofold objective: ensuring that visitors enjoy a quality experience and maximizing the economic benefits of tourism while being mindful of their long-term impact on the city. Uniting nearly 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.

- 30 -

SOURCE Tourisme Montréal

For further information:

Francis Bouchard, Tourisme Montréal, 438-520-1210, fbouchard@mtl.org