

Tourisme Montréal and the Association hôtelière du Grand Montréal partner with GreenStep, an organization specialized in sustainable tourism certification

Montréal, May 6th, 2024 – True to their commitment to making sustainable development a priority, Tourisme Montréal and the Association hôtelière du Grand Montréal have joined GreenStep's Sustainable Tourism certification program. It is the only certification program for North American businesses and destinations recognized by the Global Sustainable Tourism Council.

As part of this initiative, Greenstep will first assess Tourisme Montréal's sustainability efforts as an organization, then assess Montréal as a tourism destination over the next few weeks. Montréal hotels and AHGM members will also be evaluated in order to measure and improve their sustainable development performance.

The assessment criteria will include responsible sourcing, visitor and resident engagement as well as diversity, equity and inclusion.

"Tourists are sensitive to and concerned about the environmental and social impacts of their vacation. So it was a natural step for Tourisme Montréal to work with Greenstep to become a certified destination and have third party authentication of our sustainable development initiatives. This is further proof of our leadership and commitment to promoting the harmonious co-existence of residents and visitors, all while guaranteeing travel experiences that respect the environment," said Yves Lalumière, President and CEO of Tourisme Montréal.

"Sustainable development has become a must for hotels. It's important that we remain aligned with our destination and pool our efforts to improve our sustainable development practices and help reduce our environmental impact. This partnership with Greenstep will allow us to speed up our initiatives and establish an action plan with our hotel members," said Éric Hamel, Interim President and CEO of the AHGM.

"I am thrilled to see Tourisme Montréal taking a significant step forward by pursuing GreenStep Sustainable Tourism Certification for this treasured Canadian destination. By going through a rigorous process to measure their performance **at an organization and destination level** based on globally recognized best practices, Tourism Montréal will continue to create a more resilient, regenerative, and sustainable visitor economy, which will benefit the community, visitors, and the planet. The Association hôtelière du Grand Montréal will also contribute significantly to the sustainability of the destination, by partnering with GreenStep to bring our Sustainable Tourism Certification programs to Montréal hoteliers. Bravo to Montréal and thank you for putting your trust in GreenStep," said Angela Nagy, CEO of GreenStep.

Greenstep's in-depth and practical certification process ensures that sustainability practices followed by organizations and destinations are verified by a qualified evaluator. Once they have been certified, both will see enhanced credibility in their commitment to sustainable development. The results of these evaluations will be submitted over the course of the year.

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 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.

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