

## **Tourisme Montréal Deploys the Promise for a Sustainable Stay Throughout the City's Most Iconic Locations**

**Montréal, August 2nd, 2023** – In an effort to raise visitors' awareness about sustainable practices during their stay, Tourisme Montréal deployed its Promise for a sustainable stay in various welcome offices and attractions of the city. Targeted at both tourists and residents, the visual campaign aims to generate a positive impact on the Montréal community and its environment by encouraging tourists to develop a sustainable social culture and help make the city a better place.

According to Yves Lalumière, President and CEO of Tourisme Montréal, this initiative is part of its Sustainable Destination Policy. The Promise is also aligned with the expectations of visitors and the ecosystem that welcomes them: "The deployment of the Promise for a sustainable stay in Montréal's most iconic locations is a direct answer to the needs of our visitors who are increasingly concerned about generating a positive impact during their stay. In 2023, it is no longer true that travellers only want to enjoy a destination. They want to contribute to it and take part in leaving it in better condition than they found it. With this new campaign, we offer them support and potential solutions to achieve their goal."

Presented in digital display format with QR codes, the Promise for a sustainable stay is now rolled out in various strategic sites throughout the city. These include the Montréal Airport, the Old Montréal Tourist Welcome Office, the Gare d'autocars de Montréal, the Parc Jean-Drapeau and the Quartier des Spectacles. Several hotels as well as a variety of tourist sites and events will also display the awareness campaign, including the Montreal Museum of Fine Arts, the Festival Nuits d'Afrique, Montréal complètement cirque, the PHI Centre and the National Bank Open.

### **Include Visitors in Sustainability Efforts**

Montréal will welcome a total of 9.5 million visitors this year, most of them during the summer period, to enjoy the many festivals and attractions offered during the warm season. First destination in North America and third in the world according to the Global Destination Sustainability Index, the city places eco-responsibility at the heart of its tourism DNA. Tourisme Montréal's strategic vision therefore taps on the integration of these millions of tourists into local dynamics in an attempt to make the destination more harmonious from a social and environmental point of view. For example, the organization launched last April two directories designed to help corporate event organizers looking to leave a positive impact on the city through donation opportunities, recycling and reuse options as well as volunteering activities. Tourisme Montréal also became a member of the prestigious World Sustainable Tourism Council in March, confirming its strategic role among international leaders in sustainable tourism. Montréal visitors are also invited to offset their greenhouse gas (GHG) emissions using a carbon footprint calculator, which has been available on the Tourisme Montréal website for almost a 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. 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](http://www.mtl.org).

-30-

**For media inquiries:**

**Aurélie de Blois**

Conseillère aux communications, relations publiques et médias

Corporate communications, public and media relations

514 918-5290

[adeblois@mtl.org](mailto:adeblois@mtl.org)