

## Tourisme Montréal introduces its new Board of Directors

**Montréal, June 3, 2019** – Tourisme Montréal announced the members of its new Board of Directors at its Annual General Assembly this morning. The chair of the board is still Philippe Sureau, a tourism expert who helped with the start-up and development of several of the companies that would eventually become Transat in 1987. He primarily worked in marketing, sales, strategy and external relations before being appointed Air Transat's president and CEO, a position he held from 1987 to 2001.

"Tourisme Montréal is backed by a strong senior management team. I would like to thank my fellow board members for their exceptional leadership and insights on how to address the city's key tourism issues. Their commitment to the industry, which is important to the entire province's economy, is truly commendable," said Mr. Sureau. "Furthermore, the entire Board of Directors applauds the outstanding work of Tourisme Montréal's president and CEO, Yves Lalumière, and all of the organization's employees."

Tourisme Montréal's Board of Directors now includes the following individuals (in alphabetical order):

- Myriam Achard, Director, Chief, New Media Partnerships and PR, Phi Centre
- Marie-Eve Brunet, General Manager, Fédération québécoise des organismes communautaires famille
- Lucie Chabot, Corporate Director
- Bertil Fabre, General Manager, Le Centre Sheraton Montréal
- Claude Gilbert, President, Gilbert Stratégies Inc.
- Yves Lalumière, President and CEO, Tourisme Montréal
- Nathalie Maillé, General Manager, Conseil des arts de Montréal
- Johanne Marcotte, Vice-President, Operations, Shopping Centres, Ivanhoé Cambridge
- Robert Mercure, President and CEO, Société du Palais des Congrès de Montréal
- Marie-Josée Neveu, Lawyer and Partner, Fasken
- Andy Nulman, Corporate Director
- Eve Paré, President and CEO, Hotel Association of Greater Montréal
- Jean-François Pouliot, General Manager, Omni Mont-Royal
- Philippe Sureau, Cofounder of Transat A.T. and Corporate Director
- Robert Trudeau, Senior Director, Global Corporate Sales and Quebec Market, Air Canada

Tourisme Montréal also highlighted its 100th anniversary during the AGM. The organization was founded on October 8, 1919, by the Automobile Club of Canada with support from a handful of key players in the local economy, including the Ritz-Carlton, where the event was held today. Since then, Tourisme Montréal has played a key role in the city's development. After being the Paris of the New World in the 1930s and the host of Expo 67 and the 1976 Summer Olympic Games, Montréal is now a massive playground filled with innovative attractions. But the one thing that hasn't changed is that the city continues to appeal to tourists from around the world.

"In 2018, we welcomed 11 million tourists who generated \$4.5 billion in tourist spending. 100 years is a real accomplishment! We're proud of our history and our success in positioning Montréal as a leading international destination," said Yves Lalumière, President and CEO of Tourisme Montréal.

**About Tourisme Montréal**

Established in 1919, Tourisme Montréal is a 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. Uniting more than 900 tourism professionals, 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. This year, Tourisme Montréal is celebrating its 100th anniversary. For more information, visit [www.mtl.org](http://www.mtl.org).

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