



BIENVENUE TO QUÉBEC CITY





PRESENTATION CONTENT

- About Québec - The cruise destination
 - Itinerary
 - Economic Impact
 - Pax overview (1986-Now)
- Context – Growth
- First Nation - Guest experience
- Cruise an opportunity
- First Nation – A key for the regional tourism



QUEBEC CITY

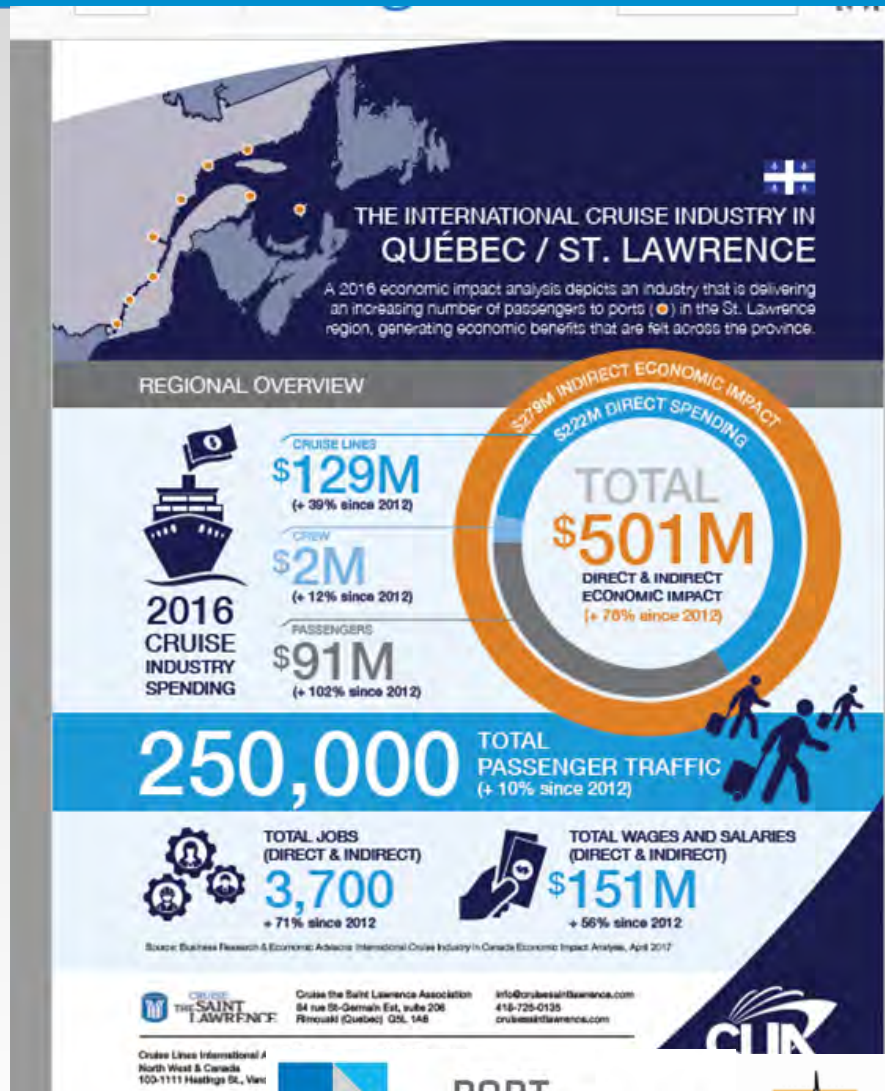
- UNESCO World Heritage Site
- The cradle of French civilization in North America
- Amazing landscape and city proximity
- Deep water port open year-round



CRUISE CANADA NEW ENGLAND ITINERARY



ECONOMIC IMPACT (BREA STUDY 2016)

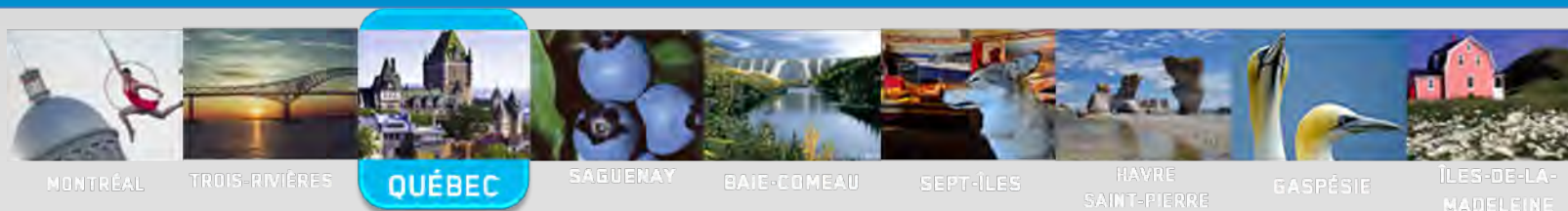


PORT QUÉBEC

Québec
Office du tourisme de Québec

VILLE DE QUÉBEC
l'accent d'Amérique

CRUISE IN NUMBERS

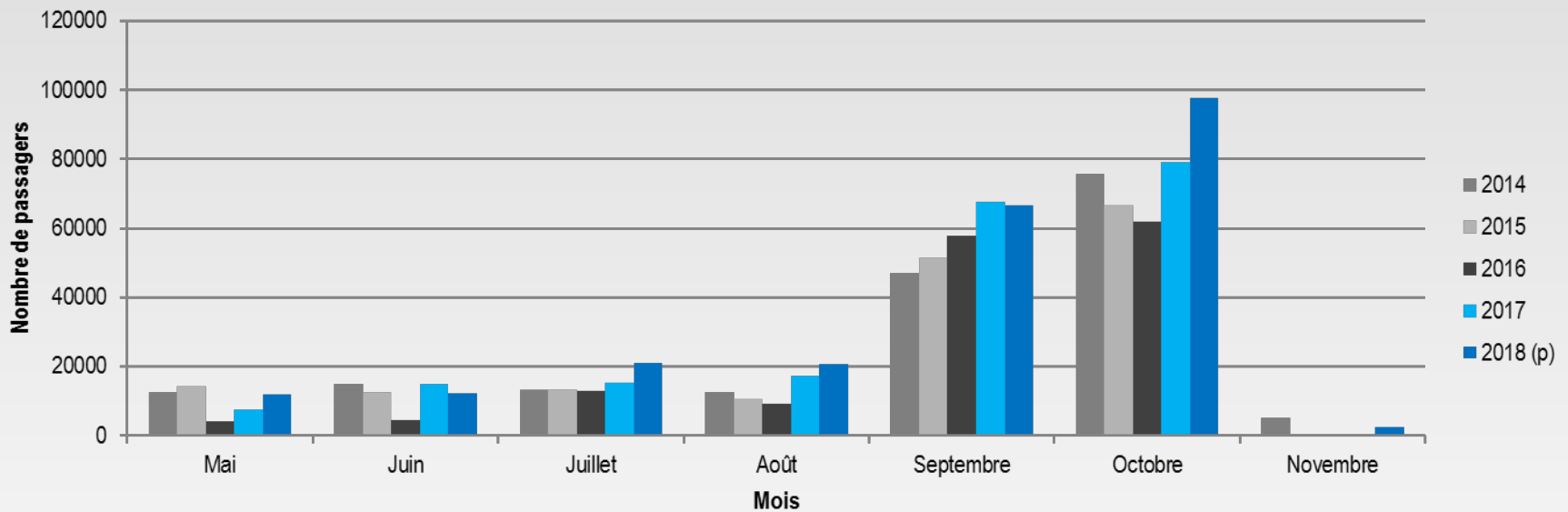


Year	METRICS						OPERATIONAL METRICS							
	TOTAL PASSAGERS	INDICE CHAÎNE	TOTAL CRUISE PASSENGERS	TOTAL CREW	PORT OF CALL PASSENGERS	TURN	TOTAL PASSAGERS - JOUR	OPÉRATIONAL HOURS	OPÉRATION & DAYS DIFF	NBR NUITÉES	NBR CRUISE LINES	NBR DE CRUISE SHIPS	MULTI SHIP-DAYS	MAX CRUISE-RISTES / JOUR
2013	164 159	+1,8%	122 703	41 456	71 391	51 312	-	1 875	-	43	19	23	-	-
2014	180 836	+10,2%	134 601	46 235	71 381	63 220	290 717	2 527	102	57	22	26	36	13 430
2015	168 620	-7,0%	122 613	46 007	75 995	46 636	262 167	2 406	103	51	24	29	37	11 674
2016	150 232	-10,9%	108 928	41 304	76 729	32 649	213 479	1 782	81	41	24	27	33	9 254
2017	202 081	+34,5%	145 860	56 500	103 991	41 869	285 672	2 304	102	49	25	34	38	12 734
2018 (P)	232 242	+15,1%	168 093	64 149	103 214	60 293	327 198	2 679	109	46	26	38	49	15 120

Opérations	SHIPS PER YEAR												
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
Turn Around	5	8	11	10	12	17	25	17	12	14	14	18	
Port of Call	79	68	64	65	90	86	85	105	90	117	142	133	
Total	84	76	75	75	102	103	109	122	102	131	156	151	



NUMBER OF PASSENGERS PER MONTH

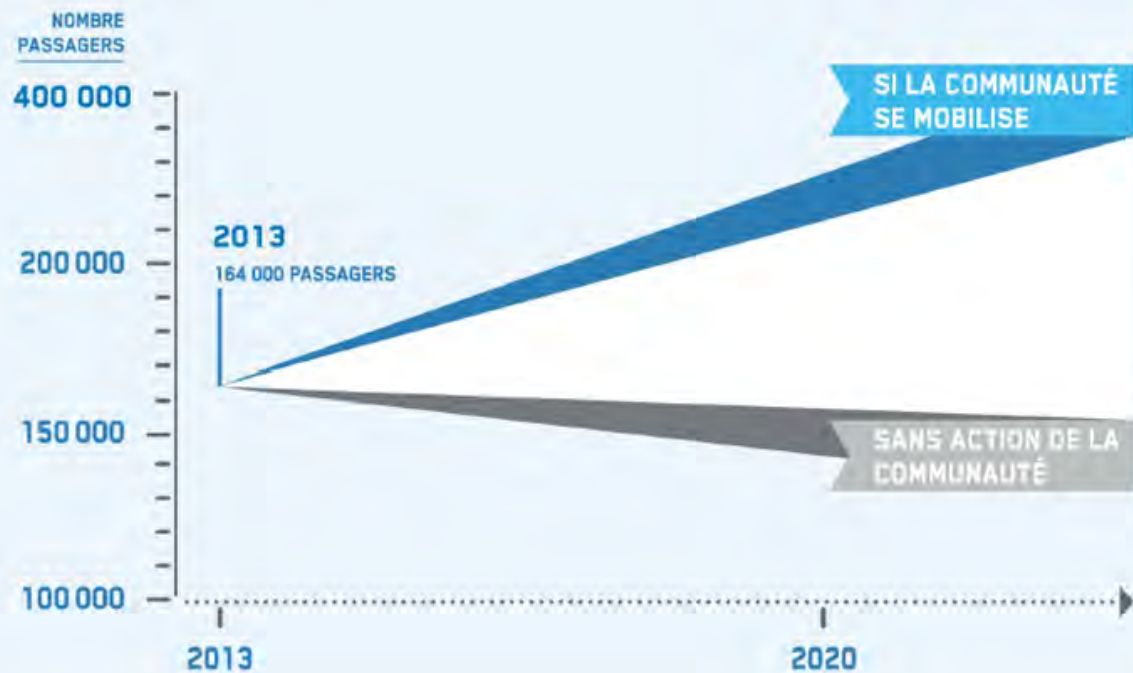


FORUM : THE TURNING POINT



400 000 THE OBJECTIVE

5 DES ENJEUX STRATÉGIQUES POUR L'AVENIR



FIRST NATION A FOCUS IN THE ST-LAWRENCE CRUISE EXPERIENCE

- 9 Ports
- Gaspé
- Havre-St-Pierre
- Sept-Iles
- Baie Comeau
- Saguenay



GASPÉSIE



GESPEG : MICMAC SITE



HAVRE-SAINT-PIERRE

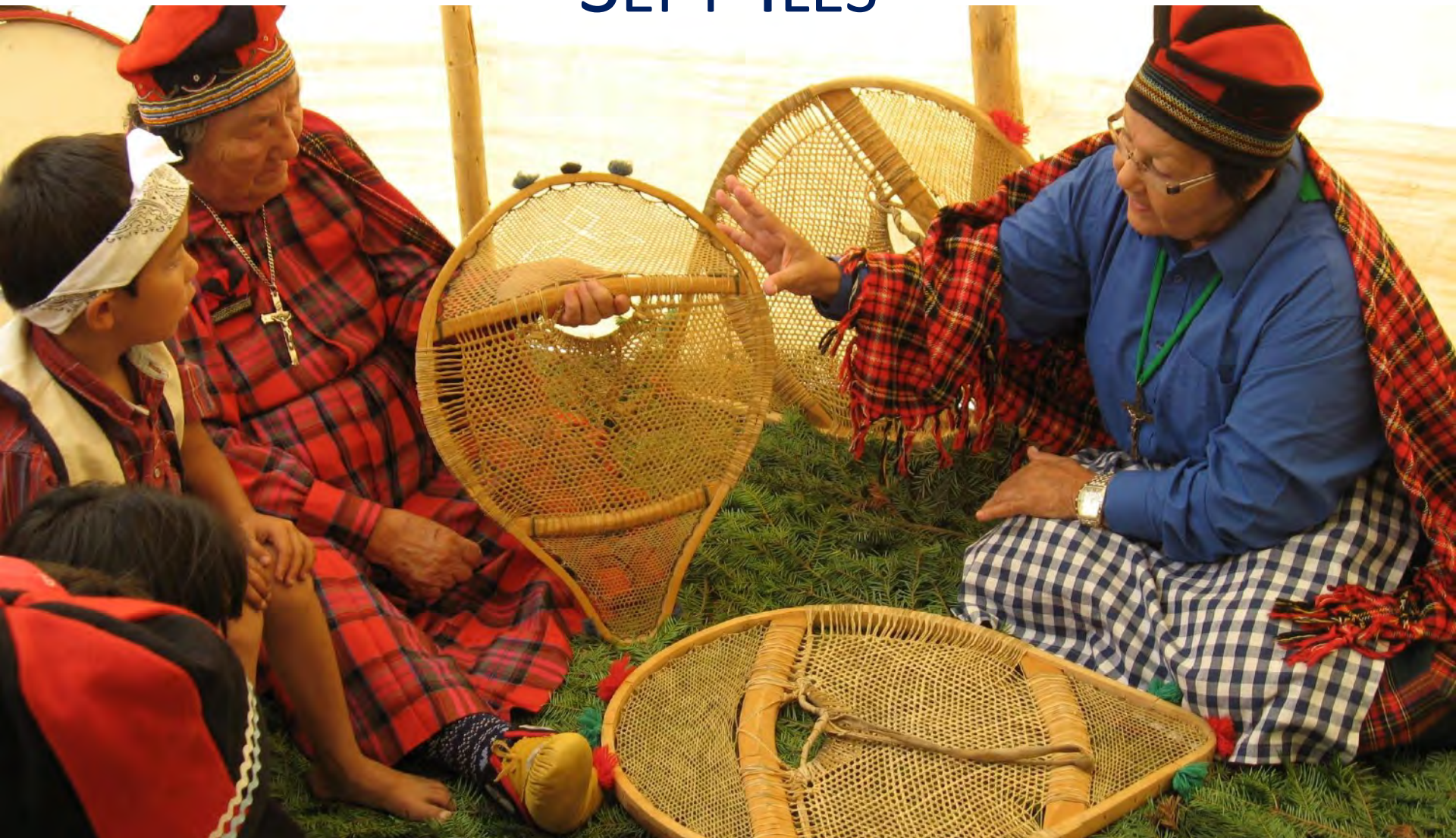




**HOUSE OF INNU
D'EKUANITSHIT
CULTURE**



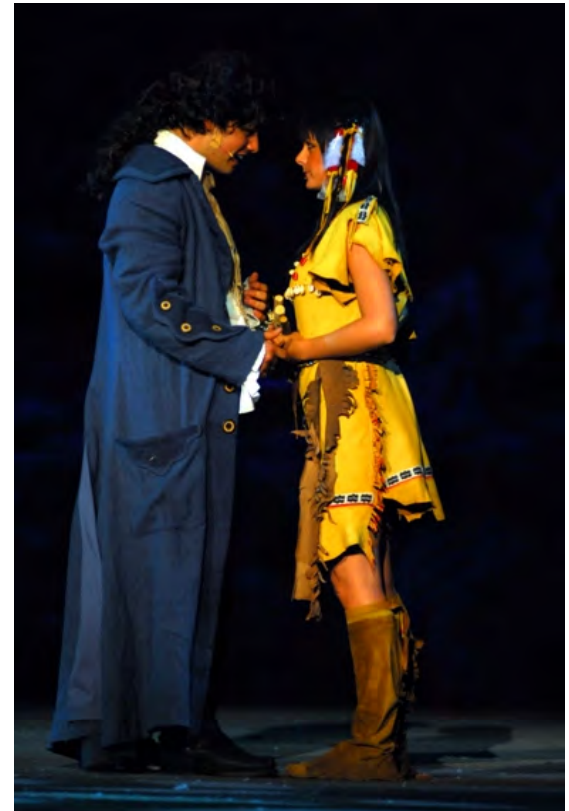
SEPT-ÎLES





OTHER INITIATIVES BAIE-COMEAU / SAGUENAY

- Parc nature des Pointe aux Outardes
- Fabuleuse histoire d'un Royaume



TOURIST ATTRACTIONS/ INTERACTIVNESS

- Cruise Line Focus
- Differentiation
- Demographics
- Europeans



COLLABORATION RESULTS



Best Canadian port



Top Cruise Destination
in the U.S. & Canada



Best Destination Experience



Top city in Canada









QUEBEC CITY - FIRST NATION WELCOME



QUÉBEC CITY TOURISM

1970 - Québec Urban Community (CUQ) was the tourism authority

1986 - Recognized as regional tourism association for Québec City and Area, including the regional county municipalities

2002 - Integrated department of the City of Québec

Guide and lead tourism industry growth



PORT
QUÉBEC



TOURISM IN THE REGION OF QUÉBEC

- Just over 4.4 million tourists per year (2016), including over 0.8 million from 75 countries outside Canada
- \$1.32 billion in annual tourism spending (2016)



WENDAKE – A MUST SEE IN THE REGION

- Maturity of the product (ex. Hotel – 10th anniversary)
- High standard of quality (welcome, activities, gastronomy...)
- Mix of culture, history, nature
- Proximity from downtown
- Potential for luxury, winter and expedition cruise pax



PORT
QUÉBEC



Office du tourisme de Québec



Promotion - Multiplying the efforts to hots :

- Tour Operators
- Travel agents
- Journalists, bloggers, influencers
- Decision makers (ex. Cruise lines)

Events :

- Meetings of the Chefs (11 nations represented)
- Wendake International Pow Wow
- KWE! Meet with Indigenous Peoples



PORT
QUÉBEC



INTERNATIONAL MEDIA COVERAGE



Travel Pulse, One of the reasons why Holland America passengers rank Quebec City tops globally.



Cruise Critic, Don't Miss - Things to Do in Quebec City Cruise Port



GROWTH OF THE INDUSTRY - A COMMON GOAL

Numbers still increasing

High potential market

High potential product

Guests looking for authentic, moving
experiences

Teams in place... Collaborative - Dedicated -
Passionate and Proud!



Önenh!

