

MONTREAL TOURISM INDUSTRY STEADILY GROWING



Passenger traffic at the Montreal airport and hotel occupancy at the Grand Montreal are on the increase this year, compared to the same period in 2014. The success of major events and festivals, as well as the popularity of Montreal tourism attractions contributed to these positive results, announced the local tourist board.

“Montreal is finding its place in the sun among the largest urban tourist destinations of the world. After the spring season that has surpassed our expectations, the summer season has been particularly favorable as well. Montreal pulls out of the game thanks to its creativity and an exceptional collaboration of the tourism industry professionals,” said Yves Lalumiere, CEO of Montreal Tourism.

The average occupancy rate was 85.7% for hotels of Grand Montreal between June and September, according to the Hotel Association of Grand Montreal. The average price for a night has increased by 4.9% and revenues by 8.7% compared to the same period in 2014. The excellent performance in the business and sport fields, have favored Montreal tourism economy. The city has hosted five major conventions, such as those of the American Association for Justice and the ASME International Gas Turbine Institute, which generated the coming of over 6,000 participants. The city also hosted several some major sport events like the 2015 FIFA World Cup for Senior Women, attracting an international audience.

Cultural tourism continues to grow with an overall increase of about 8%. The Rodin exhibition presented at the Montreal Museum of Fine Arts welcomed over 200,000 visitors, and about 124,000 people came to admire the works of David Altmejd and Jon Rafman at the Contemporary Art Museum. The McCord Museum welcomed, in turn, more than 50,000 visitors on the occasion of the exhibition Horst: Photographer of Elegance. The Pointe-à-Callière Museum, Museum of Archaeology and History of Montreal, meanwhile, is a great success for its international exhibition The Aztecs, People of the Sun.

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