

MONTREAL'S TOURISM RECOVERY EXCEEDS ALL FORECASTS



visitors.

Merchants in Old Montreal have patiently endured travel restrictions in recent years but are now thrilled to see a significant influx of tourists this summer. Montreal's tourism recovery is so robust that Tourisme Montréal spokesperson, Aurélie de Blois, believes the total visitors' forecast of 9.5 million in 2023 will be exceeded. She predicts that Montreal may welcome 10 million

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American and European tourists are making a grand comeback to the city. Montreal will welcome two million Americans and 500,000 French visitors in 2023.

Despite inflation, many Quebecers have chosen to vacation within the province, resulting in the ongoing effects of local tourism.

Tourists coming out of the city center

Tourists are no longer exclusively concentrated in downtown and Old Montreal. Instead, an increasing number of tourists are exploring other boroughs. This shift in tourist activity is beneficial for Tourisme Montréal. This organization aims to promote other city areas while alleviating pressure on the Ville-Marie borough. The ultimate goal is to encourage harmonious coexistence between residents and visitors.

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