

PRESS RELEASE

Old Montréal Examines Local Tourism

Montréal, November 16, 2015 - SDC Vieux-Montréal is pleased to announce the third edition of Avenir Vieux-Montréal, a conference on the future of Old Montréal held in partnership with the Ville-Marie borough. The event will take place on November 17th from 8:30 a.m. to 5 p.m. at Centre PHI, which is located at 407 Saint-Pierre Street, in Montréal. This year, 12 speakers and panel members will come together to lead the discussions, which will focus on tourism.

Some of the district's successes from the past decade include increasing its tourism numbers and diversifying its clientele. With major events coming up in Montréal, including the city's 375th anniversary celebrations, now is the time for a collective brainstorm on the tourism industry so that the Old Montreal community can better understand it and make a concerted effort to capitalize on its potential.

An in-depth exploration

Paul Arsenault, who holds the Transat Tourism Chair at ESG UQÀM, and Jacques Pelletier, statistician and Chairman of the Board at L'Observateur, will each share their views of tourism in general as well as key tourism figures for Montreal and its historic district. The second half of the event will start with Tourisme Montréal's Michel Bourdon, Vice-President, Sales and Convention Services, and Patrizia Dri, Director of Media, Leisure Market and Member Services, who will shed light on the different tourist clienteles, their needs and the various business opportunities that apply to each segment.

The final portion of the conference will be dedicated to the role that communications strategies play in enhancing a destination's vitality and attractiveness, particularly in the era of the selfie. Members of the second discussion panel will highlight some proven promotional practices from different fields, ranging from special events to content strategies and social media.

Big name panellists

This year's lineup of speakers includes Dyan Solomon, Chef and Owner of Olive et Gourmando, Pascal Lefebvre, Co-Founder and President and CEO of Piknic Élektronik and Igloofest, François Lacoursière, Executive Vice-President and Senior Partner at Sid Lee, and Dimitri Antonopoulos, Vice-President Marketing and Hotel & Restaurant Development at Groupe Antonopoulos.

Our partners

SDC Vieux-Montréal and MTL en Histoires teamed up to make the networking lunch an opportunity for attendees to know more about the MTL en Histoires application, launched last summer. In the evening, the closing cocktail's divertissement will be provided by Cirque Éloize.

About Avenir Vieux-Montréal

Initiated in 2013 by SDC Vieux-Montréal, the Old Montréal business development corporation, the Avenir Vieux-Montréal (The Future of Old Montréal) conference aims to bring together partners and influencers who have a stake in the old quarter's economic development. The main goal of the conference is to encourage dialogue on important issues and implement promising projects to promote Old Montréal. This event also brings together the quarter's business people, retailers, workers and residents, all of whom are deeply interested in what is happening in their neighbourhood.

About SDC Vieux-Montréal

The chief mandate of SDC Vieux-Montréal consists in promoting and encouraging Old Montréal's economic development. The organization also aims to bring together all of its members (who are now more than 2,000) and set up a unified business unit. This principle is what led to the creation of Avenir Vieux-Montréal two years ago. SDC Vieux-Montréal is duty-bound to work tirelessly on sharing ideas, addressing current issues as a group, finding realistic solutions and setting up a living and working environment where good neighbourly relations are the order of the day. The more people participate in SDC Vieux-Montréal, the more influence the group will have.

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For more information, please contact:

Fannie Pratte
Manager, Communication + Marketing
SDC Vieux-Montréal
514-732-8685
fpratte@sdcvieuxmontreal.com