

## Significant facts

- The welcome network of the Côte-Nord recorded visitor traffic at 100,118 from May 1<sup>st</sup> to September 30<sup>th</sup>, 2016, an increase of 8% compared to 92,884 visitors in 2015. Among the 21 tourist welcome and information centres, 14 of them noted an increase in their visitor traffic.
- The contest “Entre Nature et Démesure” attracted interest, with more than 30,000 visits to the contest website, more than 8,000 entries to the first phase, more than 6,000 selfies taken with the Tourisme Côte-Nord logo, more than 10,000 votes and 800 shares.
- Our main market is the province of Quebec, with 68% of the visitors. The European market comes in second with 19%.
- 71% of the visitors to the Côte-Nord chose the destination for the omnipresence of natural attractions: the landscapes, the fjord, the archipelagos, the beaches, and the sea. 13% came for the cultural attractions: museums and interpretation centres, industrial visits, regional products and gastronomy, aboriginal culture and religious heritage.
- Following a survey that was sent to all members of the Côte-Nord, in which 56 businesses participated, 73% of them reported increased visitor traffic in 2016.
- According to the results of this member survey, income for the months of June (48%), July (59%), August (61%) and September (43%) had increased for the majority of the respondents.
- These businesses, across all sectors, welcomed a total of 442,577 visitors during the period of May 1<sup>st</sup> to September 30<sup>th</sup>, 2016. Among them, the attractions most frequented by the visitors were the establishments of Parks Canada (17%), the cultural and heritage sites (14%), outdoor activities (16%), as well as sea excursions and whale-watching tours (7%).
- 14,551 French language tourist guides of the Côte-Nord and 4,608 English copies were delivered to the welcome centres for distribution. There were 4,233 requests made by e-mail and telephone for the French version of the tourist guide and 1,153 requests for the English version. International requests totalled 157 for the French version and 139 for the English version of the guide.
- Visitor traffic for the campgrounds of the Côte-Nord increased in 2016, with an occupation rate of 65% compared to 60% in 2015.
- The average occupation rate in 2016 for the Côte-Nord was 49.7% compared to 50.1% last year, a slight decrease of 0.4%. This shows a certain degree of stability in comparison to previous years where the average occupation rate had declined by 3% in 2014 and 2015.
- The Facebook page of Tourisme Côte-Nord obtained 1,708 “Likes” between May 1<sup>st</sup> and September 30<sup>th</sup>, 2016. As for the Twitter account, 170 followers were added during the 2016 summer season. This is a slight decrease from 2015.

- Of the 100,118 visitors that frequented the welcome centres of the Côte-Nord, we estimate that 36,042 of them lengthened their stay after receiving information and that they also spent an additional 2.9 million dollars.
- For the period of January 1<sup>st</sup> to October 31<sup>st</sup> in 2015, 156,636 users visited the website [tourismecote-nord.com](http://tourismecote-nord.com) while in 2016 there is a slight decrease of 0.6%, with 155,729 visits to the site. The pages most visited, in order of popularity, are: the homepage, the activities and attraction section, followed by the accommodation section and in fourth position the contest page.
- The Baie-Saint-Catherine—Tadoussac ferry, linking Charlevoix to the Côte-Nord, was used by 1,005,133 passengers between May 1<sup>st</sup> and September 30<sup>th</sup>. Compared to 2015, this is an increase of 4%; which represents an additional 26,500 vehicles.



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