

Significant facts

- During the 2015 tourist season, the tourism centre network recorded **92,884 visitors** compared to 92,819 in 2014. This indicates stability.

The tourist welcome and information centres are being used less and less frequently by visitors, who prefer online information before or during their visit. Visitor traffic, of the Côte-Nord tourism centre network, has shown a decrease of 20% since 2003.

- We show a **slight decrease in visitor traffic during the month of July**, certainly due to adverse weather conditions¹. However, **all of the other summer months** showed an **increase** compared to 2014.

Over a 10 year period, visitor traffic to the tourist centres has been on the decline for July and August but remains stable during the beginning and the end of each season. All the same, we note an upswing since 2014.

- We estimate that **34,795** visitors potentially lengthened their stay by a few hours, a day or more, after using the services of the tourism centre network. This visitor retention on the territory of the Côte-Nord represents more than **\$2.8M in additional tourist expenditures**.

- During the summer season, the tourism centre network of the Côte-Nord distributed approximately **9020 French copies of the Official Tourist Guide Côte-Nord and 2300 English copies**. We also sent 3486 French guides and 1953 English guides to potential visitors interested by the region, of which 105 French and 427 English versions were for outside of Quebec. **41,040 Official Tourist Guide of the Côte-Nord were inserted into the newspapers**, La Haute-Côte-Nord, Le Manic, Le Nord-Côtier and Le Trait d'union du Nord of Fermont.



- Between May 1st and September 30th 2015, **the website of Tourism Côte-Nord received 130,173 hits**, which correspond to a 24% increase compared to the same period last year. 80% of these internet users consulted our website from the province of Quebec.

- **Since 2014, there has been an increase with all of our clientele, with the exception of a slight decrease in the European clientele (-2%).** The Quebec residents remain the most numerous: they represent 68% of the visitors this year.

The source of tourists on the Côte-Nord remains the same since the beginning of the year 2000, with approximately 70% being residents of Quebec and 30% from elsewhere. Manicouagan welcomes approximately 40% of the out-of-province visitors; most of which are travelling particularly to the Upper-North-Shore.

¹ TOURISME QUÉBEC, Note from July 2015

- The **contests** launched this summer were very successful. More than **500 persons** visited at least four museums, interpretation centres or heritage sites, in order to validate their “**passport culturel**”.

Thanks to the **collaboration of our members**, **976 survey coupons** were gathered for the “**baromètre touristique**”, which will allow us to better understand our visitors.

The contest “**Cet été, ne perdez pas le Nord!**”, that invited visitors to take a selfie with the **letters of the word “Côte-Nord”**, which were spread out across the territory, collected **more than 4,500 photos**, sent by close to **500 participants** for this contest.



- **68 % of the visitors** travelled to the Côte-Nord to take advantage of the **region’s natural sites and attractions**. In 2015, 17% of the visitors came for the cultural aspect of the Côte-Nord.

For the last 15 years, the main reason visitors travel to the Côte-Nord is for the wide-open spaces. Visitor interest in the cultural activities is on the rise (+7%) since 2011.

- **52% of the members**, who responded to the survey, noticed **an increase in their traffic** during the 2015 season compared to that of 2014.
- The **prices of accommodations** on the Côte-Nord are, on average, 30% lower than the Quebec average. Since 2000, as in the rest of the province, prices have increased regularly. In 2015, the average price for a night at a hotel on the Côte-Nord was \$109, compared to \$65 in 2000, while the rest of Quebec has gone from \$99 for a night in 2000, to \$141 in 2015.
- There are a growing number of campers on the Côte-Nord. 2014 was the best year in regards to campground attendance since 2000. **In 2015, the region’s 42 campgrounds welcomed 1,895 campers for 3,140 campsites, an occupation rate of 60%**. However, the occupation rate of the hotels is on the decline since 2012. A trend that remains to be confirmed in the upcoming years.

- The ferries used to access the Côte-Nord were very busy this summer: Baie-Saint-Catherine/Tadoussac saw an increase in traffic of 2.8%, Matane/Baie Comeau an increase of 20% and St.Barbe/Blanc-Sablon an increase of 3%.
- **The cruise ship industry saw an increase in requests of 68% in ten years.** This industry has a significant economic impact for the **Côte-Nord**: in fact the region has **four international cruise-ship ports of call, 3 of which are recognised by the government of Quebec and the “stratégie québécoise des croisières Internationales”**. In 2015, **15 cruise ships** docked in **Baie-Comeau**, **five** in **Sept-Iles** and **six** in **Havre-Saint-Pierre**. Tadoussac did not receive any ships this year.