



END OF SEASON REPORT SUMMER 2024

Historical Context

WINTER SEASON RECAP

Despite the low snowfall observed across the province of Quebec, the Côte-Nord region received enough for winter activities to take place. This situation led to an increase in attendance at activities related to the snowmobiling industry and confirms the need to prioritize actions in the development, structuring, and promotion of winter tourism in the region. Moreover, several tourism businesses have mobilized over the past year and developed a winter offering. Notably, many outfitters will be offering accommodations this year for snowmobilers and vacationers.

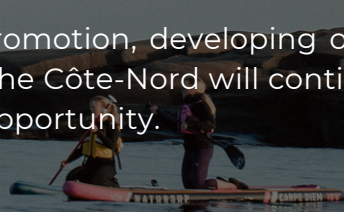
SUMMER SEASON RECAP

For the second consecutive year, we faced wildfires at the beginning of the tourist season. These were mainly concentrated in the Port-Cartier region and along Route 389, extending into Labrador. Visitors were understandably forced to cut short or even cancel their trips to the Côte-Nord. Drawing from our experience from last year, we were able to manage the situation and keep them informed in real-time about their options.

We also encountered strikes by the Société des traversiers du Québec, which limited or even completely halted their operations during the busiest period of the year (the construction holidays). The consequences of this service interruption were felt through a wave of cancellations in accommodations and tourist attractions across the territory.

Despite these events, the summer season was very good for the Côte-Nord. The percentage of occupied units saw a significant increase compared to last year, which was also a record year. On average, occupancy rates were 40% for Duplessis and 17% for Manicouagan (here we are talking about occupied units, not occupancy rates). The region has seen an increase in its accommodation offerings over the past year, and visitors have also traveled in greater numbers, resulting in these interesting outcomes that are well above the provincial average. It is also noteworthy that our visitors are traveling further into the territory, with the end of the road becoming the ultimate goal of the trip for many of them!

These results encourage us to continue our efforts in promotion, developing our offerings, and enhancing tourist hospitality. All signs suggest that the Côte-Nord will continue to shine in the coming years, so we must be ready to seize every opportunity.



TEAM MOVEMENTS

In recent months, the Tourisme Côte-Nord team has traveled across the entire territory, both for work and for pleasure. These movements allowed us to meet with our member businesses and partners, enhance our knowledge of the region, and create content for the organization's various platforms.

Alexe, Web Content and Social Media Manager

Tadoussac to Blanc-Sablon (4,740 km)

Dave, Project, Strategy, and Marketing Development Manager

Sacré-Cœur to Blanc-Sablon (4,668 km)

Étienne, Digital Marketing Strategist

Pessamit to Port-Cartier (685 km)

Gabrielle, Assistant Director and Communications (interim)

Sacré-Cœur to Sept-Îles, passing through Fermont (1,801 km)

Guy, Tourism Commissioner

Sept-Îles to Portneuf-sur-Mer (820 km)

Joannie, General Director

Tadoussac to Blanc-Sablon (4,190 km)

Marion, Administration and Reception Assistant

Sept-Îles to Havre-Saint-Pierre (438 km)

Pascale, Reception Coordinator

Tadoussac to Kegaska (5,896 km)

Vanessa, Member Advisor

Sept-Îles to Kegaska (836 km)



MEMBER SERVICES

NEW MEMBERSHIPS

Six new businesses have joined Tourisme Côte-Nord:

- Cœur Sauvage
- Argousiers Nordiques
- Motel du Rosier
- Authentikah Tour
- Festival des Macacains
- Auberge Coastal Waters

COMMUNICATIONS VIA THE NEWSLETTER

Twenty-eight newsletters were sent to members during the summer season. These covered various topics :

- Invitations to tourism-related events organized by different organizations.
- Available funding assistance programs.
- Surveys.
- Reminders about marketing credits for accommodations.

DEVELOPMENT AND STRUCTURING OF THE OFFERING

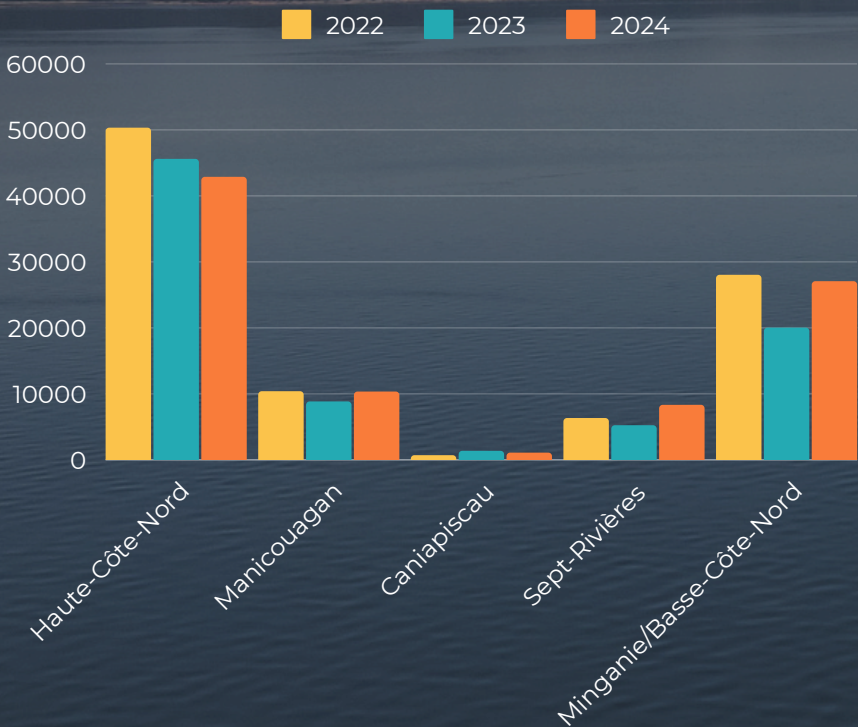
Several initiatives have been launched to develop and structure the Vanlife offering in the Côte-Nord :

- Collaboration with Arrêt Nuitée VR.
- To date, there are 15 alternative parking spots distributed across our territory.
- Signage for officially authorized free alternative parking locations by municipalities. Updated information for visitors and the addition of two new alternative parking spots in Longue-Rive and Blanc-Sablon.



TOURIST RECEPTION

TRAFFIC

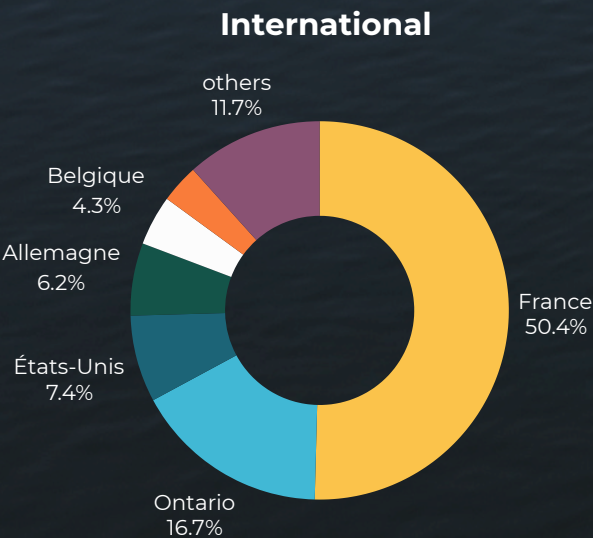
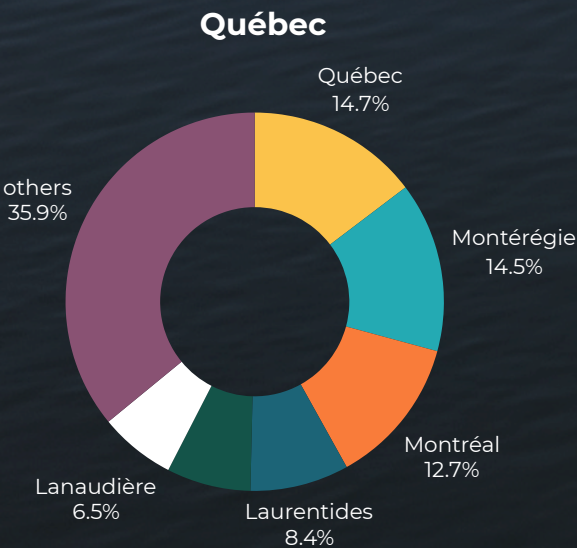


Compared to 2023, we noted an **25%** increase in regional traffic for the 2024 season.

2022	95 829
2023	81 127
2024	89 749

TOURIST ORIGIN

The Quebec clientele accounts for **82.5%** of visitors in 2024. Among international clientele, **50%** of visitors are French.



TOURIST RECEPTION

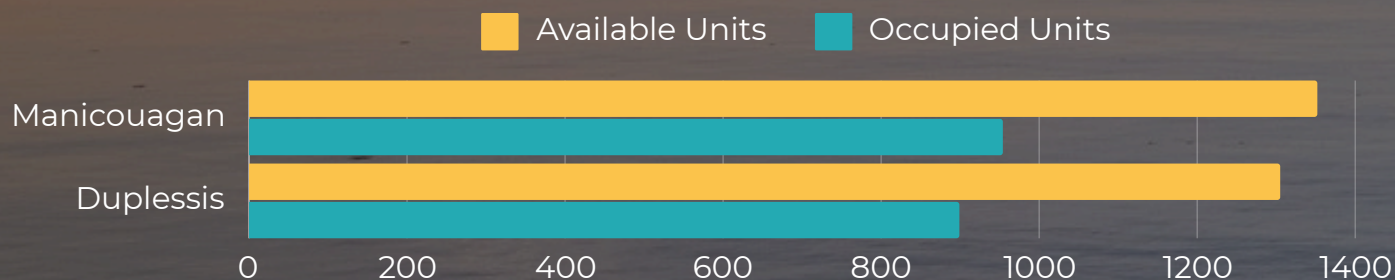
FIRST VISIT TO THE CÔTE-NORD



Just under half of the visitors in 2024 were not visiting the region for the first time.

ACCOMMODATIONS

From May to August, the average occupancy rate for 2024 is at **70%**. Compared to 2023, we see an increase of **4.2%** for Manicouagan and 9.1% for Duplessis.



*excluding campgrounds

WEBSITE

PAGES VIEWED

1. Contest "Discover Your Côte-Nord"
2. Home
3. Tourist Circuits
4. Accommodations
5. Contest for Côte-Nord Outfitters
6. Must-Sees
7. Camping – Where to Sleep
8. Whale Watching Packages
9. Fall Contest in Haute-Côte-Nord
10. Whale Watching Cruises

BLOG

During the summer season, 55 articles were written by team members and various contributors and published on the Tourisme Côte-Nord blog. Here are the most popular ones :

1. Le festival Innu Nikamu 2024
2. 6 Hikes to Discover on the Côte-Nord
3. 138 Activities and Attractions to Visit on the Côte-Nord (Updated 2024)
4. Discovering the Lesser-Known Villages of the Côte-Nord
5. The Road to Happiness

CONTESTS

Two contests were launched during the summer season: the "Expé 138" contest in collaboration with Manoir du Café and the "Fall Packages in Haute-Côte-Nord" contest in collaboration with several local businesses. The two contests that started last winter are still ongoing. For each, participation statistics are excellent

Expé 138 Contest

3 612 page views, 141 registrations

Fall Packages in Haute-Côte-Nord Contest

25 913 page views, 5 408 registrations

Discover your Côte-Nord

313 530 page views, 13 214 registrations

Côte-Nord Outfitters Contest

47 312 page views, 3 163 registration

SOCIAL MEDIA

Following the implementation of the new social media strategy, we have seen excellent results across various platforms. Several posts generated hundreds of “likes”, dozens of comments, and shares.



The Facebook page now has
64 917 followers (+1 085).

1 733 086 users reached.
34 163 interactions with the content.



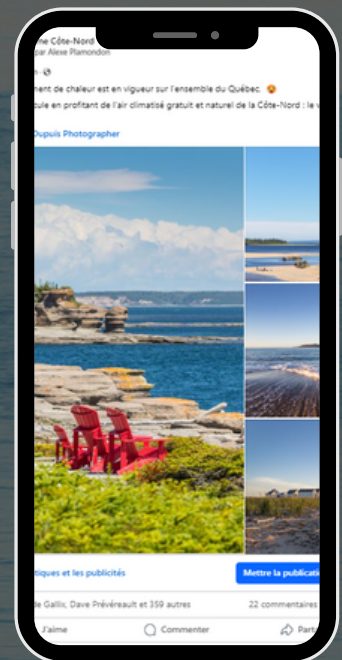
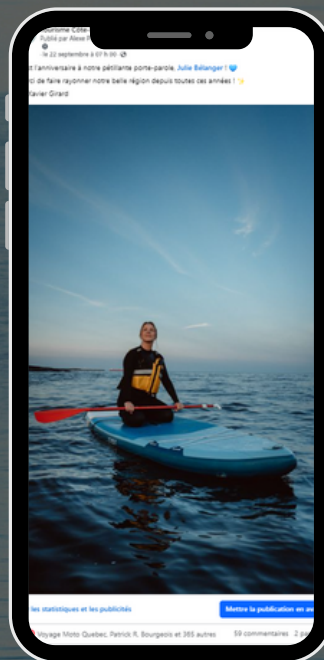
The Instagram page now has
20 413 followers (+2 105).



The TikTok page now has
1 941 followers (+706).



The LinkedIn page now has
958 followers (+108).



TOURS AND FILMING

MÉDIA TOURS

Ten press tours have been planned to showcase the territory from Tadoussac to Blanc-Sablon, passing through Fermont and Anticosti.

Tommy Dion, Journalist

Gourmet Tourisme, Sept-Îles and Port-Cartier

Nomade Magasine, Content Creator

Outdoor/Adventure Tourism, Tadoussac to Havre-St-Pierre

Au Québ, Content Creator

Indigenous Tourism, Baie-Comeau to Sept-Îles

Vie de parents, Blog

Family Tourism, Tadoussac to Havre-Saint-Pierre

Le temps d'un Week-End, European Content Creator

Slow Tourism, Tadoussac to Sept-Îles

Jeanne Map, Content Creator

Collaboration with AITQ, Bella Desgagnés

Other content creators who visited the Côte-Nord include Moi, mes souliers, the Hembise Family, Ma Banlieue, and Moto Phil. While on the Expédition 51 circuit, the content creator Moi, mes souliers had to turn back due to wildfires in Labrador.

FILMING

In addition to the filming of the upcoming destination campaign, three shoots took place in the territory this summer, spanning Tadoussac/Sacré-Cœur, Blanc-Sablon, and Fermont.

Sébastien St-Jean

Capturing footage from Tadoussac to Kegaska to document the beaches, motorcycling, and the Provincial Fishing Games.

Québec à Vol d'oiseau (QVO)

A show highlighting salmon fishing at an outfitter in the Lower North Shore.

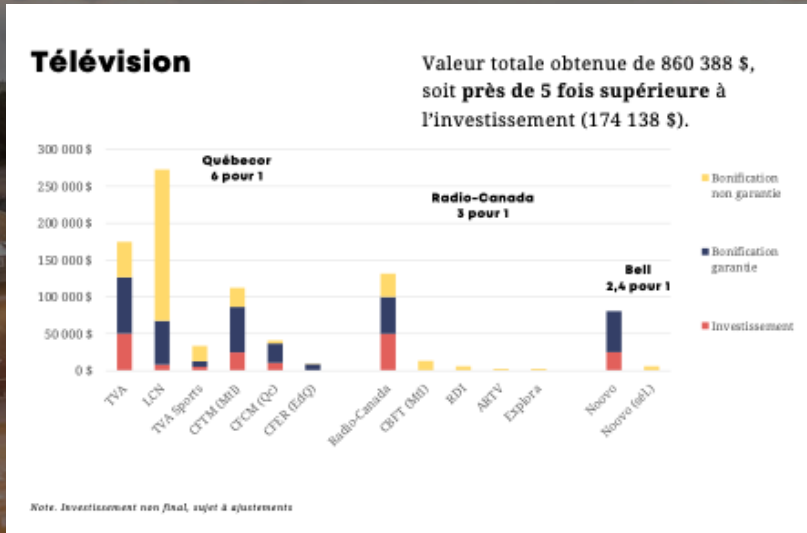
Chicks and Machines

A show that showcases women from the region engaged in motorized activities in unique locations, such as Fermont, Sept-Îles, and Baie-Comeau,

CAMPAIGNS

Discover your Côte-Nord

- Television



- **Digital**
 - Over 17 millions impressions
 - Over 200 mille clicks
 - Approximately 2 millions views of videos and clips.

COME SEE THE WHALES (VVLB)

- 22 016 outbound clicks from VVLB to the TCN website.
 - This data is available this year thanks to the mapping and configuration of all outbound clicks.
- Sessions on the TCN site from VVLB (GA4) :
 - 2024 : 16 049 sessions.
 - 2023 : 13 686 sessions.
 - Although the difference in sessions appears modest from one year to the next, it is actually an excellent result, especially considering the impact of the consent banner. For reference, organic traffic to the TCN site has decreased by **20%**.

QUÉBEC MARITIME



Since April 2024, our team, in collaboration with our associated businesses and partners, including the Alliance of the Quebec Tourism Industry, has hosted no less than 43 familiarization tours, including 9 group tours! We would like to thank the stakeholders in our regions for their time, dedication, and invaluable collaboration that led to the success of all these tours!

A Total of 43 tours

- 17 tour operator tours
- 26 media tours
- 122 representatives (French-speaking Europe, Canada, the United States, Germany, and the United Kingdom) came to tour our regions!

PROJECTS WE ARE PARTICULARLY PROUD OF

- Tour of the receptive operators from June 20 to 24 in Côte-Nord, to deepen their knowledge of the region and to learn about different programs and activities to offer to their FIT and group clients.
- Collaboration with The GATE to promote a road trip in Gaspésie, Bas-Saint-Laurent, and Côte-Nord last July.
- Hosting a group of 6 Canadian journalists in Côte-Nord and Bas-Saint-Laurent from September 28 to October 1, following a media event of Bonjour Québec in Toronto.

INOTABLE INTEREST IN...

- Wildlife observation
- Unique accommodations
- Local flavors
- Meetings with locals
- Postcard-worthy landscapes

AND AFTER?

- These tours are already yielding results, both from the tour operators and the journalists. Numerous reports and social media posts about our regions have been published as a result. We share the most recent articles monthly in L'Écho de l'industrie.
- Finally, we remind you that hosting tour operators and journalists by the Québec Maritime team aims to promote Bas-Saint-Laurent, Gaspésie, Côte-Nord, and îles de la Madeleine in markets outside Quebec, and that **these tours generate a high return on investment thanks to your invaluable collaboration!**

EXPEDITION 51



In winter 2024, Tourisme Côte-Nord and Destination Labrador hired a joint resource to promote the Expédition 51 circuit. Fernanda Romero, the coordinator for interprovincial tourism, had a busy first summer season.

Field Visit

In June, Fernanda and Randy Letto, the General Director of Destination Labrador, traveled a segment of Expédition 51, from Blanc-Sablon to Fermont. During this trip, she took the opportunity to capture images, visit tourist information offices, distribute tools, and meet partners.

New Tools

One of the priorities for this position was to create a bilingual map presenting the activities and tourist attractions of the Expédition 51 circuit. 12,000 copies have been printed and distributed in the tourist information offices along the circuit, with a digital version also available.

The design of the official Expédition 51 sticker has been revamped. It is distributed in the tourist information offices of the circuit, with two versions available for tourists undertaking this road trip.

A blog article has been published on the Tourisme Côte-Nord website to facilitate the planning of a 10-day stay between Baie-Comeau and Blanc-Sablon. It is already one of the most viewed articles on the website.

Media Familiarization Tours

Five media familiarization visits have been organized to showcase the circuit. International guests traveled a portion of Expédition 51, and an article was published in the Financial Times UK.

TOURISM DEVELOPMENT

Tourisme Côte-Nord has financially contributed to 11 tourism projects through the Regional Partnership Agreement and Digital Transformation in Tourism Program (EPRTNT).

ENTREPRISE	PROJET	DESCRIPTION
Centre de vacances Ferme 5 Étoiles	Interactive Nature Activities Kiosks	Installation of 2 interactive kiosks: one kiosk in the parking lot of Ferme 5 Étoiles and one kiosk on Anse de Roche Road.
Môtel ChantMartin	Ariane Kiosk	Expand and facilitate the offerings for customers while providing 24-hour service through the kiosk.
Anticosti Écotours	Construction and Operation of Accommodation	A 5-room accommodation will be built to offer lodging as part of dive packages on Anticosti Island. The packages highlight the island's underwater and natural heritage and its surroundings
Au Domaine en Forêt	Unique Accommodation	Two contemporary yurts for rent will be installed 10 minutes from Sept-Îles. The yurts will be equipped with a composting toilet, a wood stove, a small propane stove, and a mini fridge.
Les entreprises Caron et Desbiens Inc.	En Forêt	Offer accommodation in three luxurious domes along the Saint Lawrence River.
Municipalité de Tadoussac	Tadoussac Haute-Côte-Nord Stopover	To ensure the growth of activities and improve the quality of hospitality, new facilities are necessary. This involves redesigning the welcome area on the Tadoussac wharf to be practical and welcoming for disembarking cruise passengers and departing excursions to the village.
Les entreprises Musquaro inc	Les Hébergements Musquaro	Acquire housing units and carry out the necessary repairs and improvements to offer fully equipped accommodations. The developers will construct and operate fish smoking activities using traditional methods for commercialization purposes.
MRC de Caniapiscau	Creation of an indoor discovery and knowledge circuit of the screen wall	Create an interpretive circuit offering discoveries and information within the screen wall, an architectural symbol of the City of Fermont. This circuit will allow movement inside the screen wall via the pedestrian mall accessible 24/7, from City Hall to the eastern exit.
Grands Ducs Outfitters	Conversion of a building to offer a new experience	The welcome building will be converted to provide a renewed experience. This project is part of the development of a new recreational niche, focusing on the establishment of a daily family-oriented scientific activity.
Association Chasse et Pêche d'Aguanish	Addition and renovation of infrastructures at Canyon Traie de Scie	Rebuild and add wooden walkways along the trails, acquire boats, motors, and safety equipment. The walkways will enhance access to the area and protect the wildlife and flora along the trail. The new boats will provide an optimal experience.
Municipalité de Natashquan	Light on the Galets	The first phase will focus on lighting the buildings of the heritage site. The lighting will be adjustable based on tides or other environmental factors of the Galets area. The second phase will document episodes from the history of the buildings and the village. The third phase aims to establish the site as a venue for new cultural events related to cinema.



**ENTRE NATURE
ET DEMÉSURE !**

Tourisme Côte-Nord
312, avenue Brochu | Sept-Îles
734, rue de Puyjalon | Baie-Comeau