

Destination  **QUÉBEC** cité

l'accent  
d'Amérique



# Three-Year Sustainable 2022-2024 Tourism Action Plan





# Three-Year Sustainable Tourism Action Plan

## HELLO, KWE !

Québec City and the surrounding area have significant assets when it comes to positioning the region as a destination for responsible and sustainable tourism. First, the city was born out of a desire to settle on this small, strategic piece of land on the St. Lawrence River. The French and British empires used it as a gateway to America for commercial shipping during colonization.

It's home to one of UNESCO's finest World Heritage Sites: Old Québec. It's the only fortified city north of Mexico, and a protected heritage district that dates back to the 17th century. Québec City is home to the oldest educational institution for women and North America's first hospital north of Mexico, which continues to pursue its original mission to support health and well-being. The city is located on the traditional territory of the Huron-Wendat Nation, which is Canada's only Iroquois-speaking nation where the majority of members have French as a first language.

With 342 hectares of green space per 100,000 inhabitants, it's a giant outdoor playground for locals and visitors alike. The region and the entire province are powered by hydroelectricity, a renewable and competitive source of energy with comparatively limited environmental and climate impacts.

All these assets define who we are and dictate the path we must follow to preserve them for future generations.

Destination Québec cité (DQc) hopes its Sustainable Tourism Action Plan will do just that, by integrating the three pillars of sustainable development—people, planet, and profits—into regional tourism development.

The plan is a roadmap for making the Québec City region a North American leader in sustainable tourism and:

- > Improving quality of life for residents
- > Boosting the economic contribution of tourism businesses
- > Protecting the environment
- > Preserving our heritage
- > Optimizing the visitor experience

The Sustainable Tourism Action Plan echoes the United Nations sustainable development goals and aligns squarely with the five guidelines contained in the City of Québec's 2021-2026 Sustainable Development Strategy: social cohesion, holistic health, decarbonization, resilience, and transition.

## OUR COMMITMENTS :

- 1 Improve quality of life for residents**
- 2 Help businesses in the Québec City region transition to sustainable and responsible tourism**
- 3 Promote sustainable and responsible tourism products and initiatives in the Québec City region**
- 4 Make DQc a sustainable and responsible organization and workplace**





# 1 Improve quality of life for residents



	ACTIONS	GOALS	INDICATORS	YEARS
1.1	Grow the network of sustainable partnerships	Develop key regional and provincial partnerships in the tourism industry and education and economic sectors.	Number of partnerships created Number of projects developed	1 - 2 - 3
1.2	Develop projects to forge connections between locals and tourists	Promote the concept of “resident ambassadors” at the destination. Set up an advisory committee with young people ages 12 to 17.	Number of projects carried out	2 - 3
1.3	Document and help manage the flow of tourists across the Québec City region.	Evenly distribute visitors throughout the year and across the region.	Number of projects and studies carried out Tourist traffic and usage data	2 - 3
1.4	Facilitate sustainable mobility	Make sustainable transportation (cycling, public transit, shuttle buses) available to tourists.	Number of projects carried out Tourist traffic and usage data	2 - 3
1.5	Help preserve the Québec City region’s built, intangible, social, and natural heritage	Foster networking between key players in the region’s heritage sector (sharing information and expertise, developing joint projects).	Number of meetings held Number of projects and actions carried out	1 - 2 - 3

# 2 Help businesses in the Québec City region transition to responsible and sustainable tourism



	ACTIONS	GOALS	INDICATORS	YEARS
2.1	Implement responsible and sustainable criteria in DQc funding programs	Add responsible and sustainable criteria to DQc funding programs.	Number of projects funded	1 - 2 - 3
2.2	Provide training, workshops, and presentations for tourism businesses	Develop education tools for tourism businesses on responsible and sustainable tourism (training sessions, presentations, online videos, etc.).	Number of training sessions and presentations given Number of participating businesses	1 - 2 - 3
2.3	Help tourism businesses adopt responsible and sustainable business practices	Set up a customized support service.	Number of tourism businesses helped Number of audits or diagnostics funded	1 - 2 - 3
2.4	Integrate innovation into the shift to responsible and sustainable tourism	Develop and implement mechanisms to foster innovation by tourism businesses in partnership with emerging businesses.	Number of projects completed Number of businesses involved	1 - 2 - 3
2.5	Implement an engagement charter	Encourage tourism businesses to begin the shift towards responsible and sustainable tourism.	Number of tourism businesses that have signed on	3





## 3 Promote sustainable and responsible tourism products and initiatives in the Québec City region



	ACTIONS	GOALS	INDICATORS	YEARS
3.1	Integrate sustainable tourism on DQc's digital platforms for industry, consumers, and residents	Create a sustainable tourism webpage for the tourism industry. Develop dedicated communication tools.	Sustainable tourism page launched Amount of content published	1 - 2 - 3
3.2	Inform tourism businesses about the funding programs available to them	Use various communication channels (newsletters, website) to inform businesses about the sources of funding available to them.	Amount of content published	1 - 2 - 3
3.3	Promote responsible tourism products to consumers	Create and publish content on DQc's various platforms.	Amount of content published Number of sessions Number of page views	1 - 2 - 3
3.4	Create a calculator for tourists for their GHG emissions and carbon offsetting	Develop a calculator for GHG emissions and carbon offsetting. Make the calculator available to tourists and tourism businesses via the DQc website.	Number of users Total amount offset via Carbone Boréal	1 - 2 - 3
3.5	Promote sustainable mobility in the Québec City region	Promote sustainable mobility options on DQc's various platforms.	Number of publications	1 - 2 - 3

## 4 Make Destination Québec cité a sustainable and responsible organization and workplace



	ACTIONS	GOALS	INDICATORS	YEARS
4.1	Become the regional tourism association for all tourism businesses in the Québec City region	Support the entire tourism industry by developing a lineup of services that address the challenges and opportunities of tourism businesses.	Number of actions taken	1 - 2 - 3
4.2	Decrease DQc's environmental footprint	Establish an internal sustainable development policy for DQc.	Policy drafted and published Number of actions taken	1 - 2 - 3
4.3	Acquire expertise in responsible and sustainable tourism	Develop and optimize the lineup of responsible and sustainable tourism products and ensure continuous improvement. Promote responsible and sustainable tourism products.	Number of surveys conducted Number of respondents per survey Number of research projects completed	1 - 2 - 3

### IMPLEMENTATION

This inaugural sustainable tourism action plan addresses the entire tourism industry in the Québec City region. It will be implemented in collaboration with key partners in the Québec City region and the tourism industry, and across the province, including: the City of Québec, the RCMs of Côte-de-Beaupré, Île d'Orléans, Jacques-Cartier, and Portneuf, the Huron-Wendat Nation, Université Laval, the Port of Québec, Québec City Airport (YQB), Ministère du Tourisme, the province's tourism industry associations, Carbone Boréal, and Tourisme durable Québec.





québec<sup>cité</sup>

l'accent  
d'Amérique

[quebec-cite.com](http://quebec-cite.com)

Tél. : 418 641-6654

399, rue Saint-Joseph Est, Québec (Québec) Canada G1K 8E2

PHOTOS CREDITS

Steven D'Avignon, Guy Lessard, André-Olivier Lyra,  
Jeff Frenette Photography, François Gamache, Francis Gagnon,  
Marc Gignac, Audet Photo, Pierre-Nic Lessard,  
Francis Fontaine, Jasmin Brochu.

Québec 

Canada 