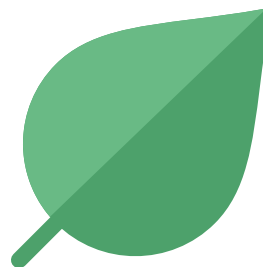Destination
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The Destination's Sustainable Tourism Action Plan 2022-2024

The Destination's Three-Year Sustainable Tourism Action Plan

HELLO, KWE!

The Québec City tourism region has undeniable potential to position itself as a responsible, sustainable tourist destination. Born of the St. Lawrence, Québec City was founded on the desire to settle this small, strategic spit of land. During colonization, it was the commercial gateway to America for the French and British Empires. It's home to the Historic District of Old Québec, a UNESCO World Heritage site and the only fortified city north of Mexico. The district holds a treasure trove of 17th-century colonial heritage. This includes the oldest educational institution for women and the first hospital founded in America north of Mexico, which continues to pursue its original social mission of lasting overall health. The city is located on the traditional territory of the Huron-Wendat Nation. Almost all of the Nation's members speak French as their mother tongue, making it the only francophone community in the Iroquoian language family in Québec and Canada.

With 342 hectares of green space per 100,000 inhabitants, it offers a unique playground for residents and visitors alike. Like the rest of the province, the region is powered by hydroelectricity, giving it access to a renewable and competitive form of energy whose impact on the environment and climate is very limited compared to other traditional sources of power generation.

Not only do these assets define who we are, they also dictate the path we must take to preserve this precious heritage for future generations.

With its sustainable tourism action plan, Destination Québec cité (DQc) aims to continue this legacy by promoting tourism in the region in line with the three pillars of sustainable development: economic, social, and environmental.

The aim is to make the Québec City region the leading destination for sustainable tourism in North America, by contributing to:

> **Residents' quality of life**
> **The economic benefits of the tourism sector**
> **Protecting the environment**
> **Preserving our heritage**
> **The visitor experience**

This sustainable tourism action plan aligns with the United Nations Sustainable Development Goals and the five orientations of Québec City's sustainable development strategy for 2021-2026: social cohesion, overall health, decarbonization, resilience, and transition.

Contribute to residents' quality of life

AXIS	INTERVENTION STRATEGY	OBJECTIVE	ACTION CODE	INDICATORS
1.1	Collaborate with residents to encourage living in harmony with tourists	Foster positive relationships between residents and tourists	**1.1.1** Develop a network for communication between parties so that residents become ambassadors (Resident Ambassadors)	Number of actions taken for residents
			1.1.2 Create and facilitate Destination Jeunesse	• Number of meetings held • Satisfaction rate
1.2	Ensure that visitors are spread out over time and across the Québec City region	Manage the flow of tourists to ensure balance throughout the seasons	**1.2.1** Set up a pilot project on managing and balancing the flow of tourists (tools)	Tourist flow and usage data
			1.2.2 Come up with a marketing strategy to balance the flow of tourists through the seasons	Percentage of target achieved for media plan
1.3	Contribute to Québec City's sustainable mobility initiatives	Encourage sustainable mobility for tourist travel	**1.3.1** Support the City's pedestrianization pilot project	Number of initiatives or actions supported
1.4	Establish a network of key partnerships that support the sector in developing projects and a shared vision	Promote networking in the region's heritage sector	**1.4.1** Create and manage a heritage tourism committee	• Number of meetings held • Approval rate

Help businesses in the Québec City region transition to responsible, sustainable tourism

AXIS	INTERVENTION STRATEGY	OBJECTIVE	ACTION CODE	INDICATORS
2.1	Integrate eco-conditionality into the industry's financial assistance programs	Integrate sustainable development conditions into support programs	**2.1.1** Include sustainable development criteria in the Québec City region's tourism industry support programs (PSITs)	Percentage of supported projects that meet the criteria
2.2	Help tourism businesses transition to responsible tourism	Foster a sense of responsibility that encourages companies to implement sustainable business practices	**2.2.1** Implement a program to support sustainable certification in the tourism industry (guidance and certification)	• Number of tourism businesses supported • Number of certified tourism businesses
			2.2.2 Mobilize various industry sectors to implement sustainable development practices (charter, training)	• Number of training sessions or conferences given or made available • Number of participating companies
			2.2.3 Develop tools to measure the social, economic, and environmental impact of tourism and events	Amount of data collected
2.3	Establish a network of key partnerships to promote environmental responsibility	Cultivate the destination's environmental responsibility	**2.3.1** Create and facilitate a committee to relay data and information to provide an evolving picture of the situation (sustainable tourism committee)	• Participation rate • Number of meetings held
2.4	Embrace innovation as part of the transition to responsible, sustainable tourism	Help companies transition to sustainability using innovative solutions	**2.4.1** Create a sustainable tourism innovation hub (MT Lab)	• Number of challenges initiated • Number of partnerships initiated

Encourage and promote responsible, sustainable tourism in the Québec City region

AXIS	INTERVENTION STRATEGY	OBJECTIVE	ACTION CODE	INDICATORS
3.1	Showcase the industry's sustainable tourism practices in DQc's promotional activities for various audiences	Raise audiences' awareness of responsible tourism practices	3.1.1 Make sure there are regular updates on the progress/implementation of the three-year action plan and provide a dashboard on the DQc website that tracks the destination's SD progress	Number of updates made to the page and dashboard
			3.1.2 Create and maintain a web page dedicated to sustainable tourism information for visitors and residents	Number of page views
			3.1.3 Promote best practices in sustainable tourism across the board through our content and promotional campaigns for target markets	Percentage of visibility given to the destination's sustainability in our promotional campaigns
3.2	Promote tools and resources to support local social, environmental, and economic causes and projects	Encourage visitors to support social, environmental, and economic projects and causes	3.2.1 Promote and encourage the use of the visitor carbon offset calculator on the DQc website	Number of calculator users (completed operations)
			3.2.2 Raise visitors' awareness of regenerative programs with social, environmental, and economic impacts	Number of programs shared
3.3	Offer, promote, and enhance sustainable mobility in the Québec City region	Foster changes in behaviour, namely opting for a sustainable mobility solution in the Québec City region	3.3.1 Make RTC transit accessible to visitors and special visitors free of charge	Number of cards used
			3.3.2 Promote soft mobility among visitors	Number of promotional actions
3.4	Highlight sustainable development in Destination communications	Create a collective narrative based on the industry's SD activities that aligns with the destination's DNA	3.4.1 Integrate the concept of sustainable tourism into all communication about the destination	Percentage of topics that include SD concepts in each of the destination's communications

Make DQc a responsible, sustainable organization and workplace

AXIS	INTERVENTION STRATEGY	OBJECTIVE	ACTION CODE	INDICATORS
4.1	Establish an internal culture of sustainable development	Encourage DQc employees and committees to adopt sustainable development practices	**4.1.1** Offer training and information on sustainable development to all DQc staff	• Number of sustainable development training sessions • Participation rate
			4.1.2 Highlight and share sustainability success stories within the organization	Number of content shares
4.2	Provide DQc with the tools it needs to assess the state of sustainable transition of the tourism industry in its area	Obtain an overview of the tourism industry in terms of sustainable development practices and their effects	**4.2.1** Adapt the SAM (member services) database to gather sustainable tourism information from our members	Amount of data collected
			4.2.2 Learn more about the effects of climate change in our region in order to take action in the tourism industry	• Amount of data collected • Number of actions put in place
4.3	Integrate governance and sustainable development practices within the organization	Set an example in terms of sustainable development	**4.3.1** Create an internal sustainable development policy and establish a working committee	Percentage of policy implemented
			4.3.2 Perform an internal and external audit and implement an action plan (e.g., organization and destination certification)	Number of SDGs achieved
4.4	Maintain an in-depth understanding of the industry and an effective action plan	Play a leadership role in responsible tourism in Québec	**4.4.1** Participate in training courses, symposia, etc., to maintain an in-depth understanding and obtain guidance on the actions to include in the three-year plan	Number of training activities
			4.4.2 Designate at least one internal resource dedicated to sustainable development	Number of internal resources trained

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