

Wallets on Wheels – The Tourism Perspective



Jean-François Pronovost – Vice-President, Development and Public Affairs

National Bike Summit • 28 mai 2018



CYCLING IN QUÉBEC — IN 2015 —

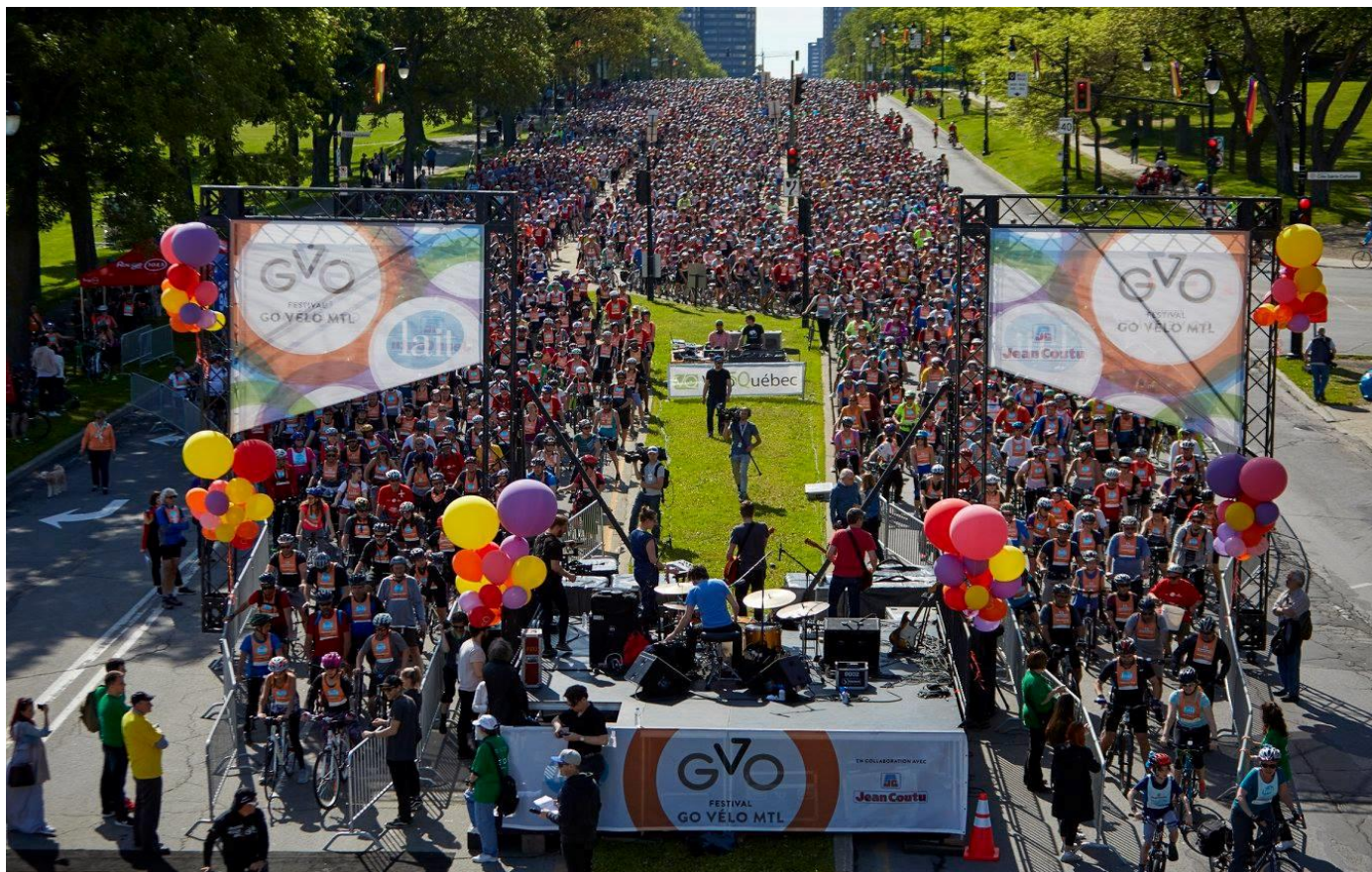


La Petite
Aventure 2016
Desjardins



Le Grand
Tour 2016
Desjardins





VÉLO QUÉBEC VOYAGES

LIBRE COMME L'AIR | 2016

70 DESTINATIONS

au Québec et à travers le monde

Le Grand Tour Desjardins

De concert avec la rivière des Outaouais

4 formules
de vacances



Les prix sont valides pendant 60 jours à compter du 10 décembre 2015 (voir page 67).

Titulaire d'un permis du Québec



IMPACT OF CYCLING ON QUÉBEC SOCIETY

ANNUAL SPENDING

\$1.2 BILLION

MARKET



\$500 MILLION

+

\$700 MILLION



TOURISM



\$150 MILLION/YEAR

for the Québec
government

DOMESTIC TOURISM

1.6 MILLION OVERNIGHT STAYS





And on a URBAN tourism perspective



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LIFE TRAVEL

TRAVEL

TRENDING Kanye West | Madonna | Kesha

In Montreal, a French-flavoured festival on bicycles: An iconic event for a bicycle-mad city

NP CALVIN WOODWARD, THE ASSOCIATED PRESS | March 31, 2016 9:38 AM ET
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This undated image provided by Velo Quebec shows bicyclists touring Montreal, Canada, as Didier Bertrand, Velo Quebec, via AP part of a bike festival that typically brings out 15,000 people for a night ride and 25,000 for the main event a few days later. This year's Tour la Nuit is June 3 and the Tour de l'île rolls Sunday, June 5.

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More spending (6% more)
Average of 675\$ per trip
More frequent trips
Plan to come back
Longer journeys
May until the end of September
Repeat business (2/3 from outside)



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[No, thanks.](#) ✕

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