

November 2022

# Tourism and culture

## Profile of the sector



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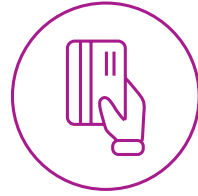
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# 01 Laval at the heart of a dynamic metropolis

## Greater Montreal



**4.3 million inhabitants** with a wealth of talent



Fast access to over **1.5 billion consumers**



**11 universities, 60 colleges and 200 research centres**



Transportation and logistics infrastructures: airport, port, railway lines, highway network



Operating costs among **the lowest** in major North American cities



Exceptional **quality of life**

# 02 Why should you choose Laval?

## **QUALITY OF LIFE**

An exceptional location

## **ACCESSIBILITY**

A strategic choice

## **WORKFORCE CAPABILITY**

A growing population and a qualified and diversified labour pool

## **ECONOMIC DIVERSITY**

Sustained growth

## **A DYNAMIC AND INNOVATIVE ECOSYSTEM**

Incubation hubs, innovative approaches and a dynamic knowledge environment

## **LAVAL ÉCONOMIQUE**

Offers financial programs (tax and financial incentives)

A group of solutions-based experts offering strategic support to businesses

# 02 Why should you choose Laval?

Laval, the capital of opportunity

**3rd**

largest  
city  
in Quebec

Close to **450,000**  
inhabitants on 246 km<sup>2</sup>

A skilled labour  
pool

**71%** of  
Laval residents  
have a post-  
secondary  
qualification

A highly  
diversified  
economy that's  
growing faster  
than the  
Quebec  
average

**166,200** jobs in more  
than

**12,900** businesses

**3** metro stations

**2** commuter train  
stations  
and a bus network

**5** highways

**3** university  
pavilions

**5** colleges

**19** vocational  
training centres

# 03 Summary

There are five sub-sectors in the tourism sector, all of which are present in Laval:

- **Food and beverage services**
- **Accommodation**
- **Leisure and entertainment**
- **Travel services**
- **Passenger transportation**

There are six main sectors in the culture sector:

- **History and heritage**
- **Scientific culture**
- **Visual arts**, public art and artistic trades
- **Performing arts**, festivals and events
- **Books and literature**
- **Cultural leisure activities**

## Tourism and culture

**\$820M+**



Gross Domestic Product (GDP)

**1,280+**



Number of sites

**14,800+**



Number of jobs

# 04 Tourism and culture in Laval in figures

Accommodation,  
food and beverage  
services

GDP (2019): **\$389M**

GDP growth (2015–2019): **+20%**

Arts, entertainment  
and leisure

GDP (2019): **\$118M**

GDP growth (2015–2019): **+18%**

Information and  
cultural industries

GDP (2019): **\$314M**

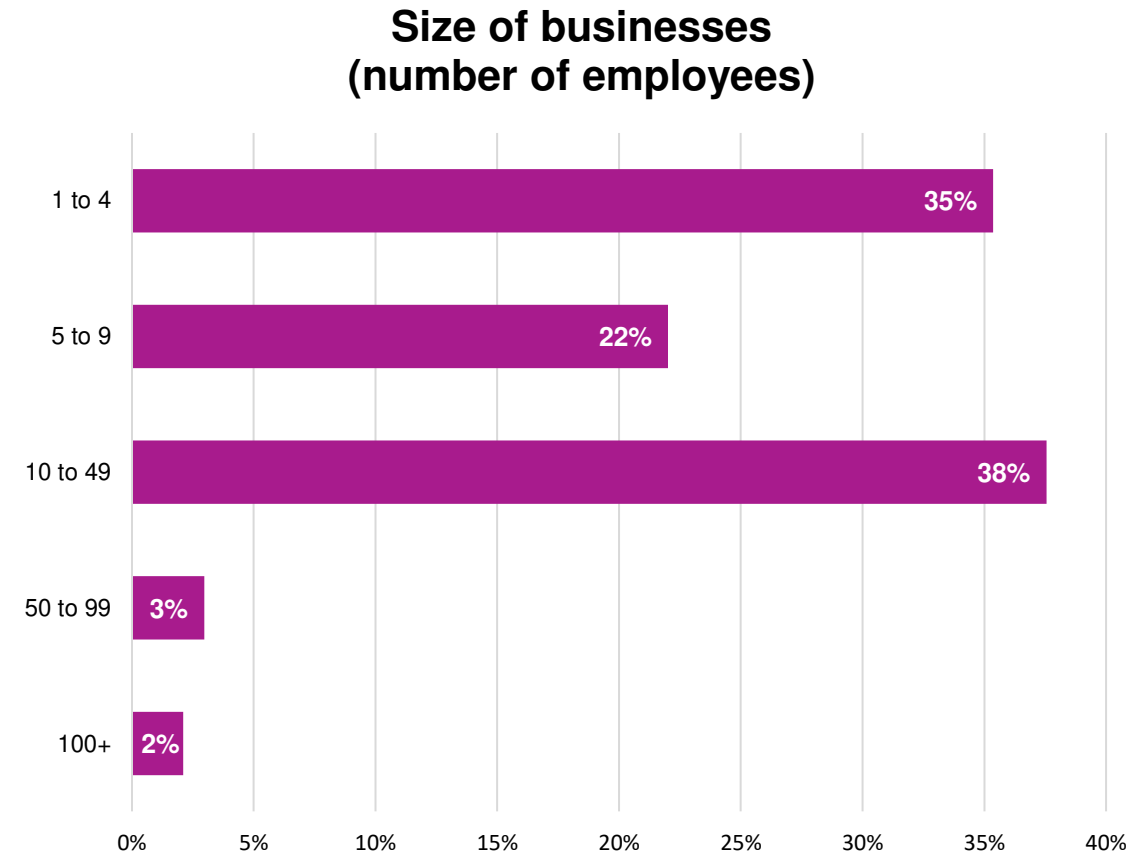
GDP growth (2015–2019): **+7%**

# 04 Tourism and culture in Laval in figures

## Companies and employees

The **1,280** or so companies in the sector that have staff employ over **14,800** people:

- **670** in public transit and tourism<sup>(1)</sup>
- **2,690** in information and culture
- **2,050** in arts, entertainment and leisure
- **440** in accommodation
- **9,040** in food and beverage services



(1) Excluding Société de transport de Laval employees (829 employees according to STLaval's 2019 Annual Report.)  
Sources: CMM 2021



# 04 Tourism and culture in Laval in figures

## Key figures for tourism in Laval

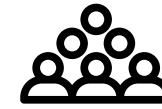
In 2019, Laval attracted close to 1.8 million tourists from around the world:

- **48.5% from within the province of Quebec.**
- **25% from elsewhere in Canada.**
- **19.5% from the United States.**
- **7% from the rest of the world.**

They generated more than 297,800 nights of accommodation and \$116.1M in tourism spending, figures that were steadily growing prior to the pandemic.

Sources: Tourisme Laval, 2019 Annual Report.

**1,798,989**



**Tourists**

(+3% compared to 2018)

**\$116.1M**



**Tourism spending**

(+1% compared to 2018)

**297,812**



**Nights of accommodation**

(+2% compared to 2018)

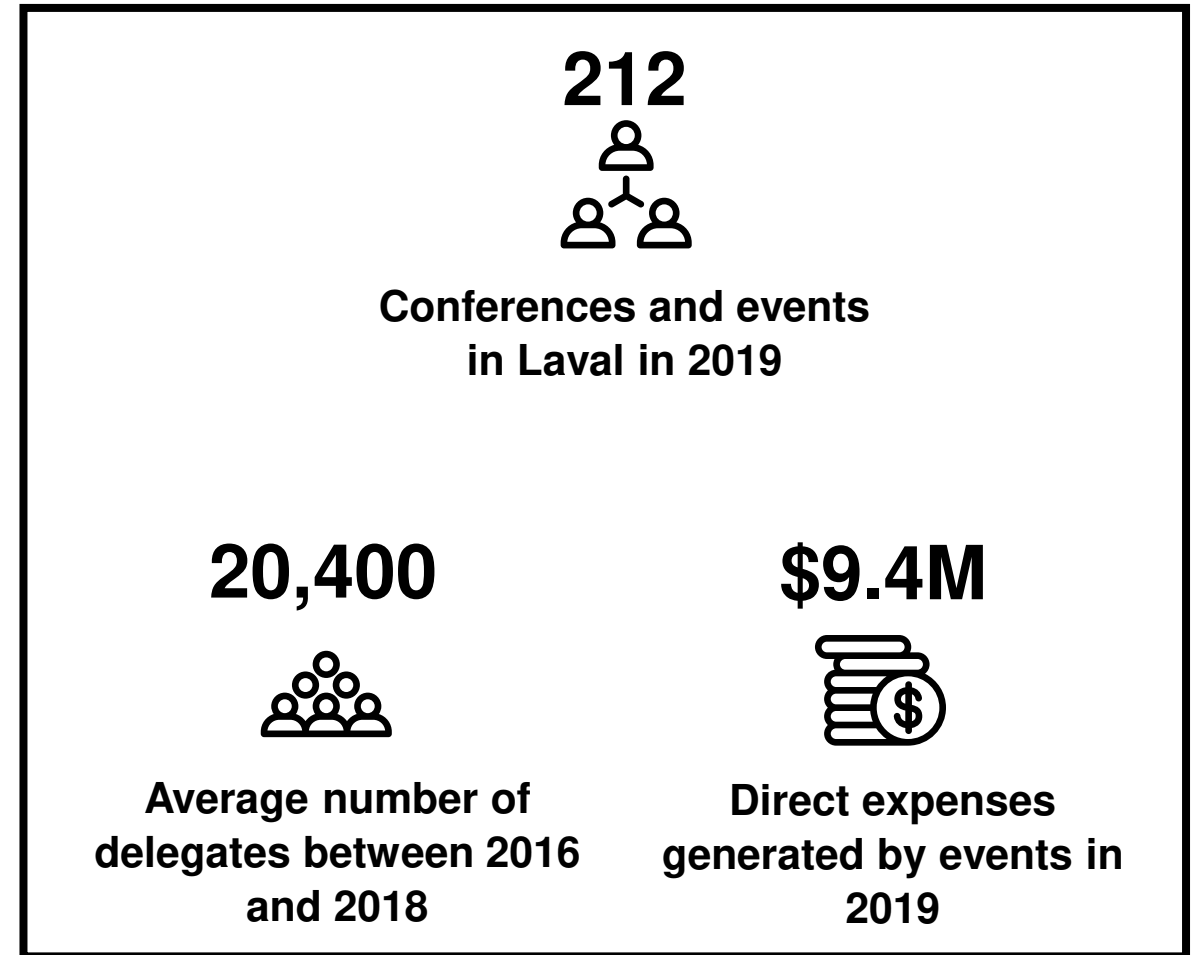
# 05 Description of the sector

## Key figures for business tourism in Laval

Business tourism is a very active segment in Laval that generates significant economic benefits.

The destination boasts over **211,000 square feet** of space for meetings, conventions and business events.

In 2019, Laval hosted 212 conventions and events that generated \$9.4M in direct spending.



# 05 Description of the sector



Accommodation services

## Key figures of the accommodation sector

In 2022, there will be more than 20 operational tourist accommodation establishments in Laval, including 13 mid- and high-end hotels. This represents a total of 1,646 available units.

In 2019, the institutions performed much better than the Quebec average:



80.3%

**Occupancy rate**  
(Quebec average = 60.8%)



\$129.60

**Average daily price**  
(Quebec average = \$147.40)



\$104.50

**Average income per available unit**  
(Quebec average = \$90.90)

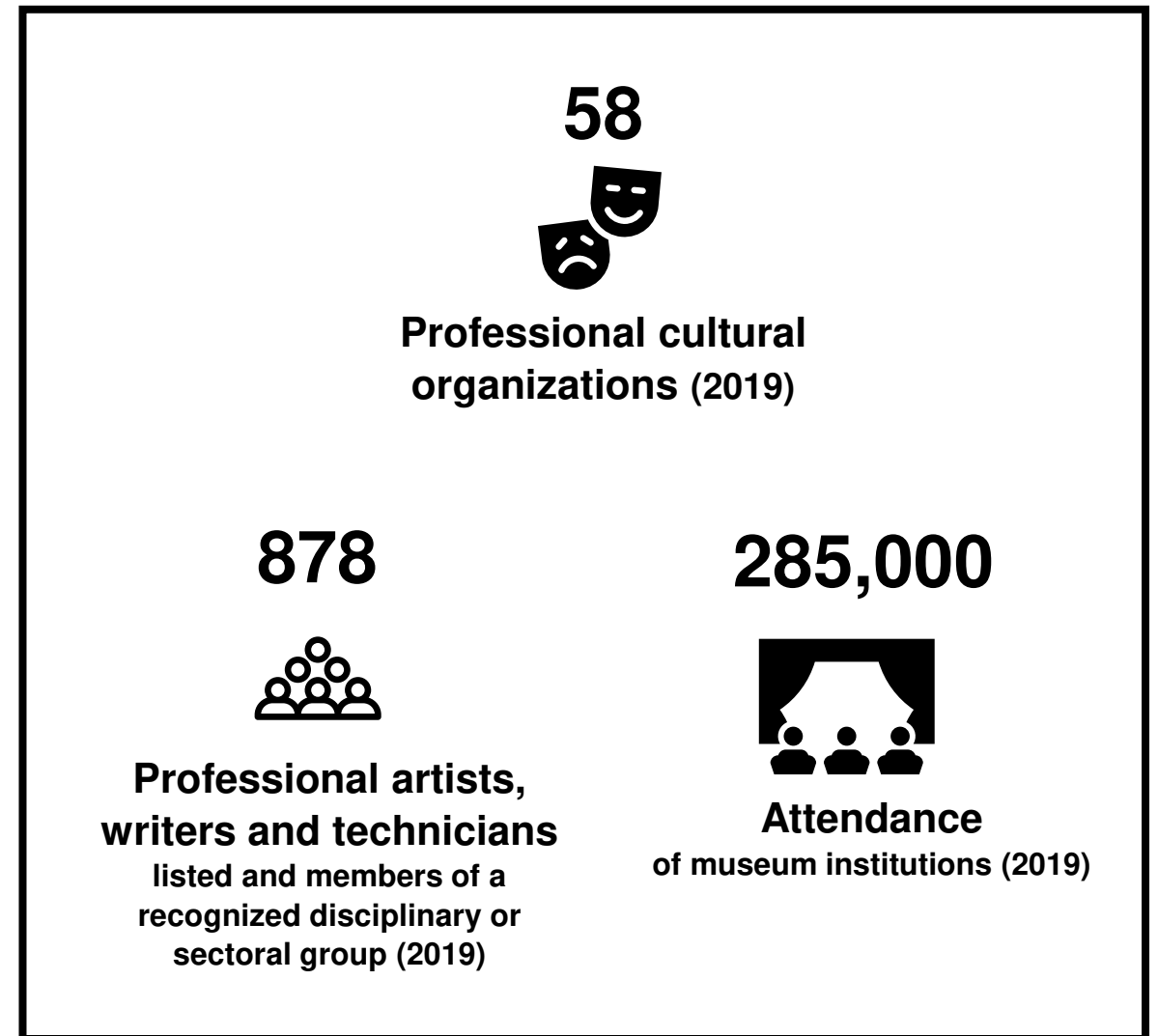
# 05 Description of the sector

## Key figures for culture in Laval

Several professional organizations make up the cultural industry in Laval. The industry has a varied offer for the various cultural sectors.

This includes, among other things:

- A museum.
- Three interpretation centres.
- The Maison des arts de Laval.
- An exhibition centre.
- Nine libraries and several cultural organizations in different disciplines, professional artists, writers and technicians, and several organizations offering cultural recreation services.



# 05 Description of the sector



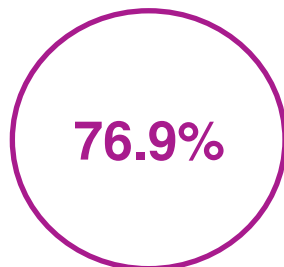
## Key figures for the arts, entertainment and leisure sector

Laval has 8 theatres with a total capacity of 2,400, in addition to Place Bell, which can accommodate more than 10,000 spectators for various events. The region also has 7 museum institutions.

### Performance of theatres



**Total attendance**  
(2019/combined data,  
Laval and Laurentides)



**Occupancy rate**  
(2019/combined data,  
Laval and Laurentides)

### Performance of museum institutions



**School clientele**  
(2019)



**General clientele**  
(2019)

# 05 The tourism and cultural ecosystem in Laval

## Initiatives to boost the tourism and cultural sectors



Tourisme Laval's purpose is to guide and foster the development of the regional tourism industry and actively contribute to its economic prosperity. The organization adopts a coordinated and integrated approach to promotion, marketing, development, and the welcoming of tourists.



*Signé Laval - Territoire culturel* is a digital platform for the general public dedicated to promoting Laval's culture and historical and heritage attractions.



# 06 Some key players

## Tourism

- Cosmodôme
- Hilton Montreal-Laval
- Le St-Martin Hotel and Suites
- Maeva Surf
- Musée Armand-Frappier
- Parc de la Rivière-des-Mille-Îles
- Sheraton Laval Hotel and Convention Centre
- Skyventure
- Tourisme Laval



# 06 Some key players

## Culture

- Centrale des artistes de Laval
- [co]motion
- Culture Laval
- Maison des arts de Laval
- Orchestre symphonique de Laval
- Place Bell

culture laval  
— ACCOMPAGNER  
REPRÉSENTER —  
— TRANSFORMER

 Centrale  
des artistes

**[co]motion**  
Agitateur de culture





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