



2025-2026

Impact Report



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A Message from the Director

I am pleased to share the Old Port of Montréal Corporation's Impact Report, which highlights the reach of the activities undertaken by the organization during the financial year that ended on March 31, 2026. As an employer, business hub and recreational tourism destination, the Corporation functions as a true ecosystem and drives the local economy.

This report looks beyond the economic spin-offs generated by the Corporation's activities to examine their broader social and environmental impacts. As part of its CSR efforts, the Corporation is proud to work in close collaboration with its business partners, including commercial and event tenants, as well as a broad network of stakeholders. This collaborative model helps ensure that our actions remain relevant and consistent, and most importantly, that we multiply the tangible benefits for our community.

We hope you find this report both informative and inspiring.



Isabel Dansereau

COO, Attractions (Québec),
and Executive Director,
Old Port of Montréal Corporation

Organization Overview

The **Old Port of Montréal Corporation** holds the mandate to develop, manage and promote a large urban, cultural and recreational tourism site.

The site encompasses two major attractions: the **Old Port of Montréal**, a premier destination that draws nearly 6.5 million visitors each year, and the **Montréal Science Centre**, a leading institution that brings science and technology to life through engaging, interactive exhibitions.

For the 2025–2026 fiscal year, the Corporation provided 165 full-time equivalent (FTE) jobs and generated total revenues of \$27.2 million.



2025-2026 VISITOR STATISTICS

6.4 M

number of visitors for
the year

17.5 K

average number of
visitors per day

80%

share of summer traffic
compared to that of winter*

+4.6%

increase in visitors
compared to the average of
the past 3 years

38%

weekend traffic as a
proportion of total traffic

*The summer season runs from April 1 to October 31, while the winter season covers the period from November 1 to March 31



Our People, at the Heart of our Mission

EMPLOYEE DEVELOPMENT AND ENGAGEMENT

34 training sessions offered to OPMC staff, for a total of nearly 2,000 hours of training

4 employee recognition events

8 awareness activities covering various issues, with the participation of more than 213 team members

16 employees volunteered their time with 3 organizations

1 scholarship awarded to a student employee

3 fundraising campaigns supported by team members

3 interns welcomed during the summer season

8 first responders trained in health and psychological safety



EMPLOYEE REPRESENTATION AND STATISTICS

Gender parity

The workforce is 57% male and 40% female (the remaining 3% has not disclosed their gender or identifies as non-binary).

Gender parity (50%) has been achieved at the director level, and women make up 52% of the management team.

7.63

average seniority (in years)
across all employees,
+ 0.77 from the previous
year

Underrepresented groups*

Visible minorities	32 %
LGBTQIA+	7 %
People with disabilities	3 %
Indigenous	0 %

*Based on self-reported data

65%

employee return rate for the
summer season

Note: Data is based on the number of employees as of March 31 of the fiscal year.



Mission

Old Port of Montréal

“Harness the riverfront as an economic, social, and tourism catalyst, anchored in Montréal’s historic borough”



Old Port of Montréal

A year-round destination at the heart of the city, the Old Port of Montréal opens out onto the river



A unique site steeped in history, with **5.5 kilometres** of riverfront promenade and **2 Recognized heritage buildings**.

A favourite among tourists and locals alike, with **10 family attractions** and **21 outdoor public events** hosted by our business partners.

Direct access to the river, with **5 nautical activities** offered by our business partners and **320 docking spaces**.

An **urban park** made for leisurely wandering, with **17 shops** and **16 food and beverage offerings** spread across the site and operated by our business partners.

Easily accessible year-round, with 1,400 parking spaces, 222 BIXI stations, 3 Communauto spaces and 4 river shuttles docking at our piers.

Old Port of Montréal

A cherished destination for local and international visitors

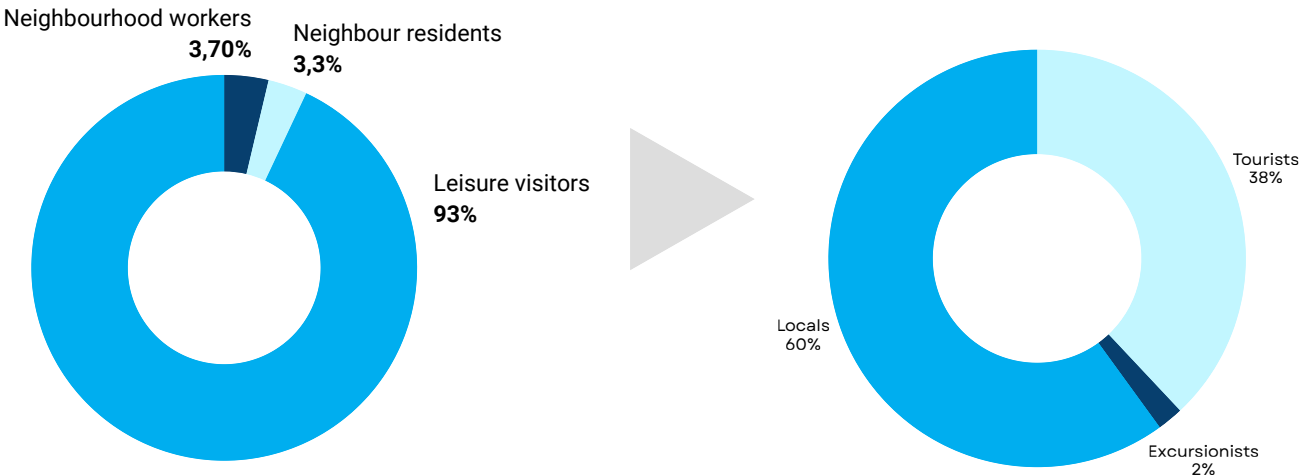
According to a 2023 survey*, 93% of the site's visitors are leisure visitors, meaning people who visit the Old Port for entertainment purposes.

A majority of these visitors (60%) come from the local market, meaning they live within 40 km of the site. This points to a visitor base concentrated on the island of Montréal. This high proportion of local visitors is a testament to the site's foundational role as an urban leisure space for the greater Montréal population.

Tourists, defined as visitors spending at least one night away from their primary residence, make up 38% of leisure visitors, confirming the site's appeal outside local markets and its role in generating tourism-based economic impacts for the region. Nearly half of the tourists come from outside Canada.

Average on-site spending per person varies by visitor type, as shown in table below.

*Source: Survey conducted among the Old Port of Montréal's leisure visitors in the summer of 2023; analysis conducted in 2026 by RCGT.



Average On-Site Spending per Person (in \$, 2023)**

Leisure visitors	77.12
Tourists	99.52
Excursionists	71.29
Local visitors	63.27

**Parking costs and spending in Old Montréal are not included, which may result in total visitor spending being underestimated relative to actual spending.

Old Port of Montréal

Concrete actions that reach beyond the site's offerings and visitor appeal to reflect the Old Port's ongoing commitment to the community

Brought new life to the **Victoria plaque** with a mural inspired by the banners and maritime flags flown at its inauguration on September 27, 1916, and installed an interpretive panel to tell its story.

Planted **62 new trees** on site as part of the planting program's Phase 2, in collaboration with Soverdi.

Hosted **Cercle Polaire**, an ephemeral light installation designed by M.A.D. Collectif and illustrated by Cree artist Jason Carter, drawing attention to threatened polar ecosystems and broader environmental issues.

Wove Indigenous content into the Old Port's programming, including as part of the celebrations organized by **Land InSights** for **National Indigenous Peoples' Day**.

Reduced GHG emissions generated by the vehicle fleet by **8.5%** (compared to the reference year of 2022–2023).

Created and published a bank of **heritage images** to help promote heritage throughout the head office.

Developed a **climate change adaptation plan**, in partnership with a specialized firm, to identify, assess and prioritize the climate risks facing the Corporation.

The process highlighted the key climate-related threats and opportunities facing the Old Port of Montréal Corporation and led to concrete measures that will strengthen the resilience of its infrastructure, operations, and users.





Mission

Montréal Science Centre

“Offer every Canadian the opportunity to make science and technology their own to help build their future”



Montréal Science Centre

The institution celebrated its 25th anniversary in 2025!



The only science centre in Quebec and one of the most visited in Canada. An institution recognized by its peers and repeatedly awarded for the quality of its projects.

A must-visit destination for families and school groups, featuring **8 interactive exhibitions** and an **IMAX®TELUS theatre**.

6 on-site educational programs that make school trips both fun and memorable.

A dedicated **foundation** that organizes fundraising events, such as the “Women and Girls of Science” event.

A strong commitment to making science accessible to all, notably through the **Science Centre on the Road program** (powered by the Montréal Science Centre Foundation), which this year reached nearly **1,200 students** in special needs classrooms or living with multiple disabilities, as well as Indigenous communities.

Received Kéroul's certification that “the site is accessible to people with reduced mobility”.

The Science Centre is the first institution in Quebec to have earned all four accessibility ratings, covering people with a visual impairment, people with motor disabilities, neurodivergent people, and people with a hearing impairment.

Montréal Science Centre

Guaranteed fun for young and old alike!

Local visitors make up 63% of the visitor base, while excursionists (defined as people living more than 40 km away making a same-day round trip) account for 19%. Visitors from outside Quebec round out the remaining 18%.

The majority of visitors are families (83%) and tend to be highly loyal, returning an average of nearly twice a year.

In 2025–2026, the Montréal Science Centre welcomed close to 450,000 visitors.

Nearly 7,000 students from low-income Montréal schools and members of Indigenous communities also visited the Montréal Science Centre free of charge, thanks to the support of the Montréal Science Centre Foundation.

Source: Survey conducted among Montréal Science Centre visitors in 2024; analysis conducted in 2026 by RCGT.

83%

visitors come with their families

25.8%

visitors took advantage of their visit to enjoy other activities at the Old Port

1.58

average number of visits per year per visitor



Montréal Science Centre

Ongoing commitment to the community

Took part in a **neuropsychology research project** to develop and validate a virtual reality tool that assesses executive functions in children and teenagers aged 6 to 17.

Established an **Indigenous advisory committee** to support strategic thinking, inform decision-making and guide actions that pertain to collaborating with Indigenous peoples.

Received the **2025 HUB Social Impact Award** in recognition of the social and educational impacts of the *Nanualuk – Nordic Expedition* exhibition, which sheds light on the human and environmental challenges facing the Canadian Arctic.

Designed the *Signs of Life* exhibition with accessibility in mind, incorporating tactile devices and raised modules to accommodate **visitors with reduced mobility or visual impairments**.

Developed welcome visuals, greetings and Indigenous nations maps for both the Old Port and the Science Centre, translating all content into **11 Indigenous languages**.

Added French and English subtitling to the *Nanualuk – Nordic Expedition* exhibition to **improve accessibility** for visitors who are deaf or hard of hearing.



Four team members were selected to represent the Science Centre in the **Niiganii Miinigowiziiwin Accelerator Program**, run by the Canadian Association of Science Centres.

This three-year collective learning journey is aimed at strengthening relationships with Indigenous communities and weaving Indigenous knowledge into the very fabric of organizational practices.

It reflects a structured, long term and evolving commitment to collaboration and reconciliation.

ORGANIZATION OVERVIEW

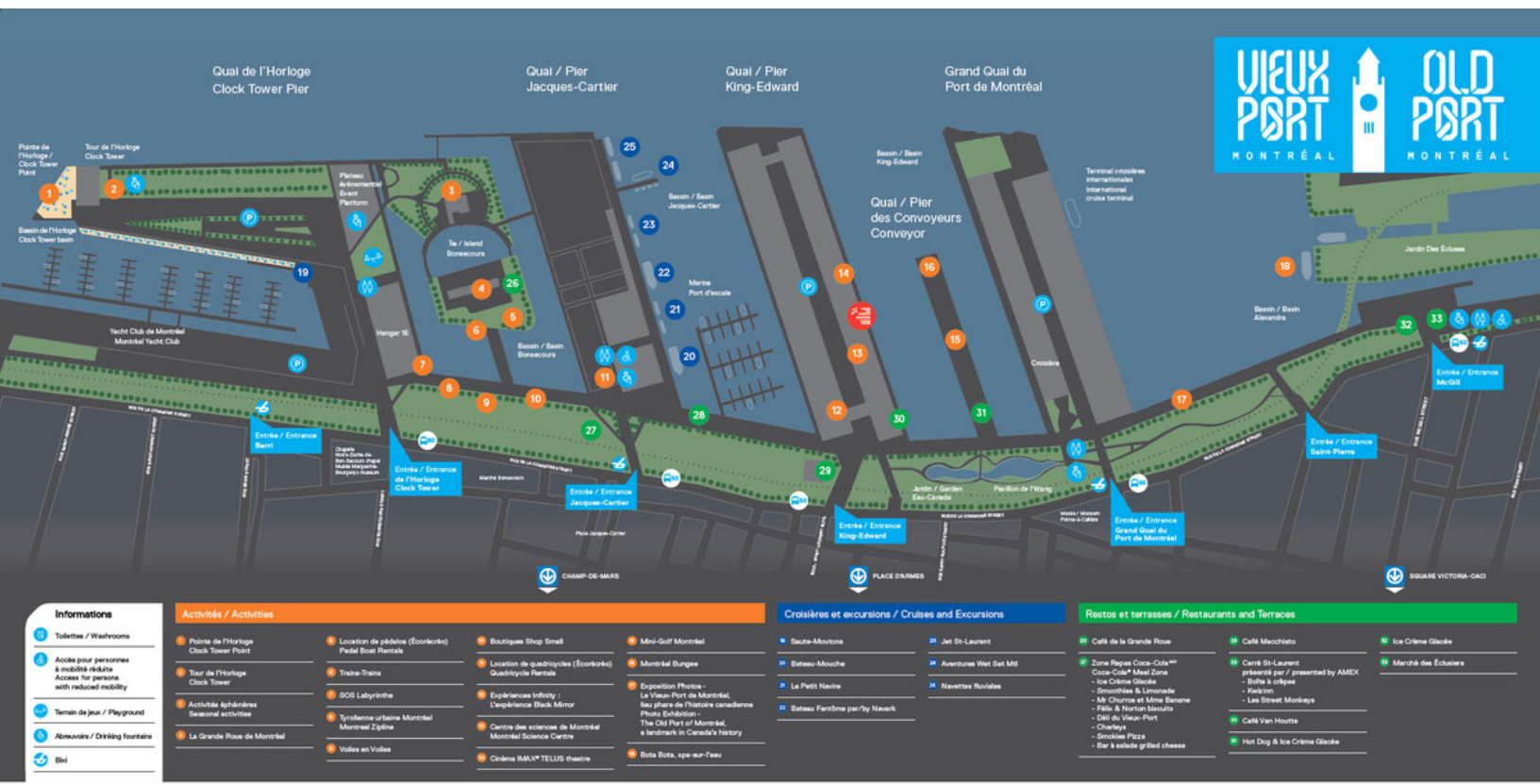


Business Partners

Key players in the site's vitality, appeal and economic activity

The Old Port of Montréal Corporation manages and propels a one-of-a-kind recreational tourism ecosystem, with its own operations blending seamlessly with the diverse range of experiences delivered by its business partners.

A significant portion of the Old Port of Montréal's offerings stems from the expertise and initiative of its commercial and event tenants. Season after season, their presence shapes a distinctive destination built on unique, iconic and complementary experiences.



IMPACT STUDY

for the activities of the
Old Port of Montréal
Corporation and its
business partners

Contributions to

- Economy
- Tourism
- Environment, Social,
Governance (ESG)



Background and Approach

In 2025–2026, the Old Port of Montréal Corporation commissioned **Raymond Chabot Grant Thornton** (RCGT) to conduct an independent study of its economic, tourism and ESG (environmental, social and governance) impacts.

The analysis looks at the direct, indirect and induced impacts on employment, revenues, investment, supply chains and tourism appeal across the entire site.

RCGT's approach relied on collecting, validating and modelling both internal and external data. The study, which draws on information gathered from the Corporation and its business partners, including through a survey, examines the expenditures, revenues and economic activity generated by the site. Data was then run through an economic modelling framework based on the Quebec Input-Output Model, which tracks how spending moves through the Quebec economy to estimate its wider impacts.

This section outlines the findings of the analysis focused on the activities of the Old Port of Montréal Corporation and its business partners.



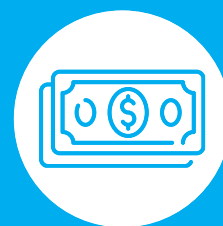
Economic Impact

“The 2025–2026 impact study of the Old Port of Montréal Corporation’s activities confirms what has long been evident: the site is a strategic economic driver for Montréal.”

In 2025–2026, the combined activities of the Old Port of Montréal Corporation and its business partners generated \$160.2 million in economic impacts, supported 1,334 (FTE) positions and contributed \$34.9 million in tax revenues*.

*Municipal taxes paid by tenants were not included in the analysis.

Source: Economic impact modelling using the Quebec Input-Output Model; analysis conducted by RCGT in 2026.



\$160.2 M

value added to GDP



1 334

jobs (FTE)



\$34.9 M

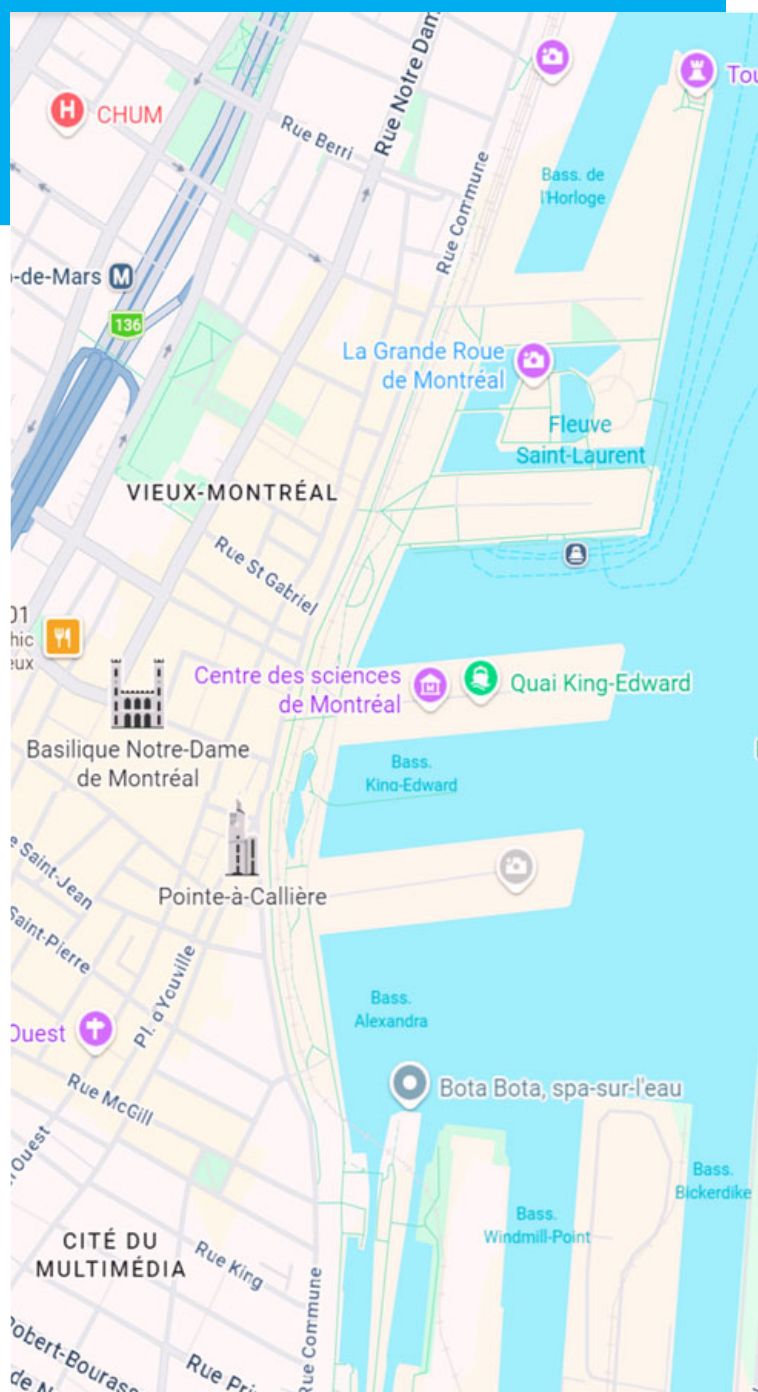
in tax revenue

The Old Port of Montréal and Old Montréal are deeply interconnected. Old Montréal's hotels benefit greatly from their proximity to the Old Port, which draws visitors to the area, boosting occupancy and overall performance. The steady flow of visitors to the Old Port also provides a significant lift to local restaurants and the broader commercial vitality of Old Montréal.

hotels located in Old Montréal, which represents 10% of Greater Montréal's hotel supply

the amount that 82% of local visitors plan to spend on food and shopping in Old Montréal*

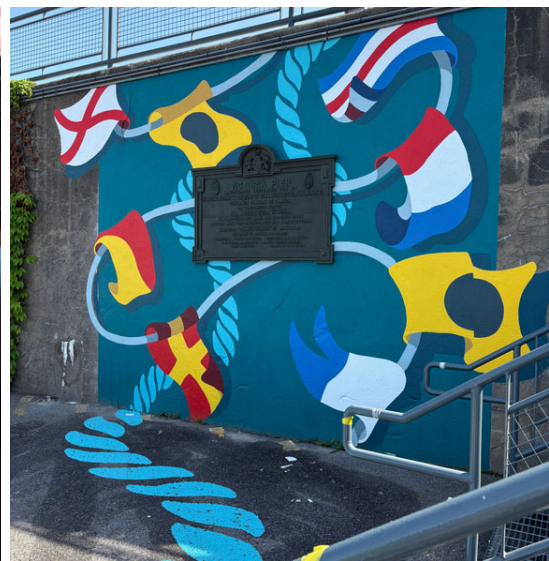
of visitors staying in Montréal visited the Old Port, making it the most popular attraction among tourists, followed by Notre-Dame Basilica (64%)**



**Source: Data from Tourisme Montréal's 2019 database; analysis completed by RCGT in 2026.

ESG Contributions

of the Corporation and its
business partners



ESG Policy

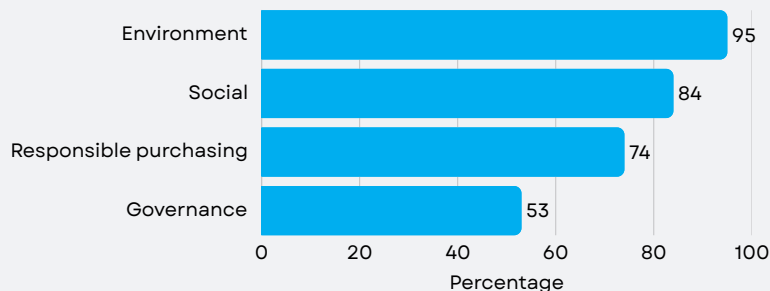
A significant share of on-site organizations already engaged in social responsibility efforts

The Old Port of Montréal Corporation has built a social responsibility governance framework, supported by committees tasked with setting objectives, shaping strategies and driving the implementation of concrete actions to advance the Corporation's environmental, social and governance (ESG) ambitions.

This approach rests on four pillars embedded in everyday business practices, placing ESG considerations at the heart of decision-making.

Business partners play a key role in this process, helping to broaden the reach and strengthen the credibility of shared commitments. The Corporation is strengthening its practices and engaging its ecosystem to lead by example and drive lasting change across the site.

Areas covered by the ESG policy



76%

of the organizations on site already have an ESG policy, focused primarily on environmental and social considerations.

Pillars of the Old Port of Montréal Corporation Social Responsibility Program



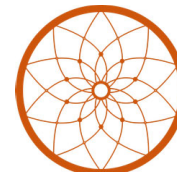
Environment



**Diversity, Inclusion,
Equity and
Accessibility**



Heritage



**Indigenous Peoples
Collaboration**

Environment

Results show that organizations have a strong commitment to environmental initiatives, with recycling and composting leading the way (84%), followed by transportation-related emissions reduction (72%) and waste reduction at source (68%).

 **Le Petit Navire** offers fully electric cruises and has achieved **carbon neutrality** by offsetting all of its greenhouse gas emissions.

 Most tenants have added bike racks for both customers and staff to encourage the use of sustainable transportation.

 Environmentally friendly cleaning products are used alongside washable, recyclable or compostable dishware.

 Electric vehicles or golf carts are used to travel on the site.

 The number of deliveries has been reduced, as has water consumption.



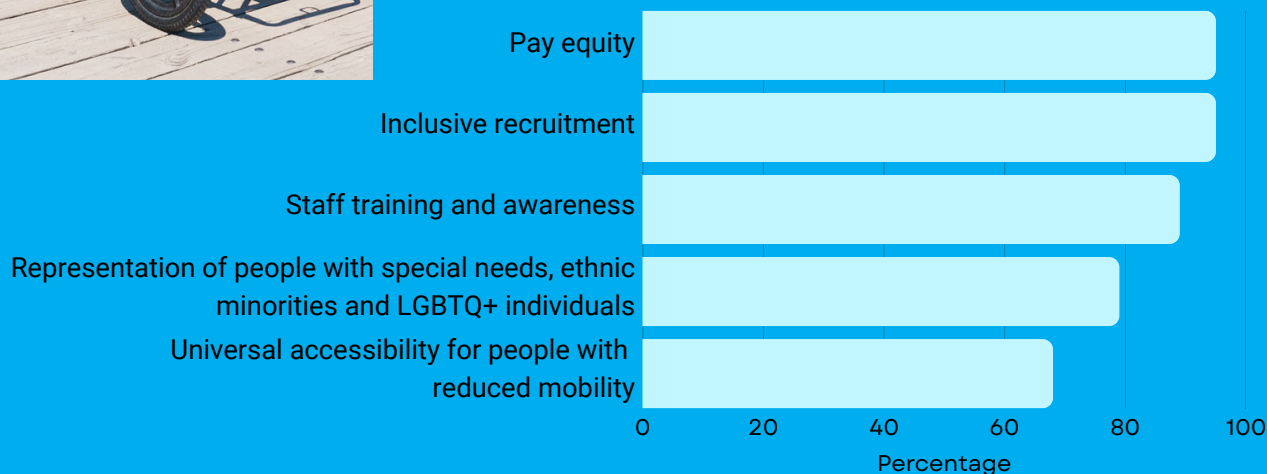


Diversity, Inclusion, Equity and Accessibility

Results show that a majority of organizations (76%) already have a formal policy or commitment on diversity, equity, inclusion and accessibility (DEIA). This high proportion reflects a broad and genuine commitment to embedding DEIA principles into organizational practices.

Among organizations with concrete measures in place, pay equity and inclusive recruitment stand out as the most widely adopted practices, each embraced by 95% of respondents.

Areas covered by the DEIA policy



Through its leadership program, **Écorécréo** supported more than 200 young employees in their transition into the workforce.

“We are proud to support Centre Philou through donations stemming from our bottle deposit drives. Starting next season, visitors will be able to get involved too, by making a voluntary donation to this wonderful community-driven cause.”

SOS Labyrinthe



Heritage

Results show that 64% of responding organizations contribute to promoting Montréal, Quebec or Canadian cultural heritage, while 44% weave heritage elements into their activities or programming.

The promotion of local history, however, remains somewhat more limited, with only 24% of organizations actively engaged in this area, pointing to a real opportunity to deepen the cultural and historical roots of on-site offerings.

Overall, while heritage awareness is fairly widespread, there is still room to grow when it comes to integrating it in concrete ways into programming and the stories we tell about local history.



Montréal Bungee restored the tower on Conveyors Quay to host the very first urban bungee jump in Canada. Beyond the thrill of the jump, visitors can take in the remains of this historic tower, a powerful witness to the intense industrial activity that once defined the port of Montréal.

Indigenous Peoples Collaboration

Results show that relationship building and partnerships with Indigenous communities remain limited among on-site organizations. Only 16% report having established partnerships or ties with Indigenous organizations or businesses.

However, nearly a quarter of them (24%) offer initiatives related to Indigenous history.

This points to significant room for growth in recognizing and celebrating Indigenous cultures within organizations, and in fostering greater inclusion and more sustained collaboration with Indigenous communities.

To mark **National Indigenous Peoples' Day**, Land InSights organized a public event on the Old Port site. The day celebrated the cultural richness and contributions of First Nations, Inuit and Métis communities through traditional ceremonies, Indigenous dance and song, and inspiring speeches.



Definitions



Full-Time Equivalent (FTE)

An FTE is defined as “the number of hours that a person normally works in a year in the relevant sector.”

Direct Impacts

Direct impacts reflect the initial expenditure generated by the activities of the OPMC and its business partners. Added to this are taxes paid on intermediate input purchases, along with income taxes and payroll contributions collected by all levels of government.

Indirect Impacts

Indirect impacts originate with the suppliers of the OPMC and its business partners, and include the value added they generate, as well as government tax revenues, leakages and taxes linked to their expenditures. Successive rounds of spending across additional suppliers combine to produce the total indirect impacts.

Induced Impacts

Induced impacts stem from the spending of workers who received compensation as a result of the initial expenditure. More specifically, when these workers spend on goods and services, the wages and salaries are reinvested in the economy, generating additional economic activity.



UNE DIVISION DE
A DIVISION OF



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