

# Press release

Immediate release

## Québec City area tourism Internet site ranks first among top Canadian destination websites

**Québec City, January 21, 2015** – A comparative study of six Canadian destination websites praised Québec City Tourism for its overall interactive tool. Québec City Tourism performed particularly well thanks to its website, mobility, and multichannel aspect (for which it scored 97%) with an overall score of 74%, placing it at the top of the list.

To better understand the travel industry, imarklab Interactive marketing intelligence, an agency that has collaborated on studies with HEC Montréal (École des hautes études commerciales de Montréal) and Léger Marketing, looked at the interactive presence of tourism offices in the following major Canadian cities: Montréal, Québec City, Ottawa, Toronto, Calgary, and Vancouver.

According to the experts, Québec City's site outperforms the others in terms of both general experience and the range of features offered. They especially appreciated the look, navigation, content, display on mobile devices, and its favorites system, which can be accessed on the site and on mobile devices.

"As the director of Québec City Tourism, I am delighted to see we have reaped the fruit of our Web efforts with the digital collaboration of the Sigmund agency. We are pursuing our innovation objectives on all platforms for 2015," said André Roy.

The conclusion drawn by Étienne Giguère-Allard (digital marketing advisor at Fly Conseils), who participated in the study, proves that the Québec City Tourism website provides the best overall browsing experience: "I believe the website of the Québec City and area office delivers a great experience, with eye-catching images, easy navigation, and clear calls to action—it was hands down the best of the bunch!"

The Québec City Tourism website registers nearly 3.3 million user sessions per year and more than 13 million page views, half of them in English. A redesigned adaptive website went online in spring 2014. You can view imarklab's study at [www.imarklab.com/2014/12/imarkscore-et-le-tourisme-resultats-globaux/](http://www.imarklab.com/2014/12/imarkscore-et-le-tourisme-resultats-globaux/)

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