



Project to mobilize the Sutton community for local, sustainable and slow tourism receives a \$250,000 grant

Sutton, January 15, 2024—The Corporation de développement économique de Sutton (CDES) was awarded this grant as part of *Destination durable et action concertée* (DDAC), a support measure administered by the *Fonds d'action québécois pour le développement durable* (FAQDD) as part of the *2030 Plan for a Green Economy* and the *Responsible and Sustainable Tourism Plan 2020–2025*.

Concerns about the future and economic vitality of today's tourism in the context of climate change, as well as tourism's environmental footprint, motivated this project. The Quebec government's move towards concerted planning in responsible and sustainable tourism is a great opportunity for the region. "We would like to thank the Minister of Tourism, Caroline Proulx, and the FAQDD for this great opportunity to work together in planning our tourism offer just as tourism is being redefined throughout Quebec," says Jeremy Fontana, President of the CDES.

"Responsible and sustainable tourism is more than just a trend: it's the tourism of the future. Our industry is increasingly driven to translate its principles into actions, and this project demonstrates that perfectly. With the *Destination durable et action concertée* measure, our government intends to support projects that help protect our environment and ensure that host communities participate in developing their tourism offering, as well as reap the benefits," emphasizes Caroline Proulx, Minister of Tourism and Minister responsible for the Lanaudière region.

"Our government is proud to financially support this project as part of *Destination durable et action concertée*, as it aligns perfectly with the objectives of our *2030 Plan for a Green Economy*, which aims to help the economic sector and businesses reduce greenhouse gas emissions and adapt to climate change." *Benoit Charette, Minister of the Environment, Climate Change, Wildlife and Parks and Minister responsible for the Laurentides region*

"We welcome this collective approach to planning the development of Sutton's tourism offering. This project offers an inspiring model of responsible, sustainable tourism by getting the community to work together. It's also an excellent way to generate socio-economic benefits for the local tourism industry while reducing its environmental footprint."

Nicolas Girard, Director, FAQDD

An inclusive, concerted approach to showcasing the region

In 2024, tourism businesses, citizens and local stakeholders will be invited to reflect together on the best strategies for sustainably showcasing the region's scenic beauty, active mobility, heritage, culture, hospitality, and local products. Participants will be invited to cocreate a project together and by doing so, actively participate in the development of the tourism offering, so that it benefits everyone—citizens and visitors alike—and promotes harmonious living together.

In addition to collaborating with local stakeholders, this approach will also seek to join forces with regional partners to leverage their respective approaches and optimize results. Indeed, collaboration is planned with Tourisme Cantons-de-l'Est and the CLD de Brome-Missisquoi, who are currently working on various territorial development projects. More information and public consultations will be shared through the Town of Sutton and Tourisme Sutton communications channels.

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Source:

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