

Climate change  
is putting the tourism  
industry to the test

Cultural and heritage  
activities

Quebec offers a wide variety of activities and attractions throughout the province. Some of them are particularly vulnerable to climate change and may be affected in different ways depending on their specific characteristics.

# Challenges in ensuring the resilience and longevity of the tourism offering

Depending on the situation, the impacts of climate change may pose a threat, but in some cases they can also present new opportunities.

Taking these threats into account, along with the associated environmental, economic, and social issues, is part of the challenge of ensuring the resilience and long-term viability of the tourism industry. The needs include:

**01**

[Consult](#)

Ensuring the long-term viability of infrastructure, equipment, and facilities that are exposed to weather events while minimizing the impact on the natural environment

**02**

[Consult](#)

Maintaining the quality of tourism offerings over the long term despite more variable weather conditions and rising adaptation costs

**03**

[Consult](#)

Preserving the health, safety, and well-being of visitors and employees despite the increase in extreme weather events

# Understanding the impacts in order to optimize climate change adaptation

To assess the threats and opportunities facing a tourism destination, it's essential to consider the scope and scale of the impacts of climate change on the industry. These vary depending on several factors, including the specific characteristics of each region and seasonal variations.

Learn about the impacts of climate change by region and by season in a special report on tourism industry on the website of Ouranos. [Access the report](#)



# Main

# challenges

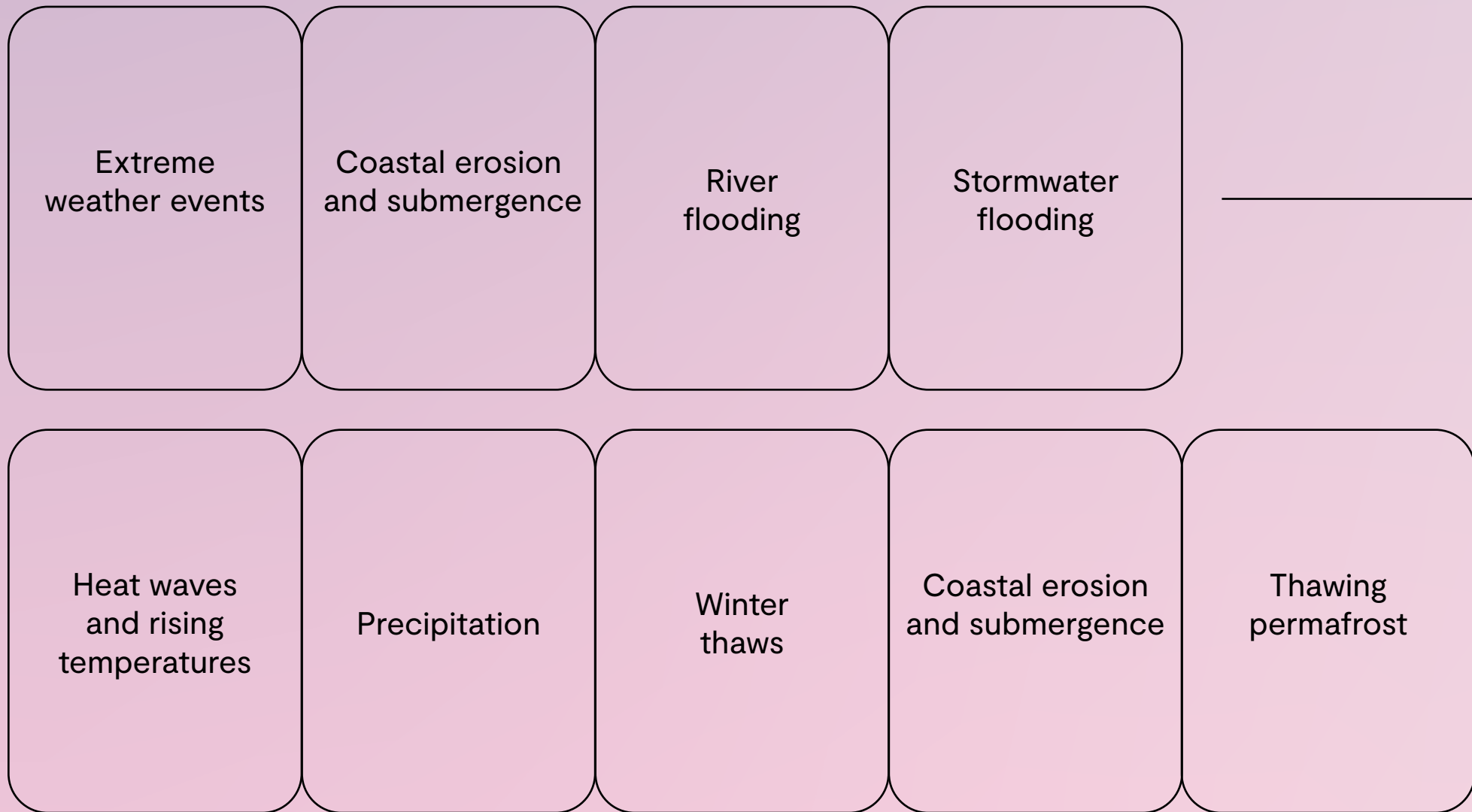
The information provided here is based on current knowledge and discussions with tourism associations. It is provided as an example and does not reflect all possible scenarios. A thorough understanding of climate phenomena and their effects on tourism supply and activities remains essential for assessing their impacts in a fair and representative manner.

# 01 Longevity of infrastructure, equipment, and facilities

Challenges

Cultural and heritage activities

What factors might be causing this?



What kind of threat does this pose?

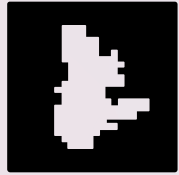
Cancellation, interruption, or disruption of activities due to damage to access roads.

Increased maintenance and repair costs due to the premature aging of infrastructure, equipment, and facilities.

Examples for the industry

Cancellation of activities due to impassable or closed roads caused by flooding.

Deterioration of a building's structure due to an insect infestation.  
Accelerated deterioration of stone and mortar in historic buildings exposed to increased precipitation, freeze-thaw cycles and heat waves, requiring more frequent restoration work.  
Corrosion of metal structures (historic bridge, observation deck, railing at a scenic overlook) due to increased humidity and flooding.



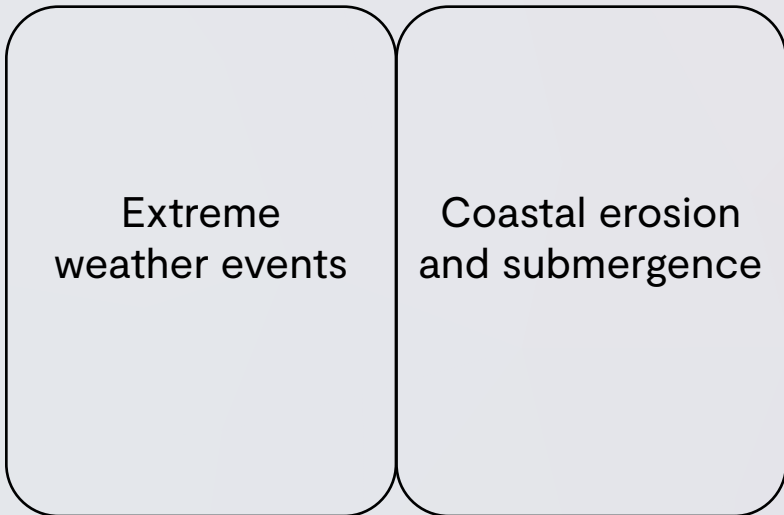
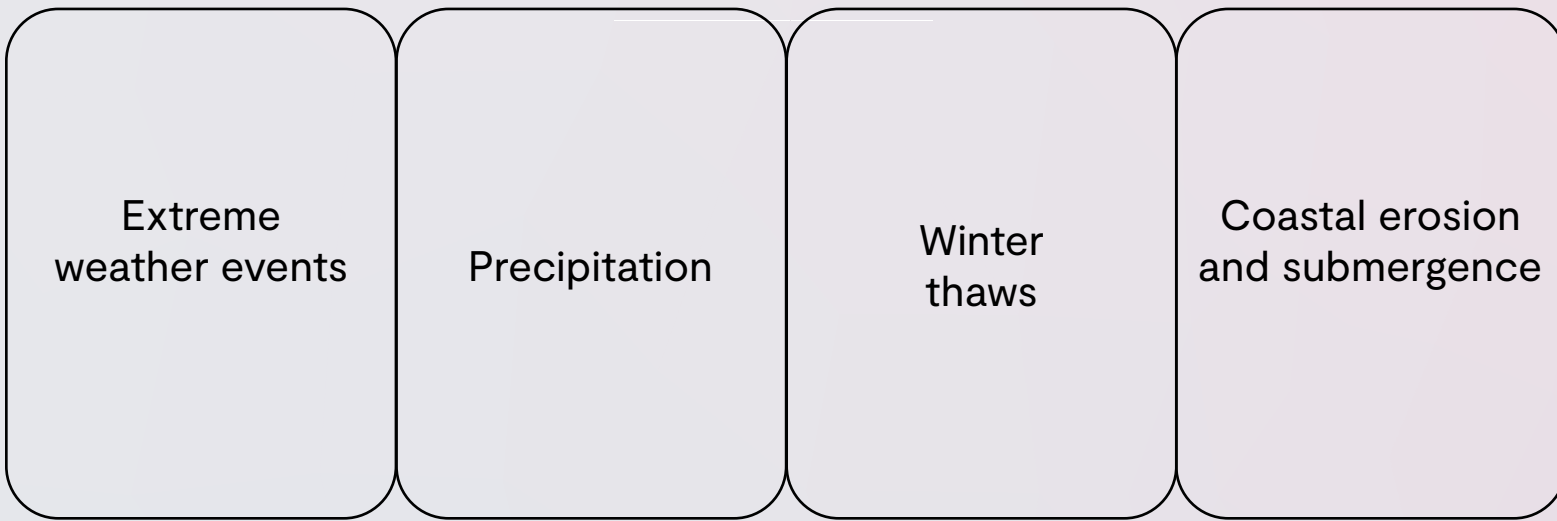
Track climate change and inform your actions on [Climate Portraits](#) platform.

# 01 Longevity of infrastructure, equipment, and facilities

Challenges

Cultural and heritage activities

What factors might be causing this?



What kind of threat does this pose?

Total or partial loss of infrastructure, equipment and facilities.

Forced relocation due to damage to infrastructure, equipment and facilities in areas prone to extreme weather events.

Examples for the industry

Temporary closure of a church or museum due to damage to roofing and siding caused by high winds, heavy rain and repeated freeze-thaw cycles.  
Damage to collections, exhibits and audiovisual equipment caused by water infiltration in seaside interpretation centres during coastal storms.

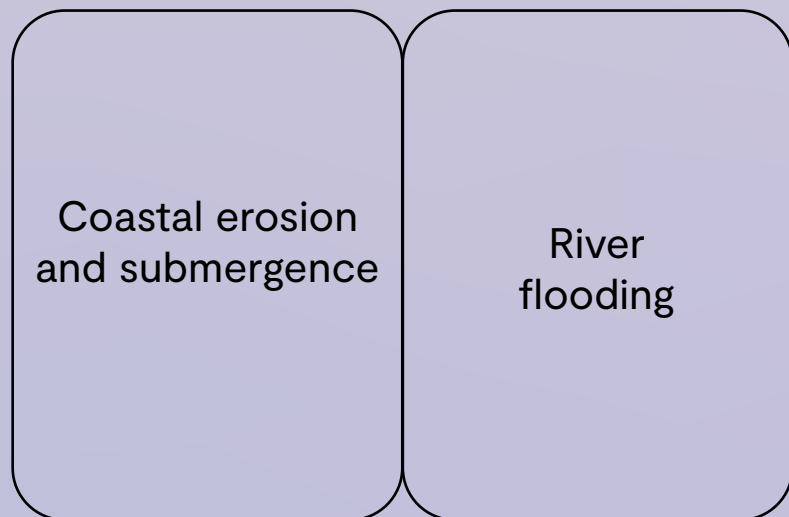
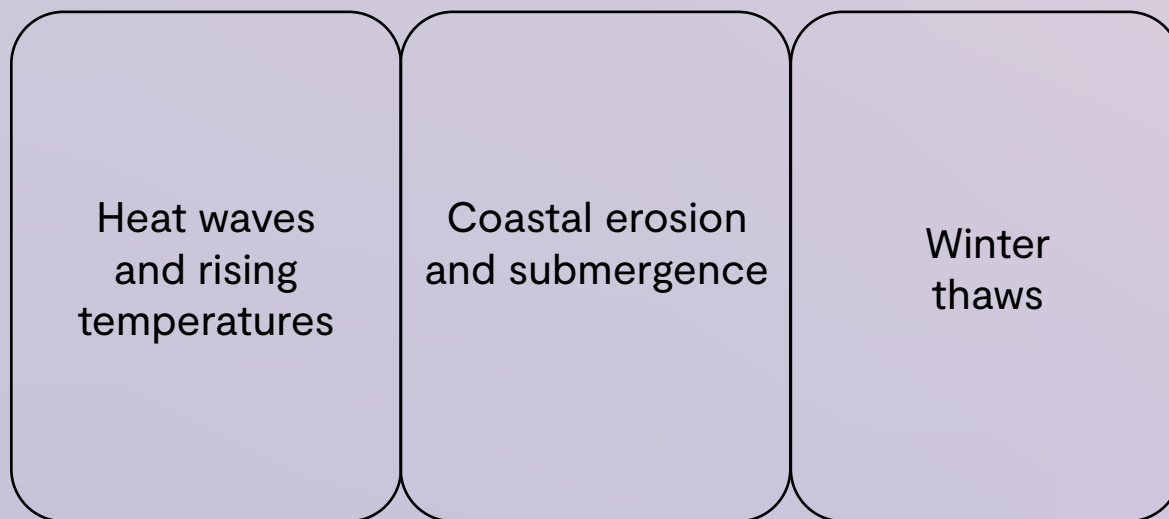
Relocation of a building to reduce the risk of erosion.

# 02 Viability of the tourism offering

Challenges

Cultural and heritage activities

## What factors might be causing this?



## What kind of threat does this pose?

Decreased appeal and/or loss of attractions and activities due to changes in ecosystem dynamics.

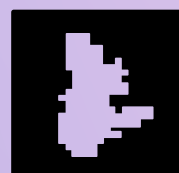
Higher insurance premiums, reduced insurance coverage, or even loss of coverage in areas vulnerable to extreme weather events.

## Examples for the industry

The disappearance or transformation of iconic coastal landscapes (lighthouses, fishing villages, seaside cemeteries) due to erosion and rising sea levels, reducing the appeal of heritage tours.

The disappearance of certain cultural practices linked to the climate or ecosystems (e.g., traditional ice fishing, seasonal work), leading to a loss of intangible appeal for cultural tourism.

Higher insurance premiums for historic buildings located in flood-prone or coastal areas, making tourism operations more expensive.



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# 03 Health and safety

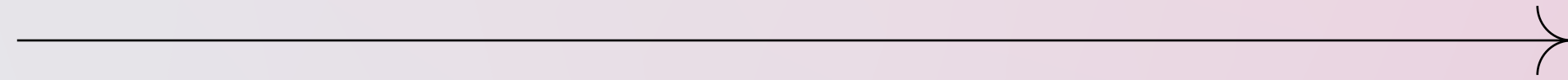
Challenges

Cultural and heritage activities

What factors might be causing this?

Heat waves  
and rising  
temperatures

Cold  
snap

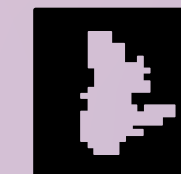


What kind of threat does this pose?

Increased risks to the health, safety, and comfort of visitors and workers.

Examples for the industry

Discomfort in poorly insulated buildings (such as museums and historic houses) during heat waves, requiring the installation of air conditioning systems designed to preserve art collections.



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## Turning threats into opportunities

Some climate-related threats can also serve as powerful drivers of innovation for the tourism industry. Already, several organizations are taking concrete steps to adapt and are seizing these opportunities to enhance their offerings, strengthen their resilience, and set themselves apart.

### The case of Gaspé Peninsula

#### Threat

Historic building threatened by coastal erosion

#### Opportunity

Strengthen and enhance the building through preventive relocation

The Frederick James Villa, located in Percé in the Gaspé Peninsula, was moved about 19 metres to protect it from rapid cliff erosion that was threatening its stability. The renovation, carried out in 2022, aimed to preserve the building while maintaining its historic views, its orientation, and its original elevation, in order to ensure that it retained its place in the landscape. The relocation was followed by a restoration project, upgrades to meet current standards, and a basement expansion. [Learn more](#)

## The power of a network to accelerate the transition to action

As the effects of climate change intensify, collective action is more essential than ever.

It is based on scientific knowledge informed by learnings, the sharing of experiences, and collaboration through an iterative and ongoing process. Our understanding of the climate is evolving, risks are shifting, and vulnerabilities are changing. In this context, every tourism stakeholder has a role to play in developing activities and attractions that are better suited to the current and future climate conditions.

Key leaders in the development and structuring of cultural and heritage tourism activities

Agences des réceptifs et forfaitistes du Québec

Société des musées québécois

Société du réseau ÉCONOMUSÉE®

Indigenous Tourism Quebec

Regional tourism associations

Association des marchés publics du Québec

Événements Attractions Québec

Association du tourisme religieux et spirituel du Québec