

# Climate change is putting the tourism industry to the test

## Events

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

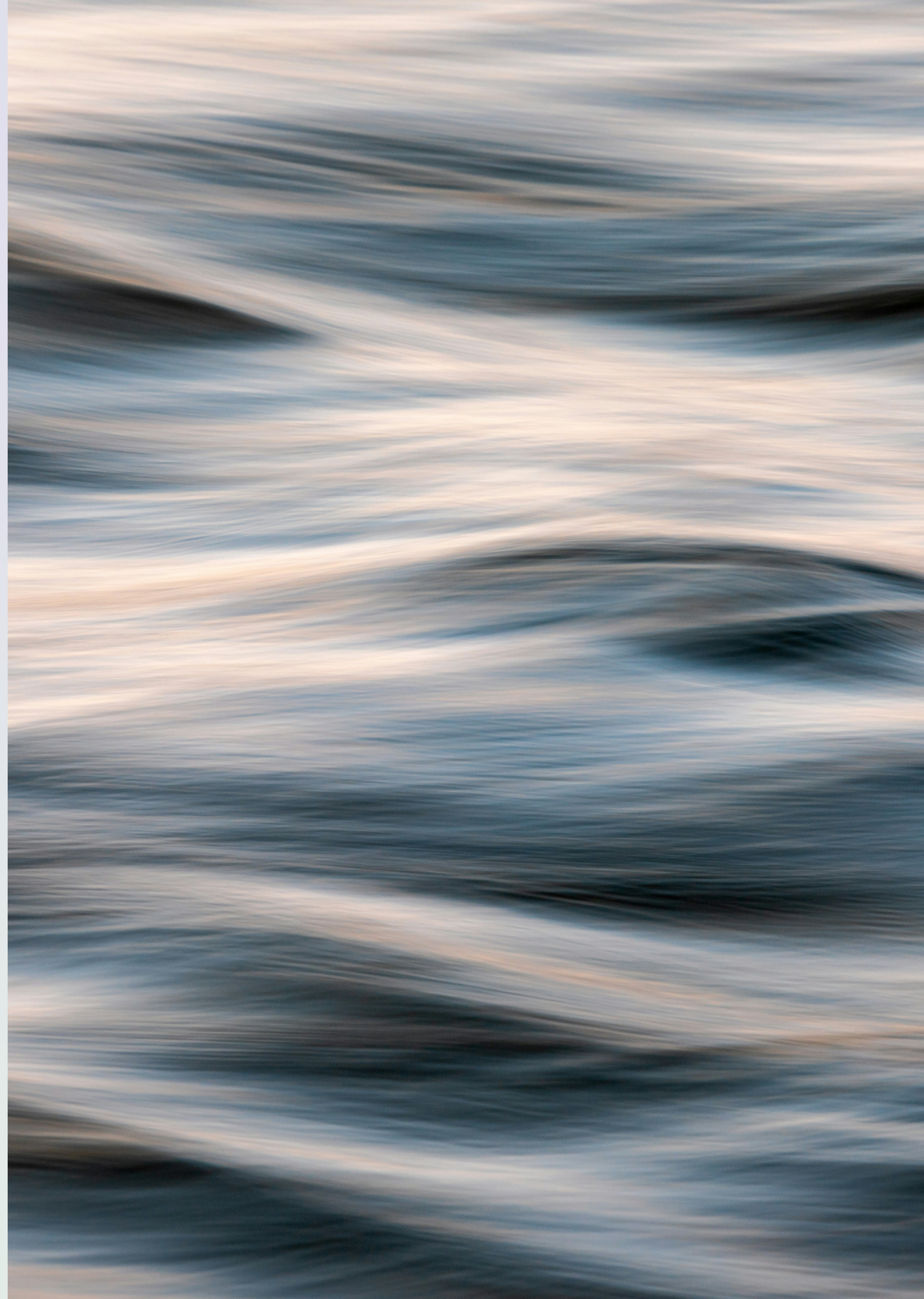
**03** [Consult](#)

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

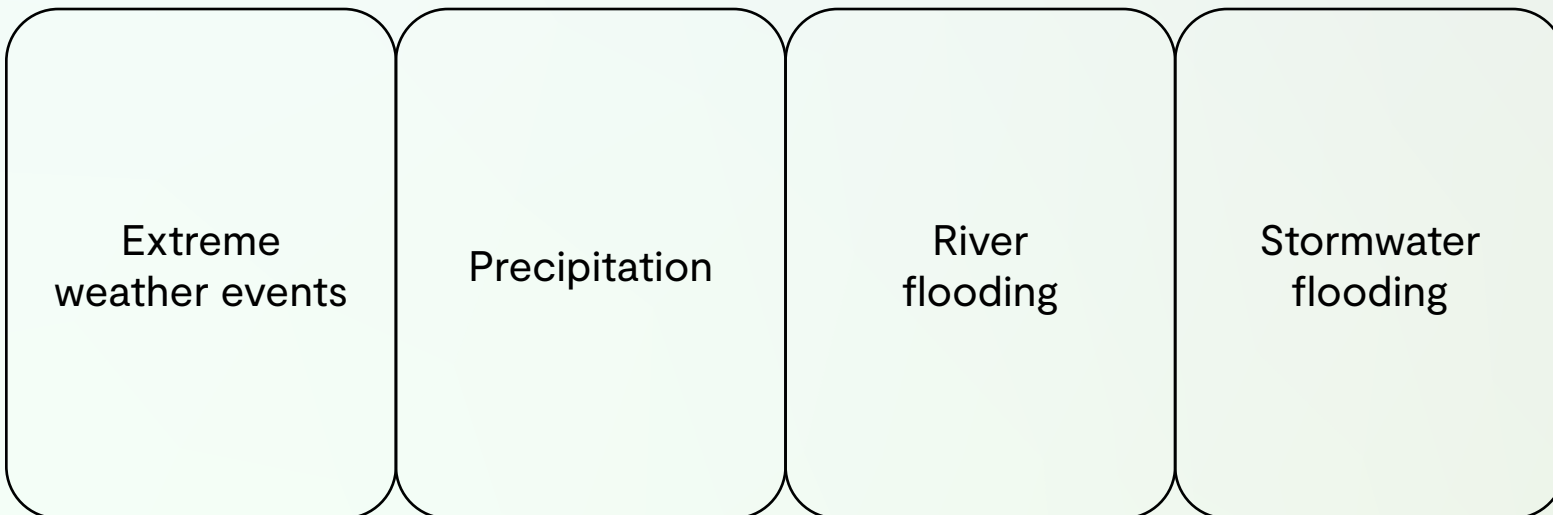
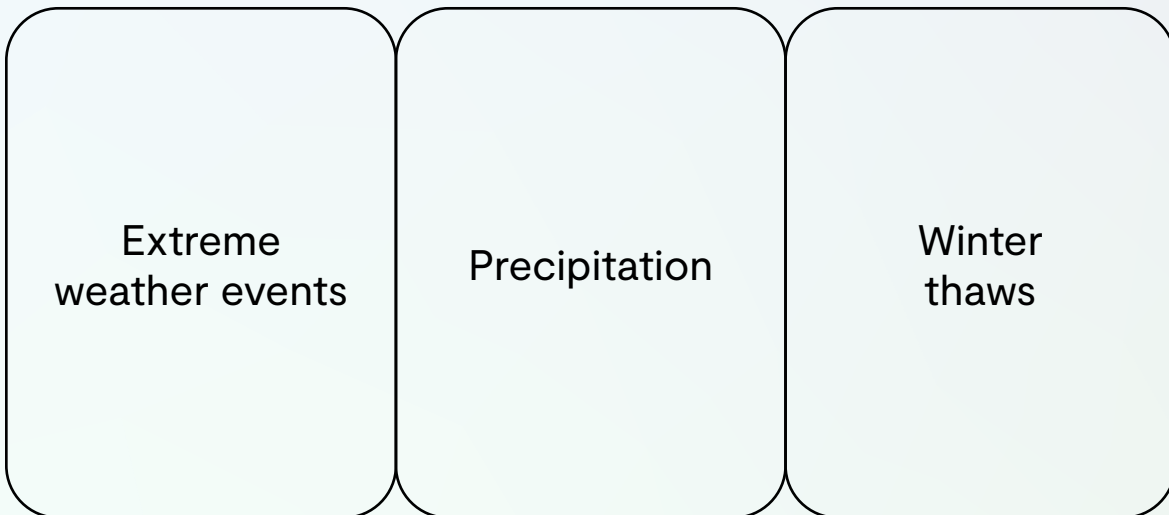
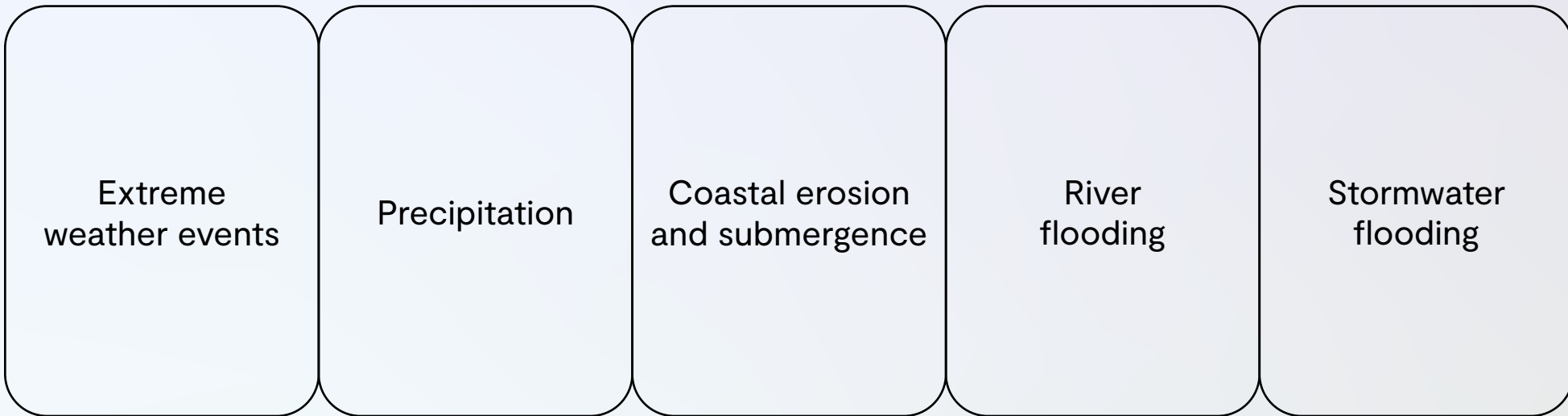
The information provided here is based on current knowledge and discussions with tourism associations. It is provided as an example and does not reflect all possible scenarios. A thorough understanding of climate phenomena and their effects on tourism supply and activities remains essential for assessing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

# 01 Longevity of infrastructure, equipment, and facilities

Challenges

Events

What factors might be causing this?



What kind of threat does this pose?

Cancellation, interruption, or disruption of activities related to the affected infrastructure.

Rising cost of the maintenance and repair of infrastructure, equipment, and facilities.


Total or partial loss of infrastructure, equipment and facilities.

Examples for the industry

Cancellation of activities (outdoor performances) due to flooding at the venue.

Additional expenses related to the repair of technical equipment (communications, electricity) due to freezing rain.

Postponement or cancellation of an event due to flooding at the venue following heavy rain.  
Temporary damage to stages and tents due to high winds.  
Interruption of audiovisual systems due to a thunderstorm.



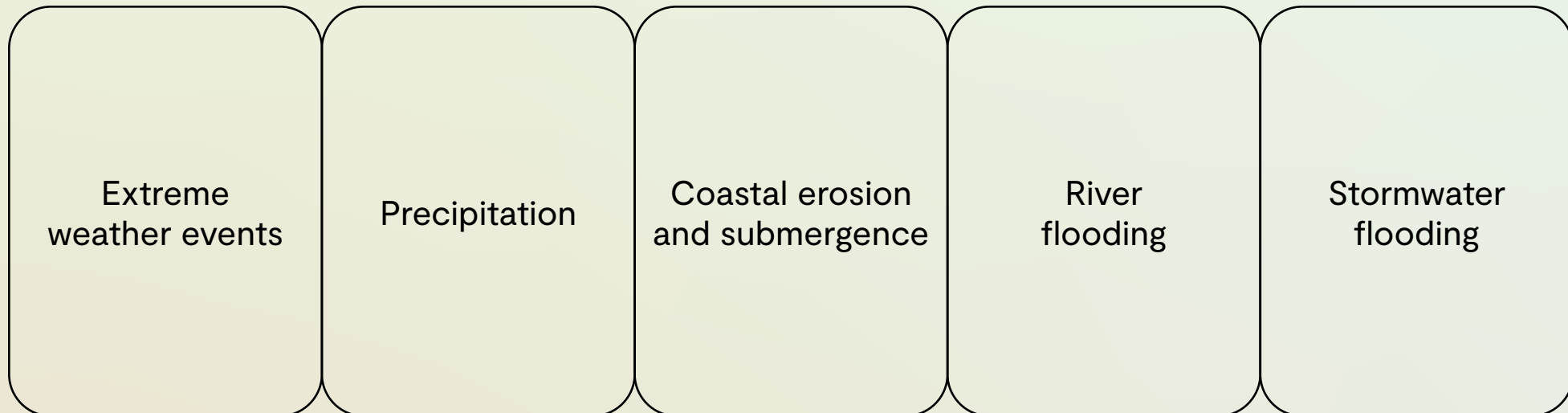
Track climate change and inform your actions on [Climate Portraits](#) platform.

# 01 Longevity of infrastructure, equipment, and facilities

Challenges

Events

What factors might be causing this?

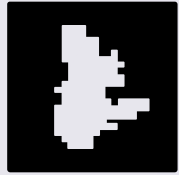


What kind of threat does this pose?

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

Examples for the industry

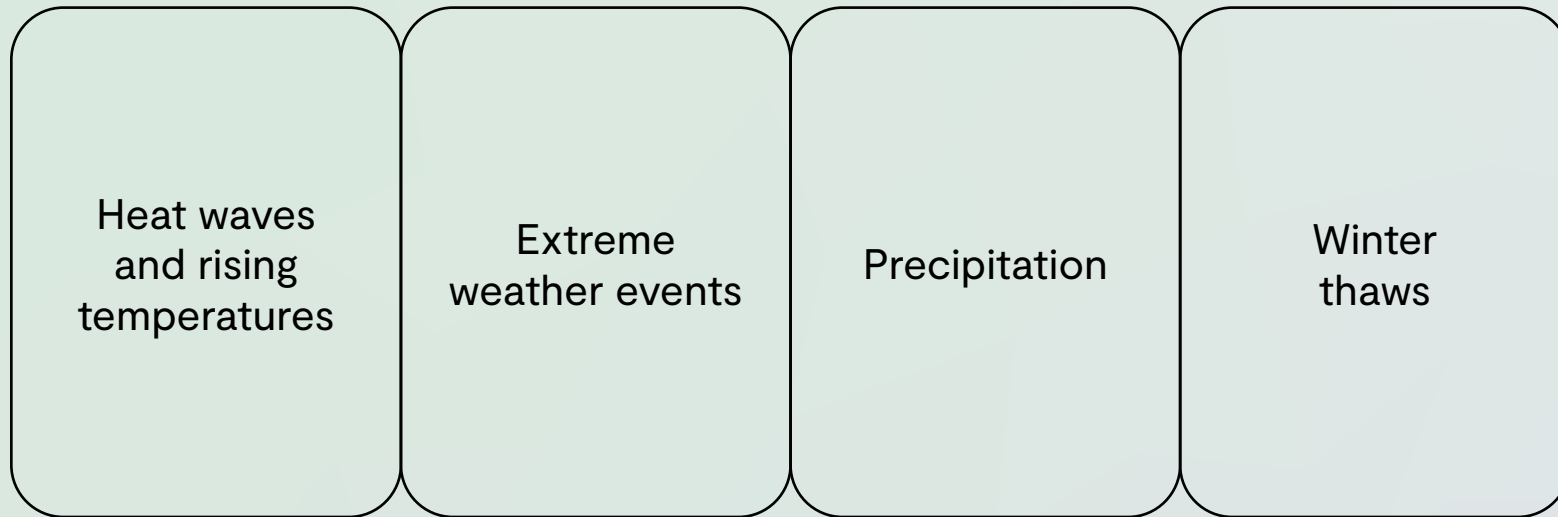
Relocation of a site that is prone to repeated flooding.  
Rerouting of a race course (marathon, cycling) due to a section of road that has collapsed as a result of flooding.



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# 02 Viability of the tourism offering

## What factors might be causing this?



## What kind of threat does this pose?

Decline in the appeal of the activities.

## Examples for the industry

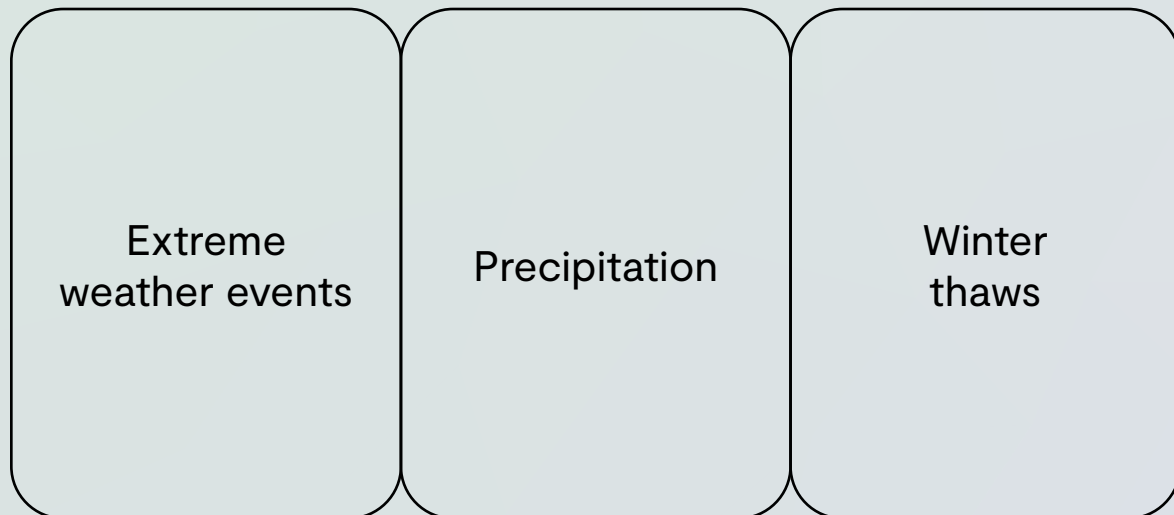
A decline in the number of people using urban walking and cycling routes during heat waves or heavy rain.

Declining interest in outdoor events in winter during prolonged warm spells or periods of low snowfall.



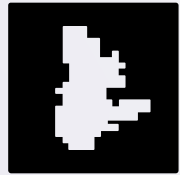
Higher insurance premiums, reduced insurance coverage, or even loss of coverage in areas vulnerable to extreme weather events.

An increase in insurance premiums for festivals due to a higher frequency of cancellations caused by severe storms or thunderstorms.



Interruption or disruption of the supply chain.

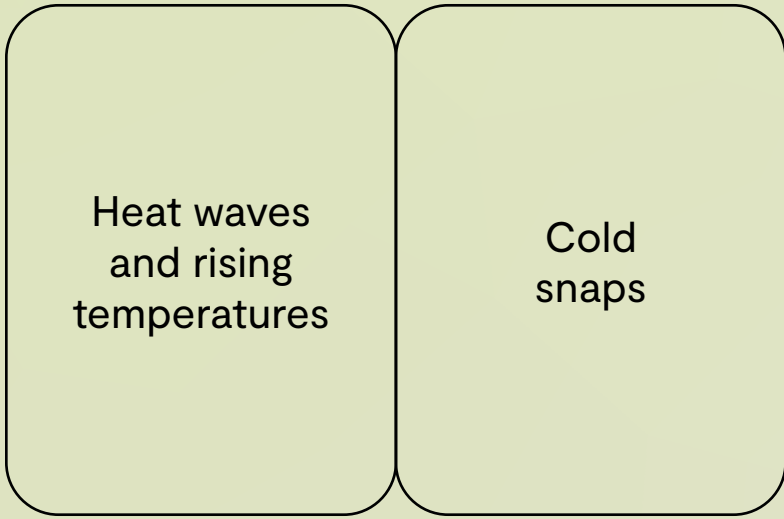
Delays or cancellations in the delivery of food, stage components, or technical equipment for a festival due to impassable roads (flooding, freezing rain, storm).



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# 02 Viability of the tourism offering

What factors might be causing this?

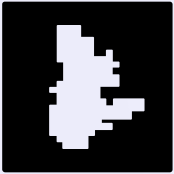


What kind of threat does this pose?

Increased pressure on the natural environment.

Examples for the industry

Increased energy demand for technical equipment during heat waves.



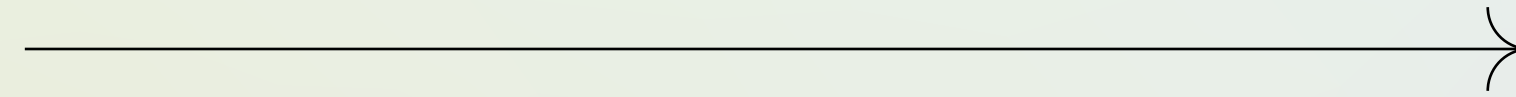
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## What factors might be causing this?

Heat waves  
and rising  
temperatures

Forest  
fires

Cold  
snaps



## What kind of threat does this pose?

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

## Examples for the industry

Heatstroke and dehydration during a heat wave.  
Respiratory problems caused by smoke from forest fires.  
Hypothermia or frostbite during a cold snap.



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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 the Québec City region

#### Threat

The rise in winter thaws is threatening traditional structures (ice palaces, sculptures), jeopardizing the viability of iconic winter activities

#### Opportunity

Modernize practices by using alternative materials, optimize the engineering of ice structures, and collaborate with experts to refine planning strategies to help maintain the event's appeal despite milder winters

Québec City's winter carnival has been a wintertime institution since 1955, but today it faces a major challenge: snow is sometimes scarce and warm spells are more frequent. The increasingly unpredictable weather has forced organizers to start thinking about how to adapt this winter-themed event. For the 2025 carnival, installations were made from materials that do not melt. For Bonhomme Carnaval's palace, where the use of ice is unavoidable, the carnival team worked with engineers to design its structure, shape, and orientation so that it could withstand warmer temperatures. Plans for the future include adjusting the schedule for setting up the facilities to optimize the durability of the ice, and drawing on the expertise of scientists from the Institut nordique du Québec to guide decision-making. [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 the events tourism offering

Événements Attractions Québec

Société des musées du Québec

Association de l'Agrotourisme et du Tourisme Gourmand du Québec

Agence des réceptifs et forfaitistes du Québec

Regional tourism associations