



Montreal's Golden Square Mile Tourism Development Society is Born

New entity will shine a spotlight on vibrant area's many attractions

Montréal, February 15, 2016 – The Golden Square Mile Tourism Development Society proudly announced its launch today at a reception at Centre Mont-Royal. The organization aims to actively promote the Golden Square Mile and to bring together the historic quarter's top leaders.

Beginning in the 1850s, the Golden Square Mile became the cradle of wealthy Canadian families, mainly of Scottish origin. Today, it still contains some of Montreal's finest architectural jewels, particularly its most splendid Victorian homes, as well as the city's widest range of diverse tourist attractions. The Golden Square Mile is bordered by René-Lévesque Boulevard, Mount Royal Park, Chemin-de-la-Côte-des-Neiges/Guy Street, and Robert-Bourassa Boulevard/University Street.

This new entity will work to amplify Golden Square Mile's position as a downtown Montreal destination, with a focus on eight key aspects: architecture, art, business, education, fashion, history, hospitality and nature. These are known as The Eight Pillars.

"By creating the Golden Square Mile Tourism Development Society, we will accentuate the area's character and quality in order to maximize visitor traffic, business activity, and tourist enjoyment of our beautiful neighborhood," says Monica Orr, the society's president and Director of Sales & Marketing for Hotel Omni Mont-Royal, one of the Society's founding members. "It's particularly essential to highlight the portion of Sherbrooke Street West that runs through the Golden Square Mile, which is to Montreal what 5th Avenue is to New York."

Along with the Hotel Omni Mont-Royal, the other founding members of the Golden Square Mile Tourism Development Society are: Centre Mont-Royal; Delta Montreal Hotel; Le Mount Stephen; Loews Hotel Vogue; and the Student Housing & Hospitality Services of McGill University. The Montreal Museum of Fine Arts, the McCord Museum, the Ritz-Carleton Montreal, and the Sofitel Montreal Golden Mile, cornerstones of the neighbourhood's historic and artistic vitality, are the first associate members.

"Our members are able to host 15,000 delegates, put 1,200 rooms at their disposal, and engage them via our Eight Pillars," says Monica Orr. "This represents an unrivalled business, tourism, and cultural force. We welcome other Golden Square Mile institutions to join us, collaborate on the area's strategic development, and benefit from the economic opportunities."

Prestigious hotels, delectable restaurants, renowned universities, and an array of remarkable shops, art galleries, museums, parks, monuments, and other attractions all contribute to the Golden Square Mile's charm. The Golden Square Mile Tourism Development Society invites you to discover, or rediscover, this unique Montreal destination.

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