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Travel Pulse > Destinations > Montréal Set to Host NBC Today Show on July 14

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Montréal Set to Host NBC Today Show on July 14

July 12, 2011 10:53 PM

For the first time in its history, the fourth hour of NBC's Today show will be taped outside the United States. Québec, specifically Montréal, will play host to the filming of two episodes of this daily morning show.

Of the two shows filmed in Montréal, one will be broadcast live from Place Jacques-Cartier on July 14, from 10 a.m. to 12:30 p.m. The show will spotlight the various attractions that make Québec a treasured destination among American tourists.

"We're extremely proud that the producers of such a high-caliber program as the Today show chose to come to Québec—an exceptional tourism showcase," said Nicole Ménard, minister of tourism.

The arrival of the Today show in La Belle Province is all the more important in that the United States represent Québec's primary international market in terms of tourist volume and revenue. In 2010, the number of American tourists in Québec increased by 4.4 percent compared with 2009, according to preliminary data from Statistics Canada.

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