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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. The initiatives undertaken by the Ministère du Tourisme, through its Destination Québec office in New York, as well as the Canadian Tourism Commission, in collaboration with Tourisme Montréal, have succeeded in attracting Kathie Lee Gifford and Hoda Kotb, along with some 60 members of their production team.

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. Guests will also be received on the set to share their passion for Québec with some four million faithful viewers.

"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. "This is a great example of partnership between the Canadian Tourism Commission and Tourisme Montréal, illustrating that, when we team up our promotion initiatives on the international tourist scene have an even greater reach."

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. And between January and April, 2010, flights taken by Americans to Québec jumped by 5 percent. For more information, visit www.destinationquebec.com.

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