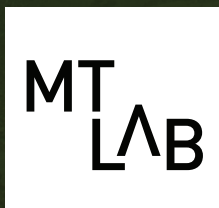


# REGENERATIVE TOURISM

## INNOVATION HUB FOR WELL-BEING



ABITIBI-TEMISCAMINGUE  
TOURISM



**CED**

WORLD CENTRE OF  
EXCELLENCE FOR DESTINATIONS

OVERVIEW

# MT Lab Innovation Hub Enhancing Destination's Attractiveness and Prosperity

MT Lab Innovation Hub aims to foster collaboration between destination stakeholders and entrepreneurs, from local and international ecosystems, on various innovation themes related to a specific subject.



**Acts as a matchmaker  
between innovators  
and stakeholders**



**Accelerate  
innovation projects,  
ensuring long-  
lasting, impactful  
results**



**Contribute to  
genuine knowledge  
sharing and  
collaboration  
between parties**

**Open innovation** is a method where organizations leverage external knowledge, resources, and collaboration to drive innovations for the benefit of the entire ecosystem.

# MT Lab's Regenerative Tourism Innovation Hub for Well-Being and Biodiversity

Regenerative tourism, where visitors contribute positively to the destination, involves collaborative interaction with local stakeholders and destination management organizations to enrich destinations ecologically, culturally, and economically.



This Hub provides multiple services that foster innovations in Regenerative Tourism

- Helps to identify needs and to attract meaningful solutions
- Scouts, sorts, and supports entrepreneurs seeking product-market fit.
- Engage partners and the community by enabling access to innovative ideas and solutions

The Hub offers tangible, actionable steps to implement real world, emerging solutions to support Regenerative Tourism for Well-Being. It uses the service blocks and accesses the pool of solutions of the MT Lab network.

# Regenerative Tourism in Abitibi-Témiscamingue: A Model for Regions Promoting Well-Being and Biodiversity Innovations

## Where is Abitibi-Témiscamingue?



Located in Quebec, Canada, the Abitibi-Témiscamingue is a region rich in varied landscapes, ranging from 22,000 lakes and rivers to dazzling forests.

**Population**  
148 242 inhabitants

**Area**  
64 651 km<sup>2</sup>

**Economic sectors**  
Underground techno-mines, Wood building systems, Nordic cattle-based agriculture.



# Why is **Abitibi-Témiscamingue** An **Ideal Location** for a the MT Lab's **Regenerative Tourism Innovation Hub?**



## **Rich Natural Resources and Biodiversity**

Home to vast expanses of forests, lakes, and diverse ecosystems, the region's natural wealth provides a real-world laboratory where innovations can be tested and applied to protect ecosystems while fostering tourism development that benefits both the environment and local communities.

## **Strong Commitment to Sustainable Development and Well Being of its population**

The region has a strong commitment to sustainability, demonstrated through multiple eco-tourism projects, conservation initiatives, and local policies aimed at preserving its natural and cultural heritage. This work is done in collaboration with local stakeholders and First Nations.

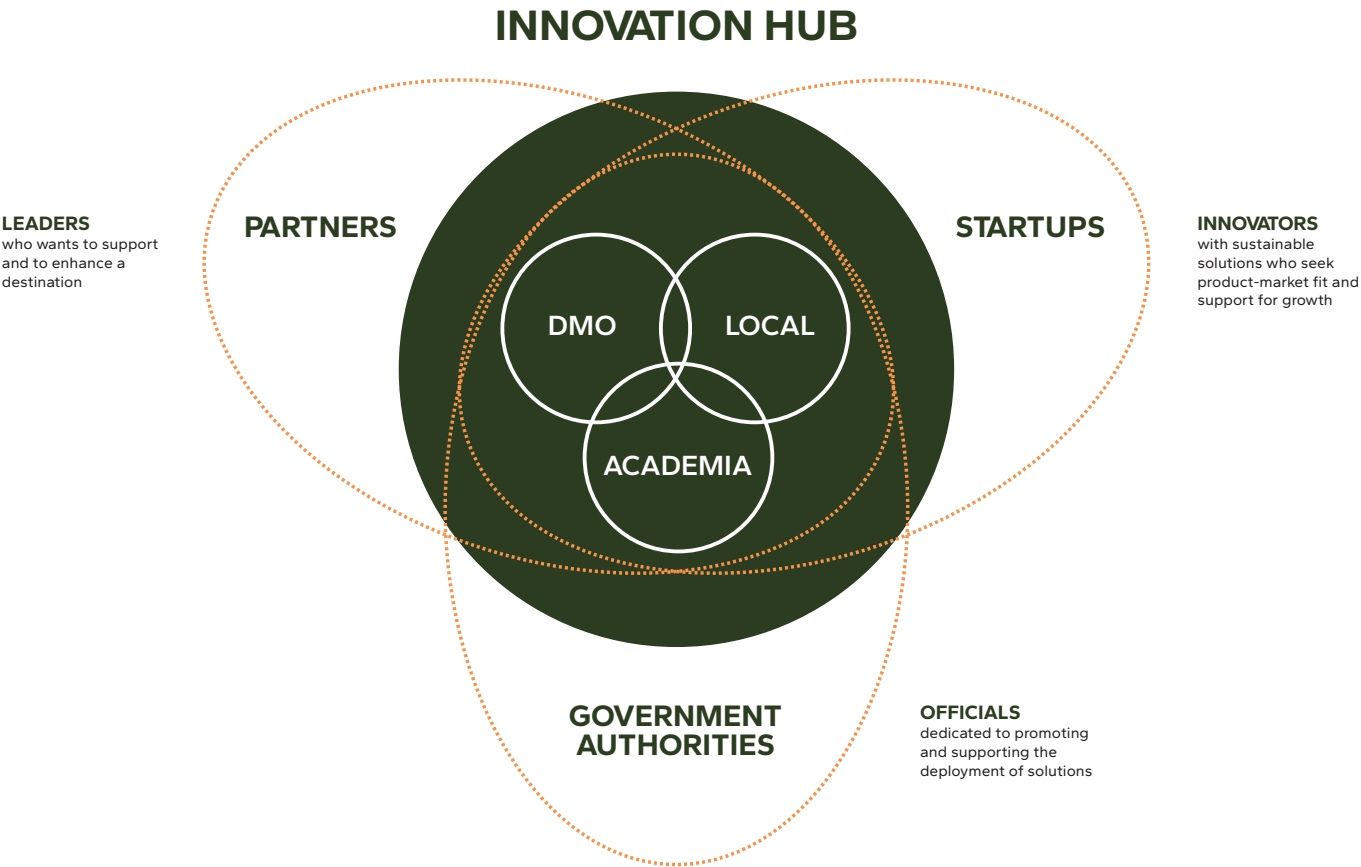


## **Community Engagement and Economic Revitalization**

As a resource-based region, Abitibi-Témiscamingue faces challenges such as population decline and economic transition. Establishing the innovation hub here will not only stimulate economic revitalization through tourism but also actively engage local populations, businesses, and global experts in creating long-term regenerative strategies.



# MT Lab's Innovation Hub Strengthens Collaboration Between 3 Ecosystems



**MT  
LAB**

The core of the innovation hub is driven by the collaboration of a tourism actor (such as a DMO), a local governing authority (such as a city or region, etc.) and an academic partner (such as a research center or university).

The hub organizes the partner steering committee to accelerate innovative transformation through a collaborative roadmap and field actions (call for solutions, demo days, innovation challenges, hackathons, networking, prototyping, coaching, etc.).



# Type of Innovation Solutions that Empower Partners toward their Goal

## — WELL-BEING

**Data:** Understand the citizen, traveler, and community to better meet their needs.

**Hospitality:** Optimize and personalize destination attractiveness

**Mobility:** Facilitate and streamline sustainable travel and local collaboration.

**Experience:** Provide meaningful, immersive, and responsible activities and attractions.

## — BIODIVERSITY

**Process:** Enhance the productivity and efficiency of destination infrastructures.

**Human Resources:** Promote employment opportunities and address labor well-being.

**Promotion:** Attract and diversify visitors around regenerative tourism innovations.

**Impact:** Increase social and local benefits while minimizing environmental impact.

# A Concrete Way to Enhance Canada's Global Leadership in Sustainable Development and Biodiversity Conservation

The innovation hub would create scalable, globally relevant solutions that contribute to international biodiversity goals, while showcasing Canada's commitment to environmental stewardship. This would bolster the country's reputation on the world stage and enhance its influence in shaping the future of sustainable tourism and climate action.

## — REVITALIZING RESOURCE-BASED REGIONS AND STRENGTHENING LOCAL ECONOMIES

The innovation hub serves as a catalyst for the economic revitalization of resource-based regions, fostering inclusive development in their transition toward greener, more sustainable economies.

## — INTERNATIONALIZATION AND STRATEGIC GLOBAL PARTNERSHIPS

The innovation hub would act as a permanent showcase, placing Canada at the forefront of a global movement. It would highlight Canadian innovations at international forums and directly contribute to destination excellence worldwide.



# Alignments with SUSTAINABLE DEVELOPMENT GOALS of United Nations



Enhancing a destination's attractiveness to drive sustainable economic growth, generate employment, and promote local entrepreneurship in tourism.



Focusing on innovation and infrastructure improvements to contribute to building resilient and sustainable destinations, fostering innovation in tourism and related sectors.



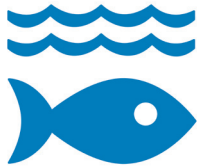
Strengthening the attractiveness and prosperity of destinations to lead to more sustainable urban and rural tourism, promoting inclusive and sustainable community development.

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



Encouraging sustainable practices in tourism destinations to support responsible consumption and production, helping reduce negative environmental impacts.

**14** LIFE  
BELOW WATER



Transforming tourism sector as a major support for the regeneration of riverbanks and water resources on which local communities and industry depend.

**15** LIFE  
ON LAND



Support innovations that restore terrestrial ecosystems by accelerating sustainable ways to visit them with positive environmental impacts.

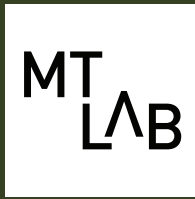
**17** PARTNERSHIPS  
FOR THE GOALS



Achieving enhanced attractiveness and prosperity by various stakeholders, including governments, the private sector, and communities, collaborating toward Regenerative Tourism.

# MT Lab's Regenerative Tourism Innovation Hub

## Founding partners



ABITIBI-TÉMISCAMINGUE  
TOURISM



**MT LAB** aims to ignite product-market fit for solutions struggling to find real-world prototyping locations and engaged clients to deploy and buy their products and services. It provides:

- Emergent solutions to tackle challenges related to tourism and related sectors
- A structure to facilitate the adoption of innovation within organizations
- A space for knowledge sharing and collaboration

**Abitibi-Témiscamingue Tourism** has long been recognized for promoting the destination's natural and cultural diversity. It is committed to:

- Supporting local tourism entrepreneurs
- Developing sustainable and innovative solutions that provide substantial benefits to the local population
- Offering authentic and memorable experiences to visitors, with a regenerative impact

**In partnership with the World Centre of Excellence for Destinations (CED)**, which contributes to elevating destinations around the world to a level of excellence by:

- Enhancing their competitiveness
- Helping them achieve their sustainable development goals
- Improving the quality of experiences offered to tourists
- Strengthening the unique geographical character of destinations, including their environment, culture, aesthetics, heritage, and the well-being of their inhabitants
- Providing strategic information on the key issues that concern them



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