



## Geotourism Magazine Social Franchise Concept

*Geotourim Magazine* is marketed worldwide through an innovative social franchise concept pioneered by three social entrepreneurs from Montreal, Canada, Richard Turgeon, Chloé Roumagère and Paul Shrivastava. Its first edition was published in May 2010 to celebrate Montreal as first urban centre to sign the National Geographic Society Geotourism Charter, thereby reinforcing its status as innovative city resolutely focused on sustainable development.

Geotourism Magazine's social franchising model is based on the vision that increasingly globalized and digitalized society calls for new paradigms of action and collaboration among institutional, academic, entrepreneurial and community sectors, to create financially performing social business initiatives that could make a global contribution to society over the long term.

Franchises are offered to social entrepreneurs as a turnkey business solution in cities offering high distribution potential. Franchisees benefit from a comprehensive interactive web platform, web-enabled management tools, brand visibility, national editorial desk, local editorial desk support and operational know-how. Web-enabled management tools include a proprietary content management system and multilingual back-office administration user-interface that allow any franchisee worldwide to enter own local content from its premises.

Geotourism Magazine's social franchising initiator, Richard Turgeon, and geotourism originator, Jonathan Tourtellot, believe the Montreal model has the potential for replication in any destination with a talented pool of social entrepreneurs and volunteers and likely partners and sponsors. If interested, please contact Mr. Turgeon at: [info@destinationcenter.org](mailto:info@destinationcenter.org)

### The Print Edition

Geotourism Magazine's print edition is published yearly by a nonprofit organization, Magazine Géotourisme/UR Montréal, in partnership with the City of Montreal and Montreal's transit company, STM. The magazine aims to speak to the widest and most diversified audience possible, being distributed at 100,000 copies to a highly responsive audience at Montreal-Trudeau Airport's international, trans-border and domestic arrivals and in STM's bus shuttle and metro stations downtown, as well as through a channel of sixty affiliate distribution partners.

Geotourism Magazine's authoritative sustainable tourism content popularizes the thirteen geotourism principles as defined in the National Geographic Society Geotourism Charter. Enrichment of this editorial content is backed by the powerful enthusiasm of more than a hundred "Montreal Lovers" volunteers providing readers with knowledge and resources to help them enhance their experience of Montreal and its attractions. Four handy sections deliver to readers insightful information on what to see and how to get there covers the best that the city has to offer, in a spirit of eco-citizenship and sustainable tourism, with the mindset to explore Montreal with different eyes.

Geotourism Magazine is published to the benefit of a local charity organization. Advertising in Geotourism Magazine then let sponsors support a most valuable social cause, while reaching a highly responsive audience through sustainability energized editorial content that readers trust and refer to regularly.



## The Interactive Edition

Geotourism Magazine offers to readers even more ways to connect with exciting Montreal through an interactive edition, entirely created a volunteer team of high- technology professionals. This new interactive edition features an innovative events-calendar, cutting-edge Android, iPhone and iPad applications as well as geo-localization and interactive maps functionalities, offering to users ultimate interactivity that enhances their overall reading experience.

Geotourism Magazine's interactive edition lets readers discover at a sweep of a finger tip Montreal's historic heritage and districts, typical architecture, locally grown music, cuisine and crafts, international cuisines local style, local cultural celebrations and performing arts, international festivals and a lot more of what makes Montreal worth visiting.

Furthermore, an interactive calendar allows the easy sharing and browsing of events. It connects to local information resources and displays a variety of events relevant to geotourism. We invite you to go to the "Events" tab in the main menu of Geotourism Magazine's website to perform a user's experience.

To quickly access to any evens, click on any date in the calendar grid or any thematic of your choice and then click on any corresponding event of interest. Once on the selected event page look for the "direction" icon (  ) located at the bottom of the selected event description. To learn how to get there, click on the corresponding event publisher link located just beside the "direction" icon.

You may also explore on the same page handy functionalities that allow you to find the best way to go to the event of your choice by metro or bus, BIXI or Commuauto, as well as share information on the selected event with your network or save it for future reference.