

# LESS NOISE MORE MEANING



## *Tourisme Îles de la Madeleine Launches a Month of Digital Silence: An Invitation to Fully live Les Îles*

**Îles de la Madeleine, July 23, 2025** — Staying true to its commitment to embody a more sustainable, conscious, and bold approach to tourism, Tourisme Îles de la Madeleine is launching a bold new initiative: a full month without any posts or advertisements on social media. From August 1 to 31, the organization will voluntarily step away from its digital platforms — a strategic pause, intentional and deeply meaningful.

This period of digital sobriety is not a retreat. It's an invitation to look up, breathe in the salty air, and fully embrace the Îles. Because sometimes, the most powerful act of communication is to remain silent and let the territory speak for itself.

### **A CLEAR STAND**

While digital tools are essential to our personal and professional lives, they also carry a real environmental impact. For us, it felt both natural — and necessary — to take this reflection one step further. This decision reflects our desire to align our digital presence with our environmental values. It represents a first step — symbolic, yet meaningful — toward greater awareness and a reduced digital carbon footprint.

### **GIVING SPACE TO THE PEOPLE. AND TO WHAT'S REAL.**

Summer on the Islands is already vibrant — both on the ground and online. Rather than adding to the constant stream of content, we've chosen to give the digital space over to those truly experiencing the Îles: our visitors and local residents. The stories they share, the photos they take, the moments they post capture the spirit of the archipelago with a level of authenticity no campaign could ever replicate. We invite them to keep sharing by using our already popular hashtags, #fousdesiles and #ilesdelamadeleine, and tagging us in their Instagram stories at @ilesdelamadeleine.

### **AND AFTER THE SILENCE?**

In early September, Tourisme Îles de la Madeleine will unveil a new initiative grounded in meaning and purpose. Media and partners, stay tuned — we will introduce a unifying project designed to fully integrate sustainability principles and showcase the very best of our destination.

### **About Tourisme Îles de la Madeleine**

*Tourisme Îles de la Madeleine's core mandate is to bring together the archipelago's businesses to increase the reach of the Magdalen Islands' tourism industry. Tourisme Îles de la Madeleine also leads the region's reception, information, development and marketing segments as a tourist destination. The purpose of Association touristique régionale des Îles-de-la-Madeleine is to bring its members and the community together in order to successfully welcome visitors, promote the destination and expand tourism, in harmony with the environment and its inhabitants. The agency ensures visitors enjoy an authentic, quality experience.*

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### **Source :**

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