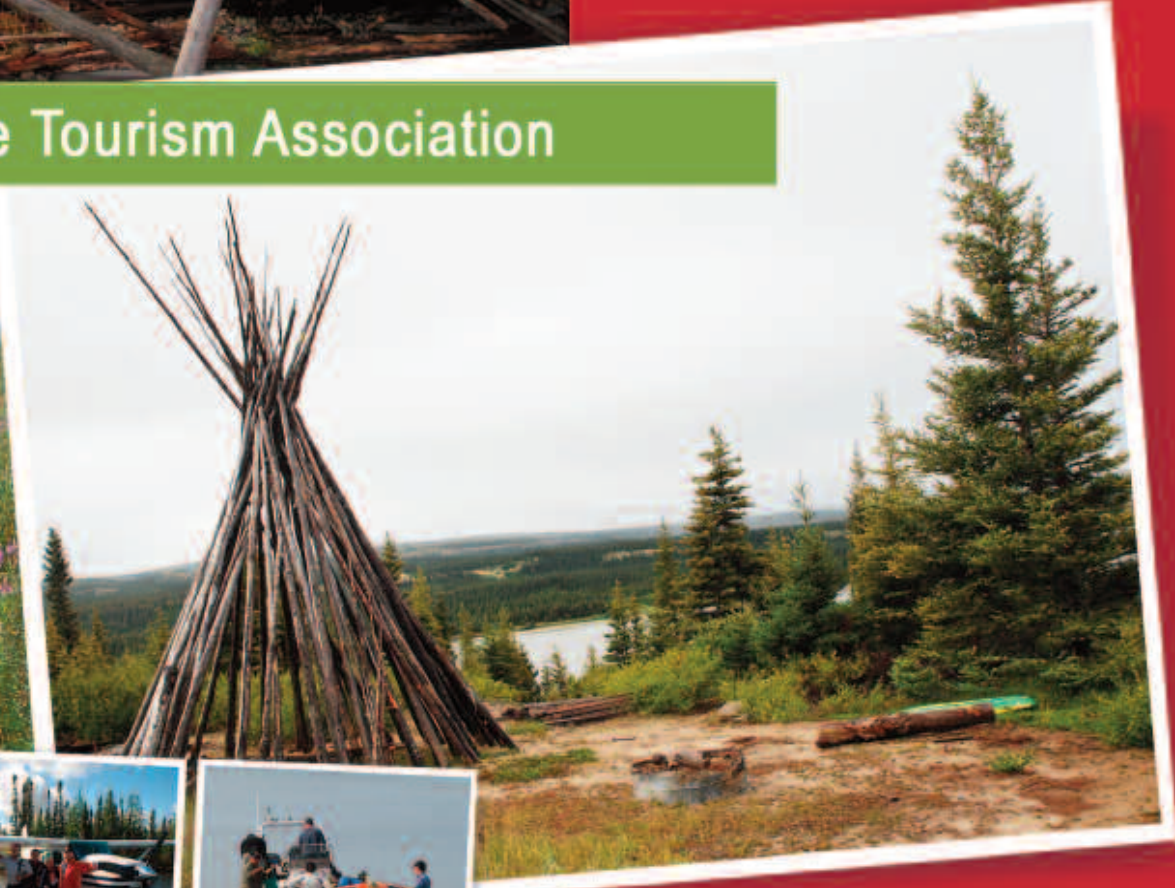




[2012-2013]

Eeyou Istchee Tourism Association



[Annual Report]





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[*A note from our President*]



Last year, I was pleased to report that the ACCORD project and action plan for tourism in Eeyou Istchee Baie-James was completed and approved by the government of Québec. The ACCORD tourism strategy is a detailed 5-year action plan that includes a budget for developing a niche of excellence focusing on sustainable adventure, nature, and cultural tourism in Eeyou Istchee Baie-James. The objective is to create products and packages that appeal to travellers from abroad. Over the last 12 months, funding has enabled progress on some key initiatives. These include the Master Plan for Air Access, the Cape Hope Island Feasibility Study, the development of a business plan for a coastal route, and the Destination Management Company business plan. Each of these projects meets ACCORD's funding criteria and offers tremendous potential for diversifying the region's tourism attractions and positioning Eeyou Istchee Baie-James as a one-of-a-kind tourism destination.

In December 2012, Michel Tétrault was appointed as Director, Northern Tourism Development (ACCORD niche of excellence) for the Eeyou Istchee Baie-James region. In this capacity, Mr. Tétrault will provide project management expertise in support of promoters and businesses operating within the niche as well as projects designed to deploy the niche's strategy and action plan. We are confident that his experience and expertise will be an asset to the future success of this key funding resource.

Additionally, we continue to work closely with regional partners. Of particular note, our increasingly collaborative relationship with Tourisme Baie-James (TBJ) has proven to be highly beneficial both for developing stronger regional marketing campaigns and streamlining human-resource requirements.

EIT and TBJ first began working together in 2007 when we joined forces for the production of the Regional Tourism Guide. Since that time we have collaborated on a number of other successful initiatives, including the regional component of Québec's Grands Prix du Tourisme awards gala and the 2010 and 2011 Tourism Symposiums. This year, we launched the new Eeyou Istchee Baie-James brand image. By working together, we will achieve our shared goal of creating a dynamic and unified tourism identity for Eeyou Istchee Baie-James.

I would like to extend my appreciation to Titus Shecapio, EIT's vice-president and would also like to thank our staff and members for their continued support as we work toward a world-class tourism industry in Eeyou Istchee Baie-James.

Raymond Blackned
President



[About EIT]

On August 15 2007, the government of Québec granted RTA status to the Cree Outfitting and Tourism Association (COTA).

Given the considerable difference between the RTA and COTA in terms of roles and responsibilities, a decision was made to create a separate organization, namely Eeyou Istchee Tourism (EIT), to provide for proper fulfilment of the RTA's mandate.

As set out in the formal agreement between EIT and the government of Québec, the role of the RTA is to promote tourism and regional operators, support the development of new products, make information more readily available to tourists, and cooperate with other RTAs in creating a Québec-wide tourism policy.

The members of the 2012-2013 Board of Directors are: Raymond Blackned, President; Titus Shecapio, Vice-President; and Dianne Ottereyes-Reid.

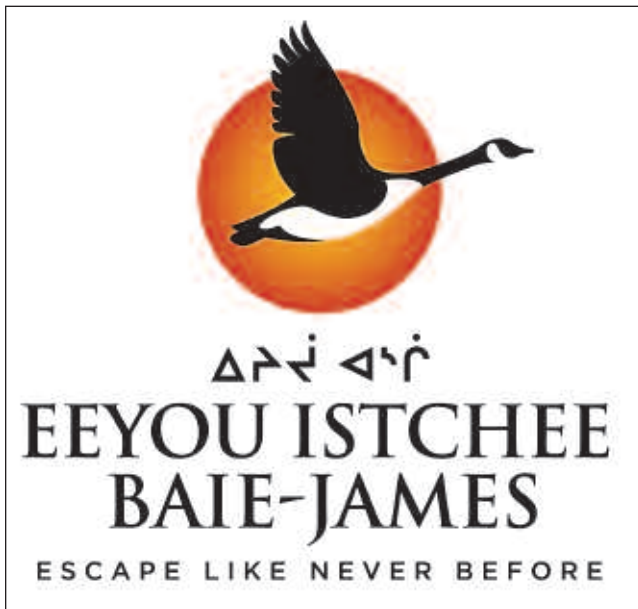
Objectives of Eeyou Istchee Tourism:

- Position and promote Eeyou Istchee as a key destination for First Nations tourism, outdoor and adventure tourism, and outfitter services.
- Support the development of marketable tourism products and the upgrading of existing products with a view to contributing to regional economic growth and development of the tourism industry.
- Enhance regional tourism infrastructure by facilitating access to information relating to tourism products and services.
- Develop a tourism industry based on the principles of sustainable development and designed to have a positive impact on youth, elders and cultural life in the region.

Dues-paying COTA members are automatically members of EIT. Some of the additional benefits for our members include a listing in the Eeyou Istchee Baie-James Tourism Guide and eligibility to have their tourism business included on the provincial blue road panels.

EIT is responsible for the planning and delivery of projects, and initiatives such as the Grands Prix du Tourisme gala, the Regional Tourism Guide and advertising.

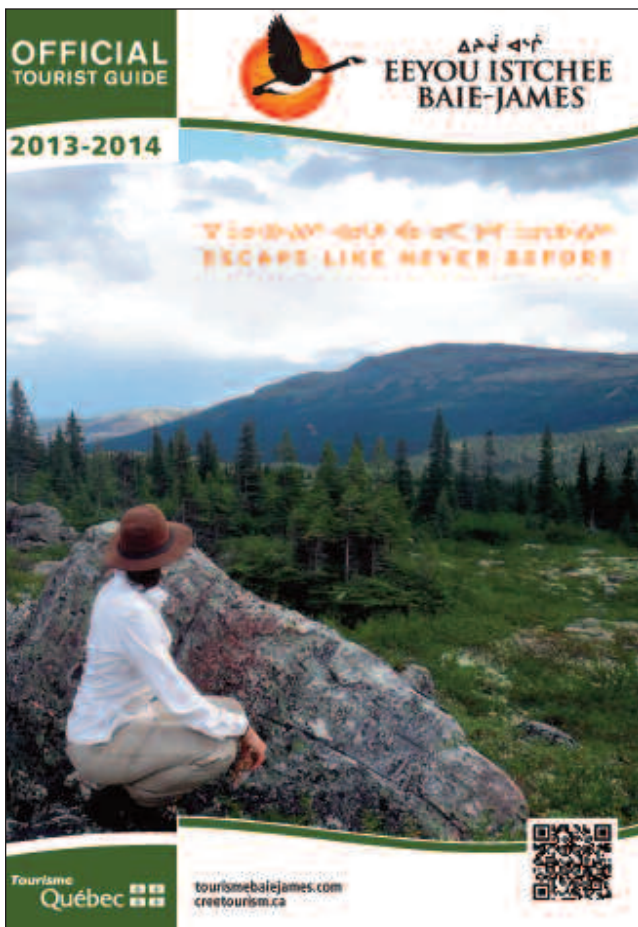
[Projects and Initiatives]



1. A New Brand Image for Eeyou Istchee Baie-James

On April 8th 2013, at a press conference held in Uujé-Bougoumou, COTA, EIT and TBJ launched the new Eeyou Istchee Baie-James brand image. This brand image, which includes a logo and tagline, achieves our collective goal of creating a dynamic and unified tourism identity. In addition to the new logo and tagline, the launch also featured a new web portal and promotional video.

The decision to create a new brand identity to promote Eeyou Istchee and Baie James as a singular destination emerged as a direct result of the 2012-2014 Tourism Action Plan. The plan clearly outlined the need to develop a collective marketing strategy while highlighting the importance of creating a shared visual identity to represent the entire region.



[The logo features a Canada Goose, which is a unique and distinctive icon representing the region of Eeyou Istchee Baie-James. The Canada Goose symbolizes travel and the importance of the seasonal cycle. The circle, which is a common theme in Native culture, stands for continuity and fairness. Finally, the Cree syllabics represent Cree culture.]

The new tagline – “Escape Like Never Before” – is intended to promote an engaging, exciting, and memorable travel experience that is so distinctive it is unlike any other.

2. Regional Tourism Guide

As part of our partnership agreement with Ministère du Tourisme du Québec, EIT must produce an annual regional tourism guide. At a planning session held in Val d'Or in August 2007 and attended by the COTA/EIT Board of Directors, a decision was made to work jointly with TBJ to produce the regional tourism guide. As such

EIT in collaboration with TBJ recently completed our fifth edition of the Eeyou Istchee Baie-James Tourism Guide. The guide includes a profile and photographs of each Cree community as well as a portrait of the region and Cree culture. The 2013-2014 edition is now available at tourism outlets throughout the province. Copies can also be ordered online at www.eeyouistcheebaiejames.com.

[The regional tourism guide is an essential source of information for travellers to the region. The guide highlights the attractions, events and activities available throughout Eeyou Istchee Baie-James and is a great way to promote our local tourism businesses.]

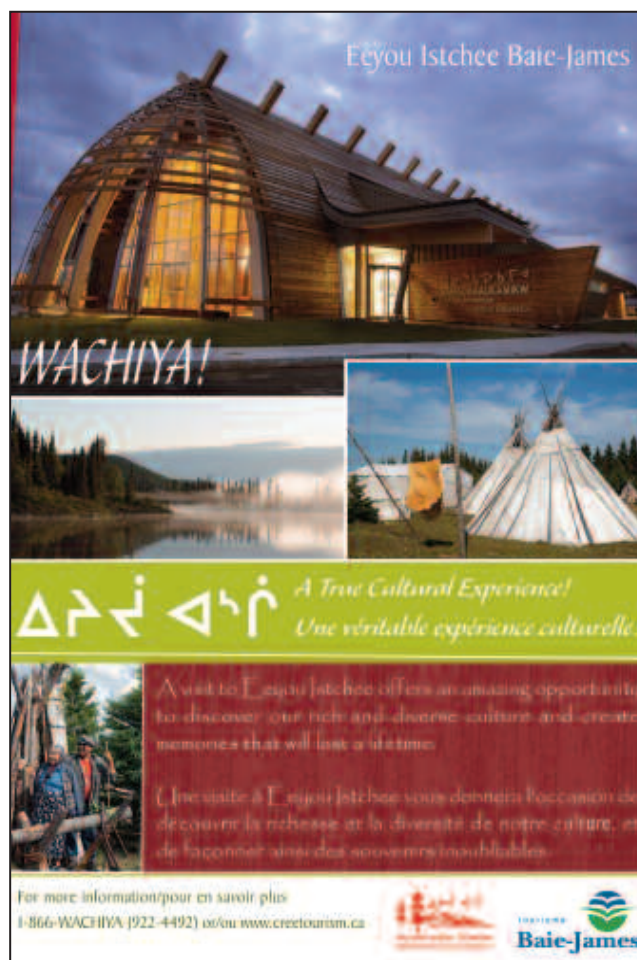
3. Advertising

Advertising continues to represent an important opportunity to promote the region to potential tourists in eastern Canada and the northeastern United States. Again this year, in recognition of our partnership with TBJ we have launched a joint advertising campaign promoting the region as a whole while highlighting popular activities such as hunting, fishing and snowmobiling as well as the many cultural activities offered by Cree tourism providers. Our new logo and tagline will appear on all new marketing initiatives beginning in April 2013. In addition, as we continue to move forward with the objectives set out in the project ACCORD tourism strategy, we will be looking at increasing visibility abroad by placing ads in publications with an international distribution. In 2012-2013, joint EIT and TBJ ads were placed in the following publications:

- Guide touristique
- Guide des vacances au Québec
- Guide de la Pourvoirie
- Guide des vacances au Québec
- Guide touristique officiel de l'Abitibi-Témiscamingue
- *Journal la Tribune chapaisienne*
- *Motoneige Québec*
- *Partir Pêcher*
- *Supertrax*
- *Touring*

[Print and visual media such as advertising are extremely important when it comes to promoting tourism opportunities around the world. A strong and easily identifiable visual brand and high-impact photography are essential to enticing potential visitors.]

Additionally, to encourage our members to pool their marketing and promotional efforts, TBJ and EIT have implemented a Cooperative Advertising Program. Thanks to the Program and in accordance with certain conditions, members can receive a 50% reimbursement of expenses incurred to promote Eeyou Istchee Baie-James attractions to customers in and beyond Quebec and increase tourism in-flow into the region.



4. Snowmobile Trail Map

Snowmobilers continue to be an important demographic for tourism in Eeyou Istchee Baie James — a preferred destination for snowmobile enthusiasts from all over Québec. Our 2012-2013 regional map of snowmobile trails provides visitors with a detailed map showing the approximately 1,000 km of public trails that crisscross our spectacular northern landscape. 20,000 copies of the Snowmobile Trail Map are printed and distributed through a highly targeted direct mail campaign and was also included as an insert in the French-language magazine *Motoneige Québec*. Additionally, potential visitors can order the map by visiting our new joint website at www.eeyouistcheebaiejames.com.

5. Snowmobile Package Brochure

In an effort to bolster the snowmobiling promotion campaign, working in collaboration with TBJ, we have once again produced a brochure for snowmobile packages. The brochure contains information on tourism-lodging providers in the region that offer combined supper, overnight stay, and breakfast packages at competitive prices. Three new entries were added this year, including *Aanischaaukamikw* (Cree Cultural Institute), Motel Baie-James, and Motel Carrefour La Grande. A total of 141,000 copies of the brochure were printed, including 66,000 in French and 75,000 in English. They were distributed at Salon des sports récréatifs motorisés (motorized recreational sports trade show) and the Snowmobile, ATV & Powersport Show and sent to tourists upon request. It was also included as an insert in two magazines: *Motoneige Québec* and *Supertrax*.

