

Eeyou Istchee Baie-James

More than \$2.3 million invested to support initiatives in two tourism regions north of the 49th parallel

Oujé-Bougoumou, July 20, 2017. – With a view to promoting development of the tourism offer in the Baie-James and Eeyou Istchee regions, the Regional Tourism Partnership Agreements (RTPAs) will be renewed to 2020, with funding of about \$1,785,000. In addition, in response to the demand for Aboriginal and Jamesian tourism products, the Ministère du Tourisme has confirmed support allocations of \$450,000 for a project to establish and start up a destination management company and \$101,000 for a project to computerize and market tourist accommodation establishments online.

The news was announced by Mr. Jean Boucher, member for Ungava and Parliamentary assistant to the Minister of Forests, Wildlife and Parks, on behalf of Ms. Julie Boulet, Minister of Tourism and Minister responsible for the Mauricie region, Mr. Alexandre-Maxim Jacob, President of Tourisme Baie-James, and Mr. Titus Shecapio, President of the Cree Outfitting and Tourism Association (COTA).

The financial aid is broken down as follows: the Baie-James RTPA will receive a total of \$700,000, including \$208,000 from the Ministère du Tourisme, \$209,000 from Tourisme Baie-James, \$208,000 from the Administration régionale Baie-James and \$75,000 from the Société de développement de la Baie-James. The Eeyou Istchee RTPA will receive \$455,000 each from the Ministère du Tourisme and Eeyou Istchee Tourism and \$75,000 from the Société de développement de la Baie-James. In addition, the Cree Nation Government will contribute over \$100,000 to tourism initiatives, for a total investment of \$1,085,000.

Government support for both tourism projects will come from the Programme de développement de l'industrie touristique – Aide au développement touristique au nord du 49^e parallèle (ADN49), which is funded by the Société du Plan Nord. Carried out by COTA and Tourisme Baie-James, these two projects will make it possible to market a structured tourism offer in the territory.

Quotes:

“I am very pleased to acknowledge the renewal of the partnership between the Québec government and the regional tourism associations, all of which are working hard to develop the tourism offer in our territory. Furthermore, the funding announced today for the two projects will make it possible to structure and market the offer and thus, attract more visitors to Québec. Northern destinations are in high demand and our vast territory, with its unique natural landscapes, has enormous tourism potential. Investment here has increased by leaps and bounds over the past few years, and I encourage both local and regional industry stakeholders to pursue their excellent and valuable work.”

Jean Boucher, member for Ungava and Parliamentary assistant to the Minister of Forests, Wildlife and Parks

Ministère du Tourisme

Québec
Bureau 400
900, boul. René-Lévesque Est
Québec (Québec) G1R 2B5
Téléphone : 418 643-5959
Télécopieur : 418 646-8723
www.tourisme.gouv.qc.ca

Montréal
Bureau 400
1255, rue Peel
Montréal (Québec) H3B 4V4
Téléphone : 514 873-7977
Télécopieur : 514 864-3838
www.QuebecOriginal.com

“The RPTAs are one of the most effective tools to for promoting private investment, stimulating innovation and increasing regional involvement. Pooling our regional resources will enable us to maintain and create employment. The funding awarded to support the marketing of these two northern Québec tourism projects will also help increase economic spinoffs for local and Aboriginal communities.”

Julie Boulet, Minister of Tourism and Minister responsible for the Mauricie region

“This vast territory has enormous potential. Its natural treasures include an extensive network of lakes and rivers, which connect the region’s forest ecosystems with those of the estuaries and coastal areas of Baie James. The renewed partnership will enable the Cree and Jamesian communities to continue showcasing their cultural, adventure and ecotourism products and in turn, will make it possible to provide visitors in search of authentic travel experiences with new opportunities for discovery and unique activities.”

Luc Blanchette, Minister of Forests, Wildlife and Parks and Minister responsible for the Abitibi-Témiscamingue and Nord-du-Québec regions

“The industry stakeholders in Eeyou Istchee Baie-James are delighted with the announcement concerning these structuring projects, as they are completely in line with the objectives of our joint strategic plan for 2015–2020, which aims to develop and market a strong northern tourism offer based on a range of attractive, competitive, authentic, sustainable, innovative and quality products. We would like to thank all partners involved, including the Ministère du Tourisme, as these projects will enable us to continue developing the region’s tourism potential and increase its visibility. This is a giant step toward making the Eeyou Istchee Baie-James region a world-class destination by 2020.”

Titus Shecapio, President of Eeyou Istchee Tourism and the Cree Outfitting and Tourism Association, and Alexandre-Maxim Jacob, President of Tourisme Baie-James

Highlights:

- The objective of the RPTAs is to coordinate the actions of the Ministère du Tourisme, the regional tourism associations and other regional partners, which focus on developing the regional tourism offer and meeting the tourism performance targets set out in the Plan de développement de l’industrie touristique 2012-2020 and its related action plan for 2016–2020.
- The RPTAs aim to distribute investments related to the tourism industry based on regional priorities, and strengthen the synergy between all regional partners.

- The Programme de développement de l'industrie touristique – ADN49 enables the Ministère du Tourisme to support projects that significantly contribute to consolidating and developing Québec's tourism offer, and enables Québec to stand out in the international market. The program's target objectives are as follows:
 - Increase accommodation capacity and quality
 - Diversify outfitting activities with a view to attracting new clientele
 - Improve tourism infrastructure and attractions
 - Extend the tourist season in the regions
 - Generate more spending by tourists and increase economic spinoffs from tourism in Québec
 - Enhance the tourism offer in Québec to meet the demand from international clientele seeking northern destinations

COTA and Tourisme Baie-James projects are supported with funding from the Programme de développement de l'industrie touristique – ADN49.

More specifically, the project to establish and start up a destination management company in Eeyou Istchee will make it possible to:

- Establish travel packages
- Evaluate the commercial value of products and services
- Identify sales volumes
- Define management operations systems
- Establish management contracts with producers and operators
- Forge business links with hotel operators and innkeepers

The project for the computerization and online marketing of tourist accommodation establishments in Baie-James and Eeyou Istchee will make it possible to:

- Establish Web links to the main hotels in both regions and thus, make them easy to find, improve the services they offer visitors, enhance security and increase the destination's visibility
- Equip hotels with a computerized reservation system to enable the future destination management company to make bookings online and manage available room inventories
- Equip hotels with a reservation platform accessible directly from the regional tourism associations
- Install an automated lock system to ensure safe access to hotels and rooms at all times

Link (in French only):

www.tourisme.gouv.qc.ca/programmes-services/aide/aide-dev-nord-49.html

Sources:

Patrick Soucy
Press Officer
Office of the Minister of Tourism and the
Minister responsible for the Mauricie region
Tel.: 418 528-8063

Frédérique Brais-Chaput
Political Attaché
Electoral District of the Member for Ungava
Tel.: 418 748-6046

Gabrielle Fallu
Press Officer
Office of the Minister of Forests, Wildlife and Parks
and the Minister responsible for the Abitibi-
Témiscamingue and Nord-du-Québec regions
Tel.: 418 643-7295

Information:

Jean-Pierre D'Auteuil
Media Relations Officer
Direction des communications
Ministère du Tourisme
Tel.: 418 691-5698, ext. 4868
Cell.: 418 559-0710