

Regional Tourism Partnership Agreement

Almost \$820,000 in funding to support tourism and digital development north of the 49th parallel

Chibougamau, July 11, 2018. – In order to boost tourism and digital development north of the 49th parallel, the Government of Quebec, Tourisme Baie-James, and Eeyou Istchee Tourism have announced \$817,800 in funding to support the implementation of nine tourism projects and help tourism businesses identify digital development challenges and roll out digital development initiatives.

The announcement was made by Jean Boucher, MNA for Ungava, on behalf of the Minister of Tourism and Minister responsible for the Mauricie region, Julie Boulet, Eeyou Istchee Tourism Executive Director Robin McGinley, and Tourisme Baie-James Executive Director Mitchell Dion.

Of this amount, \$637,800 was provided under [regional tourism partnership agreements](#) (EPRT). Additional amounts of \$125,000 for Tourism Baie-James and \$55,000 for Eeyou Istchee Tourism have been allocated under the [Entente de développement numérique des entreprises touristiques](#) (tourism business digital development agreement [EDNET]).

Quotes:

“The purpose of this investment by the Government of Québec is to consolidate the actions by Ministère du Tourisme, regional tourism associations, and other partners to put in place regional tourism development projects that will help attract more visitors to Québec. This collaboration fosters productive partnerships and today’s announcement is proof of that. Given the fierce competition in the industry, we must constantly revamp our offerings and ensure they go hand in hand with activities implemented in growth sectors across Québec. I firmly believe that by focusing on unique products we will be able to meet the expectations of visitors from here and abroad and differentiate ourselves from other destinations.”

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

“I am delighted that our government is investing in organizations and businesses that wish to actively participate in developing tourism and digital tools in their regions. The area above the 49th parallel is a magnificent region to explore, and more and more travellers are seeking out northern destinations in search of unique experiences. I am confident these new attractions will draw more visitors and boost our economy.”

Jean Boucher, MNA for Ungava

“I welcome today’s announcement. This major investment of \$524,800 to develop tourism in Eeyou Istchee brings us even closer to making Eeyou Istchee James Bay a world-class destination. I would like to thank our partners, Ministère du Tourisme, Société de développement de la Baie-James, and the Cree Nation Government for their renewed support in developing the tourism potential of the destination. I am confident that these investments, which will benefit Mistissini Lodge, Nibiischii Corporation, the Mistissini Pow-Wow, the Cree Nation of Mistissini, and the Cree

Outfitting and Tourism Association, will attract more tourists to our region. In addition, I would like to thank the Government of Quebec for contributing \$55,000 to enhance the digital presence of Cree businesses.”

Robin McGinley, Executive Director, Eeyou Istchee Tourism

“Digital tools are a growing part of the global tourism experience, and they influence travellers before, during, and after their stay. This \$125,000 investment that will translate into unique opportunities for our members to shine digitally and technologically in order to boost their market share. I also applaud the leadership shown by Ministère du Tourisme, one of our key partners, which made today’s announcement possible. Furthermore, I am very pleased with the announcement of over \$113,000 in support for major tourism products through the regional tourism partnership agreement, and I wish to reiterate that over \$460,000 remains to be allocated between now and 2020 to support tourism initiatives in our region.”

Mitchell Dion, Executive Director, Tourisme Baie-James

“Société de développement de la Baie-James is pleased to be part of this agreement along with our other industry partners. Like them, we believe in our region's ability to develop the sector to its full potential and are confident that it will become a pillar of our regional prosperity.”

Alain Coulombe, Deputy Executive Director, Economic Development, Société de développement de la Baie-James

“By participating in the regional tourism partnership agreement, Administration régionale Baie-James has demonstrated the importance of tourism to our socio-economic development. It is a source of pride for the organization to support so many projects that contribute to tourism development in the James Bay region. We would like to highlight our special partnership with Tourisme Baie-James, which contributes significantly to the region's visibility. In addition to signaling the region's determination to provide high-quality tourism offerings, this announcement will undoubtedly spur the creation of new projects and focus attention on our region across Québec!”

René Dubé, President, Administration régionale Baie-James

“The Cree Nation Government welcomes this tangible support for Cree tourism initiatives. A number of Cree tourism actors will be able to use this support to expand and improve their offerings, for the benefit of the economic, cultural and social development of the Cree First Nations and the entire Cree Nation.

Deputy Grand Chief Mandy Gull, Cree Nation Government

Highlights:

The financial assistance provided under the EPRTs is allocated as follows:

Organizations – Eeyou Istchee	Projects	Funding
Cree Outfitting and Tourism Association	Develop a "ready-to-camp" accommodation project in the region inspired by Cree culture and architecture	\$47,800
Mistissini Lodge	Improve rooms, expand the business centre, improve exterior infrastructure and digital technologies	\$131,000

Nibiischii Corporation	Improve infrastructure, facilities, and services to enhance the visitor experience and refresh the image of Réserve faunique des lacs Albanel Mistassini-et-Waconichi	\$134,500
Mistissini Pow-Wow committee	Support for the 2018 Mistissini Niimuuhiikan Pow-Wow	\$31,500
Cree Nation of Mistissini	Improve facilities for anglers and replace energy systems with renewable energy systems at Osprey and Louis-Jolliet lodges	\$180,000
Organizations – James Bay	Projects	Funding
Attractions Boréales Baie-James	Develop a northern tourism business offering dogsledding expeditions with accommodations	\$45,000
Club MX Chibougamau	Support for the 2018 “Ice Challenge” involving the construction of an oval track	\$19,000
James Bay Walleye Festival	Support for the 2018 James Bay Walleye Festival, to improve tournament logistics and enhance its cultural component	\$26,000
Ville de Chibougamau	Support for the 2018 Festival en août	\$23,000

- In 2017, Ministère du Tourisme renewed its regional tourism partner agreement (EPRT) with Eeyou Istchee Tourism, Société de développement de la Baie-James, and the Cree Nation Government for over \$1,100,000 through to 2020. Under the terms of the agreement, Ministère du Tourisme and Eeyou Istchee Tourism will each invest \$455,000.
- Ministère du Tourisme also renewed its EPRT with Tourisme Baie-James, Société de développement de la Baie-James, and Administration régionale Baie-James, for over \$700,000 through to 2020. Under the terms of the agreement, Ministère du Tourisme and Tourisme Baie-James are jointly investing \$417,000.
- The tourism business digital development agreement (EDNET) is part of strategic guideline 5 of the [Québec Digital Strategy](#), which aims to have all Québec businesses increase their digital intensity by 50% within five years. The agreement also contributes to meeting the tourism performance targets included in the 2012-2020 [Tourism Industry Development Plan](#) and its [2016–2020 action plan](#).
- The Québec government's investment will stimulate job creation and increase the number of visitors to and tourism spending in the region.

Ministère du Tourisme on social media:



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