Escape…

Eeyou Istchee
Baie-James

MAP

Worldwide, tourism is booming. In 2016, more than 1.2 billion tourists took a trip internationally…

"Marketing"

Marketing is the key to attracting tourists to Eeyou Istchee Baie-James.

"Access"

Cost, travel time (including flight connections), and ease of access to a destination all have an effect on trip planning.

"Product"

Tourists seek authentic experiences

Source: Canada's Tourism Vision,
Innovation, Science and Economic Development Canada

“PROVIDE MARKETING, BOOKING AND PROMOTION SERVICES FOR CREE OUTFITTERS;”

— The James-Bay and Northern Quebec Agreement, 1975

HISTORY

Eeyou Istchee Baie-James is a dynamic Northern destination, accessible and above all, unique with its vast natural territory...

The Goal

To help people make reservations and travel in order to maximize the benefits in the local tourism businesses.

A Cree initiative in partnership.

The Cree Outfitting & Tourism Association (COTA) is the main promoter in partnership with Eeyou Istchee Tourism and Tourisme Baie-James.

Offering the next step to the traveler: to make a reservation

Cycle

Travelers' expectations

'To tell our story through emotions, memories and experiences sought after by targeted clients'

- Alliance touristique

A DMC?

"…a term for a professional services company… specializing in the design and implementation of events, activities, tours, transportation and program logistics … as well as helping with overcoming language barriers.

- Source: https://en.wikipedia.org/wiki/Destination_management

The goal

To structure, promote and sell the regional tourism offer related to businesses, organizations, communities / municipalities of Eeyou Istchee Baie-James taking into account the needs and desires of the target tourist customers to maximize the local positive impact socially, environmentally and economically

Direct sell and Distributions Channels

Holding a Quebec Licence, the DMC will have a mixed sales strategy: direct sells via a reservation central (phone & online) and through the distribution channels (Travel Agents & Tour Operators

PREPARE

…we must focus on attracting new revenues by encouraging international tourists to come… Foreign visitors spend much more money daily, travel a great deal during winter, spring and autumn…

- Tourisme Quebec

"Market-ready"

Prepared, trained and carrying all necessary permits, certifications and liability insurance.

"Adjust to targeted market"

Language, food, specific expectations, comfort level

"Benchmark"

Compare with the competition: type of service; duration; rate; etc.

NOW

READY

Voyages Eeyou Istchee Baie James

1-855-745-3888

reservations@voyageseibj.com

Regional Sales Tool

Serves as a reservation central, promotes and sells year-round, facilitates invoicing and payments

Packages

Holder of a Quebec licence, specializes in creating packages including local tourism businesses, transportation, lodging

Distribution

Networks, sells and develops markets with Canadian and international Tour Operators and Travel Agents

“

THE NORTH ACCESSIBLE BY THE ROAD AND THE AIR

Air Creebec, is voyages EIBJ’s official regional airline

Ouje-Bougoumou

Award winning Community, World-Class Cultural Institute & Cultural Stay

Aanischaaukamikw, Cree Cultural Institute

Nuuhchimi Wiinuu

Guided town tour

AANISCHAAUKAMIKW
Cree Cultural Institute
Institut Culturel Cri

Wemindji

Coastal discovery & Cultural Stay

Guided Town tour

Coastal Eco-Cruises

Shammy Adventures

LEGEND
QC1989780

When do you get on board?

Contact us to help sell your tourism offer and boost your revenues

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