



August 2018 - NEWSLETTER



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What's New

New Regional Tourism Guide

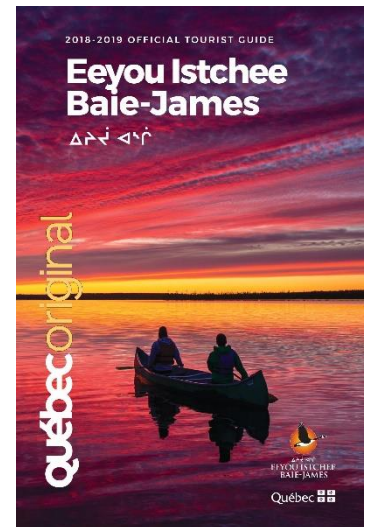
Eeyou Istchee Tourism and Tourisme Baie-James published April 1st the 2018-2019 edition of the Eeyou Istchee Baie James' Official Tourist Guide.

Again, this year, the guide proposes attractions, events and activities to discover and experience in the region. This important tool allows visitors to appreciate the diversity and beauty of our regional tourism industry.

"First off, the cover has been remodeled to further Quebec as a tourism destination on an international level. We **also improved the visual in the can't miss experiences and dedicated a section to the Cree culture** to enrich the visitors' experience. **Suggested itineraries** and additional information on camping and travelling in the region have also been added. We are very satisfied with this new edition which will certainly help further promote our region" Ms. Robin McGinley, Executive Director of Eeyou Istchee Tourism and Mitchell Dion, Director General of Tourism Baie-James.

The Official Tourist Guide is available free of charge to anyone around the world who requests it. 63,000 copies are distributed in a network of over 200 tourist information centers, Tourisme Québec, CAA Québec, airports, hotels and more.

For further information regarding the tourist guide or to receive a copy, feel free to contact Joanik Linteau at 1-888-748-8140 ext. 226, or at jlinteau@tourismebaiejames.com. The guide can also be ordered or downloaded directly on www.escapelikeneverbefore.com/publications.

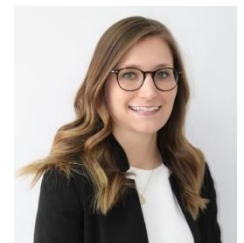


New Titles and Roles for Three Staff Members



Employed by Tourisme Baie-James since December 2005 as Tourism Information Network Coordinator, and shared staff for Eeyou Istchee Tourism since the spring of 2011. Ms. Joanik Linteau will continue to lead, plan and implant the regional hosting strategy and the signage policy. In addition, as of spring 2018, Ms. Linteau will also be in charge of deploying the commercialisation plan of Eeyou Istchee Baie-James and will collaborate with the marketing team for the promotion of the region. We wish Ms. Linteau all the best in her new position.

Employed by Tourisme Baie-James and Eeyou Istchee Tourism last July as Marketing and Promotion Coordinator, Ms. Camille Castonguay has been promoted Marketing Director April 1st, 2018. As such, Ms. Castonguay must plan and implant the marketing strategy for Eeyou Istchee Baie-James, manage the marketing programs, budgets and campaigns (in and outside of Québec) and promote the destination during tradeshows. She also coordinates the new marketing team composed of 5 people. We are certain that Ms. Castonguay will be pleased with her new role in our teams.





Employed by COTA and Tourisme Baie-James in February 2016 as Human Resources Coordinator of the Tourism Industry, Ms. Audrey Perreault was appointed on April 1st, 2018, Communications and Human Resources Development Coordinator for Eeyou Istchee Tourism and Tourism Baie-James. As such, Ms. Perreault will continue to lead the implementation of the 2016-2020 Action Plan for the Development of the Human Resources of Eeyou Istchee Baie-James' Tourism Industry. In addition, she will join the marketing team and will be in charge

of corporate communications, of web content management and will organize the press tours in collaboration with the marketing team. We wish Ms. Perreault all the best in her new role.

Joanik Linteau
jlinteau@creetourism.ca
 1-888-748-8140, ext. 226

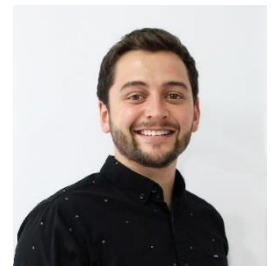
Camille Castonguay
marketing@creetourism.com
 1-888-748-8140, ext. 227

Audrey Perreault
aperreault@creetourism.ca
 1-888-748-8140, ext. 23.

New Employee for Eeyou Istchee Tourism and Tourisme Baie-James

The Cree Outfitting and Tourism Association (COTA) and Tourisme Baie-James are pleased to announce the appointment of Mr. Dex Savage as snowmobile and ATV project manager.

As of April 23rd, in partnership with the local ATV and snowmobile clubs, Mr. Savage will work on developing a touristic ATV and snowmobile experience in Eeyou Istchee Baie-James. He will also be in charge of implementing and coordinating a Cree-Jamesian regional consultation group, putting into place a data-collecting system regarding this clientele, developing a strategy encouraging repeat visits and creating a regional branding to promote Eeyou Istchee Baie-James as a destination of choice for snowmobile and ATV.



Mr. Savage will be working from the Tourisme Baie-James office, in Chibougamau, and occasionally from the Cree Outfitting and Tourism Association's office, in Ouje-Bougoumou. Mr. Savage can be reached by email at dsavage@creetourism.ca or by phone at 418 748-8140, ext. 231.

We are confident that Mr. Savage will enjoy working with our teams and that he will be committed to developing and promoting the region.

We would like to take this opportunity to thank our financial partners who made the creation of this position possible; the *Société du Plan Nord* (\$48,500), the *Administration régionale Baie-James* (\$23,500), the *Fédération Québécoise des Clubs Quads* (\$5,000) and the *Association Quad Nord-du-Québec* (\$1,000).

Major Achievement for Two Staff Members

We are happy to congratulate Audrey Perreault and Victoria Crowe on the completion of their bachelor's degree. We wish them the best of luck in all their future endeavours



About the Team

Product Development

Louise Séguin, Cree Product Development Officer

Marine Tourism Pre-Commercialization

The opportunity for the development of sustainable marine tourism in southern James Bay was identified in the Coastal Cruises and Marine Captain Training project. In November 2017, COTA, in partnership with Waskaganish, Eastmain, and Wemindji, secured funding from Aboriginal Affairs and Northern Development Canada and Cree Nation Government for a pre-commercialization initiative to begin developing and structuring marine tourism products. Although not directly involved at this time, Chisasibi and Whapmagoostui will also have an opportunity, later on, to take part in this tourism initiative.

The pre-commercialization phase covers a period of approximately ten months. Mr. Jamie Moses was hired on a part-time basis as the project coordinator. In addition, a community liaison officer will be hired to oversee the project.

An important goal of the pre-commercialization initiative was to create a new business to operate the coastal tours. In early spring of 2018, certified marine captains and other key stakeholders created the *Wiinipaakw Tours Solidarity Co-op*. The purpose of this co-op is to develop sustainable coastal tourism in Eeyou Istchee, in accordance with authentic Cree culture and values and in harmony with nature. The next steps for the Co-op are to create an operating plan and a business plan. The first general assembly is planned for August 2018

Hotello/ReservIT



The ability to provide potential visitors with easy online booking is a critical success factor for all sectors of tourism. As the tourism industry grows, more and more hotels in Eeyou Istchee Baie-James are offering this convenience. Other establishments, however, still lack the infrastructure and workforce required for effective reservation and inventory management. Inevitably, **failure to provide online booking services leads to missed reservations and lost revenue.**

Now that Eeyou Istchee Baie-James Travels (EIBJ Travel) is in operation, it is essential that hotels and even some outfitting camps take the necessary steps to implement their online booking platforms. By doing so, they will enable EIBJ Travel to gain real-time access to hotel inventory throughout the region and provide a centralized booking service for the destination as a whole.

To help Cree businesses implement this technology, Eeyou Istchee Tourism and Tourisme Baie-James have secured funding from the Quebec government which can cover **up to 80% of the costs** of implementing an online booking and hotel management system.

For more information regarding this project, please contact Louise Séguin at 1-888-268-2682, ext. 4230 or at lseguin@creetourism.ca.

Community Tourism Maps Project

The primary purpose of the community tourism maps is to provide visitors with a simple and easy-to-interpret visual resource to navigate within a given community. Each community map will include street names and clearly identified points of interest, such as hotels, restaurants, hiking trails, tourism information offices as well as cultural and historical landmarks. These landmarks will be represented on each map using standardized symbols, with a legend explaining the meaning of each symbol.

International Économusée Network Conference

In October 2017, COTA attended the Second International Économusée Network (ENS) Conference, in Bergen, Norway. Accompanying COTA were Conrad Mianscum, Tourism Coordinator for Mistissini, and Jane Voyageur, the Cultural Coordinator, for Mistissini. This event was an exciting opportunity to experience firsthand the benefits provided by a network with a truly global reach. The conference included two and a half days devoted to tours of local économusées, many of them family-operated, and two days of presentations and round-table discussions with artisans and ENS partners. The event provided valuable insight into the suitability of implementing the économusée concept in Eeyou Istchee, a region endowed with a rich and diverse artistic and cultural heritage. More information to come about how économusées can be implemented in the communities of Eeyou Istchee.

Cree Entrepreneur Boot Camp

Aboriginal tourism is a growing market, and there is considerable opportunity within Eeyou Istchee to develop tourism-related businesses that cater to this expanding sector. While entrepreneurship may be a rewarding and fulfilling career choice, it isn't the right fit for everyone. Starting and operating a tourism business requires extensive planning and preparation, a great deal of hard work, and often significant financial investment. It's important, therefore, to enter into this venture with a full understanding of what to expect.

In February 2018, in partnership with the Tourism Department of the Cree Nation of Waskaganish, COTA offered a workshop – titled the “Cree Entrepreneur Boot Camp” – to help would-be Cree tourism entrepreneurs assess the pros and cons of business ownership. The five-day workshop gave attendees a comprehensive view of the multiple and complex requirements associated with tourism business ownership and operation. Topics included self-assessment “*Is self-employment right for you?*”, an introduction to starting a business, tourism trends, and information about the many critical components of a well-structured and thorough marketing plan.

A distinctive feature of this initiative was the workshop's focus on all family members involved in developing a business plan. This is a critical consideration since launching and operating a business requires family support and commitment; consequently, all family members must be included in the process.

The Business Entrepreneur Boot Camp was delivered by SKY Community Economic Development Services with its founder, Irene Neeposh, acting as facilitator.

We take this opportunity to thank the funders who made this activity possible: ministère de l'Économie, de la Science et de l'Innovation, the Cree Nation of Waskaganish and the Cree Nation Government.

Marketing

Camille Castonguay, Marketing Director
Angel Mianscum, Digital Animator

Victoria Crowe, Marketing Agent

Into the North 2017-2018

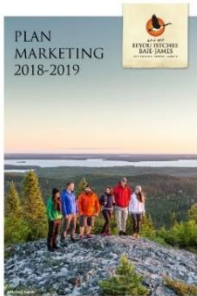
Into the North is a project initiated by both Eeyou Istchee Tourism and Tourisme Baie-James. It aims to create an international promotional campaign by inviting 6 winners to Eeyou Istchee Baie-James for two weeks in July 2018. The participants' adventure was filmed and will be broadcasted on the microsite in fall 2018.

During the registration period which took place from January 11th to February 28th, 2018 more than 150 people submitted their applications. These applications came from all over the world: Germany, Costa Rica, Great Britain, the United States of America and even Australia. At the end of this period, the selection committee composed of the Marketing Director and staff of the firm *Les Mauvais Garçons*, analyzed all the applications to select the twelve (12) finalists. This selection was based on a number of criteria such as: age, interests, motivation toward discovering Eeyou Istchee Baie-James, overall profile and, most importantly, their social media followers to evaluate their potential reach with this project.

Once these twelve candidates had been selected, they were submitted to a public vote. This 3-week voting period determined the 6 finalists who will partake in this adventure of a lifetime.

Follow Eeyou Istchee Baie-James' social networks to find out more and follow the adventure!

New Marketing Plan for Eeyou Istchee Baie-James



The new marketing for the destination follows the objectives and strategies used in the former marketing plan (2016-2018).

Slight changes have been made including the objective to change people's perceptions regarding the region. This amendment aims at getting through to the potential visitors that the destination is more accessible and not as far as they think it is.

To obtain a copy of the 2018-2019 Marketing Plan, feel free to contact Camille Castonguay 1 888 748-8140, ext. 227 or marketing@cretourism.ca.

Filming for Motoneiges.tv

In March 2018, Eeyou Istchee Baie-James' marketing team hosted *Motoneiges.ca* and *Dizi Films* for the production of two episodes to be featured, in January 2019, on the new program *Motoneiges.tv* broadcasted on *TVA Sports* and *TVA Sports 2*. The show's crew participated in the 52nd edition of *La randonnée de la présidente* of the *Festival Folifret Baie-James*. They took images of the participants, the antique snowmobiles and received testimonials from passionate participants.

In addition to their participation in this festival's activities, the team also snowmobiled on our regional trails to show their viewers the high quality of our trails and the sought-after snow conditions.

Tourism Information and Reception

Joanik Linteau, Reception and Marketing Project Manager

Your Visitor Experience Survey



The objective of this project is **to understand the profile of the visitors travelling to Eeyou Istchee Baie-James**. The more we know about their travel habits, the easier it will be to reach them and attract them to the region. Up until now, two reports have been completed, one for 2015-2016 and one for 2016-2017.

The yearly goal for this project is to **collect 1000 coupons**. It has yet to be reached. Therefore, we **need the communities' collaboration to reach this goal**. To do so **invite all visitors to fill out a coupon**. The more coupons collected, the more accurate the study will be in describing the visitor profiles, and the more effective we can all be in our marketing and promotion efforts.

To encourage businesses to collect completed coupons: every 3 months, a **gift certificate of \$100** is drawn amongst the businesses who have collected 50 coupons or more. (September 15th, December 15th, 2018, March, 15th and June 15th, 2019.) In addition, all business who collects 100 coupons or more during the reference year receive a **FREE** copy of the **report** for the data collected **in their business**.

To receive a copy of the past reports or to obtain more information, feel free to contact Joanik Linteau at 1-888-748-8140 ext. 226 or by email jlinteau@creetourism.ca.

Promote your Business in a Tourist Information Centre

Book your space now to display your leaflet in the 5 tourist information centres (Québec, Montréal, Rivière-Beaudette, Rigaud et Dégelis). The tourist information centres are greeting facilities managed by Tourism Québec. Their mission is to promote all of the provinces touristic destinations.

For more information regarding the promotion in the provincial tourist information centres, feel free to contact Joanik Linteau, at 1-888-748-8140 ext. 226 or by email jlinteau@creetourism.ca.

Human Resources and Training

Audrey Perreault, Communications and Human Resources Development Coordinator

Online Training Capsules



Tourisme Eeyou Istchee and Tourisme Baie-James with the *Service aux entreprises et aux collectivités du Cégep de Saint-Félicien* and *Alia Conseil* are happy to say that, after two years of hard work, the online training capsules are available to the public. The official launch will be done at COTA's Annual Tourism Conference.

These four (4) training capsules, which last between 10 to 12 minutes, tackle 4 main themes: greeting and customer service; history, geography and culture, regional realities, regulations and safety in an isolated region and the can't-miss experiences in

our touristic destination.

After completing this training program, participants will receive a certificate and pin designating them as an ambassador of the destination.

These training capsules, aimed at front-line employees of Eeyou Istchee Baie-James (hotel front desk, housekeeping staff, waiters and waitresses, gas station attendants, convenience store clerks, etc.) are available on www.creetourism.ca.

For more information regarding these training capsules, feel free to contact Audrey Perreault at 1-888-748-8140 ext. 232 or aperreault@creetourism.ca.

News from the Tourism Industry

New Terminal for the Chibougamau-Chapais Airport

In the next few years, a new terminal for the Chibougamau-Chapais airport will be built. This will allow the airport to accommodate the important increase in the number of passengers. This new terminal will be twice as big and will be more efficient and will respect the new security regulations. Its construction should start in the first half of 2019. The new building will be located close to the actual terminal. Therefore, activities at the actual terminal will not be impacted.

Voyages Eeyou Istchee Baie-James Travel

EIBJ Travel– a Regionally Owned Travel Agency



VOYAGES
EYYOU ISTCHEE
BAIE-JAMES
TRAVELS

Voyages Eeyou Istchee Baie-James Travel is a regional Destination Management Company (DMC). It was created through the efforts of the Cree Outfitting and Tourism Association (COTA), Eeyou Istchee Tourism (EIT) and Tourism Baie-James (TBJ). Its main objective is to increase the number of tourists in the region and the economic benefits for the communities.

In addition to the sums invested by the promoters; COTA, EIT and TBJ, full funding was obtained in summer 2017 through the Cree Regional Government and the *ministère du Tourisme — Programme de développement de l'industrie touristique - Aide au développement pour le nord du 49^e parallèle (ADN 49)*. It's funding completed, Voyages Eeyou Istchee Baie-James Travels was incorporated on June 13th, 2017. The DMC also created its distinct brand image which is a derivative form the Eeyou Istchee Baie-James region brand image.

For more information regarding the services offered by Eeyou Istchee Baie-James Travel, feel free to contact Mr. Roch Antcil 1 855 745-3888 or at admin@voyageseibj.com.

Upcoming events

In Eeyou Istchee Baie-James

International Indigenous Tourism Conference - Essay Contest



Write and submit a **500 – 750 word essay** for a chance to **WIN a trip for two** to attend the 2018 International Indigenous Tourism Conference (IITC) in **Saskatoon**, Saskatchewan on October 30-31, 2018.

The IITC is an annual conference bringing together Aboriginal and non-Aboriginal tourism entrepreneurs & community leaders interested and invested in creating and contributing towards a growing Indigenous tourism industry in Canada and around the world. This year, the Indigenous Tourism Association of Canada (ITAC) will host the 7th annual IITC.

Each year at the IITC, Indigenous tourism operators, businesses, partners and global tourism experts gather for two days of sharing best practices, networking, breakout sessions, keynote presentations and local cultural experiences **to support growing local tourism development capacities in Indigenous communities**. The IITC is an annual tourism industry **event for everyone** and is not to be missed.

This year, the theme is, “The Indigenous Tourism Economy: Learning Together and Sharing Our Stories.” Indigenous tourism has the power to change perspectives, preserve culture, language, and community and provide our relatives with a platform to be the leading voice in reclaiming our space in history — both ancient and modern.

How to enter (Open to Cree beneficiaries only):

Write and submit a **500-750-word essay** and tell us about one or more of the following topics:

- What interests me about the tourism industry?
- What is my experience working in tourism in Eeyou Istchee or abroad?
- Why I should be selected to attend the International Aboriginal Tourism Conference?
- What are my future plans with regards to tourism in Eeyou Istchee?

Submit your essay, by email, at lmitchell@creetourism.ca with your name and telephone number.











Deadline to submit your essay: August 24th^t, 2018

Please note that only the selected winner will be contacted.

The winning essay will be published in COTA’s newsletter next fall and the winner will also be asked to write a short article for the COTA newsletter following the conference.

For more information visit <http://www.creetourism.ca/iitc2018/> or contact Louise Mitchell, Interim Assistant to the Executive Director at 1-888-268-2682 ext. 4225.

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			 Eeyou Istchee Baie-James
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