

For release on October 8 at 8 a.m.

Cision, code 44
+ Regional weeklies, code 44

More than \$1.2M to support and enhance the Nord-du-Québec tourism offering

Québec City, October 8, 2020. – Minister of Forests, Wildlife and Parks, Minister Responsible for the Abitibi-Témiscamingue Region and the Nord-du-Québec Region, and Member for Abitibi-Est, Pierre Dufour, on behalf of the Minister of Tourism, Caroline Proulx, is pleased to confirm the allocation of an envelope of \$1,238,000 to two Nord-du-Québec tourism associations, specifically \$755,000 to Eeyou Istchee Tourism and \$483,000 to Tourisme Baie-James. This funding will support projects to develop the tourism offering of local businesses that have been impacted by the COVID-19 pandemic. The funds will be made available through implementation of the [2020–2022 Regional Tourism Partnership Agreement](#) (EPRT, in French only).

This announcement follows the unveiling of a Tourism Recovery Plan on June 11 by the Minister of Tourism, a plan that represents investments of \$753 million. Of the total amount, \$25 million is designated for EPRTs: \$15 million in 2020–2021 and the remaining \$10 million in 2021–2022.

The 2020–2022 EPRT includes three components: support for tourism SMEs to open for the 2020 tourist season; support for community projects to adapt tourism SMEs to the new health requirements; and support for projects to develop and structure the tourism offering.

Quotes:

“With their vast expanses stretching to the endless horizon and unique cultures, the Baie-James and Eeyou Istchee regions offer visitors an exceptional experience. I am proud of the support our government is providing entrepreneurs in these regions, whose tourism offering features exceptional diversity. With the funding made available under these agreements and the addition of a component to support tourism businesses in dealing with the impacts of the pandemic, we are taking concrete action to maintain the quality of the tourism offering in every region of Québec so that our destination continues to shine on the international stage as the recovery moves forward.”

Caroline Proulx, Minister of Tourism

“I am very pleased to announce this positive news for Nord-du-Québec businesses. The new government funding will enable them to propose projects that ensure visitors enjoy a pleasant and safe experience, while also continuing to develop an attractive regional tourism offering. I am convinced that Eeyou Istchee Tourism and Tourisme Baie-James will do an excellent job. This initiative once again demonstrates our government’s firm commitment to be present for all Québec entrepreneurs.”

Pierre Dufour, Minister of Forests, Wildlife and Parks, Minister Responsible for the Abitibi-Témiscamingue Region and the Nord-du-Québec Region, and Member for Abitibi-Est

“I am proud that our government is supporting Northern Québec’s tourism businesses. They drive essential economic development in the Baie James and Eeyou Istchee regions, which boast many tourist attractions. I know that our entrepreneurs can count on the support of Tourisme Baie-James and Eeyou Istchee Tourism.”

Denis Lamothe, Member for Ungava and Parliamentary Assistant to the Minister of Forests, Wildlife and Parks (Wildlife and Parks branches)

“Eeyou Istchee has great tourism potential because of the Cree culture thriving in our communities. We are very pleased to be able to count on the government funding made available through this program. The support will enable us to continue the work of developing our tourism offering in collaboration with entrepreneurs and share the region’s wealth with our visitors. It will also help our entrepreneurs to implement health measures. As the Québec tourism industry recovers, it is important that our communities stay healthy and our visitors be welcomed safely when businesses are ready to reopen.”

Titus Shecapio, Eeyou Istchee Tourism president

Developing and structuring the tourism offering in the Baie-James region is our main priority. We are very proud to receive government support to implement the Regional Tourism Partnership Agreement. It will allow us to continue to develop and offer our visitors an attractive and safe tourism offering. The needs and the challenges are legion in the context of a pandemic, and this collaboration will enable us to continue forward in the right direction.”

Alexandre-Maxim Jacob, Tourisme Baie-James president

Highlights:

- The following projects are eligible for the three 2020–2022 EPRT components:
 - Support for tourism SMEs for the opening of the 2020 season (Component 1)
 - Projects to make customer and employee areas in eligible tourism businesses compliant with the health plans proposed by the Québec government or one of its partners.
 - Support for community projects to adapt tourism SMEs to meet the new health requirements (Component 2)
 - Projects submitted by a tourism representative recognized by the Ministère du Tourisme.
 - Support for projects to develop and structure the tourism offering (Component 3)
 - The projects must correspond to one of the seven following categories, including more substantial projects to adapt to the new health requirements:
 - Attractions, activities and equipment
 - Studies
 - Structuring of the regional tourism offering
 - Accommodation
 - Festivals and events
 - Consulting services
 - Digital development of a business
 - The amounts of \$755,000 and \$483,000, allocated respectively to Eeyou Istchee Tourism and Tourisme Baie-James, will be used to support projects under EPRT Components 1 and 3 submitted by tourism businesses in the region. As for Component 2, which covers community projects across Québec, it will be steered by Tourisme Saguenay–Lac-Saint-Jean. The budget envelope allocated to that region

takes this extended responsibility into account and includes a supplemental amount of \$3,750,000.

- The Regional Tourism Partnership Agreement objective is to coordinate the actions of the Ministère du Tourisme, regional tourism associations and other regional partners in the interests of implementing development projects that enhance the regional tourism offering and contribute to stimulating regional economies.
- These agreements are designed to allocate tourism industry investments according to regional priorities and to strengthen the synergy among regional partners.

Related link:

To learn about all the measures implemented in support of the tourism industry, visit Quebec.ca.

Ministère du Tourisme on social media:



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