

04. Promote tourism services and activities revolving around traditional way of life and arts and crafts.

Tourists want to enjoy culture. They want to listen, learn, share, and take part. Cree arts and culture have a great deal to offer. The objective is to facilitate access to traditional activities through a broad range of workshops and tours that are exclusively focused on traditions.

A calendar of traditional activities will be posted on the Escapelikeneverbefore.com web site, on Facebook, and in the tourism office of each community, thereby allowing visitors to plan their days in advance and make appropriate reservations.



05. Create a master plan to improve access to the region and between communities.

The Billy Diamond Memorial Highway tourism route project will be presented to Tourisme Québec with due consideration for the geo-route and architectural signature projects. The project is a tribute to a key Native leader and positions the region favourably as a whole along with each community's attractions.

Concurrently, there is work to be done to improve signage and geo-referencing and to add services along the main roadway. Tourisme Québec's blue road panels are part of this optimization effort.

Feasibility studies will be launched with the aim of improving certain runways and thereby improve air transport. Talks with Air Creebec and La Macaza Airport will be undertaken to find a solution to develop charter flights in connection with tourism packages.

Efforts will also be made to validate the potential and feasibility of developing a water-shuttle between communities.



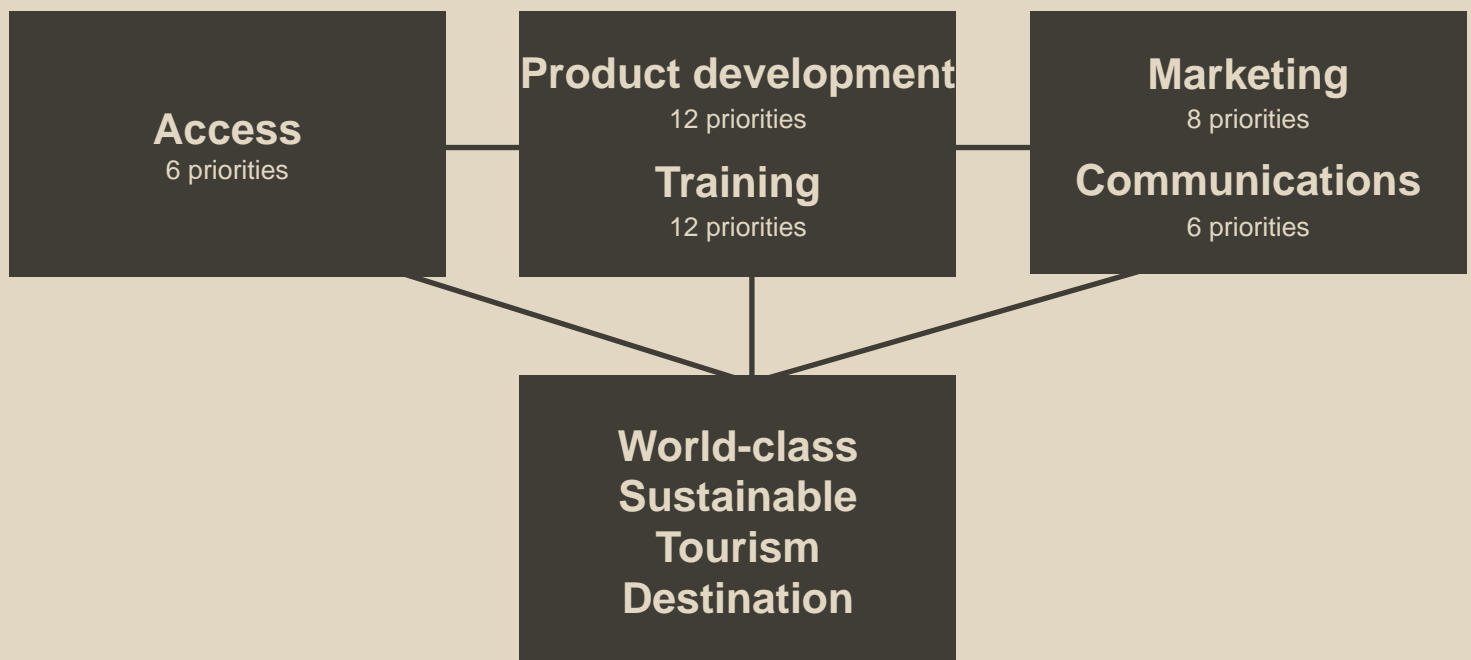
06. An action plan has been developed on the basis of primary operational objectives to achieve the goals of the five-year strategic plan. Priorities will be determined shortly, and each future activity will have its own coordinator and partners (see representation table).



2020-2025

Vision, Strategic goals and action plan

1. Create three tourism hubs: Inland, Southern, and Northern Coastal to improve mobility throughout the region, facilitate distinctive promotional offers, and entice visitors to come back.
2. Foster Cree and Jamesian collaboration toward implementing a global strategy for tourism experiences and accommodations in EIBJ
3. Involve the Cree Nation and non-Native communities in the development of a UNESCO Network Global Geopark
4. Position Creetopia sites and Wiinipaakw boats tours as flagship products
5. Position tourism services centred on traditional way of life and art and crafts
6. Create a master plan for regional access



Eeyou Istchee
Land & Ancestors
Cree traditions
People, history, wildlife and geological appeal

Escape like never before

Access

Specific goals for access

1. Billy Diamond Memorial Highway including a Geo Route.
2. Better signage: visual display for accommodations, and tourism attractions, sites of interest, and more.
3. Establish tourist charters with Air Creebec
4. Recognition of EIBJ as an outstanding snowmobiling destination. Completion of snowmobile trails from Lac-St-Jean and Abitibi and between southern communities connected to the Federated trail network.
5. Feasibility study for e-snowmobile charging stations.
6. Feasibility study for water shuttle between coastal communities.
7. Feasibility study for airstrip upgrades in some communities.



Product development

Specific goals for product development

1. UNESCO accreditation, development of specific Geo sites and Geo Route.
2. Geo science experiences in future Cree National Parks and other protected areas.
3. Creation of three one-week winter packages and three one-week summer packages for every tourism hub.
4. Journeys based on traditional way of life for employees of School Boards and Cree Board of Health (Off season).
5. Creetopia 5-year strategy.
6. Regional cuisine (boil-in-a-bag) with ITHQ and regional chefs.
7. Traditional visitor experiences in each community.
8. Inventory of Non-Timber-Forest-Products (NTFPs/PNFL) and implementation of picking activities.
9. Économusée implementation
10. Implementation of outdoor adventure activities.
11. Involve EIBJ Travel agency in developing packages.
12. Maintain and secure funding for a product development specialist.



Training

Specific goals for training

1. Training for quality, risk management, and safety.
2. Regional short- and long-term training in accordance with the various sets of expertise to be developed.
3. Promote existing post-secondary training programs for the next generation of adventure guides.
4. Hotel and restaurant training at Centre d'Études collégiales à Chibougamau.
5. Access to CQRHT and other Quebec programs.
6. Fund a position for a training coordinator.
7. Pilot projects involving future guides to work as assistant guides.
8. Ongoing support for Wiiniipaakw & existing organizations and outfitters.
9. Ongoing support for Écoleleader: Program and sustainable practices (FaunENord).
10. Formal agreement with specific programs and universities for co-research involving elders' knowledge and scientific know-how.
11. Partnerships with organizations, colleges, and universities, such as MOU with LERPA.
12. Access to funding programs.



Marketing

Specific goals for marketing

1. Architectural signature reflecting the two Nations and all 9 Cree communities through future Geo Route.
2. Calendars of traditional events and range of visitor experiences available on seasonal basis.
3. Update EIBJ web site with more Cree content.
4. Data collection method about visitors and their expectations.
5. Key Performance Indicators (KPI) and scoreboard to follow achievement of goals.
6. Tourism offices and services in each community.
7. Ambassadors' program to welcome tourists.
8. Secure and maintain funding for a marketing agent.



Communications and sales

Specific goals for communications













1. Internal communications channel to facilitate regional coordination.
2. Media-relationship strategy.
3. International journalist familiarization winter & summer.
4. Partnerships with specialized travel, culture, and adventure magazines.
5. Follow-up on articles as leverage for promotions.
6. Secure funding for a communications agent.

















Choices made at the summer 2019 creativity workshop

1. What colours best suit your community
2. What animal best represent the land
3. Three words to describe your community
4. Representation of your land in three words

The results are the symbolic representation of communities and the land. These specific answers will be used to support the development of an architectural signature for Eeyou Istchee.

Name	Colors	Animal	Lan	Community
Cree Nation of Waskaganish			Beautiful Vast Peaceful	Culture Nature History
Cree Nation of Wemindji			Scenic Painted Hills Forest	Beautiful Friendly Rich tradition
Cree Nation of Chisasibi			Beautiful Healing Vast & providing	Friendly Beautiful Growing
Oujé-Bougoumou Cree Nation			Vast Authentic Connected	Beautiful Culture Nature
Cree First Nation Of Waswanipi			Community Land & rivers Nature	Language & Cree way of life Culture & sacred Water
Cree Nation of Whapmagoostui			Beautiful Cultural Pristine	Beautiful Cree culture Friendly

Name	Colors	Animal	Lan	Community
Cree Nation of Nemaska	 		Cree way of life Spiritual Peaceful	Beautiful Home Unity
Cree Nation of Mistissini	 		Vast Peaceful Abundance	Culture Lake Friendly
Cree Outfitting and Tourism Association	  		Culture Authenticity Vast land	Joyful Friendly Authentic
Cree Nation Youth Council	  		Healing Strength Peaceful	Strongly resilient Beautiful scenery Cree culture

World-class sustainable tourism destination

To be recognized as a sustainable destination
and to receive support from the Écoleader
program.

**Eeyou Istchee
Land and Ancestors
Cree traditions
Its people, history, wildlife, and
outstanding
geological beauty
Escape like never before!**



Thank you to our industry partners

We are grateful to our industry partners for their input and collaboration:

Members of Eeyou Istchee communities and tourism officers (Creativity workshop)
COTA Board of Directors
EIT Board of Directors
Cree Trappers' Association
Cree Nation Youth Council
Cree Native Arts & Crafts Association
Nibiischii Corporation
FaunEnord
Tourisme Baie-James
Aventure-Écotourisme-Québec
Fédération des Pourvoiries du Québec
Tourisme Autochtone Québec

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Québec 