

GUIDE

Cooperative Advertising Program

MARKETING



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EEYOU ISTCHEE
BAIE-JAMES

eeyouistcheebaiejames.com

THE PROGRAM



To encourage members to pool their marketing efforts and help promote the region's tourism offering, Tourisme Baie-James (TBJ) and Eeyou Istchee Tourism (EIT) have launched a **cooperative advertising program**.

The program provides members with partial reimbursement of the costs associated with promotional activities in markets **within Québec and abroad**.

OBJECTIVES

The program aims to encourage members to form advertising and/or package-based alliances.

It is also designed to showcase the region's tourism offering and promote the Eeyou Istchee Baie-James brand.



ELIGIBILITY CRITERIA

To be eligible for the program, members must prove that their project meets all of the following criteria, without exception*:

- Show that the project will attract customers from outside the region
- Prove that the project does not duplicate an existing marketing program
- Show that the project produced an increase in tourism promotion in the current year compared with the previous year (applies to current projects and resubmitted projects)
- Be a member in good standing of Tourisme Baie-James/Eeyou Istchee Tourism
- Have all products ready for market

EVENTS AND FESTIVALS

The promoter must submit a report on the event or festival to TBJ//EIT no later than **6 months after it is held**.

The report must include:

- Tourist traffic, that is, the number of attendees and where they come from
- Length of attendees' stay, if applicable
- Evaluation of tourist spending and economic spin-offs
- Number of overnight stays sold (in lodgings)
- Development of packages, where applicable

*Any application that does not meet one of these criteria will not be considered.

AREAS OF FOCUS

01

ADVERTISING ON TRADITIONAL AND DIGITAL MEDIA, INCLUDING MAGAZINES, TELEVISION, RADIO, SOCIAL MEDIA, AND MORE

02

SUPPORT FOR DEVELOPING PACKAGES

03

TRADE SHOWS AND PROMOTIONAL EVENTS

04

JOURNALISM, FAM, AND CONTENT-CREATION TOURS

FOCUS 01

ADVERTISING ON TRADITIONAL AND DIGITAL MEDIA

TRADITIONAL MEDIA

Traditional media encompass platforms that predate the internet:

- Television
- Radio
- Billboards
- The press, including newspapers and magazines

DIGITAL MEDIA

Digital media refer to content delivered over the internet or computer networks:

- Social media
- Blogs
- Web sites
- Digital press, including newspapers and magazines

THE COOPERATIVE ADVERTISING PROGRAM PROVIDES:

50% of pre-tax ad-placement costs.

*Ads must include the Eeyou Istchee Baie-James signature, banner or logo and be approved by a TBJ/EIT representative.

Production (graphics and editing) costs are **not eligible under this part of the program.

FOCUS 02

SUPPORT FOR DEVELOPING PACKAGES

DEVELOPING PACKAGES

Developing packages results in providing travellers with an overall price for a set of travel services, such as transportation, accommodation, and activities, rather than having them pay for each item separately.

All-inclusive travel packages, for instance, enable travellers to pay a set amount for the flight, hotel, and meals for the duration of their stay.

Packages foster collaboration between members and is essential to developing the region's tourism offering.

We provide support only for package-development efforts that bring together two or more members.

THE COOPERATIVE ADVERTISING PROGRAM PROVIDES:

50% of pre-tax ad-placement costs.

*Ads must contain the Eeyou Istchee Baie-James signature, banner or logo and be approved by a TBJ/EIT representative.

FOCUS 03

TRADE SHOWS AND PROMOTIONAL EVENTS

TRADE SHOWS AND PROMOTIONAL EVENTS

Tourism-sector trade shows and promotional events are gatherings where industry professionals present and promote their destinations, products, and services. They provide travellers with opportunities to explore various offers and destinations all in one place.

At a travel trade show, for instance, travel agencies, hotels, and airlines can present their offers to visitors looking for new travel experiences.

We invest in partnership with our members to enable them to attend these events.

THE COOPERATIVE ADVERTISING PROGRAM PROVIDES:

50% of pre-tax site rental costs.

*A TBJ/EIT-approved visual ad promoting the Eeyou Istchee Baie-James (EIBJ) destination must be displayed in the booth.

**Option of sharing rental space with EIBJ and/or representing EIBJ.

FOCUS 04

JOURNALISM, FAM, AND CONTENT-CREATION TOURS

JOURNALISM TOURS

Trips organized for the media to generate coverage of the destination.

FAM TOURS

Trips organized for industry professionals to familiarize them with a destination and help them “sell” it more effectively.

CONTENT-CREATION TOURS

Trips for influencers and content creators to produce compelling content about a destination, experience or product.

THE COOPERATIVE ADVERTISING PROGRAM PROVIDES:

50% of pre-tax production, accommodation, meal, and/or transportation costs for journalists, guests, and influencers.

*Ads must contain the Eeyou Istchee Baie-James signature, banner or logo and be approved by a TBJ/EIT representative.

****Rights for use of high-resolution photos and videos must be granted to TBJ and EIT without geographical or time limits.**

NEED FOR INFO?

GET IN TOUCH



MARKETING@TOURISMEBAIEJAMES.COM

1 (888) 748-8140

EYOUISTCHEEBAIEJAMES.COM



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