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**Minister Amélie Dionne announces \$1.5 million in support  
for tourism projects in the Eeyou Istchee region**

**Québec, September 15, 2025** – Amélie Dionne, Minister of Tourism and Minister responsible for the Bas-Saint-Laurent region (including Les Basques) and the Gaspésie–Îles-de-la-Madeleine region, and Ian Lafrenière, Minister of Public Security, Minister responsible for Relations with First Nations and Inuit and Minister responsible for the Nord-du-Québec region, are proud to confirm that a total of \$1,500,836 in financial assistance has been granted, in partnership with Eeyou Istchee Tourism, to support the achievement of 10 regional tourism projects.

This amount was granted as part of the [2022–2025 Regional Partnership and Digital Transformation Agreement for Tourism](#) (EPRTNT) [in French only]. For full details, see the appendix. The total investment in the supported projects, including investment from the promoters, amounts to over \$2.7 million.

The supported initiatives will promote the expansion of tourism, an essential driver of economic growth and vitality for the region and local communities. Tourism is a growing industry in Nord-du-Québec, with a range of Indigenous, nature and winter options. These three sectors are at the heart of the industries targeted by the Ministère to promote a distinctive, sustainable and attractive tourism offering. The region boasts 106 tourism businesses representing 1,016 jobs. According to the most recent data, the GDP of tourism-related sectors in the region is just over \$55 million.

**Quotes:**

“Tourism, an economic sector in its own right, helps enrich our province. Its growth is one of our government’s priorities, and we are investing to ensure that all our regions and communities can increasingly capitalize on its significant spinoffs. The projects we are supporting, alongside our partner, Eeyou Istchee Tourism, are a fine example of our determination to strengthen tourism in its role as a wealth creator.”

*Amélie Dionne, Minister of Tourism and Minister responsible for the Bas-Saint-Laurent region (including Les Basques) and the Gaspésie–Îles-de-la-Madeleine region*

“This support highlights the cultural richness and beauty of Eeyou Istchee and Nord-du-Québec while helping to stimulate the local economy and strengthen ties between communities. It’s another great way to showcase Québec and the unique knowledge and identity of the Cree Nation.”

*Ian Lafrenière, Minister of Public Security, Minister responsible for Relations with First Nations and Inuit and Minister responsible for the Nord-du-Québec region*

“Tourism is an industry that helps highlight the beauty of our territory and our Eeyou-Eenou culture. Here, tourism development can face many challenges. We’re happy to be able to take part in a program like the EPRTNT, which supports our entrepreneurs and our communities, enabling new projects to get started and others to grow.”

*Edward Bearskin, President, Eeyou Istchee Tourism*

“At the Société de développement de la Baie-James, we are committed to promoting cooperation between our partners and fostering the socio-economic development of our magnificent region. The supported projects will enhance the activities offered to visitors and encourage them to access the richness of our vast territory. We invite all Quebecers to come and discover Eeyou Istchee Baie-James!”

*Alain Coulombe, CEO and Director, Société de développement de la Baie-James*

**Highlight:**

- The 2022-2025 EPRTNT has supported the achievement of a wide range of projects that meet targeted needs in the 21 tourism regions. For the Eeyou Istchee tourism region, \$887,000 was allocated by the Ministère du Tourisme, \$600,000 by Eeyou Istchee Tourism and \$120,000 by the Société de développement de la Baie-James. This brings the amount available to support tourism development projects in the region to \$1,607,000.

**Ministère du Tourisme on social media:**



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**Source:**

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<b>2022–2025 Regional Partnership and Digital Transformation Agreement for Tourism</b>		
Cree Nation of Waskaganish	<ul style="list-style-type: none"> <li>• Creation of an escape challenge in the form of a treasure hunt linked to the community's history and culture.</li> </ul>	\$96,579
Nibiischii Corporation	<ul style="list-style-type: none"> <li>• Improvement of the aerial trail and addition of a floating cabin.</li> <li>• Construction of two rustic camps.</li> <li>• Installation of an electric vehicle charging station.</li> </ul>	\$200,000
Nibiischii Corporation	<ul style="list-style-type: none"> <li>• Construction of two modular accommodation units.</li> <li>• Creation of an access road to the camp.</li> <li>• Installation of a solar energy system.</li> <li>• Infrastructure development for universal access.</li> </ul>	\$260,000
Cree First Nation of Waswanipi	<ul style="list-style-type: none"> <li>• Transformation of the former band office into a welcome pavilion with a new historical exhibit on the Cree First Nation of Waswanipi.</li> </ul>	\$96,124
Mailasi Music Festival	<ul style="list-style-type: none"> <li>• Organization of the 2nd edition of the Mailasi Music Festival.</li> </ul>	\$37,750
Cree Nation of Mistissini	<ul style="list-style-type: none"> <li>• Purchase of a cargo boat to transport tourists and equipment to the camps.</li> <li>• Acquisition of three engines for boats already in use for tourism activities.</li> </ul>	\$148,849
Cree Outfitting and Tourism Association	<ul style="list-style-type: none"> <li>• Roll-out of Phase 2 of the Ariane kiosk project at all seven hotels in Eeyou Istchee, allowing visitors to check in and out independently.</li> </ul>	\$95,000
Cree Outfitting and Tourism Association	<ul style="list-style-type: none"> <li>• Organization of the 2nd edition of the Cree Knowledge Festival.</li> </ul>	\$60,100
Mistissini Lodge	<ul style="list-style-type: none"> <li>• Creation of new conference rooms and improvement of the existing one.</li> <li>• Addition of a pavilion and a fish cleaning station.</li> <li>• Installation of a boat wash and self-service laundry.</li> <li>• Updating of room and reception facilities.</li> </ul>	\$450,000
Tawich Development Corporation	<ul style="list-style-type: none"> <li>• Purchase of water sports equipment and a storage container.</li> </ul>	\$56,434
<b>Total</b>		<b>\$1,500,836</b>