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PRESS RELEASE

Appointment Announcement – Director of Marketing and Visitor Experience

Chibougamau, June 1, 2026 – Tourisme Baie-James and Eeyou Istchee Tourism announce the appointment of a new Director of Marketing and Visitor Experience.

Tourisme Baie-James and Eeyou Istchee Tourism are proud to announce the appointment of Mr. Albert Frealle as Director of Marketing and Visitor Experience for both regional tourism associations.

A communications and marketing professional with nearly ten years of experience, Albert Frealle officially began his duties on May 11. He brings diversified expertise in content strategy, digital marketing, media relations, multichannel campaign management, and CRM tools.

Having held a position with Attraction Baie-James in Chibougamau over the past year, he has developed a certain knowledge of the region and intends to establish himself there long term. His professional background, notably including experiences in California, New Zealand, Ottawa, Paris and Quebec, has enabled him to develop strong adaptability and intercultural awareness.

Throughout his career, he has held various communications and marketing roles, particularly in the fields of territorial attraction, digital initiatives, and socially driven organizations. His profile combines creativity, mastery of digital tools, project management, and a collaborative approach.

“We are very pleased to welcome Albert to our team. His marketing expertise, knowledge of the territory, and commitment to contributing to the sustainable visibility of the destination represent a significant asset for our organizations and for all of our regional partners,” said Isabelle Milord, Director General of Tourisme Baie-James.

In his new role, Mr. Frealle will contribute to the promotion and positioning of the Eeyou Istchee Baie-James destination, in collaboration with tourism, municipal, and Indigenous partners across the territory.



This appointment reflects the commitment of Tourisme Baie-James and Eeyou Istchee Tourism to continue developing a strong, human, and innovative northern destination, built on regional collaboration and the continuous improvement of the visitor experience.

Mr. Frealle may be contacted by email at afrealle@tourismebaiejames.com.

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