

TOURISME OUTAOUAIS



© Claudia Coulombe

For over 40 years, Outaouais Tourism has been committed in the structuring, development and promotion of a distinctive and high-quality touristic experience throughout the region. Our organization features over 500 members serviced by a dynamic team of about 30 employees.

AS A MEMBER OF OUTAOUAIS TOURISM, YOU BENEFIT FROM SEVERAL ADVANTAGES TO PROPEL YOUR BUSINESS FORWARD!



© Camille Labonte

HIGH VISIBILITY AMONG THOUSANDS OF VISITORS

- A detailed member profile on our website.
- Possibility of mention in the media, thanks to our collaborations on TV shows, radio features, blogs, magazines, and more.
- Promotion of your offer in our tourist information offices, which welcomes an average of over 15,000 visitors yearly.
- Opportunity to showcase your business on Quebec's highways with the *Panneau Bleu* program.

2 THE OPPORTUNITY TO JOIN LARGE-SCALE MARKETING CAMPAIGNS

- Our digital platforms: around 55,000 followers on Facebook and 37,000 on Instagram, including ads reaching several million people yearly on social networks, Google, Spotify and more!
- A newsletter sent to nearly 40,000 subscribers.
- Promotional initiatives targeting different markets and customer segments.
- The opportunity to gain additional visibility through other channels and advertising placements from Bonjour Québec and partners of the tourism industry.

OUR MARKETS

→ MONTREAL	→ OTTAWA	→ OUTAOUAIS
→ ONTARIO	→ QUEBEC REGIONS	→ UNITED-STATES
→ FRANCE	→ MEXICO	→ ENGLAND

3 CONSULTING SERVICES AND FINANCING OPPORTUNITIES

- Advice from our team to improve your operations and your results.
- A chance to join in leading tourism development initiatives, such as events created by our team (*L'Outaouais au menu*, *L'Outaouais en cuisine*) or thematic routes and circuits (*Les Chemin d'eau*).
- Access to our in-house funding programs and advice on submitting proposals.



4 KEY TOOLS FOR YOUR DEVELOPMENT

- 12 monthly newsletters to keep you up to date with what's happening in the tourism industry.
- Regular free or low-cost training and events.

5 ACCESS PROGRAMS TO EXPAND YOUR BUSINESS OPPORTUNITIES

- A campaign focused on business and sports tourism (advertising of your offer for meetings, conferences and events, participation in tradeshows, conferences, exhibitions).
- Organized initiatives with travel professionals to promote your services to our markets.

MEMBERSHIP CATEGORIES



NUMBER THAT SPEAK FOR THEMSELVES

TOURISM IN THE OUTAOUIAS REPRESENTS:

Over **930,000** NIGHTS
RECORDED YEARLY¹

Nearly **\$685M**
IN REVENUE
FOR THE REGION²

DISCOVER OUR BASKET OF SERVICES

¹Dashboard: Hébergement 360, ministère du Tourisme du Québec, 2024.

²Dashboard: Produit intérieur brut des secteurs associés au tourisme, ministère du Tourisme du Québec, 2022.

ANY QUESTIONS?

Contact our Member Services team or visit our website.

✉ SERVICESAUXMEMBRES@TOURISME-OUTAOUIAS.CA
🌐 WWW.TOURISMEOUTAOUIAS.COM/EN



FOLLOW US ON SOCIAL MEDIA!

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BASKET OF SERVICES

TOURISME
OUTAOUAIS

LEGEND

- * Some conditions apply
- \$ Additional charges

	TOURISM BUSINESSES	INDUSTRY SERVICES	TOURIST HOME	OUTAOUAIS TOURISM INDUSTRY
Access to the section of the Outaouais Tourism (OT) website containing research and market intelligence documents, market profiles and data, etc.	✓	✓	✓	✓
Access to OT's digital promotional tools (e.g., image bank, videos, logos, etc.).	✓	✓	✓	✓
Expert guidance to help you start, grow, and promote your business.	✓	✓	✓	✓
Possibility to order information tools produced by OT (e.g., tourist guide, cycling map, etc.).	✓	✓	✓	✓
Assistance in applying for grants and funding, and access to grant and funding programs administered by OT.	✓	✓*	✓	✓*
Access to the brochure distribution program at Infotouriste centres throughout Quebec. <small>*Preferential rates for OT members.</small>	✓\$	N/A	✓\$	✓\$
Member profile in English and French on the OT website, with links to your website and social pages. <small>**Mention on the "Industry Services" list on the OT website.</small>	✓	✓**	✓	N/A
Subscription to OT newsletters, including the monthly tourism industry newsletter.	✓	✓	✓	N/A
Opportunity to attend OT's annual members' meeting and special meetings. <small>*Voting rights are restricted to member businesses located in the Outaouais region who have paid their annual membership fees.</small>	✓*	✓*	N/A	N/A
Eligibility to participate in OT's free or discounted activities (professional development workshops, networking activities, conferences, etc.).	✓	✓	N/A	N/A
Eligibility to participate in the Panneau Bleu tourist signage program.	✓*	N/A	N/A	N/A
Opportunity to be featured in our informational and promotional tools (e.g., tourist guide, cycling map, Chemins d'eau map, etc.), in print and/or digital versions.	✓	N/A	N/A	N/A
Business opportunities with tour operators and other players in the distribution network, as required.	✓*	N/A	N/A	N/A
Opportunity to display brochures in the Gatineau and Montebello tourist information centres.	✓	N/A	N/A	N/A
Access to destination marketing campaigns and programs.	✓\$	N/A	N/A	N/A
Access to "Meetings and Conventions" marketing campaigns.	✓\$	N/A	N/A	N/A

**BENEFITS AND PRICING MAY VARY DEPENDING
ON YOUR BUSINESS CATEGORY.**