

# TOURISME OUTAOUAIS



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!



### 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

|            |                  |                 |
|------------|------------------|-----------------|
| → MONTRÉAL | → 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

|  |   |   |
|--|---|---|
| ATTRACTIONS       | ACCOMMODATION      | RESTAURANTS  |
| TOURISM SERVICES  | INDUSTRY SERVICES  |   |



## NUMBER THAT SPEAK FOR THEMSELVES

TOURISM IN THE OUTAOUAIS REPRESENTS:

Over **930,000** NIGHTS  
RECORDED YEARLY<sup>1</sup>

Nearly **\$685M**  
IN REVENUE  
FOR THE REGION<sup>2</sup>

DISCOVER OUR BASKET OF SERVICES

<sup>1</sup>Dashboard: Hébergement 360, ministère du Tourisme du Québec, 2024.

<sup>2</sup>Dashboard: 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-OUTAOUAIS.CA](mailto:SERVICESAUXMEMBRES@TOURISME-OUTAOUAIS.CA)  
🌐 [WWW.TOURISMEOUTAOUAIS.COM/EN](http://WWW.TOURISMEOUTAOUAIS.COM/EN)



## FOLLOW US ON SOCIAL MEDIA!

 @OUTAOUAIS

 @TOURISMEOUTAOUAIS

 @TOURISMEOUTAOUAIS

 @TOURISMEOUTAOUAIS

 @TOURISMEOUTAOUAIS

 @TOURISMEOUTAOUAIS

# BASKET OF SERVICES

## LEGEND

\* Some conditions apply

\$ Additional charges

|  | TOURISM<br>BUSINESSES | MEMBERS<br>INDUSTRY<br>SERVICES | TOURIST<br>HOME | OUTAOUAIS<br>TOURISM<br>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.* <i>Preferential rates for OT members.</i>  | ✓*\$                  | N/A                             | ✓*\$            | ✓*\$                             |
| Member profile in English and French on the OT website, with links to your website and social pages.<br>** <i>Mention on the "Industry Services" list on the OT website.</i>                                       | ✓                     | ✓**                             | ✓               | 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.<br>* <i>Voting rights are restricted to member businesses located in the Outaouais region who have paid their annual membership fees.</i> | ✓*                    | ✓*                              | 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 <i>Panneau Bleu</i> 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, <i>Chemins d'eau</i> 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.**