

A close-up photograph of a weathered metal cup hanging from a tree trunk. The cup is made of a dark, textured metal and has a small metal ring at the top. It is positioned on the left side of the frame. The background is a blurred forest scene with snow on the ground and tree trunks.

**OUTAOUAIS TOURISM  
CELEBRATES 40 YEARS!**

**OUTAOUAIS**

[tourismeoutaouais.com](http://tourismeoutaouais.com)

# MANAGEMENT



**JULIE KINNEAR**  
Chief Executive Officer



**ANDRÉ GROULX**  
Director, Business Events and  
Development



**LYNE AUBÉ**  
Director, Finance and  
Administration



**MARIE-DOMINIQUE BOUCHER**  
Director, Marketing and  
Strategic Partnerships

# ADMINISTRATION AND COMMUNICATIONS



**CHRISTINE CECELE**  
Accounting Technician



**MARTINE DESCHÊNES**  
Manager, Administration and  
Corporate Affairs



**ÉLISE ROBILLARD**  
Manager, Corporate Communications  
and Public Relations

# MARKETING



**ANNIE LÉVEILLÉE**  
Business Events and  
Tourism Media Representative



**MARILYN SAVOIE**  
Marketing Manager



**ÉMILIE VALLÉE**  
Marketing Manager



**ÉRIC BOYER**  
Graphic Designer and  
Web Coordinator



**CAMILLE LABONTÉ**  
Conseillère - contenu numérique  
(remplacement congé maternité)



**CHLOÉ BARRETTE LABONTÉ**  
Sales and Marketing Coordinator



**CHRISTINE MAILHIOT**  
Marketing Advisor



**MAXIME NICKNER**  
Copywriter



**CAMILLE BARIL-LAFLAMME**  
Sales and Marketing Coordinator

# BUSINESS EVENTS AND DEVELOPMENT



**GILLIANE CYR**  
Strategic Development Advisor



**BETSABE CHAIRES WENCES**  
Tourism Development Advisor



**EMERSON VALESCO**  
Senior Manager, Travel Trade  
and Sales



**TRACY CAMPBELL**  
Conventions and Business Events  
Representative



**MATHIEU DIOTTE**  
Tourism Project Manager



**VÉRONIC GAUTHIER**  
Partner Relations Coordinator  
(Membership)

# INFORMATION DESK



**MELISA VAZQUEZ CORTINA**  
Customer Service Manager



**NATACHA CARRIÈRES**  
Tourism Officers Manager  
(Montebello)

# EXPERIENCE OUTAOUAIS



**ANNE MALOUIN**  
Travel Agent



**LÉONY HUARD**  
Travel Consultant

# BOARD OF DIRECTORS

Representing the  
Vallée-de-la-Gatineau Territory

Tina Heafey and Michel Merleau

Representing the Papineau Territory

Véronique Filion and Simon Trudeau

Representing the  
Collines-de-l'Outaouais Territory

Lélia Bâcle-Mainguy and Amélie Rocheleau Leclair

Representing the Pontiac Territory

Brittany Morin and Chantal Lair

Representing the Gatineau Agglomeration

Michèle Canto and Patrick Lamy

Administrator Elected Among Members

Collecting the Accommodation Tax

Hélène Léger

Co-opted Administrator

Marie-Josée Beaulieu

Observer Appointed by the City of Gatineau

Mario Aubé

## Executive Committee

Lélia Bâcle-Mainguy  
Chair

Michel Merleau  
Vice-Chair

Brittany Morin  
Secretary Treasurer

# TOURISM INDUSTRY



# ECOSYSTEM – QUEBEC TOURISM INDUSTRY

Québec

Tourisme  
Québec

ALLIANCE DE L'INDUSTRIE  
TOURISTIQUE DU QUÉBEC

Associations touristiques régionales – ATR  
(Regional Tourism Associations)

OUTAOUAIS  
tourismeoutaouais.com

TOURISME /  
MONTREAL

Tourisme  
Lanaudière

CANTONS  
DE L'EST

TOURISME  
MONTÉRÉGIE

Associations touristiques sectorielles - ATS

maneige .ski

LES  
POURVOIRIES  
DU QUÉBEC

TOURISME  
AUTOCHTONE  
QUÉBEC  
ABORIGINAL  
TOURISM

Camping  
Québec  
.com

CERTIFIÉ  
Terroir  
& Saveurs  
du Québec

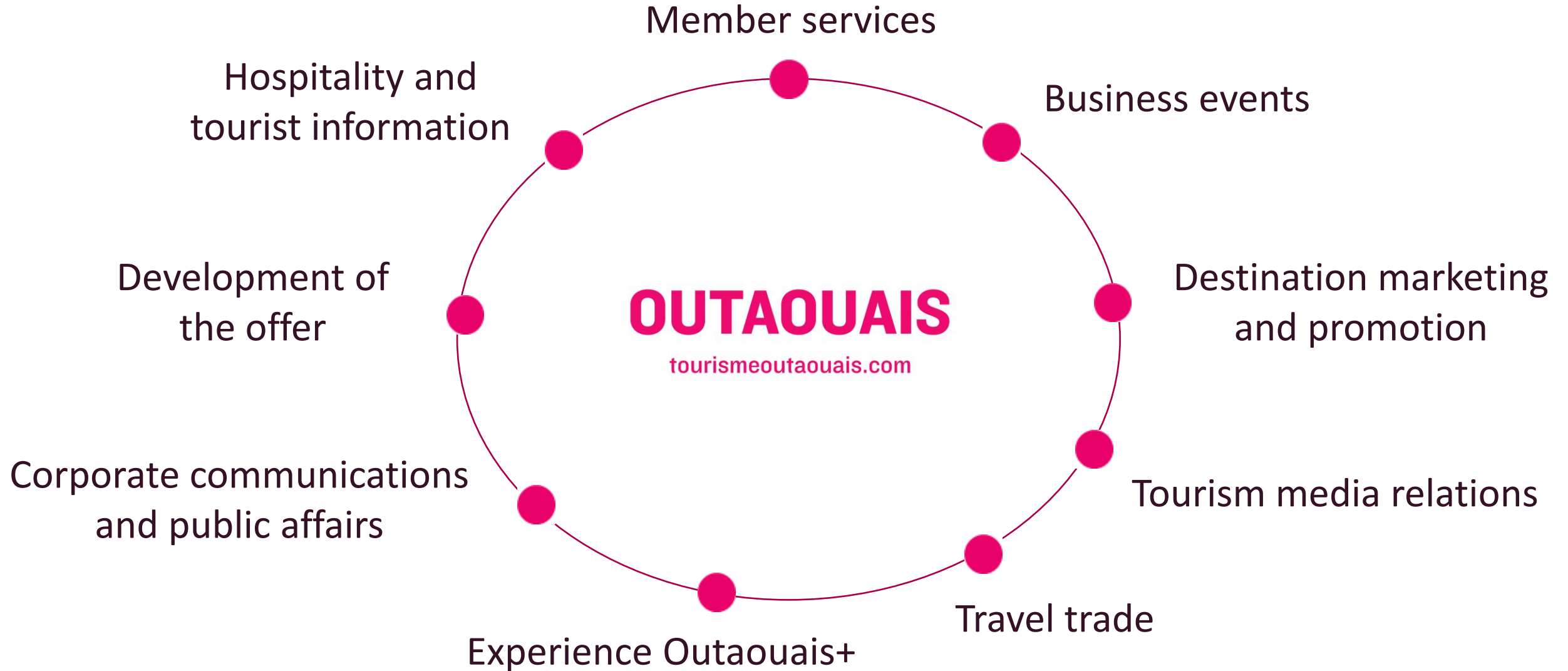
FCMQ  
LA FÉDÉRATION DES CLUBS DE  
MOTONEIGISTES DU QUÉBEC

Événements  
Attractions  
Québec

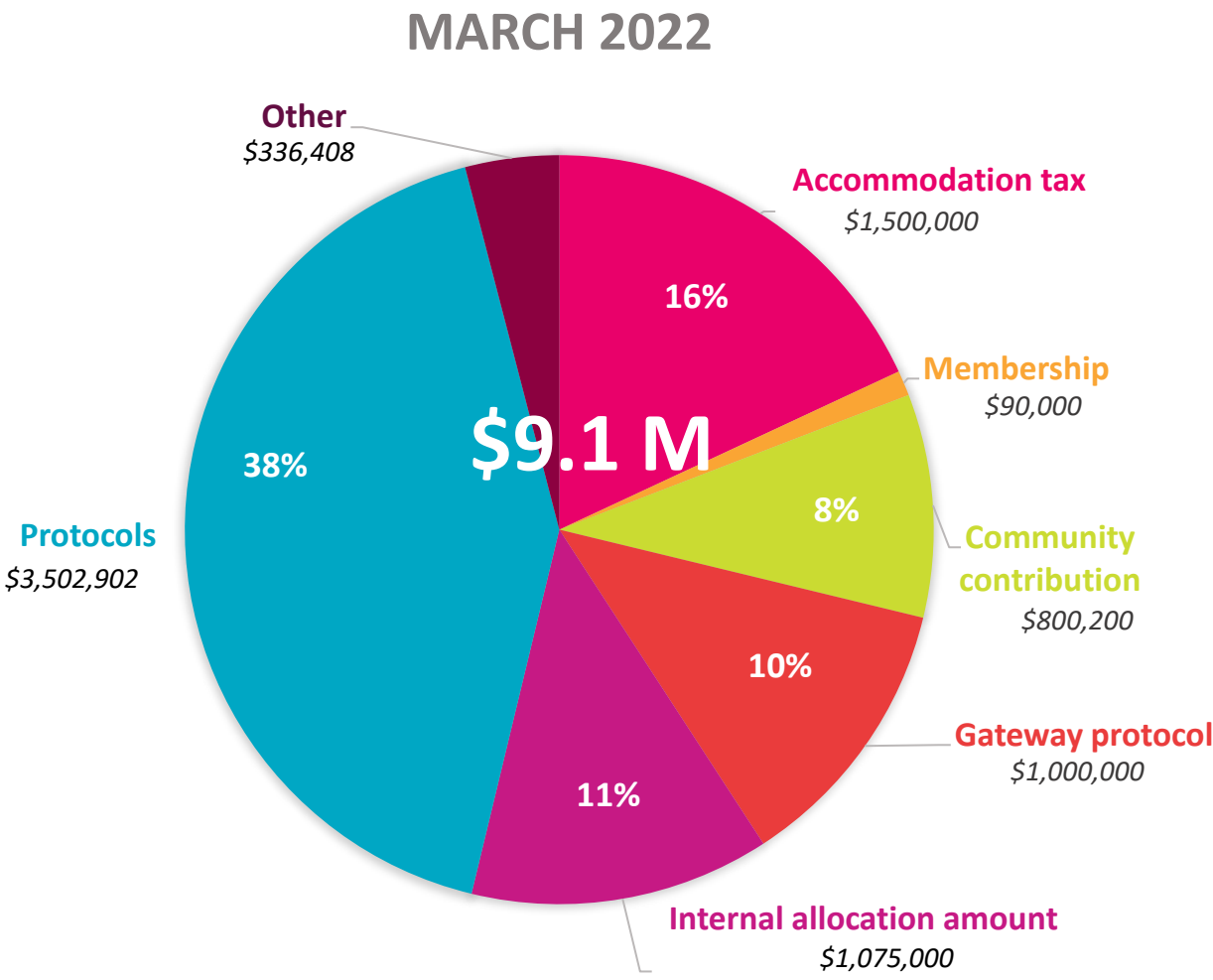
# ACTIVITY SECTORS



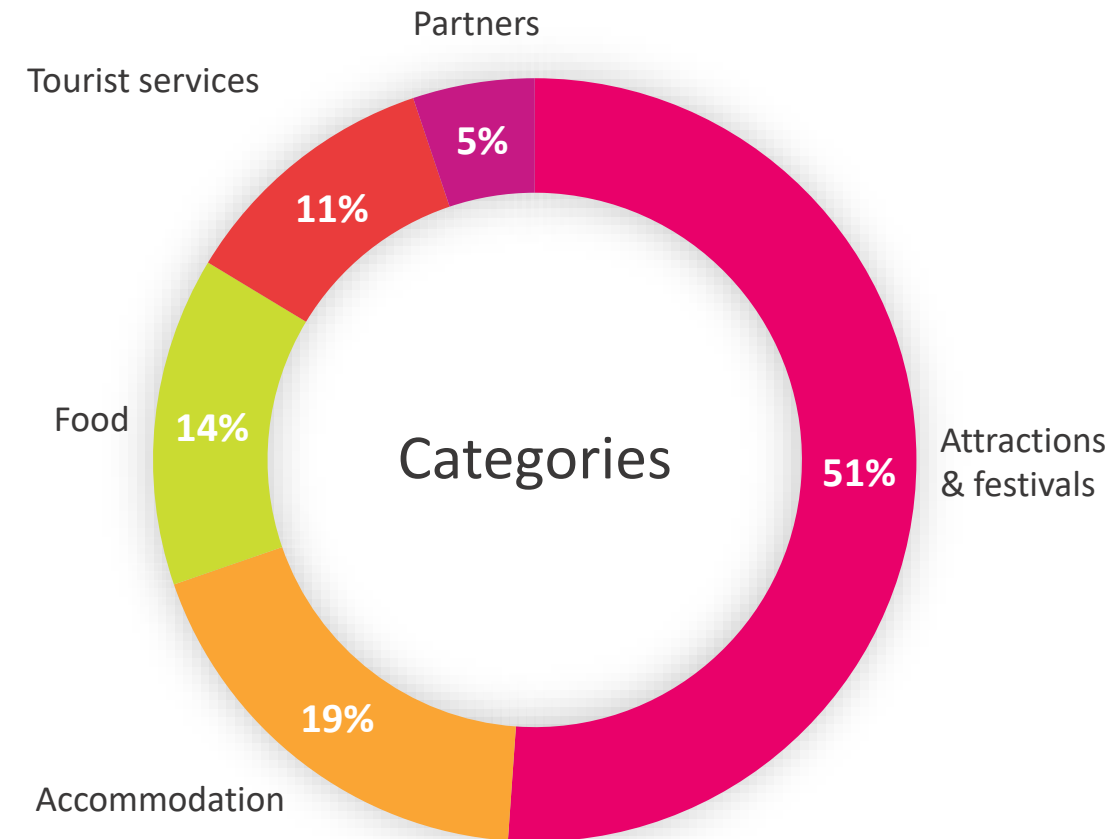
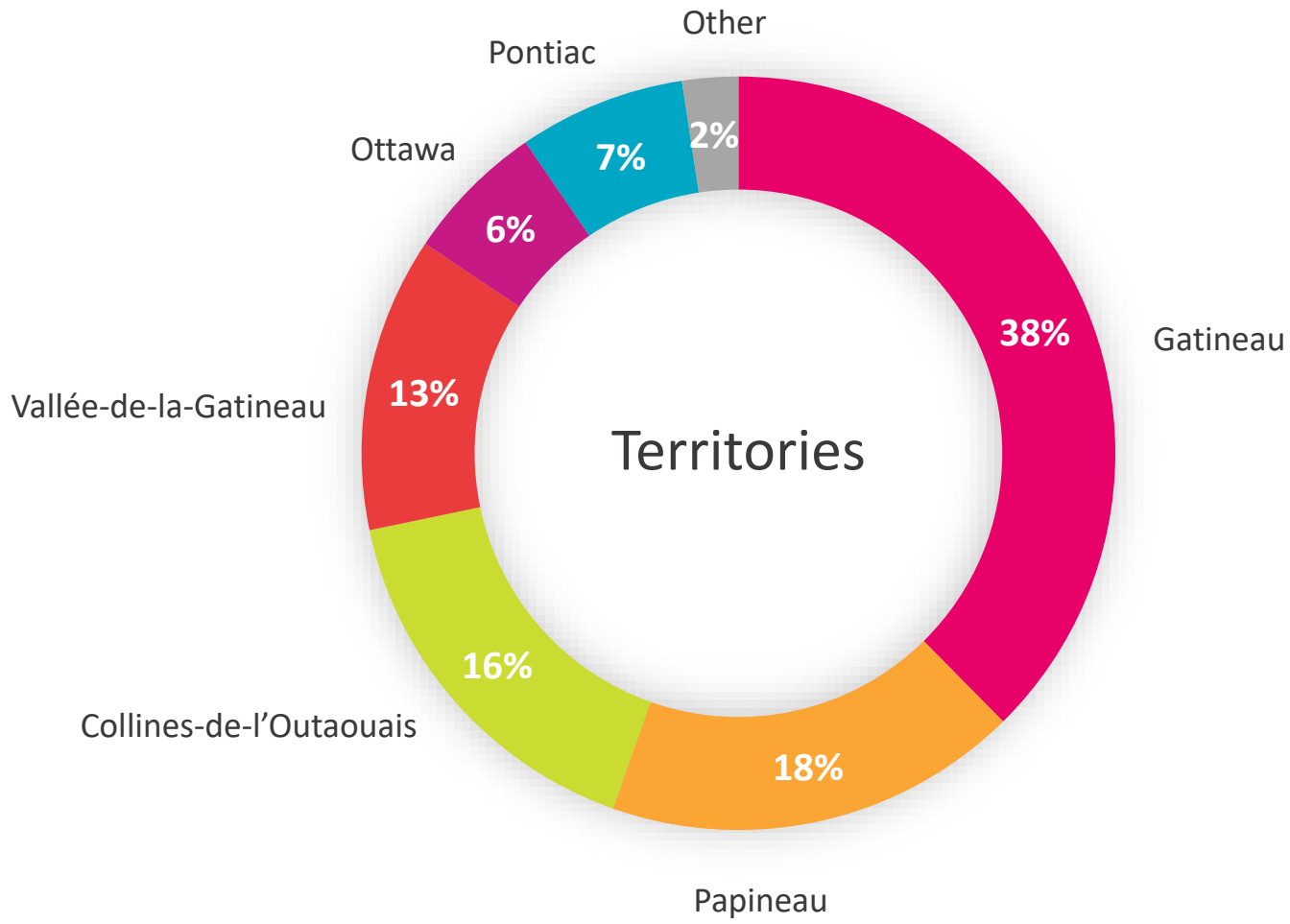
# OUR ACTIVITY SECTORS



# ANNUAL BUDGET



# MEMBERSHIP PROFILE



# BEING A MEMBER OF OUTAOUAIS TOURISM MEANS ...

- Actively contributing to the development of the regional tourism industry by investing in promoting the region.
- Joining a powerful group whose goal is to position the Outaouais as a must-visit, attractive and popular destination.
- Benefiting from high visibility thanks to our digital platforms and communication and promotional tools.
- Having access to low-cost or free professional training opportunities.
- Positioning your business and reaching thousands of visitors.
- Getting experienced help and advice from a competent team.
- Enjoying a range of exclusive services and benefits.

# HOSPITALITY AND TOURIST INFORMATION





## 2 tourist information offices in Gatineau and Montebello

- Production and distribution of tourist information and promotional tools

Tell us what's happening in your area:  
[info@tourisme-outaouais.ca](mailto:info@tourisme-outaouais.ca)



# RECOGNITION OF "PORTE D'ENTRÉE" STATUS

The Outaouais is a destination with major potential, especially for business tourism because of the proximity to Ottawa and the presence of the Federal government. The objective is to capitalize on this proximity and develop our offer to keep travellers in the area, instead of losing them to Ottawa. Our approach is to retain and disperse through the territories.

## Objectives:

- Facilitate access to all territories of the Outaouais by encouraging collaboration within the industry
- Showcase our offer throughout the whole region
- Develop our business tourism strategy
- Develop "bleisure" by showcasing our offer to business travelers and encouraging them to extend their stay to discover our region.



# DEVELOPMENT OF THE OFFER



# SUPPORT FOR PROMOTERS AND PARTNERS



- Consulting services for promoters (private, co-op, municipal, NPO) who have a new or expansion project
- Information on funding programs for promoters (PDTO, PADAT, Tourism Relief Fund, etc.)
- Work in partnership with the community (municipalities, RCMs, City of Gatineau, NCC, EDC, chambers of commerce, government departments and agencies, etc.)

# EPRT (*Entente de partenariat régional en tourisme*)

**Objective:** Support and stimulate the development, renewal and structuring of the Outaouais tourism offer.

## Our regional development priorities

- Culture
- Agritourism
- Recreational boating
- Sustainable tourism
- Unusual accommodation
- Winter
- Outdoor activities
- Business tourism

Projects that will allow a seasonal business to extend its offer over a longer period of the year, or even over four seasons, will also be prioritized.





## Action items 2022–2023

- Contribute to the development of agritourism and gourmet tourism
- Develop the *Chemins d'eau* tourist route
- Contribute to the development of cultural tourist routes
- Support the development of the region as a sustainable destination
- Pursue all other development opportunities in line with the identified regional priorities

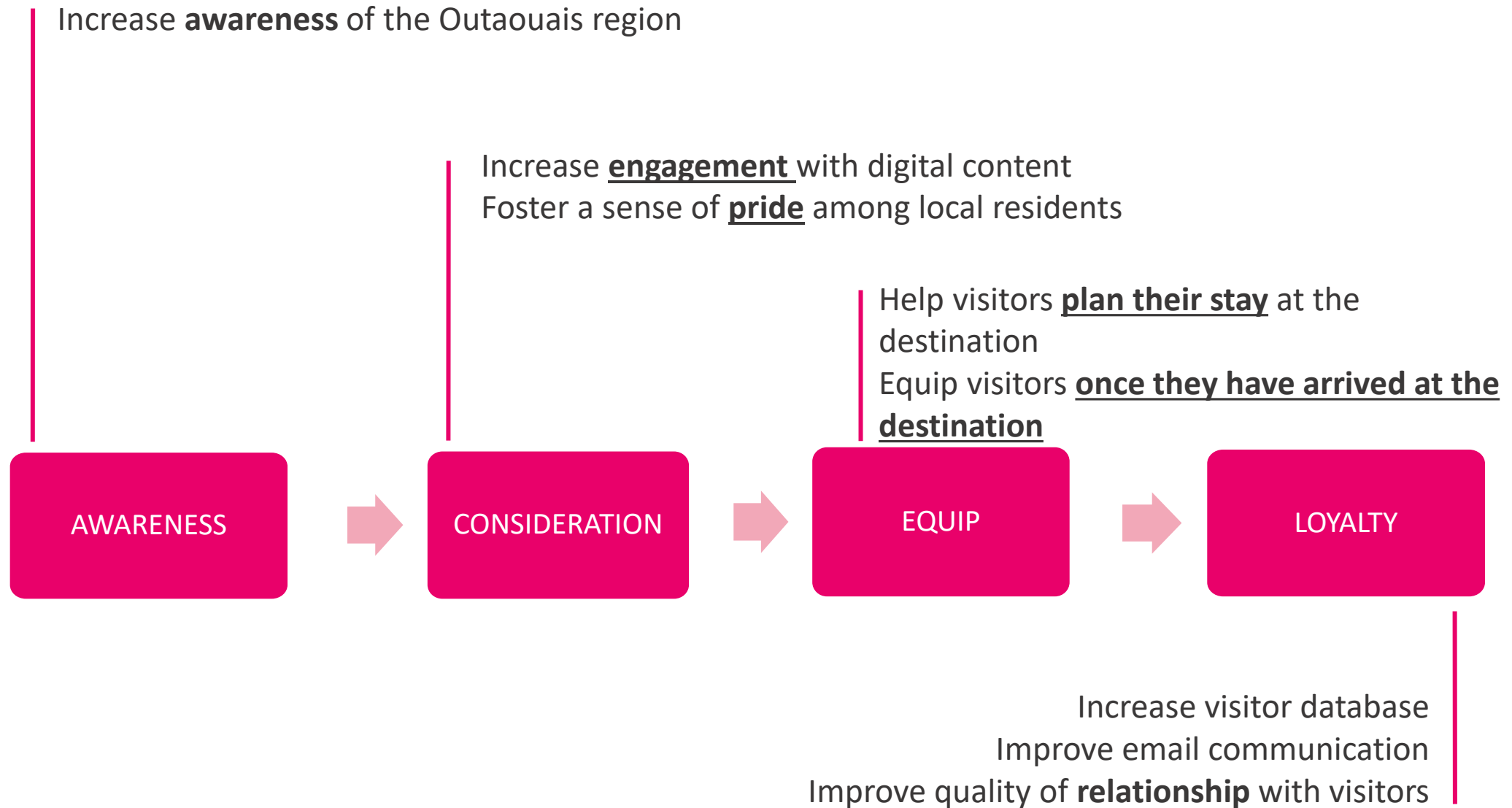
# MARKETING



SWITCH TO OUTAOUAIS MODE



# MARKETING OBJECTIVES



# VISITOR CYCLE

## RETENTION AND COMMITMENT (LOYALTY)

Visitors enjoy their experience and tell their community about it.

## INSPIRATION (AWARENESS)

Visitors look for a getaway close to Montréal or Ottawa.

## DISCOVERY AND EXPERIENCE (VISITOR EXPERIENCE)

Visitors discover the Outaouais region, its activities, and its combination of nature and culture.

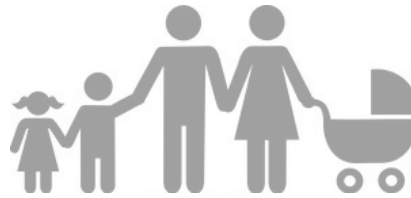
## RESEARCH AND PLANNING (CONSIDERATION/EQUIPPING)

Visitors familiarize themselves with the Outaouais region.

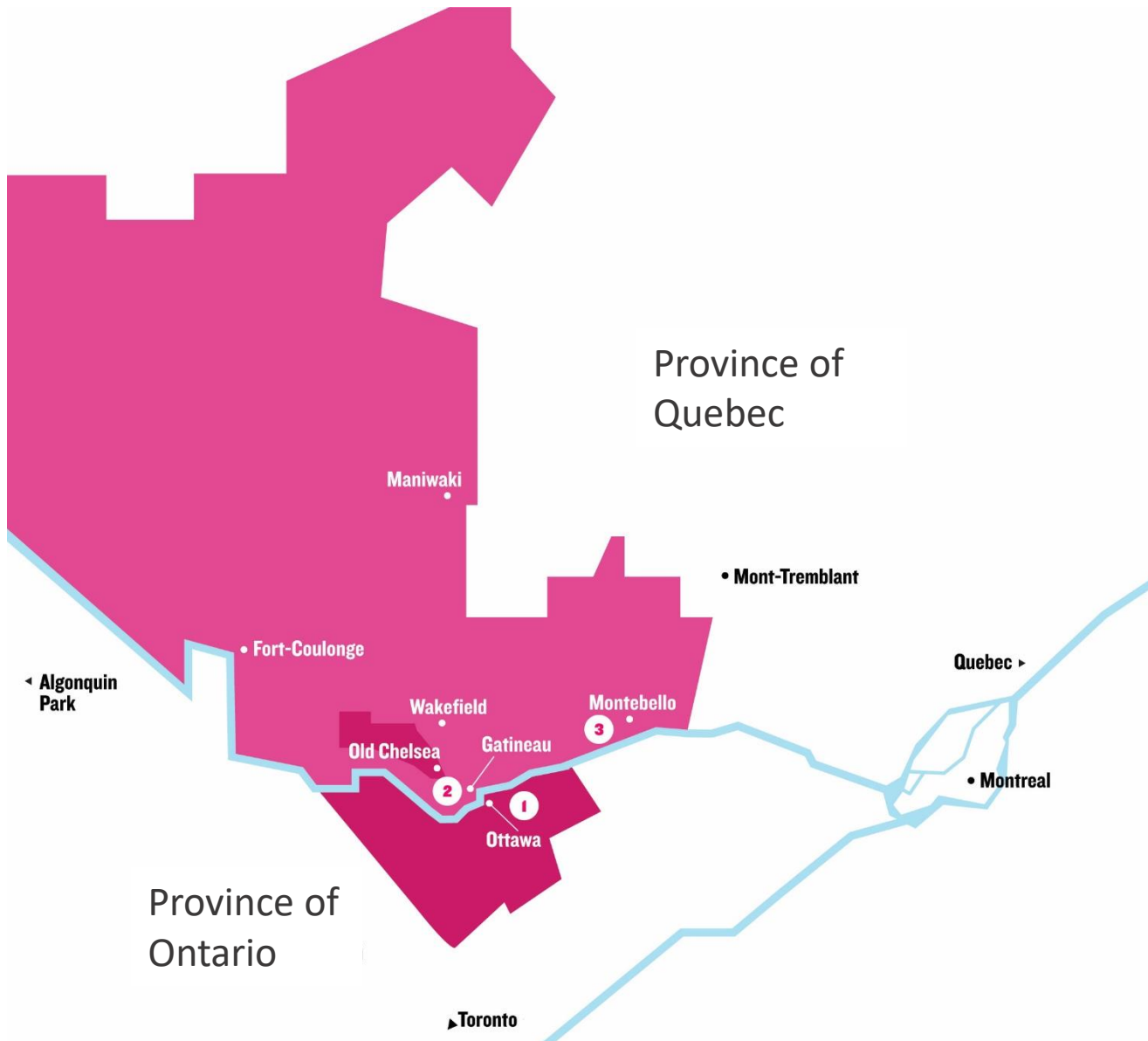
## RESERVATION

### (EXPÉRIENCE OUTAOUAIS+)

Visitors reserve their accommodation, attractions and activities.



# PRIORITY MARKETS



**60%**  
Montréal  
(CMA<sup>1</sup>) and the  
Outaouais

**40%**  
Ottawa and  
surrounding  
area

<sup>1</sup> CMA: Census Metropolitan Area

# OUR EXPERIENCES

Experiences	Tourist Route	Culture	Gourmet	Festive	Outdoor	Cycling/Skiing	Accommodation	Outfitter	Snowmobiling
Objectives	Invite visitors to explore the <i>Chemins d'eau</i> tourist route	Invite visitors to discover our museum offer and Indigenous experiences	Invite visitors to discover the region's gourmet offer	Attract visitors to participate in various events	Position our region as the top destination for outdoor urban activities	Promote these activities to same-day visitors	Increase the number of overnight stays. Make visitors aware of the wide range of accommodation on offer.	Increase accessibility of outfitter offer (Hunting and fishing enthusiasts vs. holidaymakers)	Promote the region's snowmobile offer
Targets	Cultural gourmets	Families	Trendy epicures	Trendy epicures	Outdoor enthusiasts Fans of fresh air & relaxation	Cycling/skiing enthusiasts Fans of luxury outdoor experiences Families	Varies with accommodation type	Hunters and fishers Groups of friends Families	Snowmobilers
Markets	Montréal CMA <sup>1</sup> Ottawa & the Outaouais	Montréal CMA	Ottawa, Gatineau	Ottawa	Montréal CMA Ottawa	Montréal CMA Ottawa	Montréal Ottawa-Kingston corridor	Montréal CMA Ottawa	Ontario Montréal CMA
Visitor motivation	Beauty of the landscape	Acquire new cultural knowledge	Discovery involving all 5 senses	Enjoyment	Physical activity Accessibility Health & wellness	Physical activity Accessibility Quality of pathways & trails	All tourists need accommodation	Unique wildlife species Getting back to nature Wanting to bring back a "trophy"	Snow, trail quality, and good times as a couple or with friends

<sup>1</sup> CMA: Census Metropolitan Area

January 1–December 31, 2021

PAGE VIEWS 2,112,580

UNIQUE PAGE VIEWS 1,731,452

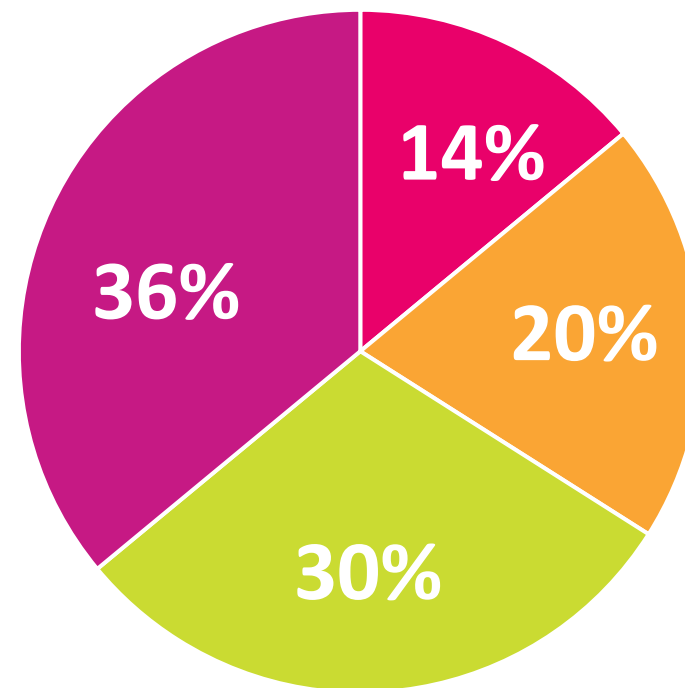
AVERAGE TIME SPENT  
(MINUTES) 1:46



## COMPARATIVES

11.8% increase from 2019 to 2021  
22.6% increase from 2020 to 2021

Provenance of users



■ Ottawa ■ Montréal ■ Gatineau ■ Other regions

# SOCIAL PLATFORMS

January 1–December 31, 2021

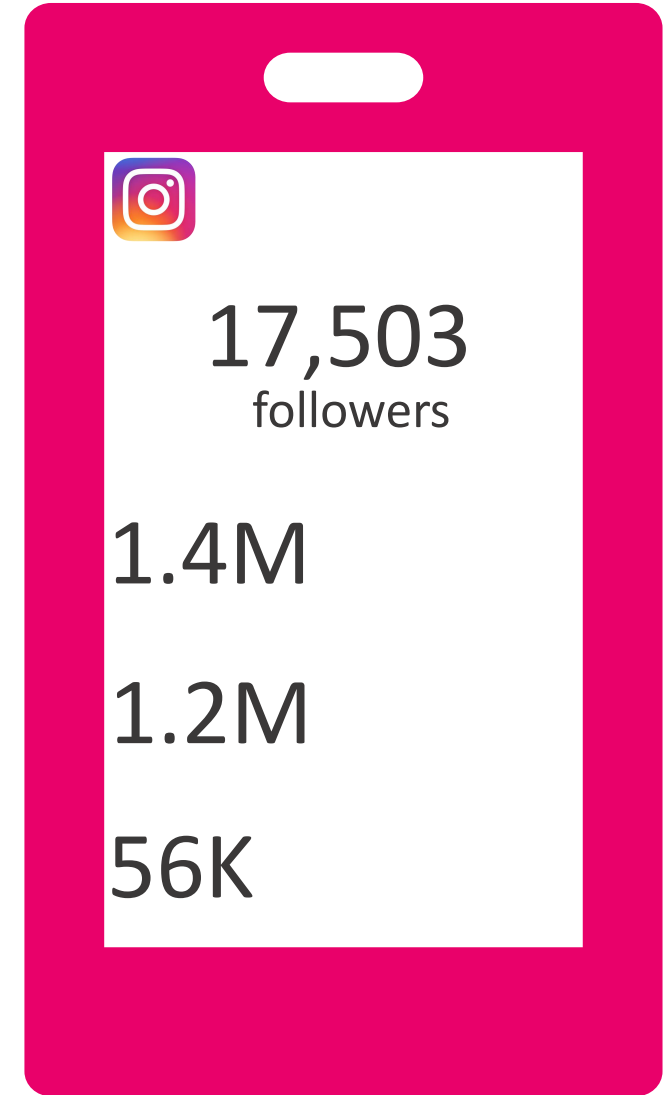
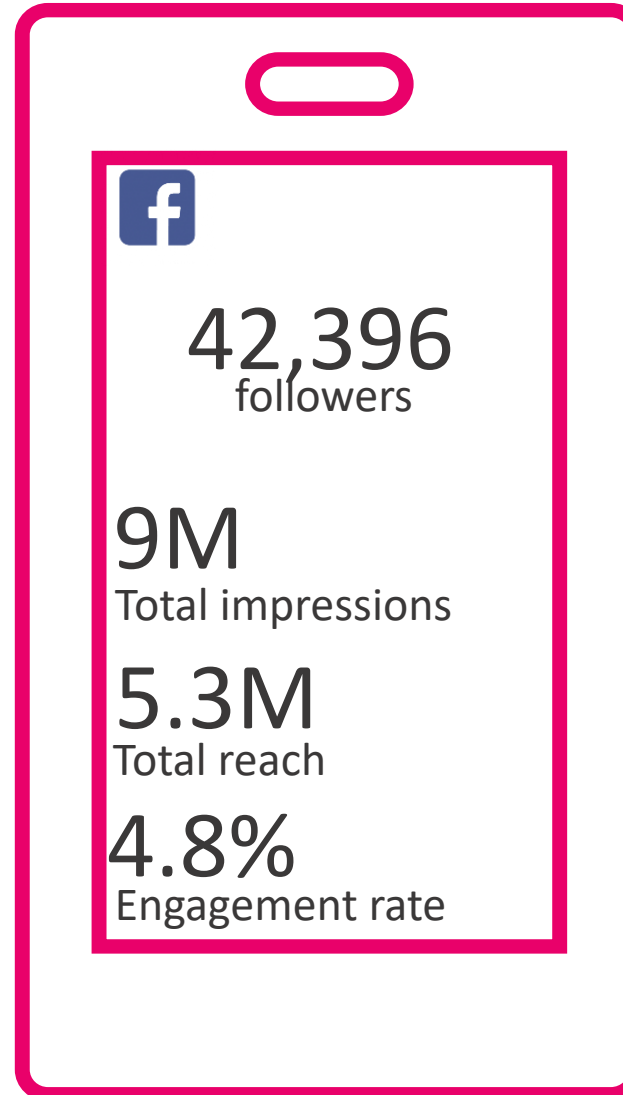
**Significant increase in number of followers** on social platforms, and highest number of Facebook impressions to date.



↑ **14.7%**



↑ **21%**



January 1–December 31, 2021

NUMBER OF SUBSCRIBERS

48,265

AVERAGE TOTAL OPEN RATE

23.3%


AVERAGE TOTAL CLICK RATE

13.3%

NEW

Monthly “what’s on”-type newsletter and launch of monthly blog in January 2022.

**OUTAOUAIS**  
tourismeoutaouais.com



### Quoi faire en janvier ?



En ce début d'année, tout y est pour profiter du plein air à fond! Découvrez nos suggestions d'activités parfaites pour prendre l'air en ce mois de janvier.

[Lire le blogue](#)

Nous vous encourageons à consulter et à respecter les consignes de santé publique concernant la [COVID-19](#) ainsi qu'à vérifier la disponibilité des attraits avant votre visite.

PASSE EN MODE

**OUTAOUAIS**



### LA GATINEAU LOPPET : VERSION TOUT INCLUS

La course de ski de fond la plus réputée au Canada vous attend du 18 au 20 février! Grâce à l'expérience Outaouais, vivez cet événement sans dépenser temps et énergie à planifier votre séjour. Choisissez parmi l'un des 5 forfaits et le tour est joué!

[En savoir plus](#)

### DES ATELIERS QUI DONNENT SOIF

Participez aux ateliers de dégustation du **Soif - Bar à vin!** En formule virtuelle, explorez des vins rouges d'Italie ou encore des pinots noirs. Chaque atelier comprend des canapés (pour 2 personnes) et trois bouteilles de vin. Le rêve!

[En savoir plus](#)

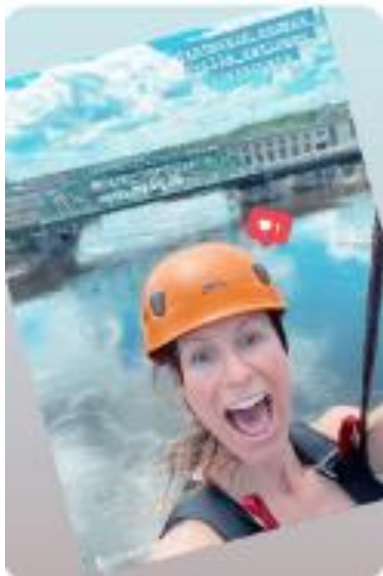
# TOURISM MEDIA RELATIONS

- Visibility of the destination in domestic and international media: tourism trade shows and fairs, creation of tools (seasonal news, story ideas, photos and videos)
- Press tours and filming in the Outaouais
- Influencer tours

## Lydiane autour du monde

FB: 121,500 followers

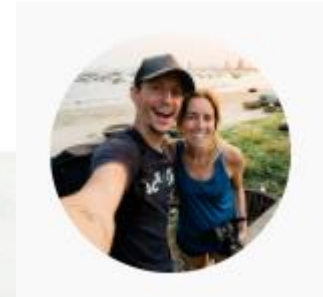
IG: 65,000 followers



## Alex & MJ – On the GO

YT: 18,000 followers

FB: 33,000 followers



# BUSINESS TOURISM



# BUSINESS TOURISM – NEW BRANDING

## Positioning: PROXIMITY

In the Outaouais, everything is exceptionally close by. No other region can boast of having the national capital in its backyard, much less Parliament Hill and Gatineau Park just 9 km away. From the rural charm to the city, from the river to the zip line or the casino, everything is close by in the Outaouais.



**Now that's a luxury that deserves to be celebrated!**

## LE SLOGAN :

La ligne Aux premières loges, c'est utiliser l'univers mondain de spectacle, de gala et de tapis rouge, pour faire honneur à la proximité qu'on retrouve en Outaouais.

Le choix typographique pour le slogan dénote aussi un certain luxe, sans pour autant tomber dans l'excès. Un look somme toute noble et élégant.

# AUX PREMIÈRES LOGES

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Version anglaise

# ALL ACCESS

**OUTAOUAIS** DESTINATION  
AFFAIRES



► Résidence Le Domaine Montmorency - Montmorency

**AUX  
PREMIÈRES  
LOGES**

Une place de  
choix sur le réseau

→ [TOURISMEOUTAOUAIS.COM](http://TOURISMEOUTAOUAIS.COM)

**OUTAOUAIS** GATINEAU  
BUSINESS  
DESTINATION



► Espace du Centre-ville Gatineau

**ALL  
ACCESS**

Une place de  
choix sur le réseau

→ [OUTAOUAISTOURISM.COM](http://OUTAOUAISTOURISM.COM)

**OUTAOUAIS** GATINEAU  
DESTINATION  
AFFAIRES



► Espace d'affaires de l'Université - Gatineau

**AUX  
PREMIÈRES  
LOGES**

Une place de  
choix sur le réseau

→ [TOURISMEOUTAOUAIS.COM](http://TOURISMEOUTAOUAIS.COM)

## Assistance Program for Events and Conventions (APEC)

Event date	Reserve by:	Incentive	Minimum # of room nights
2022	April 30, 2022	\$50 / room night	40
2023	June 30, 2022	\$30 / room night	40
2024	December 31, 2022	\$15 / room night	40

Contribution limit: \$30,000 per event per organization

Book your event for two consecutive years at the same location in the Outaouais by April 30 2022 and get up to \$50 per room night for each event.

# TRAVEL TRADE



# MARKETING

- Represent the region to key players in the distribution network (events, familiarization tours)
- Develop effective promotional and sales tools
- Engage and support members' marketing and sales efforts through the distribution network
- Strengthen relationships with key marketing partners



# OTHER SERVICES OFFERED



# EXPÉRIENCE OUTAOUAIS+

*“Offer packages that go beyond traditional regional attractions and highlight lesser-known accommodations and activities in the various RCMs”*



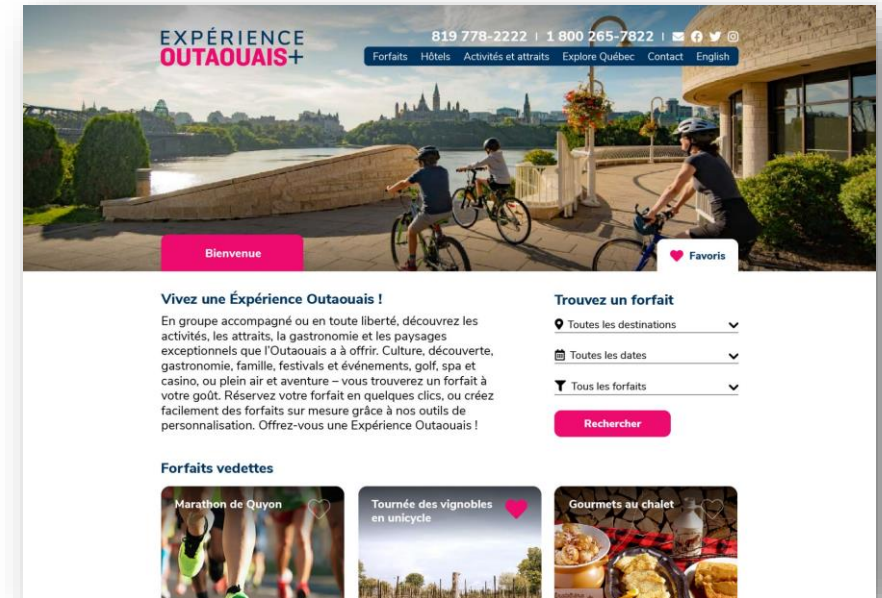
# EXPERIENCE OUTAOUAIS+

This new business unit allows regional, provincial and national visitors to book their holiday packages and stays online at [www.experienceoutaouais.com](http://www.experienceoutaouais.com) or through the Outaouais Tourism website in June 2021.

## *Experience Outaouais* meets the following objectives:

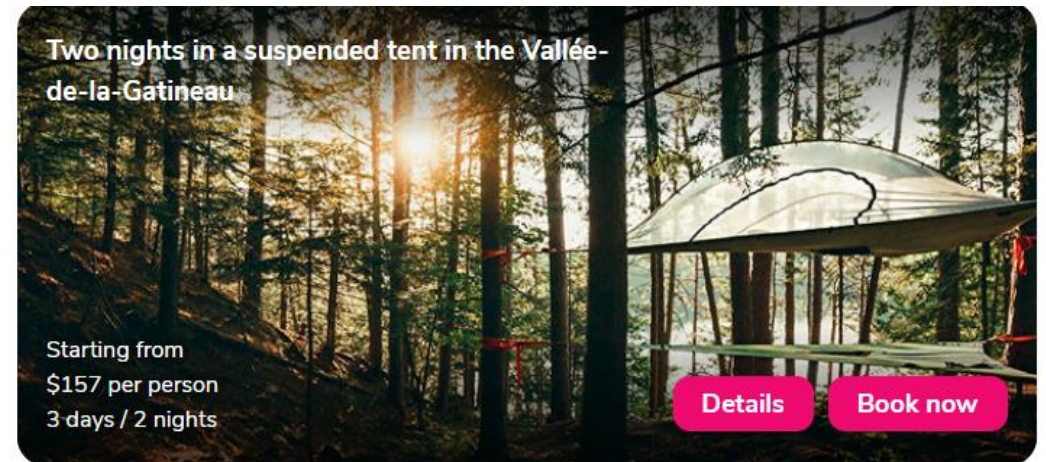
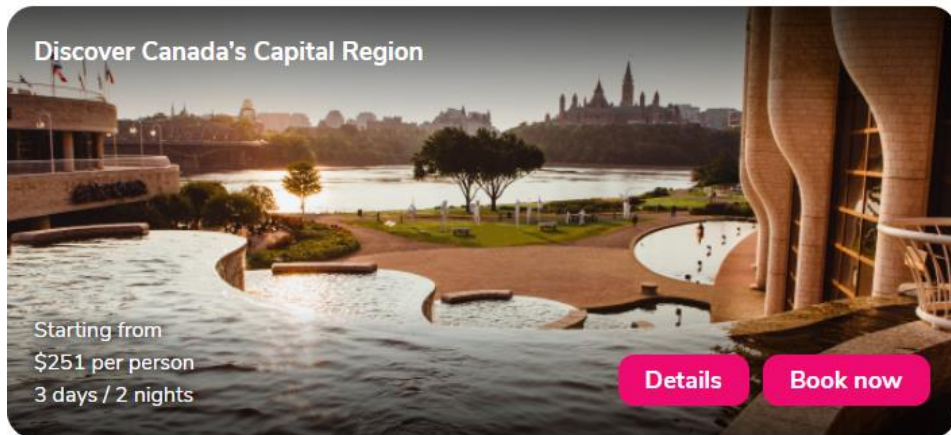
- Make visitors' lives easier by offering Outaouais discovery packages on one platform
- Encourage residents of the Outaouais, Ottawa and Eastern Ontario to travel in the region
- Structure offers that include accommodation to encourage overnight stays
- Develop new initiatives to promote business tourism
- Continue to assist and support tourism businesses during the recovery

*An asset to business tourism thanks to a turnkey service*



# EXPÉRIENCE OUTAOUAIS+

- Expérience Outaouais works with more than 70 tourism partners in Outaouais
- 213 packages sold since opening in June 2021
- 104 000 \$ in sales

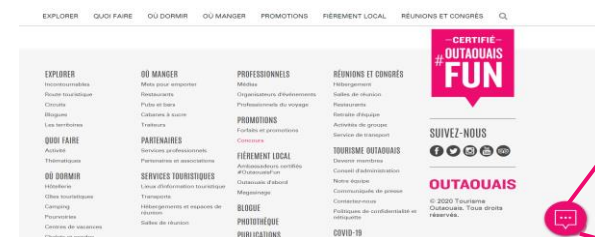
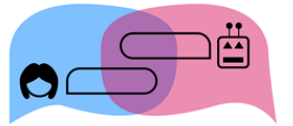


# CHATBOT

Outaouais Tourism has rolled out an ecosystem of **conversational chatbots** throughout the region. The pandemic has accelerated the process of equipping ourselves with new communication tools to interact with visitors and optimize their experience.

Our chatbot has several advantages:

- Link between your various communication platforms
  - (SMS, Facebook, Webchat and Instagram)
- Automatic responses in both official languages
- User-friendly reports for interaction analysis
- Customizable to meet your specific needs



## Implementation of a Wi-Fi survey at our attractions to measure activity on the territory in real time

- Project implemented in association with the Transat Chair in Tourism (ESG UQAM), the AITQ, the Quebec Ministry of Tourism and various tourism associations.
- Allows for the analysis of the region's performance by providing a better understanding of the visitor profile
- Provides an overall picture of Quebec's tourism industry
- Allows collection points to obtain detailed socio-demographic visitor profiles
- There are currently 16 collection points in the Outaouais!
- Three survey collection methods:
  1. Wi-Fi portal
  2. Posters with QR code
  3. Bookmarks with QR code



**REPRESENTATION**

# INDUSTRY REPRESENTATION



Outaouais Tourism represents you to the media, government authorities, the Alliance de l'industrie touristique and the Quebec Ministry of Tourism.

- More than 100 mentions per year (issues, promotion of activities, etc.) in local and international media
- Meetings with provincial and federal MPs and other elected officials (e.g., prefects and mayors)
- Representation at more than 20 partner and member events and conferences, despite the COVID-19 pandemic

Our Outaouais Tourism's CEO sits on various regional and provincial committees, including the board of directors of the Alliance de l'industrie touristique du Québec.

# PROFESSIONAL DEVELOPMENT FOR OUR MEMBERS

Free or low-cost training opportunities are available to members through an agreement with Services Québec.

- Sustainable development
- Social media
- Human resources management
- Public relations
- SEO and SEM
- Structuring the offer
- Knowledge of the region

Since March 2020, nearly 300 people have participated in our training sessions.

## FOLLOW US!



- Follow us on Facebook: *Outaouais Tourism – business page*.
- Add a link to Outaouais Tourism to your website.
- Keep us informed about changes in your organization, news, press conferences and upcoming activities.
- Share recent images that we can use and that represent your organization well.
- Use the #OutaouaisFun hashtag in your posts!

**Questions? Comments?**

A close-up photograph of several champagne flutes filled with sparkling wine. In the background, a hand is pouring more champagne from a bottle into one of the glasses. The scene is set outdoors, with a blurred background showing people and structures. The text "THANK YOU!" is overlaid in the bottom left corner.

**THANK YOU!**