



## AS A MEMBER OF OUTAOUAIS TOURISM YOU WILL:



Play an active role in the development of the regional tourism industry by investing in regional promotion.



Be part of a strong association whose objective is to position the Outaouais as a preferred, attractive, and popular destination.



Enjoy exceptional visibility thanks to our digital platforms, communications, and promotional tools.



Make business connections through networking activities.



Position your business and reach thousands of visitors.



Get assistance and sound advice from a qualified team.



Enjoy a range of exclusive member services and benefits.

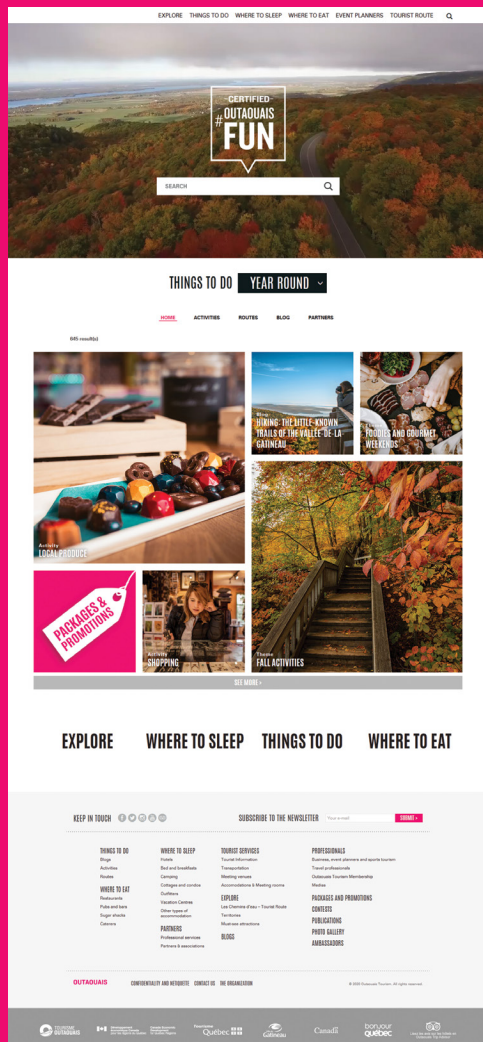


[OUTAQUAISTOURISM.COM](http://OUTAQUAISTOURISM.COM)

# MEMBER PAGE ON THE OUTAOUAIS TOURISM WEBSITE

## 2 000 000 yearly pages views

Our website is a key part of  
planning a visit to the Outaouais!



## EXPOSURE FOR YOUR BUSINESS

### PROFILE IN THE OUTAOUAIS TOURIST GUIDE

French and English copies  
of the Outaouais Tourist  
Guide are distributed  
every year via our exten-  
sive distribution network  
throughout Québec and  
Ontario.



Benefit from our privileged  
relationship with l'Alliance  
de l'industrie touristique  
du Québec and placements  
that promote the region  
and members.

### YOUR FLYERS IN OUR TWO TOURIST INFORMATION OFFICES

## 35 000 visitors every year!

Our staff at La maison du  
tourisme in Gatineau and  
at the former Montebello  
train station field countless  
requests for information,  
in person, by telephone  
and by email.



We also have an informa-  
tion center at the Canadian  
Museum of History,  
Canada's most visited  
museum (1.2 million  
visitors a year).



## SOCIAL MEDIA AND MEDIA RELATIONS

### LEVERAGE OUR PRESENCE ON SOCIAL MEDIA

**35 000**  
subscribers to our newsletters

**36 000**  
Facebook subscribers

**13 000**  
Instagram subscribers

All our initiatives redirect to our website, which features member profiles grouped by category, suggested tour routes, themes, a calendar of events, a blog, and #OutaouaisFun images.

We interact with Internet users via our blog and social media platforms to drive traffic to your member profile on our website, and encourage people to visit the Outaouais.

### FOLLOW US!



### SPECIALIZED MEDIA RELATIONS

Increase your presence in specialized media. Every day, we respond to requests from journalists, bloggers and influencers interested in writing about the region, and we send them images and information to help them write their articles.



Our team also participates in media exchanges and organizes press tours to generate buzz about the region and its treasures. We also organize field trips with hand-picked Instagrammers, because as we all know, a picture is worth a thousand words!

## NETWORKING AND TRAINING

Participate in activities, special events and training sessions, many of them free or discounted. organized by Outaouais Tourism:

FORUMS	CAMPAIGN LAUNCHES	EVENTS
	FRONT-LINE TRAINING SESSIONS	
	PROFESSIONAL TRAINING SESSIONS	

## CONSULTING SERVICES

Take advantage of the expertise of the dynamic Outaouais Tourism team. A member of the team will be happy to offer you advice on:

- ▶ MARKETING
- ▶ COMMUNICATIONS
- ▶ SOCIAL NETWORKING
- ▶ STARTING UP OR EXPANDING YOUR BUSINESS
- ▶ TOURIST SIGNAGE PROGRAM (PANNEAU BLEU)
- ▶ HEALTH MEASURES IN THE CONTEXT OF COVID-19

Learn about our [funding programs](#) offered to tourism organizations and businesses to help them develop and implement innovative and structuring concepts for the industry.





## TOOLKIT



Access the online Outaouais Tourism Portal, a members-only section where you can update your business profile.



Get on-demand publications for your visitors: tourist guides, regional maps, cycling maps, snowmobile maps, Chemins d'eau tourist route maps, and more.



Receive the Bulletin de l'industrie touristique de l'Outaouais, a newsletter that summarizes highlights of the tourism industry both here and elsewhere!



Use our online photo gallery to improve your website and marketing tools.



Receive a Certified #OutaouaisFun sticker for your business.

## FOR MORE INFORMATION ABOUT MEMBERSHIP IN OUTAOUAIS TOURISM, PLEASE CONTACT:

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Established in 1981, Outaouais Tourism is a private, not-for-profit organization whose mission is to coordinate regional tourism plans and projects, visitor services, information, marketing and development in the Outaouais region. The Association touristique de l'Outaouais—one of 22 regional tourism associations (associations touristiques régionales, or ATRs) in Quebec—has been a preferred partner of the Quebec government in the field of regional tourism.

## PREFERENTIAL RATES FOR MEDIA PLACEMENTS

Participate in destination marketing campaigns and leverage our many marketing programs. By combining efforts as a region and with Outaouais Tourism contributing financially to these efforts, we can launch impactful initiatives. Our advisors can also create a custom package designed to meet your needs.

### FOR AN ADDITIONAL FEE, YOU CAN:

- ▶ Purchase ads in various tools, such as the Outaouais Tourist Guide, and cycling map.
- ▶ Participate in our various campaigns.
- ▶ Increase your visibility on the Outaouais Tourism website on a seasonal basis.
- ▶ Access the brochure distribution program to the tourist information centres run by Tourisme Québec.
- ▶ Access the Meetings and Conventions and Travel Professionals marketing programs.



**TOURISME  
OUTAOUAIS**

**OUTAOUAISTOURISM.COM**