



# TOURISME OUTAOUAIS

## MEMBER SERVICES AND BENEFITS

**As a member of Outaouais Tourism, you get exceptional visibility and enjoy a range of services and benefits at special reduced rates.**

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. For more than 35 years, 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.



**TOURISMEOUTAOUAIS.COM**

# 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 and 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 competent team.
- ▶ Enjoy a range of exclusive member services and benefits.



## VISIBILITY FOR YOUR COMPANY

MEMBER PAGE  
ON THE OUTAOUAIS  
TOURISM WEBSITE

With almost

# 2 M

### page views

in the past year, our website is a key part of planning a visit to the Outaouais!



### YOUR FLYERS IN OUR TWO TOURIST INFORMATION OFFICES

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

On average, more than

# 45,000

visitors go there  
every year!

We also have a field office at the Canadian Museum of History, Canada's most visited museum (1.1 million visitors a year).

### PROFILE IN THE OUTAOUAIS TOURIST GUIDE

The ultimate promotion and information tool. Each year,

# 200,000

French and English  
copies are published  
and distributed

in a large distribution network in Quebec and in Ontario.



### YOUR BUSINESS IN THE SELECT NETWORK OF PARTNERS IN M TA RÉGION

Take advantage of our partnership with M ta Région to get more visibility on the local and provincial market. Belong to a group of 1,200 carefully selected, quality companies that meet rigorous selection criteria.



## WEB 2.0, SOCIAL MEDIA AND MEDIA RELATIONS

Take advantage of our social network influence. Our website is a showcase for the Outaouais! All our initiatives redirect to this portal, which features member profiles grouped by category, suggested tour routes, themes, a calendar of events, a blog, and #Outaouaisfun images submitted by influencers.



# 137

press tours  
in the last year

# 55,000

subscribers on  
our social networks

### WE USE



AND SOCIAL NETWORKS

to interact with Internet users, drive traffic to the website, and encourage people to visit the Outaouais.

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 hidden 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. Outaouais Tourism organizes a variety of events to facilitate networking and deepen your knowledge:

FORUMS	CAMPAIGN LAUNCHES	RECEPTIONS
	FRONT-LINE TRAINING SESSIONS	
	MARKETING AND SOCIAL MEDIA TRAINING SESSIONS	

### EXCLUSIVE OFFER FOR OUR MEMBERS

Receive 25% on winter/fall training from the École des entrepreneurs du Québec en Outaouais. Offer valid until December 15th 2019.



## CONSULTING SERVICES

Take advantage of the expertise of the dynamic Outaouais Tourism team. For advice on whether:

- ▶ MARKETING
- ▶ COMMUNICATIONS
- ▶ SOCIAL NETWORKING
- ▶ STARTING UP OR EXPANDING YOUR BUSINESS

a member of the team will be happy to help you.

Learn about our two funding programs, one for regional tourism offer development projects and the other for festivals, events and small attractions.

Open a free file for the tourist signage program.





## TOOLKIT



Access the online Outaouais Tourism Portal, a members-only section where you can update your business profile and view and download free studies, statistics and reports, as well as a list of regional media contacts.



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 Outaouais image bank on request to improve your website and marketing tools.



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



Receive a Certified #Outaouaisfun sticker for your business.



## PREFERENTIAL RATES FOR MEDIA PLACEMENTS

Participate in destination marketing campaigns and access marketing programs. Thanks to its negotiating power, Outaouais Tourism can create leverage effects to design and fund major promotional campaigns. Our advisors can create a package custom designed to meet your needs.

### FOR AN ADDITIONAL FEE, YOU CAN:

- ▶ Purchase ads in various tools, such as the Outaouais Tourist Guide, detachable maps, motorcycle logbook, snowmobile map and cycling map.
- ▶ Participate in our various campaigns: summer, winter, outfitters and Les Chemins d'eau.
- ▶ Increase your visibility on the Outaouais Tourism website on a seasonal basis.
- ▶ Access the brochure distribution program at other tourist offices in Quebec.
- ▶ Access the Meetings and Conventions and Travel Professionals marketing programs.

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

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