

Bienvenue Québec Offers...

- Three days of business meetings, 500 participants, and 9,000 appointments.
- The participation of 100 travel agencies, tour organizers and North American destination management companies (buyers), and 300 suppliers from Québec and all of Eastern Canada (sellers).
- A commercial market devoted to business meetings and contract signing.
- An agenda of preprogrammed 8-minute meetings.
- A group of networking and training activities, including a round table, discussions on the tourism markets and seminars.

Official Program 2011 Fees and Packages

For more information, contact **Audrey Paggi**, Assistant Coordinator, 418- 522-7131, extension 39.

New for 2011

:-) Make Friends with Bienvenue Québec

Bienvenue Québec have a Facebook page!

It will have the latest news about the event, photos, reminders about deadline dates, breaking news, and everything you'll need to know about Bienvenue Québec.

Click here and join us on facebook.

The 23rd Edition of Bienvenue Québec comes to the Outaouais region!

A combination of city and nature that's unique in Québec, filled with cultural charm, urban energy and inviting natural settings, the Outaouais region unfurls its red carpet (or maybe we should say green carpet!) to welcome participants of Bienvenue Québec 2011. A must-see destination for groups, and a neighbour to Ottawa, the region is just two short hours from Montréal on the highway, but only one hour via the charming and renowned La Lièvre et La Petite-Nation, and Montebello. With impressive cultural institutions, gourmet food featuring regional products, Parliament Hill, and countless parks, lakes and rivers, the Outaouais region definitely has a lot to offer!



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*Let's get together from
October 25 to 27, 2011,
at the Gatineau Convention Centre
in the Outaouais region!*

Start Date for Registration Monday, May 2, 2011, 9 a.m.

Notice: To register as a three-day seller with pre-programmed meetings (Package A), you must be an **Associate Tourism Member of APAQ.**

Prices: Québec company: \$315* Company from outside Québec: \$420*.

** plus applicable taxes*

New for 2011



To improve delegate participation and maximize meeting objectives during the Market, Bienvenue Québec offers **buyers** the chance to benefit from a one-week meeting modification period, from September 27 to October 7, 2011.

It's Simple!

As soon as buyers receive the notice announcing access to the meeting schedule on September 26, 2011, they may modify their meeting schedules, if desired, for packages C and A. Buyers must make their modifications directly on line and return them to Bienvenue Québec for preparation of the final schedule.

A notice will be sent to all of the buyers and sellers on September 16, 2011, inviting them to check their **final** schedules. Sellers will be asked to check the second schedule to see if the buyers have made any changes.

Please note that this new feature is addressed **only** to Bienvenue Québec buyers. Sellers do not have access to this modification period.

We made this important change to promote relationships and discussions that will be profitable for all participants.

Great Values at Bienvenue Québec



Package C

System of pre-programmed meetings between buyers and sellers registered for Package C (1 day)

The 1-day Package C sellers and the registered buyers will make their appointments through the computerized system, using the same procedure as in Package A, and they will receive their final schedule of personalized meetings on October 11, 2011.

On Tuesday, October 25, 15 periods of 8-minute meetings will be set aside exclusively for this group.

Sellers registered for Package C have a booth, and the buyers go to them.

On Tuesday, October 25, exclusively for the free market period and the meeting session, the sellers registered for Package C will have a booth displaying the company name, where they may also hang posters or visuals of their choice.

Special Rate of \$499* rather than \$715* for Québec sellers registered for Package C

Tourism companies that are members of an ATR or an ATS (regional or sectoral tourism associations) sponsoring an activity worth more than \$1,500 at Bienvenue Québec 2011, will get a 30% discount off the registration price. To date, the Outaouais, Saguenay-Lac-Saint-Jean and Mauricie ATRs are sponsors, which gives their members the right to this discount.

** plus applicable taxes*

The Professional Development Program Continues!

The professional development program, dedicated to the group tourism industry and the Bienvenue Québec event, continues for a second year. These courses help first-time tourism supply participants understand how a commercial market works, ensuring an interesting return on their investment.

This program includes:

- Training for all tourism companies interested in working with groups
- A two-part session focussed on training and guiding first-time tourism company participants in Bienvenue Québec.

Some of these training sessions are free for members of APAQ.

This training program is possible thanks to the financial assistance of the Ministère du Tourisme du Québec as part of the Programme d'aide financière aux associations touristiques sectorielles (financial support program for sectoral tourism association).

You can take a look at the professional development program on the Bienvenue Québec Web site:

www.apaq.qc.ca/bq/fra/Prog_formation.html

Check it Out!

The preliminary program of Bienvenue Québec is on-line!

Become a Bienvenue Québec Sponsor

Three ATRs and several private companies have already made sponsorship agreements, giving them higher visibility at Bienvenue Québec 2011. Among the ATRs are Tourisme Outaouais, the host of the event, Tourisme Mauricie and Tourisme Saguenay.

If you would like to become a sponsor, call **Audrey Paggi at 418 522-7131, extension 39**. She will be happy to explain the sponsorship plan for Bienvenue Québec 2011.