

High Satisfaction Rates!

For this 2011 edition, held in Gatineau, the satisfaction rates are very good.

Here's the breakdown:

- Tourist Novolty' Breakfasts earned a **79%** satisfaction rate. Eight organizations presented their new products and attractions to buyers during these breakfasts.
- The satisfaction rate for the cocktail and dinner featuring the regional flavours of Montérégie was **84%**. Montérégie is our proud partner since 2006, and this year it presented its new Wine route.
- Official Evenings:
 - Cocktail at the National Arts Centre
 - Evening at the Canadian Museum of Civilisation
 - Evening at the Salon Royal of the Casino du Lac-Leamy.These 3 nights earned an **83%** satisfaction rate.
- Finally, buyers said they were completely satisfied with their participation in Bienvenue Québec, with a satisfaction rate of **98.5%**! While the sellers are satisfied at **94%**.

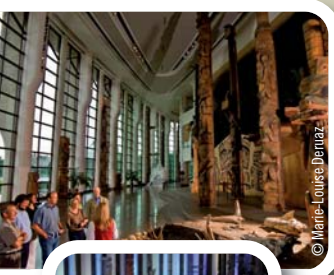


Excellent Attendance

This year, the number of participants hit 515!

A total of 288 seller companies and 93 buyer companies met with each other. The other participants were government representatives, accompanying persons, partners and sponsors. At Bienvenue Québec 2011, there were 7,800 pre-established appointments, including 2,800 appointments requested by buyers. This does not include appointments that were added on site.

OUTAOUAIS NEAR AND DEAR.



© Marie-Louise Demaz

The Outaouais region, one of Quebec's top bilingual destinations just two hours from Montreal, offers an impressive variety of activities. No matter the season, visitors can enjoy cultural experiences and outdoor adventures alike and sample outstanding regional cuisine for an authentic taste of the Outaouais!



Our destination almost promotes itself! A perfect balance of city and country, located less than a kilometer from Ottawa, Canada's capital, Gatineau and the Outaouais are known for the diversity



of their offer! Boasting great hospitality, it is no surprise that the region was chosen to host the 23rd edition of Bienvenue Quebec, welcoming 450 travel industry professionals including more than 100 North American tour operators, receptives, travel agencies and bus operators, to discover or rediscover the Outaouais region!

To learn more about the Outaouais, visit the **“Travel Professional”**

section of our Web site at www.outaouaistourism.com

What to remember from the conferences



According to the survey with various participants, this year's conferences revealed a satisfaction rate of OVER 80%.

Each year Bienvenue Québec offers a variety of networking and training

activities to allow delegates get to know each other, have discussions and find out about new trends.

Thus, The Round Table is a business training and networking activity that helps sellers get to know the buyers, their needs and their expectations. Two buyers present their company to six tourism suppliers around the table. A question period is allocated to suppliers before buyers move to another table.

Conferences on tourism markets were available to sellers.

Conferences provide information about actuality.

This year, conferences were presented on the following themes.



“Mobile platforms, how to use them?”

Mathieu Villeneuve
Agence Piranha

With an average penetration rate in Canada of over 75%, today's mobile phone appears to be an excellent means of developing a special relationship with the client, the mobile Internet user. There are now many ways to communicate on mobile phones, creating a personalized and contextualized relationship in real time

This conference is addressed to everyone interested in innovations and new trends in the world of communications. Mathieu Villeneuve answered the following questions using real cases: ▶

- Why use the mobile phone to reach the target market?
- What can be achieved today through mobile phone communications?
- What other new technologies will soon be available for better mobile phone communications?
- What will mobile phone communication look like in the future?



“The Intelligent Business Networking”

Julien Roy
Face to Face Marketing



Scott Pringle
Face to Face Marketing

The easiest, quickest and most effective way to sell your expertise and create useful contacts. There are people who can help us everywhere; we simply need to find them, recognize them and convince them.



“The Student Market”

Dan Kellerd
Explorica, Inc.

Mr. Kellerd has co-founded Explorica in 2000. This company became a leader in cultural trips for students (in Canada) following the purchase of Keating Tours in 2005. At its conference, Mr. Kellerd has drawn a picture of the student clientele. The points raised were, for example, visitor needs, their motivation to travel, the activities that may interest them, the group packages versus individual travel, etc.



“The Brazilian market”: an attractive target for the Canadian tourism industry”

Jocelyn Lauzon
TNS Canada

The strong economic growth of the four major emerging markets underlies the vast potential these areas have to offer in terms of visitors from abroad. To remain competitive on the international stage, Canada must pay careful attention to these regions. Brazil is an

attractive target from a Canadian perspective, given its relative proximity to Canada compared to the three other major emerging economies, which also include Russia, India and China.

TNS Canada recently conducted a major study on behalf of the Canadian Tourism Commission (CTC) to learn more about the Brazilian market, especially in terms of travel and tourism abroad. Jocelyn Lauzon, Research Director at TNS Canada, has presented study findings and has provided insights into various aspects of this vast, promising market, including a profile of the Brazilian traveller, the level of interest of Brazilians towards Canada, the impact of recent foreign policy initiatives involving the two countries, only to list a few.



“Conference on Chinese market”

Grace Xin
TIAC

To watch the slide show of the conference (in English only): click on www.apaq.qc.ca/bq/pdf/Chinese_Market_Conference.pdf

Grace Xin came to Canada in 1999 to study at the University of Ottawa and graduated in 2002 with a Master's degree in Business Administration.

From 2006-2008, Grace was the National Executive Director of the Hong Kong-Canada Business Association (HKCBA) responsible for the operation of the bilateral trade organization with 8 sections across Canada.

From 2008-2010, Grace headed the Ottawa Somerset Street Chinatown Business Improvement Area (BIA) as the Executive Director. As the project manager, she led an international project team to build the stunning Ottawa-Beijing twin-city project - the Chinatown Gateway, which was successfully completed within budget and on time.

We invited Ms. Xin to present the China market at Bienvenue Québec. This market is complex and has several distinctive features. Ms. Xin has provided relevant information to familiarize yourself with this emerging market. ■

New Online Function for Buyers



Buyers really appreciated this new function. They used it to schedule over one hundred meetings (108 to be exact).

Although some people were a little worried because this function allowed the cancellation of appointments, an average of only 1.4 appointments per buyer was cancelled.

Thank you Moderators

Thanks to you dear moderators, we were able to have our round-table activity.

As experienced sellers who care about the development of the tourism industry, you can perfectly hold your role which consists in launching the debate and keeping it going at a good pace, while giving each participant a chance to talk and ask questions.

Many thanks to all of you, without whom our tables could never have run so smoothly.



Jennifer McGregor
Art Gallery of Ontario

Valérie Bourgeois
Boréal

Hélène McNicoll
Canyon Sainte-Anne

Liliane Bélanger
Château Cartier

Aurèle Schink
Comfort Inn & Suite St Nicolas

Isabelle Longpré
Croisières AML

Mélanie Drouin
Days Inn Canada

Sylvain Benoit
Forfaitiste (Le)

Louise Hébert
Guidatour

Guy Godin
Hilton Québec

Hélène Côté
Hôtel Classique

Paolo Di Vito
Hôtel Espresso

Marjolainede Sa
Hôtel Manoir Victoria

Kim Boulianne
Hôtel Universel Alma

Nathalie Revah
Hôtels Gouverneur

Mike O'Connor
Joe Badali's Ristorante Italiano

Françoise Fournier
Loews Hôtel Le Concorde

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Loews Hôtel Le Concorde

Diane Roy
Massif de Charlevoix

Chantal Gaudette
Murray Hill s.e.c.

Hélène Grenier
Musée national des beaux-arts du Québec

Anna Karnowski
New York Water Taxi

Robert Lancup
Office du tourisme de Québec

Russell Jacobson
Playdium Corporation

Marie-Pier Mercier
Québec Maritime (Le)

Réjean Tardif
Société du réseau Économusée®

Gabrielle Nammour
Société du réseau Économusée®

Susan Shackleton
Super 8 Downtown Toronto

Cynthia Leon
Tidan Group of Hotels

Charlene Fox
Tourism Moncton

David Lapointe
Tourisme Lanaudière

Virginie Larouche
Tourisme Laurentides

Nicolas Bohly
Tourisme Laval

Jacinthe Doucet
Tourisme Mauricie

Caroline Ducharme
Tourisme Shawinigan (CLD)

Valérie Lalbin
Tourisme Trois-Rivières

Christiane Skinner
Vermont dept. Tourisme

Marc Mestdagh
Village Windigo (Le)

Saverio Gioffre
Westmont Hospitality Group

Joanne Leclair
Westmont Hospitality Group

Thanks to All Our Mentors

Thank you to all of the sellers and buyers who trained new delegates.

The fact of participating in the mentoring activity this year has helped the participants, which were at their first participation in the event, to find an expertise for guiding them to the success of their Marketplace.

The mentors' availability is greatly appreciated each year.

Thank you to everyone who makes Québec an outstanding destination. And thanks again for choosing Bienvenue Québec as a showcase.

Hélène McNicoll
Canyon Sainte-Anne

Sophie Brisson
Groupe Dufour

Guy Godin
Hilton Québec

Hélène Côté
Hôtel Classique

Andrée Richer
Hôtel Le Montagnais

Marjolaine de Sa
Hôtel Manoir Victoria

Nathalie Revah
Hôtels Gouverneur

Sylvain Benoît
Le Forfaitiste

Françoise Fournier
Loews Hôtel
Le Concorde

Debbie Yantzi
Perspective Eduscho

Benoit Gilbert
Plaines d'Abraham

Geneviève Létourneau
Spa Le Finlandais et
Hôtel le Rivage

Anne-Marie Martin
Via Rail

Welcome to the 2012 Follow-up Committee!

At Bienvenue Québec's closing lunch, Mario St-Laurent, CEO of APAQ, introduced the new follow-up committee members:

Jocelyne Brisson
Canadian Odysseys / Odytours

Marie-Eve Jacob
Festival de Musiques militaires

Amélie Lavoie
Groupe Voyages Québec

Guy Godin
Hilton Québec

Claire Bessette
Jonview Canada Inc.

Etienne Morissette
Omnitour

Benoît Gilbert
Plaines d'Abraham - Plains of Abraham

Marie-Pier Mercier
Québec Maritime (Le)

Cynthia Leon
Tidan Group of Hotels

Jacinthe Doucet
Tourisme Mauricie

Hélène Quirion
Voyages Tour Etudiant

Frédérique Guignard
Autocars Bas Saint-Laurent

Luzana Rada Kelley
Global Tourisme International

Sylvain Benoit
Le forfaitiste



Here's the link to this year's photo album:

www.apaq.qc.ca/bq/eng/comm_photos.html

Coming soon, more pictures by logging on our Facebook page:

www.facebook.com/pages/Bienvenue-Québec/172744249439458?sk=info

Every year, the follow-up committee members invest their time to orient the event and its content so that it will meet your expectations. Thank you to those who are committed to actively participating in the work that needs to be done in the coming year.

Thanks to All Our Sponsors



Thank you to our carrier members who provided the shuttle service.

We would also like to say a special thank you to our many sponsors.

Thank you for having chosen our event in order to make you know more in the North American tourism industry. Bienvenue Québec is the strength of an industry that can offer quality products and unforgettable experiences to all tourists travelling in Québec.

Platinum Sponsors

- Ottawa Tourism
- Tourisme Laval
- Tourisme Outaouais

Gold Sponsors

- Autobus Fleur de Lys
- Kéroul
- Tourisme Montérégie
- Groupe Hôtelier Tidan

Silver Sponsors

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- Cabane à sucre Lalande Inc.

- Four Points By Sheraton Hôtel & Centre de Conférences Gatineau-Ottawa
- Hilton Lac-Leamy
- Laurier Québec, Centre commercial
- Leduc Bus Lines Ltd.
- Murray Hill s.e.c.
- Orléans Express
- Québec Maritime (Le)
- Tourisme Laurentides / Tourism Laurentians
- Tourisme Mauricie
- Ramada Plaza Le Manoir du Casino
- Société du réseau Économusée®
- TNS Canada
- Tourisme Autochtone Québec
- Tourisme Charlevoix
- Tourisme Trois-Rivières
- Tourisme Saguenay — Lac-Saint-Jean

Bronze Sponsors

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- Atlific Hotels
- Autocar Excellence Inc.
- Best Western Ontario/Quebec Co=op
- Boréalis
- Cité Collégiale (La)
- Coach Canada Montréal - Trentway Wagar
- Éthier Transport Écolier du Cœur de la Gatineau Inc.
- Gananoque Boat Line Ltd. - 1000 Island Cruises
- Groupe Gaudreault
- Musée du Bûcheron 'Village du Forestier'
- Prévost, une division de Groupe Volvo Canada Inc.
- Royal Canadian Mint

The APAQ receives financial support from the ministère du Tourisme du Québec.



Silent Auction of the Bienvenue Québec Foundation

This year the auction raised
\$9200 for the foundation.

You know the objectives of Bienvenue Québec Foundation:

- provide scholarships to encourage and reward excellence among tourism students
- provide specialized training for sellers
- provide an integration activity to new participants in the tourism market.

Thanks to you, the foundation will once again meet its objectives!

**Our next
Bienvenue Québec
will be held in Laval!**
Meet us there on
October 29, 30 and 31, 2012
at Place Forzani.

Laval, host of Bienvenue Québec 2012

Laval where there's more to explore. An amazing city. A city that pleasantly surprises visitors thanks to its wide range of hotel facilities, a constantly evolving mosaic of tourist attractions and vast territory. Definitely urban, bold and innovative, Laval is an entertainment and activity-filled destination of choice with something to please your various types of clients.



Laval's interpretation centres and museums offer young audiences an opportunity to live unique experiences, broaden their horizons and stimulate their minds. Laval is also rich in greenery oasis. Indeed Laval is

an island with many green spaces where to practice a wide range of activities or simply enjoy the outdoors.

For those looking for great restaurants, exciting nightlife and great shopping, Centropolis – that has quite expanded over the years – has more boutiques and restaurants, and has become a sought-after nightlife destination.

There would be a lot more to say about Laval. We'll let you discover by yourself this city full of surprises. Register now to Bienvenue Québec 2012.
See you there!



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