

The Quebec Market

Getting to know the Francophone Visitor

Bonjour!

Fast Facts About Québec

Part of knowing your visitor is learning about where they are from

- ▶ Québec is known to its residents as “**la belle province**”
- ▶ Québec is the 2nd most populated province after Ontario with 8 million people; nearly 25% of Canada’s population
- ▶ The capital of Québec is **Québec City**
- ▶ The largest city in Québec is **Montréal**
- ▶ The official language of Québec is French
- ▶ 80% of Québécois have French as their 1st language
- ▶ 50% communicate only in French



Fast Facts About Québec con't

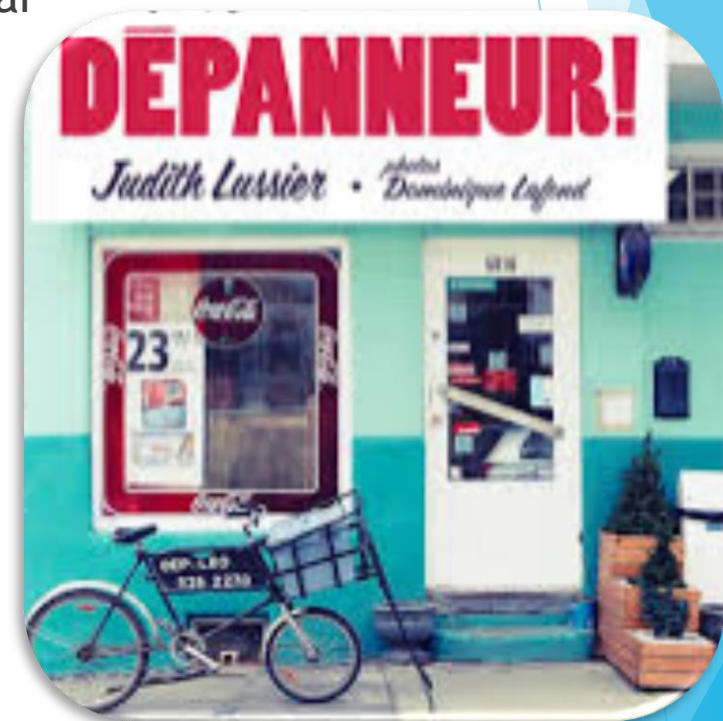
- ▶ **Construction Holiday** - typically the last 2 weeks of July, approx 25% of the working population is on vacation
- ▶ **June 24th** is Québec's national day : La Saint-Jean Baptiste (a statutory holiday in Québec)
- ▶ Wine, local markets and locally made products are very popular
- ▶ **Alcohol** is sold at corner stores and grocery stores in Québec
- ▶ Québec is known for a number of dishes

Poutine

Six-pâtes (sea pie)

Tourtière (meat pie)

Cipâte aux bleuets (blueberry pie)



Popular activities among Québécois

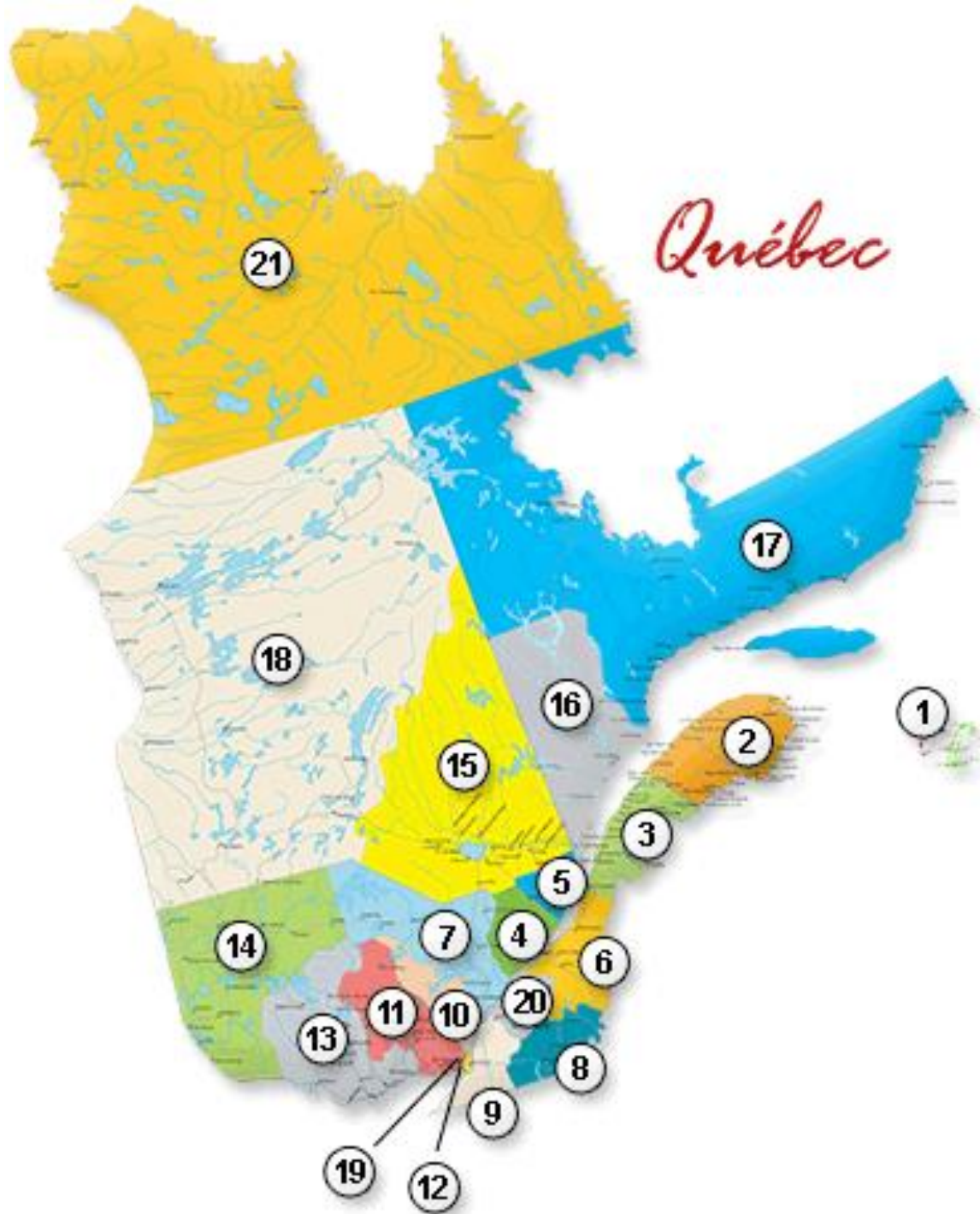
- ▶ Cycling (38% of population)
- ▶ Historic sites/museums
- ▶ Shopping at chic boutiques
- ▶ Boating
- ▶ Rving
- ▶ ATVing
- ▶ Farmers markets
- ▶ Wineries & Breweries
- ▶ Beaches



Travel preferences

- ▶ Québécois prefer to travel in **large groups** where at least one person is comfortable speaking English
- ▶ Québécois often plan ahead and make use of **guides** and visitor information services





Québec Regions

Quebec Intel

► Boating

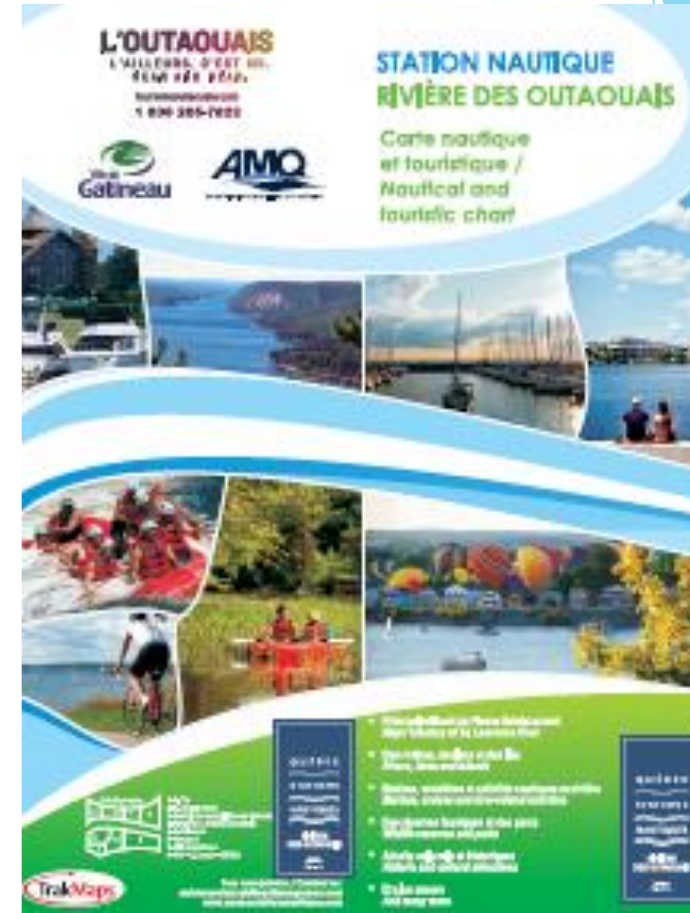
Quebec stands in 2nd position in Canada for new boats sales behind Ontario
AMQ - Quebec Maritime Association promotes boating & marinas by region (16)

► Camping

No pets allowed at their Provincial Parks

► Cycling - Velo

For 45 years, Vélo Québec has been a driving force on the Québec cycling scene.
La Route Verte is a 5,000km Province-wide cycling network with maps for each region



Opportunities for this region

- ▶ Francophones love their toys! Campgrounds and other accommodations situated near **ATV** trails should mention this fact on their websites or in their brochures.
- ▶ **Camping** is huge with Francophones from Quebec and Ontario. Services in French are important while reserving
- ▶ Regional **cycling** maps - indicate border crossings and rental companies



Opportunities con't...

- ▶ The potential to attract Francophone tourists in the region to enjoy our lakes & waterways is immense!
The Land of the Great Freshwater Seas
- ▶ Put emphasis on our connected waterways and our amazing beaches/waterfronts
- ▶ French-speaking services during peak-season
- ▶ Advertising in outdoor magazines or websites such as ***Géo Plein Air***



Opportunities con't...

- ▶ The Quebec Market does not know enough about or is confused about the available experiences outside their province
- ▶ The Quebec market has a great appetite for new experiences close to home
- ▶ They have been travelling their province by purchasing through travel trade channels for years and seem ready to broaden horizons
- ▶ Quebec leisure travelers regularly use the trip planning services of CAA Quebec before they book their trip



Quick wins

- ▶ More **product knowledge and training** with Quebec product managers, front line staff, tour escorts and even the drivers /coach operators
- ▶ Creating **unique travel itineraries** that will attract the Francophone markets
- ▶ Acquiring **French URLs**
- ▶ Working together as a region for print collaterals & attendance at trade shows

Merci beaucoup!

