

TOURISME CÔTE-NORD

SERVICES FOR MEMBERS



WORKING TOGETHER TO RAISE THE DESTINATION!



TOURISME CÔTE-NORD

IS...

An association regional tourism and a non-profit organization which brings together more than **500** companies including more than **750** service providers.

Its main **mission** is:

- marketing;
- commercialization;
- home;
- information;
- Development;
- structuring

...of the destination



MEMBERSHIP PRIVILEGES

1

Dedicated sheet on the Tourisme Côte-Nord website redirecting to your own site, which has more than 435,000 users and nearly 1,300,000 page views.

BE THE FIRST RESULT IN INTERNET SEARCHES!

2

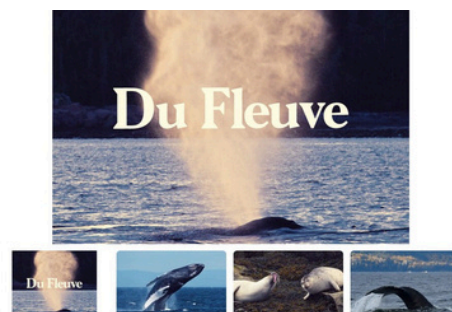
Publication in the official tourist guide of the destination, printed in 65,000 bilingual copies and distributed regionally, provincially and internationally.

ALSO AVAILABLE IN DIGITAL VERSION AND UPDATED REGULARLY!

3

Presence in the territory's tourist information office, which welcome more than 95,000 visitors each year, through your printed material or via the references of local experts.

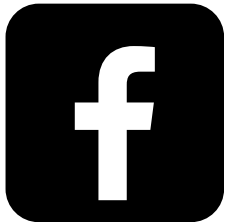
BENEFIT FROM DOUBLE VISIBILITY IN ADDITION TO THE TOURIST GUIDE!



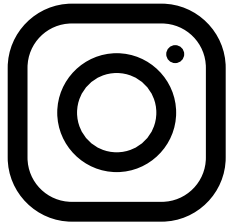
MEMBERSHIP PRIVILEGES

4

Promotion of your services on social media and in Tourisme Côte-Nord newsletters



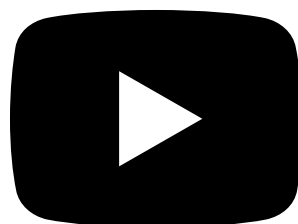
68 000 subscribers



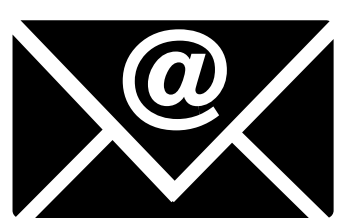
19 700 subscribers



1 500 subscribers



1 300 subscribers on YouTube



31,000 subscribers to the newsletter

5

Suggestion of participation in various promotional campaigns aimed directly at the consumer. Access to partner plans to increase your visibility and awareness of the destination.

6

Opportunity to welcome media during press tours and to participate in different circuits and competitions.

14 PRESS TOURS WERE CARRIED OUT IN THE TERRITORY, 16 CIRCUITS AND 5 COMPETITIONS WERE DISPLAYED IN 2023

7

Opportunity to attend training, conferences and the annual general meeting with the right to vote.

MEMBERSHIP PRIVILEGES

8

Support and advisory services for the development of tourism projects, the marketing of businesses, available assistance and financing programs (EPRTNT).

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UNLIMITED AND FREE!

10

Access to the marketing promotion credit program representing 15% of the amounts remitted by Revenu Québec (accommodation establishments only).

**ACCESS TO THE MARKETING PROMOTION CREDIT PROGRAM
REPRESENTING 15% OF THE AMOUNTS REMITTED BY REVENU QUÉBEC**



MEMBERSHIP RATE GUIDE

Basic contribution	285\$
Additional contribution (max 5)	122\$
Company contribution for 50 employees and more	408\$
Contribution for regional products, restaurants and shops	204\$
Basic contribution with transaction fees *	265\$
Additional contribution with transaction fees * (max 5)	122\$
Operation fees *	
Cruise and ferry	\$1.50 x maximum number of passengers
Camping and unusual accommodation	\$1.00 x number of sites
Holiday center	\$1.50 x number of units

MEMBERSHIP RATE GUIDE

Operation fees (continued) *	
Gites	\$2.00 x number of units
Hotels, youth hostels and other establishments	\$2.00 x number of units
Tourism residence	\$2.60 x number of chalets
Outfitter	\$2.60 x (number of units or chalets)
Municipality Contribution	265\$
Per capita (1 to 1,000 inhabitants)	\$0.70 x number of inhabitants
Per capita (1,001 and above)	\$0.30 x number of inhabitants



NOT CONVINCED YET?

Here are answers to frequently asked questions.

My business is seasonal, should it be a member of Tourisme Côte-Nord?

There are many reasons to be a member, even for seasonal businesses!

First, your business will shine all year round thanks to your presence in the Official Tourist Guide and on the Tourisme Côte-Nord website. Visitors from all over will be able to plan a stop at your place in advance.

Secondly, our team offers you support throughout the year in order to properly prepare for your operating season.

What justifies the price of membership?

In addition to the privileges mentioned in this document, members of Tourisme Côte-Nord have access to a team of professionals in different sectors related to tourism (marketing, development of the offer and tourist reception) and their contacts who can support them in the achievement of their objectives, at no additional cost.

Do you need to have digital knowledge and/or have regular access to the Internet to benefit from the advantages?

No! Although we send our communications by email, we are also available by telephone and at our offices in Baie-Comeau and Sept-Îles.

Our team is here to guide you through the digital world and to promote your business on our different platforms. Obtain turnkey service by purchasing products in our marketing kit.

NOT CONVINCED YET?

Here are answers to frequently asked questions.

Why display my business on Tourisme Côte-Nord platforms if I already have a website and a Facebook page?

By displaying your business on our platforms, you benefit from additional visibility to a wide audience.

The Tourisme Côte-Nord website has good SEO on Google, which means that it always comes up among the first search results when someone searches for the region. To give you an idea of scale, more than 435,000 people visit our website each year.

Tourisme Côte-Nord's social media brings together a community of nearly 90,500 subscribers.

Is it still relevant to be in the official printed Tourist Guide?

Membership in Tourisme Côte-Nord includes a publication in our Official Tourist Guide, which is printed in 65,000 copies and is available in digital version AS WELL as a dedicated sheet on our website. With this, you have something to reach visitors of all ages, whether they have Internet access or not!

How can I increase the visibility of my business on social networks?

Through various initiatives, Tourisme Côte-Nord promotes its members on its social media, who have nearly 90,500 subscribers. You can gain additional visibility by purchasing products from the marketing kit. Contact us to get a solution tailored to your needs.