



Société des
Attractions
Touristiques
du Québec



Press release
For immediate release

The 19th edition of the Québec Vacation Guide – Summer/Fall 2015 launches a promotional strategy by becoming part of the Quebec Musts campaign

Montréal, June 9, 2015 – Today the Société des Attractions Touristiques du Québec (SATQ) and Festivals et Événements Québec (FEQ) are releasing the 19th edition of the **Québec Vacation Guide – Summer/Fall 2015**, which showcases tourist attractions, new features and vacation ideas in 17 regions. For the first time, a major promotional campaign in partnership with **Quebec Musts** has been launched on markets outside Quebec to attract international travellers and promote the province's tourism offer.

17 regions to discover

This year the Québec Vacation Guide not only highlights the new features and charming regions with vacation ideas, activities and getaways, but also has a special section for **the province's 54 Must-See Attractions!**

A series of carefully designed **Road Trips** has been created to allow travellers to discover the regions, visit unfamiliar tourist attractions and take longer holidays. Two of these trips are included in the Québec Vacation Guide – the first one is focussed on families and the second explores the patrimonial legacy of Quebec.

Greater visibility for Quebec tourism

The combined campaign for the **Summer/Fall 2015 Québec Vacation Guide** and **Quebec Musts** is aimed toward the Quebec, Ontario, New Brunswick and bordering U.S. markets. In addition to placing ads in the Quebec Musts campaign and targeting distribution of the printed version of the Guide, the SATQ-FEQ presents tourist attractions on quebecmusts.com. Travellers can find promotional offers, get interesting coupons and discounts as well as download the [virtual version of the Québec Vacation Guide](#), which contains exclusive videos. Using a search engine with the phrase "I MUST", they can plan their vacation and getaways by region and narrow their search with these 12 categories:

- Arts/Culture
- Road Trip/Tour
- Relaxation
- Family
- Festivals/Events
- On the water
- Fine Food
- Accommodations/Getaway
- Nature/Outdoors
- Heritage
- Romance
- Shows/Entertainment

Within the Quebec Musts campaign, the SATQ-FEQ promotes tourism in Quebec by participating in about a dozen consumer trade shows in Ontario, New Brunswick and the U.S. The SATQ-FEQ is also proud to partner with the Quebec Ministry of Tourism and its *Québec Original* campaign to boost the province's tourism offer.

About SATQ-FEQ

Founded respectively in 1975 and 1992, Festivals et Événements Québec and the Société des Attractions Touristiques du Québec are two non-profit organizations whose mission is to bring together Québec festivals, events and tourist attractions, to promote them, to represent them with various authorities, and to offer services that enhance their development.

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For more information, photos or an interview, please contact:

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