



Press release
For immediate release

RELEASE OF THE 18TH EDITION OF THE QUÉBEC VACATION GUIDE – SUMMER/FALL 2014

Montréal, June 2, 2014 – The Société des Attractions Touristiques du Québec (SATQ) and Festivals et Événements Québec (FEQ), publishers of the **Québec Vacation Guide**, are pleased to announce the release of the 18th edition of the Summer/Fall 2014 Québec Vacation Guide, which features over 200 ideas for a great vacation in the province and in 14 of the regions. SATQ-FEQ is also proud to be part of the *Québec Original* campaign by Tourisme Québec to promote the quality of the Québec tourism offer within the province and in neighbouring Ontario.

Released on May 31, the **Québec Vacation Guide, recognized as the quintessential reference for the most popular tourist offers and experiences available in Québec**, benefitted from a targeted distribution campaign, with 80% of copies being mailed directly to households. The guide will be inserted in major daily newspapers in Québec, Ontario, New Brunswick and bordering U.S. states. It can also be found in tourism information offices, border offices, Infotouriste centres and the SATQ-FEQ network of pamphlet stands, or it can be ordered by calling **1 877 BONJOUR, ext. 827**.

More Accessible Than Ever

Committed to inspiring Quebecers, Canadians and tourists from abroad with vacation ideas in Québec, the SATQ-FEQ team is applying its ongoing digital strategy to the guide by giving Internet users the possibility of searching through it online. At quebecvacationguide.com, readers will find attractive offers as well as the virtual version of the printed guide, which features **exclusive videos!**

Québec Must-See Attractions!

The most popular tourist attractions are usually the cornerstone of any vacation. To help readers make informed decisions, the Québec Vacation Guide has a special section showcasing the **province's 46 Must-See Attractions**. That's 46 extra reasons to choose Québec as a vacation destination this summer!

The team at SATQ-FEQ has also skillfully designed a series of **Road Trips** to allow vacationers to discover the regions, visit unknown tourist attractions and extend their holidays. Two of these trips are included in the Québec Vacation Guide – the first one lets travellers enjoy great *Family Fun* while the second reveals the secrets of our *Patrimonial Legacy*.

About SATQ-FEQ

Founded respectively in 1975 and 1992, Festivals et Événements Québec and 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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