

2006 Eligibility Criteria

Tourist
Signing
Policy



2006 Eligibility Criteria

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1. Introduction

This document is intended as a companion document to the Tourist Signing Policy - Private Tourist Equipments, which was published jointly by the Ministère du Tourisme and the Ministère des Transports du Québec (MTQ). It provides a list of the types of tourist amenities that are eligible for signing, and the eligibility criteria that tourist establishments must meet in order to qualify for a highway signing contract. This document describes the criteria that are in effect as of April 1, 2006.

For more information concerning the objectives, standards, or other aspects of the Tourist Signing Policy, please contact your regional tourist association or the Ministère du Tourisme. Contact information is provided at the end of the document.

2. Targeted Tourism Products

Tourist signs refer to attractions and activities with a tourism mission, as well as tourist accommodation and camping establishments.

The list of amenities that are eligible for the tourist signing program is determined by the Ministère du Tourisme, in cooperation with the Regional Tourist Associations. In order to be eligible for the program, tourist establishments must be located in Québec, must offer a product or service that is included in the list of eligible amenities, and must meet the eligibility criteria.

The eligibility criteria are intended to ensure that signed amenities have a structure that allows them to receive tourists and to deliver a minimum level of service, giving tourists a tourism experience that meets their needs and expectations. There are basic criteria that apply to all types of tourist amenities, as well as additional specific criteria that vary according to the type of amenity. These criteria are described in the following pages.

Any establishment that would like to propose adding a new category to the list of eligible amenities must contact its local Regional Tourist Association (pp. 31-32) and submit a proposal that includes the following information: the tourism product, operating period, client profile, hospitality structure, etc. The proposal will be analyzed by a committee composed of the Regional Tourist Associations and the Ministère du Tourisme during their annual program review, which is held in the fall. The decision concerning the proposal will be released the following winter.

3. Exclusions

Certain types of amenities are excluded from the activities, attractions, and accommodations of the tourist signing program.

- **Restaurants and gas stations**

These establishments are signed in accordance with the highway signing program for gas stations and restaurants.

- **Municipal, cultural, and sports facilities**

These facilities, including city halls, libraries, and arenas, are excluded because their activities and services are intended primarily for municipal residents, and they are governed by different signing standards (green signs).

- **Retail firms**

This includes shopping centres, flea markets, antique dealers, factory outlets, and other specialized commercial establishments.

- **Other types of establishments that are primarily associated with entertainment or leisure activities, or those offered to a specialized clientele.**

This includes mini-golf courses, drive-in theatres, tennis courts, and diving centres.

4. Pictographs

In order to help tourists to quickly recognize a signed amenity, tourist signs include the following elements:

- a pictograph, when available, that depicts the nature of the tourist activity;
- a message that identifies the signed amenity;
- the direction to follow;
- the distance to the facility.

Only pictographs that are standardized by the Ministère des Transports du Québec (MTQ) may be used. These pictographs are shown by type of amenity in Section 7.2. If a facility offers two types of activities on the same site, and if both activities meet the eligibility criteria, the portion of the sign reserved for the pictograph may be divided into two in order to depict the two activities that are recognized as being eligible by the Ministère du Tourisme.

If there is no pictograph for a particular type of amenity, the message takes up the entire space that is normally reserved for the pictograph and the message.

5. New Items

This document contains the changes that were made in 2005. It also describes the changes that were made to the list of eligible tourist amenities and the eligibility criteria in 2006. Some of these changes are the result of a needs analysis that was conducted by the tourism stakeholders and submitted by Regional Tourist Associations at the annual review of the tourist signing program. Chaired by the Ministère du Tourisme, this meeting included Regional Tourist Associations, the ATR associées du Québec (ATRAQ), and the MTQ. The requests for change were then analyzed by the Ministère du Tourisme and approved by the MTQ.

5.1 NEW TYPES OF ELIGIBLE AMENITIES

The following new categories of eligible amenities were added in 2005: Igloo or Teepee Accommodation (rugged establishments), Equestrian competition centre (associated with the Riding Centre category), and Bird-watching Site (associated with the Wildlife Observation Centre category). The changes appear in boldface type in the text.

The following categories were added in 2006: Fairs and Exhibitions (associated with the Convention Centre category), Bungee Jumping (associated with the Aerial Hebertism), and Horserace track (associated with the Car Racing Track category).

The 2006 additions are indicated by the following inscription:

A blue rectangular sticker with the word "New!" in white, tilted slightly upwards to the right.

5.2 CHANGES TO THE ELIGIBILITY CRITERIA

The Museum category was slightly changed. A specific criterion was changed, and appears in boldface type in the text.

6. Amenities

Eligible for Tourist Signs

- Aerial Hebertism, rock-climbing centre, canyoning, and **bungee jumping** 
- Aquarium
- Art centre, art gallery, and exhibition centre
- Astronomical Observatory
- Bed and breakfast
- Bicycle rental centre
- Boat cruises and trips
- Boating centre (sailboat, motorboat, canoe, kayak)
- Botanical garden
- Camping establishment (campground)
- Car racing track and **Horserace track** 
- Casino
- Company tour
- Convention centre, **Fairs, and Exhibitions centre** 
- Country resort
- Cross-country ski centre
- Cultural, heritage or historic site
- Dog sledding excursion
- Downhill ski centre
- Downhill ski resort
- Fishing centre and fish pond
- Fish farm or fish-breeding plant
- Geographic attraction (with sponsor)
- Go-karting centre
- Golf course
- Guided tours
- Guest farm and game ranch
- Handicraft centre
- Hang-gliding and parachuting centre
- Health centre / SPA
- Holiday camp (see Vacation centre)
- Hotel establishment (hotel, motel, inn) and tourist residence (chalet and condo)
- **Igloo or tepee accommodation (rugged establishment)**
- Interpretation centre and economuseum
- Marina
- Mountain biking
- Museum and ecomuseum
- Music camp
- Nudist camp
- Outdoor centre
- Outdoor Recreation centre (see Vacation centre)
- Outfitter
- Park and inhabited forest
- Power or nuclear generating station
- Public beach
- Riding centre or **Equestrian competition centre**
- Shrine and Monastery
- Slide (water or toboggan)
- Start of hiking trail
- Start of snowmobile or All Terrain Vehicle (ATV) trail
- Start of snowshoe trail
- Sugar bush (tourist)
- Summer theatre
- Theme site and archeological site
- Tourist home (see hotel establishment and tourist home)
- U-pick
- Vacation centre (outdoor recreation centre and holiday camp)
- Velodrome
- Vineyard, cottage cider, beer, berry wine, honey mead or maple drink producer
- White-water rafting departure
- Wildlife Management Area (ZEC)
- Wildlife observation centre or **Bird-watching site**
- Youth hostel
- Zoo

7. Eligibility Criteria

In order to be eligible for tourist signs, an amenity must meet all of the basic criteria, as well as any specific criteria that are associated with its category throughout the three-year term of the contract.

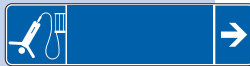
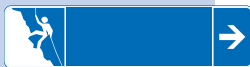
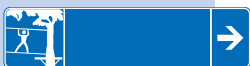
Upon the expiry of the tourist sign contract, the owner of the establishment must contact ATR associées du Québec in order to submit a new application for eligibility. ATR associées du Québec will verify whether the amenity meets the applicable criteria, and will make a recommendation to the Ministère du Tourisme that will determine whether the amenity is eligible or not.

7.1 BASIC CRITERIA

The amenity must:

- comply with all applicable government and municipal legislation and regulations;
- be accessible by a rideable roadway;
- be open at least five days per week, according to a set schedule (days and hours);
- provide reception services by having someone on the site to welcome and inform tourists or by posting an interpretive panel;
- be mentioned (or be eligible to be mentioned) in a regional tourist guide that is produced by a Regional Tourist Association and recognized by the Ministère du Tourisme;
- provide appropriate parking facilities on site or nearby with appropriate, accessible parking spaces visible from the amenity;
- have washrooms that are open to the public;
- receive walk-in clients, or in other words, clients who do not have reservations, and provide services on an individual basis.

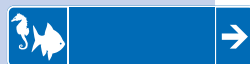
New!



7.2 SPECIFIC CRITERIA BY TYPE OF AMENITY

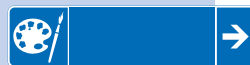
Aerial Hebertism, Rock climbing Centre, Canyoning, and Bungee Jumping

- The basic criteria are satisfied (p. 9).
- The supervision and safety of clients is ensured throughout the site by:
 - providing an adequate number of competent personnel;
 - ensuring that personnel have received first aid and cardio-pulmonary resuscitation (CPR) training;
 - having the personnel and equipment that are required for high-angle evacuation;
 - having a first aid kit.
- The appropriate safety equipment for the type of activities involved (e.g.: padding on trees or flower beds, safety brakes for downhill runs, etc.) are provided on site.
- A rigorous equipment maintenance and inspection program has been implemented in order to maintain the amenities in perfect operating condition at all times.
- Clients are provided with the safety equipment that is required for the activity (e.g.: gloves, harnesses, carabiners, helmets, etc.).
- Clients are given a mandatory initial training related to the activity.
- The company's policies and waivers are clearly posted.
- For aerial Hebertism: marked adventure trails with at least 40 stages are available, and the level of difficulty is posted at the start of the trail.



Aquarium

- The basic criteria are satisfied (p. 9).
- The aquarium has a variety of fish or marine mammals.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The facility is licensed to keep animals in captivity by the Ministère des Ressources naturelles et de la Faune.



Art Centre, Art Gallery and Exhibition Centre

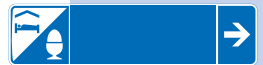
- The basic criteria are satisfied (p. 9).
- The centre's main activity is to show art exhibitions to the public.
- The facility helps tourists to increase their knowledge through descriptive pamphlets, interpretive panels, etc.
- The centre is mentioned in a regional or sectoral tourist guide under a detailed information heading¹, and a brochure is provided.

Astronomical Observatory



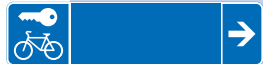
- The basic criteria are satisfied (p. 9).
- The observatory is a scientific establishment with a tourist mission, which is to educate or familiarize tourists about astronomy.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) providing an educational tour.

Bed and Breakfast



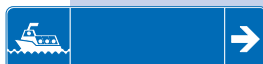
- The basic criteria are satisfied (p. 9).
- The facility is open every day during the operating period.
- It holds a classification under the "bed and breakfast" category, pursuant to the Act respecting tourist accommodation establishments.
- It holds at least a 1 star classification, or is in the process of being classified.

Bicycle Rental Centre

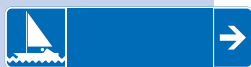


- The basic criteria are satisfied (p. 9).
- At least 20 bicycles are available for rental to walk-in clients.
- The centre is operated independently, and offers only tourist bicycle rentals.
- Trails can be accessed directly from a private or public road.
- Trailside assistance is provided for repairs to rented bicycles throughout the route.

Boat Trips and Cruises



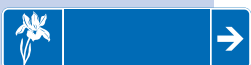
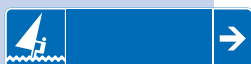
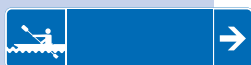
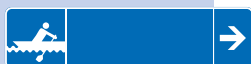
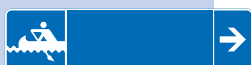
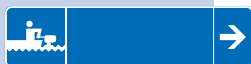
- The basic criteria are satisfied (p. 9).
- Transport Canada's safety standards are met.
- Departures are available at least 5 days per week, according to a set schedule (days, times) or depending on the tides.
- The facility is licensed for the transport of passengers by water by the Commission des transports du Québec.



Boating Centre

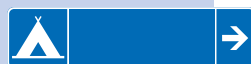
(sailboat, motorboat, canoe, kayak, windsurfer)

- The basic criteria are satisfied (p. 9).
- At least 10 sets of equipment are available on site for rental to walk-in clients.
- The centre meets Transport Canada safety standards.
- The facility has direct access to a water body.



Botanical Garden

- The basic criteria are satisfied (p. 9).
- Thematic exhibitions or thematic outdoor landscaping are presented.
- The garden has a variety of plants, shrubs, and flowers.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The primary purpose of the garden is not to sell products.



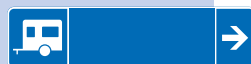
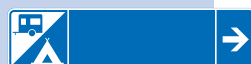
Camping Establishment

(Campground)

- The basic criteria are satisfied (p. 9).
- The facility is open every day during the operating period.
- The establishment holds a classification certificate under the category "camping establishment", pursuant to the Act respecting tourist accommodation establishments.
- The facility has at least a 1 star classification, or is in the process of being classified.
- At least 25 sites, or at least 35% of the total number of sites, are reserved for walk-in clients.
- Any site that is made available to clients is reserved for their use for the duration of their stay.
- The rates are posted.

If the establishment wishes to use the trailer pictograph:

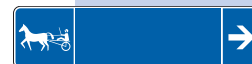
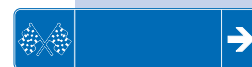
- Walk-in clients have access to at least 10 sites with water, electricity, and sewage services.



New!

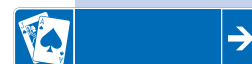
Car Racing Track and Horserace Track

- The basic criteria are satisfied (p. 9).
- Activities are offered to walk-in clients at least five days per week.
- Car **or** harness races are offered on a closed track or closed arena, according to a predetermined schedule, and the race season program is posted at the entrance to the site or at the visitor reception area.



Casino

- The basic criteria are satisfied (p. 9).
- The casino is operated by the Société des casinos du Québec.
- The facility is mentioned in a regional or sectoral tourist guide under a detailed heading¹, and a brochure is provided.



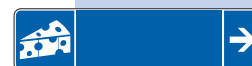
Company Tour

(commercial or manufacturing enterprise, cottage industry, experimental farm or plant tour.)

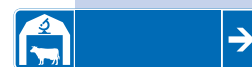
- The basic criteria are satisfied (p. 9).
- The company has a tourist mission, which is to educate clients or increase their understanding of the company's production or manufacturing activities.
- Personnel are assigned to receive visitors and to animation or interpretation activities.
- A reception, interpretation, or animation area is set up at a fixed place, and is identified with a panel.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The facility is mentioned in a regional or sectoral tourist guide under a detailed information heading, and a brochure is provided.



(commercial enterprise or cottage industry)



(cheese factory)



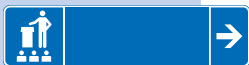
(experimental farm)



(plant tour)

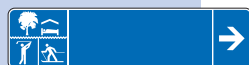
¹ The information must include the business address, the business period, a description of the establishment, and the tourism product.

New!



Convention Centre, Fairs, and Exhibitions centre

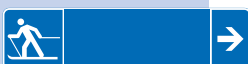
- The basic criteria are satisfied (p. 9), except for the criteria that require the facility to "receive walk-in clients, or in other words, to receive clients who have no reservations, and to be open five days per week, according to a set schedule".
- This is an independent establishment that regularly receives conventions, **fairs, and exhibitions** according to a pre-established schedule.
- A full range of services associated with holding conventions, **fairs, and exhibitions** are provided, e.g.: room arrangement, a technical production team, multi-functional equipment (audio-visual), and cloakrooms.
- The facility does not operate within a recreational, sports, or academic institution.
- Rooms are offered for conventions, **fairs, and exhibitions**.
- Personnel are assigned to the organization of conventions, **fairs, and exhibitions**.



(depending on eligible activities)

Country Resort

- The basic criteria are satisfied (p. 9).
- The resort is open every day during the operating period.
- At least 30 accommodation units are available on site, and the resort holds a classification certificate under the "hotel establishment" category, pursuant to the Act respecting tourist accommodation establishments.
- The facility has at least a 3 star classification, or is in the process of being classified.
- The facility provides on site food services and a complete range of entertainment and activities that meet the requirements of this program, such as cross-country skiing, boating, and golf.
- The resort is located in a natural environment near resources such as lakes, mountains, beaches, and other landscapes.

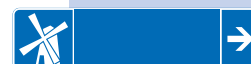
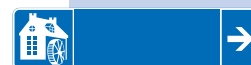


Cross-Country Ski Centre

- The basic criteria are satisfied (p. 9).
- At least 10 km of marked trails are maintained.
- Trails with at least 2 levels of difficulty are provided.
- Trails can be accessed directly.
- At least 10 sets of equipment are available on site for rental to walk-in clients.
- The centre has a ski lodge that is open at least 5 days per week, according to a set schedule.
- A trail map that indicates the level of difficulty of the trails is available, at least for consultation.

Cultural, Heritage, or Historic Site

- The basic criteria are satisfied (p. 9);
- The facility is recognized by the Ministère de la Culture et des Communications;
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.



(or without
pictograph)

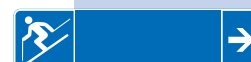
Dog Sledding Excursion

- The basic criteria are satisfied (p. 9).
- Excursion are offered that last at least 1 hour on sleds pulled by at least 3 dogs.
- Dog sled trips are offered, accompanied by an experienced musher.
- Clients are initiated to dog harnessing and mushing before the ride starts.
- The activity is provided on site, or in other words, clients have direct access to the point of departure of the excursion.



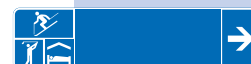
Downhill Ski Centre

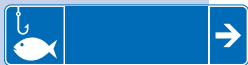
- The basic criteria are satisfied (p. 9).
- The centre operates at least 5 days per week during the ski season, for a minimum of 6 weeks, including the Christmas period and spring break.
- At least 8 groomed runs with 2 levels of difficulty are provided.
- The vertical drop is more than 100 metres.
- At least 10 sets of equipment are available for rental to walk-in clients.



Downhill Ski Resort

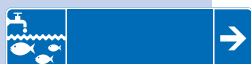
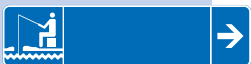
- The basic criteria are satisfied (p. 9).
- The resort is a downhill ski centre with a vertical drop of at least 335 metres, or a vertical drop of at least 180 metres with an annual attendance of 150,000 ski days.
- A variety of tourist activities are offered within a 5 km radius, including boating and water sports, an 18-hole golf course, and cultural and entertainment facilities.
- A commercial accommodation capacity of at least 300 units that has obtained at least a 3 star classification, or that is in the process of being classified (classification certificate pursuant to the Act respecting tourist accommodation establishments) is offered within a 5 km radius, and a variety of restaurants are available.
- A one-stop centre or tourist information bureau is provided, where information concerning the activities that are available at the resort can be obtained.





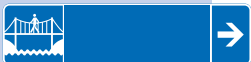
Fishing Centre and Fish Pond

- The basic criteria are satisfied (p. 9).
- At least 10 sets of fishing equipment are available on site for rental to walk-in clients.
- At least 5 boats are available for clients (if required).
- The centre is licensed to operate a fish pond by the Ministère l'Agriculture, des Pêcheries et de l'Alimentation du Québec (does not apply to ice-fishing).

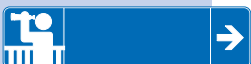
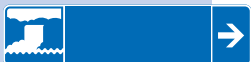


Fish Farm or Fish-Breeding Plant

- The basic criteria are satisfied (p. 9).
- Fish, crustaceans, and mollusks are commercially produced or bred for food or restocking.
- The main activity of the establishment is client education and information.
- The facility is licensed as a fish-breeding plant by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.

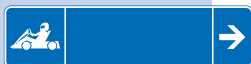


Geographic Attraction (with sponsor)



(or without
pictograph)

- The basic criteria are satisfied (p. 9).
- The site is arranged in such a way as to provide a viewpoint or a view of a natural phenomenon.
- Interpretive panels or brochures are provided that help tourists to understand the specific features of the site.



Go-Karting Centre

- The basic criteria are satisfied (p. 9).
- The centre complies with all regulations governing this activity, including but not limited to the following: Building Code (exhaust emissions), municipal regulations (noise), and holds liability insurance.
- The facility offers a go-kart racing program that is recognized by the Fédération du sport automobile du Québec, and that participates in at least one of the following events: Championnat du Québec, World Cup, Championnat de la Mauricie, Coupe de Montréal.
- The requirements of the Fédération de sport automobile du Québec are satisfied, particularly with respect to the technical (equipment, course, safety) and regulatory aspects.
- Go-karting activities are offered to walk-in clients at least five days per week.
- Go-karting equipment is available for rental.

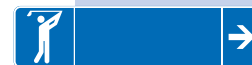
Golf Course

- The basic criteria are satisfied (p. 9); except for the criterion that requires the establishment to "receive walk-in clients, or in other words, to receive clients who do not have any reservations, and provide services on an individual basis".
- The course is open to everyone 5 days per week, with no obligation for walk-in players to be accompanied by a member.
- At least 10 sets of equipment are available on site for rental to walk-in clients.
- For regular length courses:
 - 9 holes:** par 34 to 36
 - minimum length: 2,700 yards
 - 18 holes:** par 68 to 72
 - minimum length: 5,400 yards
- For short courses:
 - 9 holes:** par 27
 - 18 holes:** par 54

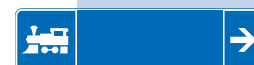
Guided Tours

(bus, tourist train, hydroplane)

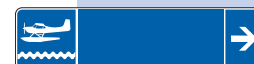
- The basic criteria are satisfied (p. 9).
- Guided tours are provided (self-guided tours using an audio guide or other technologies are not eligible).
- At least one departure per day is offered during the summer season, five days per week.
- The guided tour schedule is posted at the entrance to the site or at the reception pavilion.
- Tours start from a fixed location, which has a parking lot for walk-in clients, and to which the tour returns at the end (loop or round-trip).



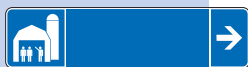
(Guided bus tours)



(Tourist train)



(Hydroplane)



(Guest farm)

Guest Farm and Game Ranch

- The basic criteria are satisfied (p. 9).
- Personnel are assigned to receive visitors.
- The facility has a liability insurance policy.
- The establishment is mentioned in a regional or sectoral tourist guide under a detailed information heading¹, and a brochure is provided.

Guest Farm

- The establishment is a farm producer that is recognized under the Farm producers Act.
- Interpretation activities are provided in one of the following forms
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.

Game Ranch

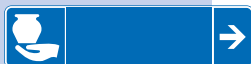
- The facility is a game ranch where hunting is carried out, and which is governed by a code of ethics adopted by the ranchers.
- It holds a game ranch license for exotic species, or a game ranch and breeding license for white-tailed deer, pursuant to the Regulation respecting animals in captivity (An Act respecting the conservation and development of wildlife).



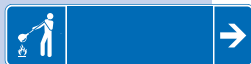
(spinning wheel)

Handicraft Centre

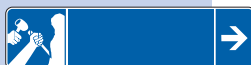
- The basic criteria are satisfied (p. 9).
- The centre is a workshop where Québec artisans produce handicrafts.
- Any products that are sold are made exclusively by the artisans.
- The centre allows tourists increase their knowledge through on-site demonstrations given by the artisans 5 days per week, with at least 4 demonstrations per day, according to a set schedule (days, times) that is posted at the entrance to the establishment. If there are fewer than four demonstrations per day, the establishment provides interpretive panels or brochures that explain the techniques that are used for producing the arts and crafts.
- The facility is mentioned in a regional or sectoral tourist guide under a detailed information heading¹, and a brochure is provided.



(pottery)



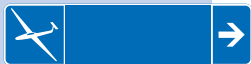
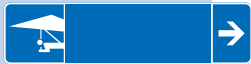
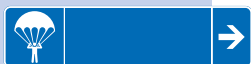
(glass-blowing)



(sculpture)

Hang-Gliding and Parachuting Centre

- The basic criteria are satisfied (p. 9).
- At least 10 sets of equipment are available on site for rental to walk-in clients.
- Hang-gliding and parachuting basic instructions are offered.
- The centre is a member of the Association de vol libre du Québec or the Canadian Sport Parachuting Association.
- The facility holds a liability insurance policy for at least \$2 million.



Health Centre/SPA

- The basic criteria are satisfied (p. 9).
- The centre provides a variety of fitness packages or tailor-made services on site (massage therapy, hydrotherapy, algo therapy, fango therapy, thalassotherapy, Nordic bath), with or without accommodation.
- There are at least three treatment rooms.
- Personnel assigned to beauty care and massage therapy have completed a specialized training course recognized by a professional association.
- Clients are given material explaining all health care provided, along with instructions if required (brochure, videocassette, etc.).
- Clients are provided with a cloakroom, showers, and lounge.
- If the health centre/SPA is located in an accommodation establishment:
 - It must hold a classification certificate pursuant to An Act respecting tourist accommodation establishments.
 - It must have at least a 1 star classification, or be in the process of being classified.
 - The entrance to the Health centre/SPA must be indicated on a sign or poster.
 - A reception and waiting area must be available to walk-in clients



(without accommodation)

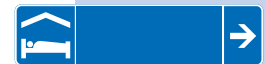


(with accommodation)

Hotel Establishment and Tourist residence

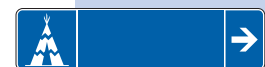
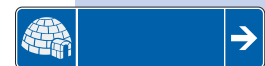
(Hotel, motel, inn) (condo, chalet)

- The basic criteria are satisfied (p. 9).
- The establishment is open every day during the operating period.
- The facility holds a classification certificate under the category "hotel establishment" or "tourist residence", pursuant to the Act respecting tourist accommodation establishments.
- The establishment has at least a 1 star classification, or is in the process of being classified.



Igloo or Tepee Accommodation (rugged establishment)

- The basic criteria are satisfied (p. 9).
- The facility is an establishment that offers accommodation in igloos or tepees to the public.
- It holds a liability insurance policy.
- It is registered with the Registraire des entreprises du Québec.
- The supervision and equipment required for an overnight stay in these types of accommodation, or information concerning the equipment and services, is provided.
- A resource person is available on site, or can be reached at any time.



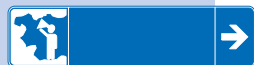


Interpretation Centre and Ecomuseum

- The basic criteria are satisfied (p. 9).
- The facility's main mission is to educate visitors about or increase their awareness of animals, plants, minerals, or history.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The facility is mentioned in a regional or sectorial tourist guide under a detailed information heading¹, and a brochure is provided.



(fish pass)

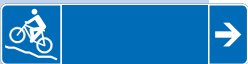


(tunnel tour)



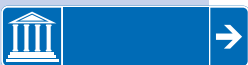
Marina

- The basic criteria are satisfied (p. 9).
- Basic services (fuel, boat ramp) are provided, and are available to everyone.
- A number of berths are reserved for visiting craft.



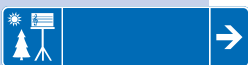
Mountain Biking

- The basic criteria are satisfied (p. 9).
- At least 10 sets of equipment are available on site for rental to walk-in clients.
- There are at least 10 km of groomed and marked trails.
- A trail map is available on site, at least for consultation.
- Direct access to trails is provided.



Museum and Ecomuseum

- The basic criteria are satisfied (p. 9).
- The museum has a collection of objects that are classified and arranged in such a way as to educate and inform the public.
- The facility is a museum institution that is recognized by organizations such as the Ministère de la Culture et des Communications, the **Société des musées québécois**, or the **Canadian Museum Association**, or has a **permanent** collection of objects that are classified and arranged in such a way as to educate and inform the public.
- Interpretive panels and explanatory brochures are provided that describe the objects on display, their characteristics, etc.

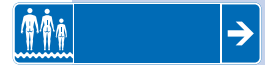


Music Camp

- The basic criteria are satisfied (p. 9).
- The camp is recognized by the Ministère de la Culture et des Communications, and receives funding from this ministry.
- Concerts are presented to the public, according to a predetermined schedule, which is posted at the entrance to the site or at the visitor reception area.

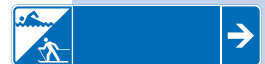
Nudist Camp

- The basic criteria are satisfied (p. 9).
- Nudism is practiced at the site.
- Campsites are available.
- The campground holds a classification certificate under the "camping establishments" category, pursuant to the Act respecting tourist accommodation establishments.
- The campground has at least a 1 star classification, or is in the process of being classified.



Outdoor Centre

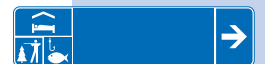
- The basic criteria are satisfied (p. 9).
- Outdoor activities are offered, without accommodation or camping facilities.
- Activities offered must meet the specific criteria recognized in the program.



(according to eligible activities)

Outfitters

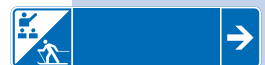
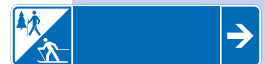
- The basic criteria are satisfied (p. 9), except for the criterion that requires the establishment "to receive walk-in clients, or in other words, to receive clients who do not have any reservations, and provide services on an individual basis".
- The outfitter is licensed as a Québec outfitter (issued by the Fédération des pourvoiries du Québec).
- Guide services are provided on request.



Park and Inhabited Forest

Inhabited forest: a forest area that demonstrates an integrated management of resources and that promotes multi-purpose use, especially in terms of tourist recreation activities.

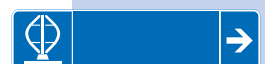
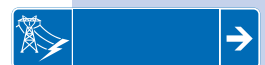
- The basic criteria are satisfied (p. 9).
- At least one activity or accommodation that is recognized by this policy is offered.
- Each eligible activity or accommodation category meets the specific criteria that apply to that category.



(according to eligible activities)

Power or Nuclear Generating Station

- The basic criteria are satisfied (p. 9).
- The facility has a tourism mission, which is to inform clients about power generation.
- Visitors are given access to the station or to an interpretation site.
- The station has power-generating facilities.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.





Public Beach

- The basic criteria are satisfied (p. 9).
- The minimum sanitary standards of the Ministère du Développement durable, de l'Environnement et des Parcs are satisfied.
- Washrooms and change rooms are provided.
- The regulation respecting safety in public baths (safety supervisors, safety equipment, notices) is complied with.



Riding Centre or Equestrian Competition Centre

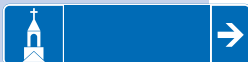
- The basic criteria are satisfied (p. 9).

Riding Centre:

- At least 10 horses are available for walk-in clients.
- Guided horse rides are available on site 5 days per week, by the hour or by the day, according to a set schedule (days, times).

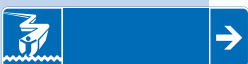
Equestrian Competition Centre:

- **The centre is a site that holds horse races or equestrian competitions with a national or an international reputation according to a pre-determined program.**
- **The horse competition schedule or program is posted at the entrance to the site or at the visitor reception area.**



Shrine and Monastery

- The basic criteria are satisfied (p. 9).
- The facility is recognized as being of historical significance or a place of pilgrimage.
- Religious art or relics are conserved and displayed to the public.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The facility is mentioned in a regional or sectoral tourist guide under a detailed information heading¹, and a brochure is provided.



Slide (water or toboggan)

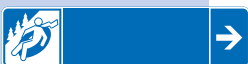
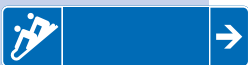
- The basic criteria are satisfied (p. 9).

Water Slide:

- The facility has at least 4 water slides.
- It provides a change room.
- It provides full-time supervision by lifeguards who are certified by a recognized agency.

Toboggan Slide:

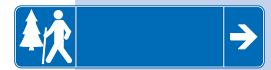
- The facility is a centre with ice or snow runs and at least one chair lift.
- At least 10 sets of sliding equipment are available for rental (e.g.: toboggans or tubes).



¹ The information must include the business address, the business period, a description of the establishment and the tourism product.

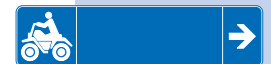
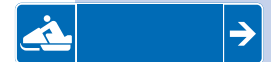
Start of Hiking Trail

- The basic criteria are satisfied (p. 9).
- At least 10 km of groomed and marked hiking trails are provided, or if the site offers another eligible activity, at least 5 km of groomed and marked trails are available.
- A trail map is provided, at least for consultation.



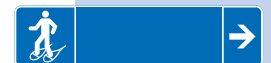
Start of Snowmobile or All-Terrain Vehicle (ATV Trail)

- The basic criteria are satisfied (p. 9).
- The establishment must belong to one of the program's eligible categories, or be a snowmobile club recognized by the Fédération des clubs de motoneigistes du Québec, or be a snowmobile or ATV rental centre with at least 10 sets of equipment available for rental.
- For ATV or snowmobile rental centres: the safety equipment that is required for this activity pursuant to the Act respecting off-highway vehicles is available for rental on site.
- Direct access to groomed and marked trails (snowmobile or ATV) is provided.
- A map of snowmobile or ATV trails that are accessible from the site is available on site, at least for consultation.
- For snowmobiles, access cards for trails maintained by the Fédération des clubs de motoneigistes du Québec can be obtained on site.
- For ATVs, a pass or permit can be obtained, depending on the requirements for access to trails.



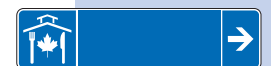
Start of Snowshoe Trail

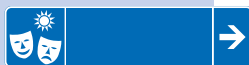
- The basic criteria are satisfied (p. 9).
- At least 10 sets of equipment are available on site for rental to walk-in clients.
- At least 10 km of marked trails that can be accessed directly from the site are available.
- A trail map is provided, at least for consultation.



Sugar Bush (Tourist)

- The basic criteria are satisfied (p. 9).
- Maple products can be tasted and are sold on site.
- Clients have access to syrup-making facilities.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.





Summer Theatre

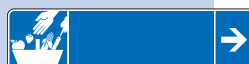
- The basic criteria are satisfied (p. 9).
- The theatre is a centre for the performing arts, with programming that is mainly composed of summer theatre performances, and with activities that are held in a set location (playhouse or tent).
- In summer:
 - Theatre performances are presented for at least 6 weeks.
 - Programming is offered for at least 4 days per week, according to a set schedule (days and times).
 - The weekly number of theatre performances offered is at least equal to all other types of performing arts presentations (dance, comedy, song, etc.) offered.



(theme site:
without pictograph)

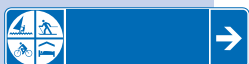
Theme Site and Archeological Site

- The basic criteria are satisfied (p. 9).
- Tours are organized around a specific theme.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The site is mentioned in a regional or sectoral tourist guide under a detailed information heading¹, and a brochure is provided.



U-Pick

- The basic criteria are satisfied (p. 9).
- U-pick facilities are offered to visitors.



(depending on
eligible activities)

No pictograph is posted if
the vacation centre does
not offer any activity
eligible for the program.

Vacation Centre

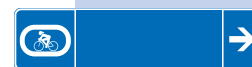
(outdoor recreational centre and holiday camp)

- The basic criteria are satisfied (p. 9), except for the criterion that requires the facility to "receive walk-in clients, or in other words, to receive clients who have no reservations, and provide services on an individual basis".
- The centre is open every day during the operating period.
- The facility holds a classification certificate under the "resort" category, as stipulated in the Act respecting tourist accommodation establishments.
- The centre has at least a 1 star classification, or is in the process of being classified.

¹ The information must include the business address, the business period, a description of the establishment and the tourism product.

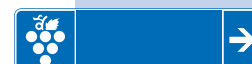
Velodrome

- The basic criteria are satisfied (p. 9).
- The necessary equipment for cycling can be rented on site.
- Equipment and facilities required for cycling competitions are provided on site, and are available for such events.
- The velodrome is certified for the organization of national competitions by the Canadian Cycling Association.



Vineyard, Cottage Cider, Beer, Berry Wine, Mead or Maple Drink Producer

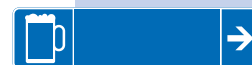
- The basic criteria are satisfied (p. 9).
- The facility is licensed as a cottage producer by the Régie des alcools, des courses et des jeux.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- Tastings are offered on site.



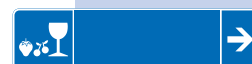
(vineyard)



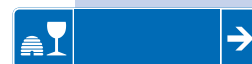
(cottage
cider producer)



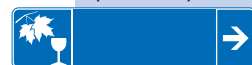
(microbrewery)



(cottage berry wine
producer)



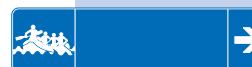
(cottage mead
producer)



(maple drink)

White-Water Rafting Departure

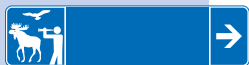
- The basic criteria are satisfied (p. 9), except for the criterion that requires the facility to "receive walk-in clients, or in other words, to receive clients who do not have any reservations, and provide services on an individual basis".
- At least 10 sets of equipment are available on site for rental.
- A sufficient number of life jackets, safety helmets, and paddles are provided.
- The facility has a rescue team with first aid and cardio-pulmonary resuscitation (CPR) training.
- Guided trips are offered 5 days per week, according to a set schedule (days, times) that is posted at the entrance to the establishment.
- The facility has a liability insurance policy for at least \$2 million.





Wildlife Management Area (ZEC)

- The basic criteria are satisfied (p. 9).
- The facility is designated as a wildlife management area (ZEC) by the government of Quebec.
- If the ZEC offers on-site accommodations to the public, the zone meets the criteria stipulated for the accommodation category concerned.



Wildlife Observation Centre or Bird-Watching Site

- The basic criteria are satisfied (p. 9).

Wildlife Observation Centre:

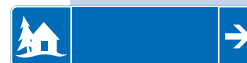
- The centre keeps indigenous animals in captivity, and shows them to the public for educational, recreational, scientific, or tourism purposes at least three months per year.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The facility is licensed as a wildlife observation centre by the Ministère des Ressources naturelles et de la Faune.

Bird-Watching Site

- **The site is appropriate for observing wild birds in nature.**
- **Trails and observation stations are provided.**
- **If guided tours are provided, the tour schedule is posted at the entrance to the site or at the visitor reception area.**
- **The facility is mentioned as a bird-watching site in a regional tourist guide or in a specialized bird-watching guide.**

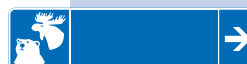
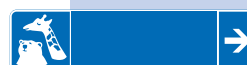
Youth Hostel

- The basic criteria are satisfied (p. 9).
- The hostel is open every day during the operating period.
- The facility holds a classification certificate under the "youth hostel " category, pursuant to the Act respecting tourist accommodation establishments.
- The hostel has at least a one star classification, or is in the process of being classified.



Zoo

- The basic criteria are satisfied (p. 9).
- Indigenous and exotic animals are kept in captivity, and are shown to the public for educational, recreational, scientific, or tourism purposes.
- Interpretation activities are provided in one of the following forms:
 - a) guided tours or demonstrations only, given five days per week and at least four times per day, according to a set schedule (days, times) that is posted at the main entrance to the establishment;
 - b) a combination of guided tours given upon request and a minimum of interpretation material (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - c) self-guided visits at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (e.g.: interpretive panels, audio-visual materials, exhibitions, etc.) that provide an educational tour.
- The facility is licensed as a zoo by the Ministère des Ressources naturelles et de la Faune.



Tourist Signing for

8. Major Attractions

Some highways that are maintained by the MTQ, namely those that are located in the areas of Montreal, Quebec City, Gatineau, Trois-Rivières, and Sherbrooke², do not allow signs for most tourist attractions. In these areas, tourist signs are reserved for major attractions, or in other words, establishments that offer a structuring tourist product and that are capable of attracting and retaining clients from outside the region and outside of Québec.

In order to be recognized as a major attraction, a tourist establishment must submit an application containing the various elements required to the Ministère du Tourisme through the Regional Tourist Association. Establishments that only provide accommodation services are not eligible to be considered major attractions.

A) For signing within the tourism region where the amenity is located, the establishment must:

- demonstrate that it meets the above-mentioned definition of major attraction in terms of product and clientele;
- be located in the same tourist region as the reserved highway section²;
- satisfy the requirements of the tourist sign eligibility criteria that are in effect;
- be mentioned under a detailed information heading in a regional tourist guide that is published by the Regional Tourist Association;
- be mentioned and described in a tourist publication that targets markets outside of Quebec, such as the Canadian Automobile Association's Tour Book for Québec and the Atlantic Provinces, or the Michelin Guide to Québec;
- be included in the city tour, if such a service exists;
- be open year-round, if the activity can be practiced in all season;
- have a yearly attendance rate of:
 - 750,000 visitors for the Montréal tourist region,
(100,000 visitors for the intermediate zone)
 - 250,000 visitors for the Québec City tourist region,
 - 200,000 visitors for the Outaouais tourist region,
 - 100,000 visitors for the Laurentides, Montérégie, and Laval tourist regions,
 - 70,000 visitors for the Cantons-de-l'Est tourist region, and
 - **40,000 visitors for the Mauricie tourist region.**

The Ministère du Tourisme will analyze the documents provided by the applicant, and will determine whether the amenity is eligible.

B) For signing outside of the tourism region where the amenity is located, the establishment must:

- demonstrate that the amenity satisfies the eligibility criteria described in Section A (with the exception of the second criterion);
- demonstrate that the amenity achieves the required annual attendance rate (Section A), and provide a breakdown of provincial, national, and international clientele;
- describe all business development, canvassing, and promotional initiatives that have been undertaken by the establishment in markets outside of Québec and Canada.

Note : *A downhill ski centre must have a vertical drop of at least 335 metres in order to be signed outside of its region.*

The application will be analyzed by the Ministère du Tourisme in order to determine whether the amenity is considered to be a major attraction, in which case the MTQ will develop a signing plan that takes into account the best route for tourists and the space available for signing.

9. Management System

9.1 APPLICATION PROCEDURE FOR TOURIST SIGNS

1. The owner of a tourist establishment must file an application to its Regional Tourist Association (pp. 31-32). The Regional Tourist Association determines whether the establishment meets the stipulated criteria, and recommends its eligibility or non-eligibility to the Ministère du Tourisme. The Regional Tourist Association may charge a fee for reviewing an application (maximum \$200).
2. The Ministère du Tourisme rules on the establishment's eligibility, and forwards its decision to the Regional Tourist Association.
3. If the Ministère du Tourisme grants eligibility, the Regional Tourist Association completes the sign application by preparing a route plan that shows the location of all required signs. The Regional Tourist Association sends all the documents to the ATR associées du Québec for a sign contract application.
4. The ATR associées du Québec analyzes the application, and if space is available, obtains the required authorizations from the MTQ to install the tourist signs. If the authorizations are granted, the ATR associées du Québec prepares a contract, and forwards it to the establishment.
5. The applicant signs the contract, and pays the required fees. The signed contract is returned to ATR associées du Québec, which oversees the construction and installation of the information signs.

No acquired rights or priority are granted when the contract expires. The establishment must apply to the ATR associées du Québec for renewal of the contract.

9.2 PROGRAM MANAGERS

1. MINISTÈRE DU TOURISME AND THE MINISTÈRE DES TRANSPORTS

The tourist signing policy is a government policy. Its content, including the eligibility criteria and signing standards, is the responsibility of the Ministère du Tourisme and the Ministère des Transports du Québec.

MINISTÈRE DU TOURISME

Direction générale des services à la clientèle touristique
Bureau 400
1255, rue Peel
Montréal (Québec) H3B 4V4
Danielle Lavoie
Angèle Provost

MINISTÈRE DES TRANSPORTS

Service des technologies d'exploitation
700, boulevard René-Lévesque Est, 22^e étage
Québec (Québec) G1R 5H1
Michel Masse, ing.
Simon Trépanier, ing.

2. ATR ASSOCIÉES DU QUÉBEC

The responsibility for implementing the private tourist equipment sign program has been awarded to ATR associées du Québec, which signs the tourist sign contracts and oversees the construction, installation, and maintenance of the tourist signs, in accordance with the sign standards established by the Ministère des Transports.

ATR ASSOCIÉES DU QUÉBEC

3333, boulevard du Souvenir, bureau 300
Laval (Québec) H7V 1X1
Tél. : 450 686-8358
Audrée McNicoll

3. REGIONAL TOURIST ASSOCIATIONS

TOURISME ABITIBI-TÉMISCAMINGUE

155, avenue Dallaire, bureau 100
Rouyn-Noranda (Québec) J9X 4T3
Téléphone : 819 762-8181
1 800 808-0706 (Canada, États-Unis)
48nord@48nord.qc.ca
www.48nord.qc.ca

TOURISME BAIE-JAMES

1252, route 167 Sud
Case postale 134
Chibougamau (Québec) G8P 2K6
Téléphone : 418 748-8140
1 888 748-8140
info@tourismebaiejames.com

TOURISME BAS-SAINT-LAURENT

148, rue Fraser
Rivière-du-Loup (Québec) G5R 1C8
Téléphone : 418 867-1272
1 800 563-5268 (Canada, États-Unis)
atrbsl@qc.aira.com
www.tourismebas-st-laurent.com

TOURISME CANTONS-DE-L'EST

20, rue Don-Bosco Sud
Sherbrooke (Québec) J1L 1W4
Téléphone : 819 820-2020
1 866 963-2020 (Canada, États-Unis)
tce@atrce.com
www.tourismecantons.qc.ca

TOURISME CENTRE-DU-QUÉBEC

20, boulevard Carignan Ouest
Princeville (Québec) G6L 4M4
Téléphone : 819 364-7177
1 888 816-4007 (Canada, États-Unis)
info@tourismecentreduquebec.com
www.tourismecentreduquebec.com

ASSOCIATION TOURISTIQUE RÉGIONALE DE CHARLEVOIX

495, boulevard De Comporté
La Malbaie (Québec) G5A 3G3
Téléphone : 418 665-4454
1 800 667-2276 (Canada)
info@tourisme-charlevoix.com
www.tourisme-charlevoix.com

TOURISME CHAUDIÈRE-APPALACHES

800, autoroute Jean-Lesage
Saint-Nicolas (Québec) G7A 1E3
Téléphone : 418 831-4411
1 888 831-4411
info@chaudapp.qc.ca
www.chaudapp.qc.ca

ASSOCIATION TOURISTIQUE RÉGIONALE DE DUPLESSIS

312, avenue Brochu
Sept-Îles (Québec) G4R 2W6
Téléphone : 418 962-0808
1 888 463-0808
info@tourismeduplessis.com
www.tourismecote-nord.com

TOURISME GASPÉSIE

357, route de la Mer
Sainte-Flavie (Québec) G0J 2L0
Téléphone : 418 775-2223
1 800 463-0323 (Canada, États-Unis)
info@tourisme-gaspesie.com
www.tourisme-gaspesie.com

TOURISME ÎLES-DE-LA-MADELEINE

128, chemin Principal, Cap-aux-Meules
Îles-de-la-Madeleine (Québec) G4T 1C5
Téléphone : 418 986-2245
1 877 624-4437
info@tourismeilesdelamadeleine.com
www.tourismeilesdelamadeleine.com

TOURISME LANAUDIÈRE

3645, rue Queen
Rawdon (Québec) J0K 1S0
Téléphone : 450 834-2535
1 800 363-2788 (Québec)
info@lanaudiere.ca
www.lanaudiere.ca

ASSOCIATION TOURISTIQUE DES LAURENTIDES (ATL)

14142, rue de la Chapelle
Mirabel (Québec) J7J 2C8
Téléphone : 450 436-8532
1 800 561-6673 (Canada, États-Unis)
info-tourisme@laurentides.com
www.laurentides.com

3. REGIONAL TOURIST ASSOCIATIONS

TOURISME LAVAL

2900, boulevard Saint-Martin Ouest
Laval (Québec) H7T 2J2
Téléphone : 450 682-5522
1 800 465-2825 (Canada, États-Unis)
info@tourismelaval.com
www.tourismelaval.com

ASSOCIATION TOURISTIQUE RÉGIONALE DE MANICOUAGAN

337, boulevard La Salle, bureau 304
Baie-Comeau (Québec) G4Z 2Z1
Téléphone : 418 294-2876
1 888 463-5319 (Québec)
atrmanic@globetrotter.qc.ca
www.tourismecote-nord.com

TOURISME MAURICIE

795, 5^e Rue, local 102
Shawinigan (Québec) G9N 1G2
Téléphone : 819 536-3334
1 800 567-7603 (Canada, États-Unis)
info@tourismemauricie.com
www.tourismemauricie.com

TOURISME MONTÉRÉGIE

2001, boulevard de Rome, 3^e étage
Brossard (Québec) J4W 3K5
Téléphone : 450 466-4666
1 866 469-0069
info@tourisme-monteregie.qc.ca
www.tourisme-monteregie.qc.ca

TOURISME MONTRÉAL

1555, rue Peel, bureau 600
Montréal (Québec) H3A 3L8
Téléphone : 514 844-5400
www.tourisme-montreal.org

ASSOCIATION TOURISTIQUE DU NUNAVIK

(Nunavik Tourism Association)
Case postale 779
Kuujuaq (Québec) J0M 1C0
Téléphone : 819 964-2876
1 888 594-3424
nta@nunavik-tourism.com
www.nunavik-tourism.com

TOURISME OUTAOUAIS

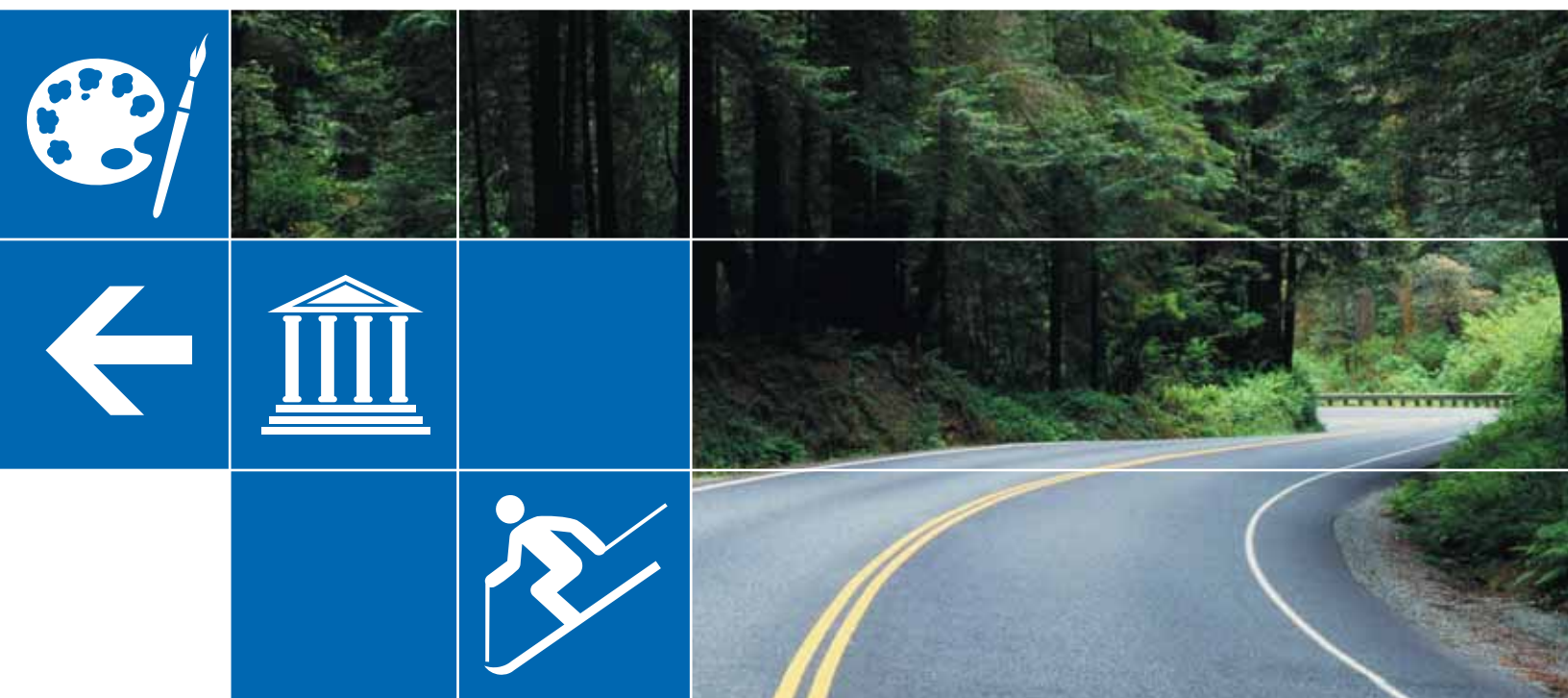
103, rue Laurier
Gatineau (Québec) J8X 3V8
Téléphone : 819 778-2222
1 800 265-7822 (Canada, États-Unis)
ato@tourisme-outaouais.ca
www.tourisme-outaouais.ca

OFFICE DU TOURISME DE QUÉBEC

399, rue Saint-Joseph Est, 2^e étage
Québec (Québec) G1K 8E2
Téléphone : 418 641-6654
info@quebecregion.com
www.regiondequebec.com

ASSOCIATION TOURISTIQUE RÉGIONALE DU SAGUENAY-LAC-SAINT-JEAN

455, rue Racine Est, bureau 101
Chicoutimi (Québec) G7H 1T5
Téléphone : 418 543-9778
1 800 463-9651 (Québec)
info@tourismesaglac.net
www.tourismesaguenaylacsaintjean.qc.ca



Québec 

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