



TOURISME  
AUTOCHTONE  
QUÉBEC  
ABORIGINAL  
TOURISM

## PRESS RELEASE

For immediate release

### 4<sup>TH</sup> INTERNATIONAL ABORIGINAL TOURISM CONFERENCE: RENDEZ-VOUS IN QUÉBEC!

**WENDAKE, QC, April 25, 2014 — The countdown has begun! In less than a year, Québec Aboriginal Tourism (QAT) will host the International Aboriginal Tourism Conference in Fairmont Le Château Frontenac (on March 24-25, 2015).**

This major conference will bring together 200 leaders, entrepreneurs and key players of the aboriginal tourism industry from Québec, Canada and other parts of the world like USA, Australia and New Zealand. It will be a platform for sharing best practices and knowledge about aboriginal tourism, exchanging ideas, highlighting our rapidly growing industry and recognizing the achievements of aboriginal tourism enterprises in Canada and abroad.

The 3<sup>rd</sup> Conference was held this year in Whistler, British Columbia, on April 15-16. At this event, the delegation of QAT and *Tourisme Québec* proudly announced that the next edition would be held in Huron-Wendat territory and invited all those present.

Details about the schedule and registration procedures will be made available on [quebecaboriginal.com/iatc-cita2015](http://quebecaboriginal.com/iatc-cita2015). Work has already begun to provide you with an event that will live up to our legendary values of sharing and hospitality.

QAT is proud to be a partner of the Aboriginal Tourism Marketing Circle (ATMC), whose members held a meeting in the light of this announcement. ATMC officially launched its new bilingual website [aboriginaltourismmarketingcircle.ca](http://aboriginaltourismmarketingcircle.ca) at that meeting and presented the first national award for aboriginal tourism. We would like to congratulate the first winner, B.C.'s *Haida House at Tlaal*. Québec had two nominations for this award – Steeve Gros-Louis from Wendake and the Cree Cultural Institute Aanischaaukamikw in Oujé-Bougoumou.

QAT would like to thank Aboriginal Tourism British Columbia (ATBC) for organizing these discussions focused on the importance of partnerships. We would also like to congratulate them for winning the World Indigenous Tourism Alliance (WINTA) award for leadership and commitment to the fundamental principles of the Larrakia Declaration.

### Aboriginal Québec

Each year, Aboriginal Québec welcomes over 800,000 visitors, sustains 3,500 jobs and generates an estimated \$169 million in economic benefits.

QAT represents more than one hundred members from aboriginal tourism enterprises and band councils of all aboriginal nations of the province. For more information, please visit [aboriginalquebec.com](http://aboriginalquebec.com)

-30 -

Source: Patricia Auclair, Communications Officer  
Tel: 418-843-5030 Mobile: 418-254-5067  
[pauclair@tourismeautochtone.com](mailto:pauclair@tourismeautochtone.com)