



# What are we working towards?



**TOURISME  
AUTOCHTONE**  
QUÉBEC

# Strong provincial leadership for 26 years...



# 2012-2017 Strategic plan: Key performance Indicators





**But, let's be honest:  
One important target has not been achieved between 2012 and 2017 in Québec...**

**We are still waiting for our  
25th Stanley Cup!!!**



# 2017-2022 Strategic plan: 4 key objectives

- 50% increase of the number of export ready business in Quebec
- 50% increase of the number of visitors in our communities in Quebec
- Increase our capacity to help the communities in their daily challenges
- Win our 25th Stanley cup



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TOURISME AUTOCHTONE QUÉBEC  
Planification stratégique 2017-2022

## 2017-2022 Strategic plan: 4 examples of new action

- A new provincial marketing table focus on aboriginal tourism chaired by QAT in partnership with the Quebec tourism alliance
- New employees based outside of our office who will coach and help the communities to develop and deliver a market ready product aligned with the national guidelines
- Along with Tourism Quebec co-invest yearly in different research about aboriginal tourism in Quebec
- Build a permanent infrastructure in Montreal to offer an immersive aboriginal experience and inform the visitors where are our communities and products in Quebec.



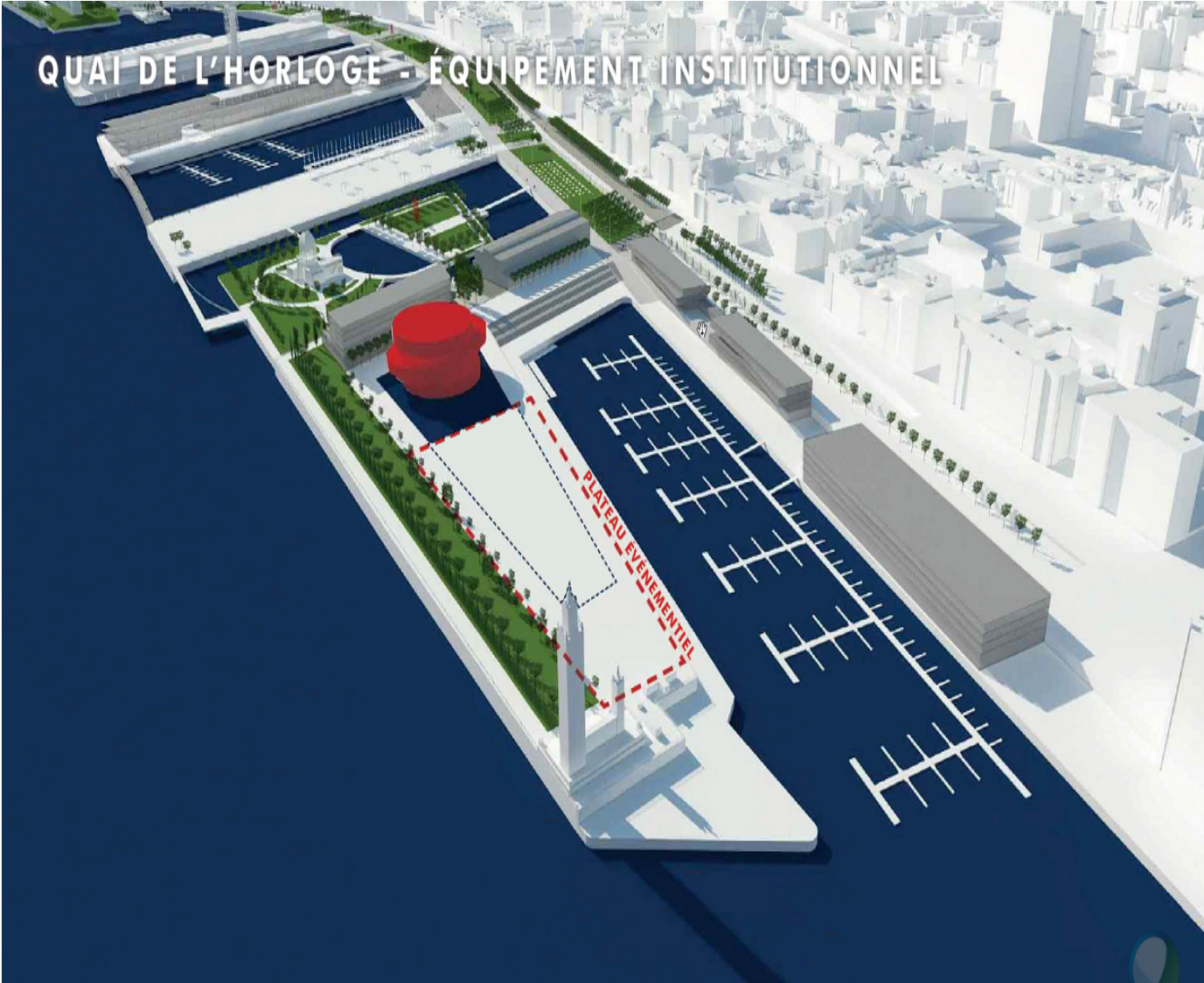
# Old port of Montreal:



# Old port of Montreal:



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