

Wendake

INDUSTRIE TOURISTIQUE DE WENDAKE
WENDAKE TOURISM INDUSTRY

Kwe !

COMMUNITY OWNED BUSINESSES

- Hôtel-Musée Premières Nations
- Huron-Wendat Museum
- Tourism Wendake
- Tourilli Outfitter



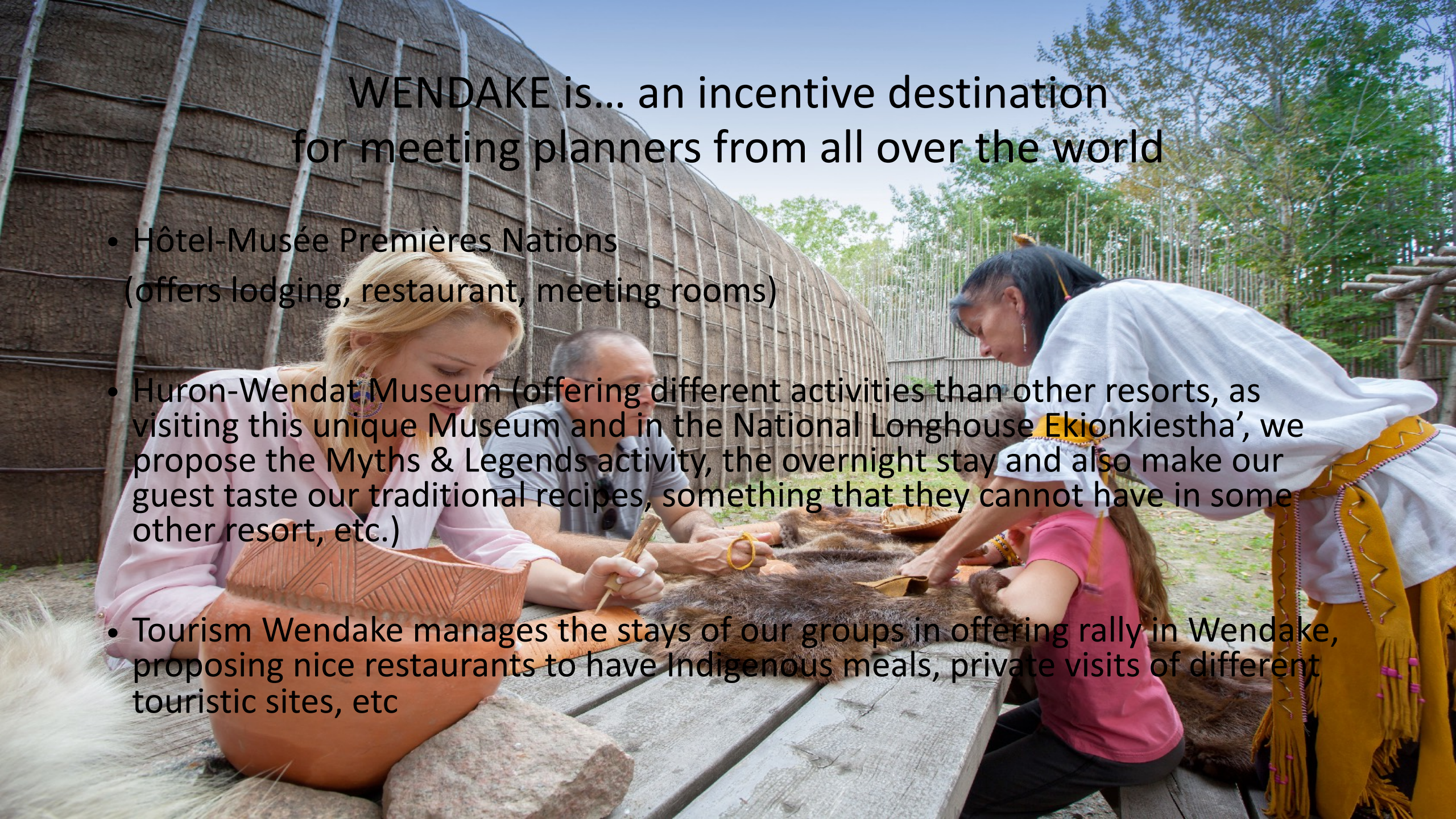


WENDAKE is... a CULTURAL RESORT for local and international tourists

- Hôtel-Musée Premières Nations
(offers comfortable lodging, restaurant, terrace facing the river , nice atmosphere, etc)
- Huron-Wendat Museum (sharing the history of the Huron-Wendat people, sharing the rich culture of the Nation and offering cultural activities)
- Tourism Wendake (do the marketing for the Band Council tourism experiences and for private touristic & services products)

WENDAKE is... an incentive destination for meeting planners from all over the world

- Hôtel-Musée Premières Nations (offers lodging, restaurant, meeting rooms)
- Huron-Wendat Museum (offering different activities than other resorts, as visiting this unique Museum and in the National Longhouse 'Ekionkiestha', we propose the Myths & Legends activity, the overnight stay and also make our guest taste our traditional recipes, something that they cannot have in some other resort, etc.)
- Tourism Wendake manages the stays of our groups in offering rally in Wendake, proposing nice restaurants to have Indigenous meals, private visits of different touristic sites, etc



A conference room with a long wooden table, chairs, and large windows overlooking a forest. The room is well-lit with natural light from the windows. The table is set with water bottles, glasses, and a small potted plant. The chairs are brown leather. The windows are large and provide a view of a forest with trees and a large log.

WENDAKE is... a meeting destination for more than 9000 people in 2017-2018

- First nations groups represent more than 1 600 rooms

THE ROLE OF TOURISM WENDAKE is :

MARKETING, IN AND OUT OF THE COMMUNITY

- Find partnership OPPORTUNITIES with very well known tourism events, tourists suppliers, from Quebec region; Quebec Province, Quebec Tourism Office, Quebec Tourism Alliance and Destination Canada
- Tourism Wendake has to find financial support from different ministries to develop our offers and attract new markets
- Tourism Wendake is working closely with ITAC & QAT who has a lot of information on the different clientele's needs, trends, potential financials partnership, ect.



Québec 

Canada 


INDIGENOUS
CANADA


TOURISME
AUTOCHTONE
QUÉBEC
ABORIGINAL
TOURISM

THE ROLE OF TOURISM WENDAKE is :

As an example, TOURISM WENDAKE, since a few years has participated in different events outside the community to let people know that they are also WELCOME to visit Wendake and learn more about us! It has to be a *TEASER *

As an example:

- Fêtes de la Nouvelle-France (Parade and animation of an area);
- Grands Feux Loto-Québec; (Wendake night with Huron-Wendat music, dancers, etc)
- Ice Hotel, animation for 4 week ends, one of the suites has a Huron-Wendat theme;
- Pan-American Games, in Toronto (opening ceremony and information booth in the touristic area of the Games;
- Sugar time event, springtime in Quebec City;
- Coordinate different *Opening Ceremony* in the Quebec Region ;
- Bring Pow Wow dancers and drummers to Berlin and Paris to do promotion on our Pow Wow and other pow wows in Canada
- Since April 2017, we have a big *presence* at the Port of Quebec

THE ROLE OF TOURISM WENDAKE is ... suite

TOURISM WENDAKE, organized in WENDAKE the following activities:

- International dogsledding races
- National canoe races
- National Aboriginal Day, on June 21st
- Harvest festivals

- Since a few years, our team is concentrating all efforts on the WENDAKE INTERNATIONAL POW WOW, 3-days event where we do receive more than 175 dancers and drummers from all Americas and more than 20 000 visitors during the weekend.



THE ROLE OF TOURISM WENDAKE is ... (suite)

TOURISM WENDAKE, is also in charge of finding different opportunities to have TV shows in Wendake. In the past years, we received a few of them;

- La petite séduction (1 hour show on Radio Canada)
- LOL (1 hour show on TVA & in a few countries in the world)
- Mesmer (1 hour show on TVA)



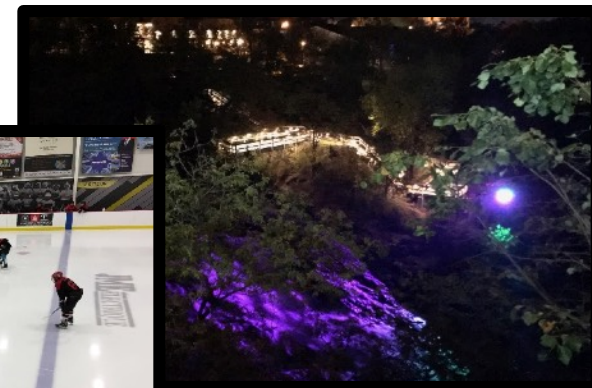
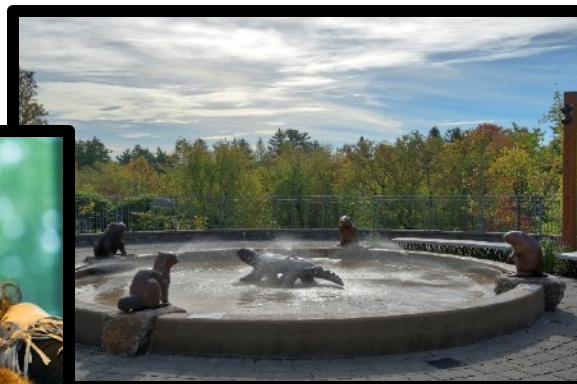
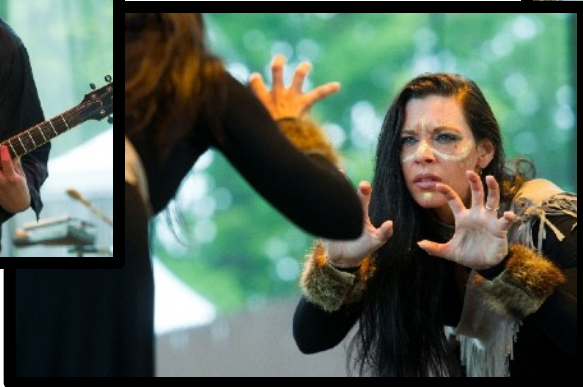
DEVELOPMENT OF PRODUCTS SINCE LAST YEAR:

PRODUCTS/WHERE	CLIENTELE	COMMENTS
INTERIOR POOL/HOTEL	Families	Increase this market and the pool serves for to the community members on certain days
GYM/HOTEL	Corporate	Increase the room nights at the hotel
AUDIOGUIDE/MUSEUM	International tourists	6 different languages (Huron-wendat, English, Italian, Chinese, German, Spanish and French !)
BISTRO 1760 / Artistic area	Local and tourists	The Bistro offers different bands on week-ends, mostly from First Nation groups.
ROOF, NEW BENCHS & Artists dressing rooms at the AMPHITHEATER	Cruisers, locals and international visitors	With the new roof, we can present all of our shows either good and bad wheater
DANCE CIRCLE	Local and international	To present the International Pow Wow of Wendake



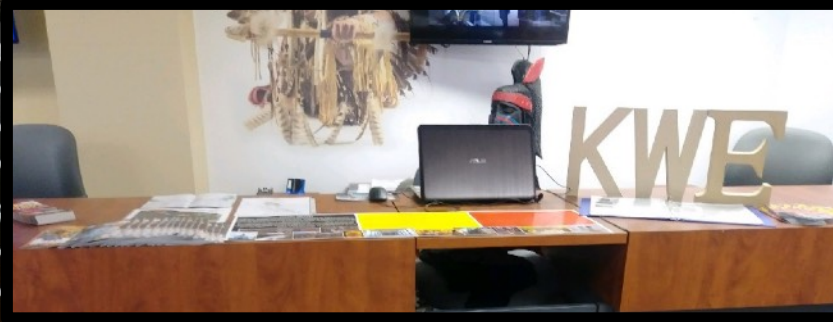
DEVELOPMENT OF PRODUCTS SINCE LAST YEAR suite :

PRODUCTS/WHERE	CLIENTELE	COMMENTS
LA TRAITE MOBILE	Snowmobilers	We open for three (3) winter season a *snackbar* where we served First Nation food, due of the fact that the wheater was not there, three (3) years in a row, we closed it
SNOWMOBILE GARAGE	Snowmobilers	Just with the European market, the Hotel received more than 1 600 people last winter
WENDAKE ENDI' (2017)	Cruises and others	The show will be replace by a Quebec Show from QUEBECISSIME *Celine to La Bolduc * with a touch of First Nation songs.
NATION PLACE	All visitors	The Nation Place *Onywahtehretshi* offers animal sculptures and a fountain inviting guest to relax and meditate
LIGHTING OF THE KABIR KOUBA FALL & BOARD WALK ALONG THE AKIAWENRAHK' RIVER	All visitors	Those new lights gives new emotions
WENDAKE ARENA	Hockey teams	For the first winter of operation , we received PEE WEE INTERNATIONAL TORNEMENT and many of the visitors, visited the Museum



DEVELOPMENT OF PRODUCTS SINCE THE LAST TWO (2) YEARS suite :

PRODUCTS/WHERE	CLIENTELE	COMMENTS
SHUTTLE SERVICE from Old Quebec to Wendake (May 26 to October 9th)	One day visitors	The shuttle is parked 4 times x 20 minutes in front of the Château Frontenac (marketing !)
BOOTH location (year around) at the Tourism Office located in the Old Quebec	All	Expensive but we have to be there ! It was very hard to have a booth (waiting list)



WENDAKE TOURISM INDUSTRY FIRST NATIONS EMPLOYEES IN 2018




HÔTEL-MUSÉE PREMIÈRES NATIONS	
HURON-WENDAT MUSEUM	
TOURISM OFFICE OF WENDAKE	

WENDAKE TOURISM INDUSTRY Huron-Wendat suppliers in 2018



	Huron-Wendat	Other First Nations communities
ARTISTS	40	20
ENTREPRENEUR	10	0
Total	64	20



Key of success of Wendake Tourism Industry from the employees of our industry (June 2018) :

“We are listening to the community people”

“We feel that we have a sense of belonging at the hotel ”

“We are proud to share our culture to visitors; this is why they are here for”

“We are offering traditions of the First Nation but in a modern way”

“I am proud to work for my community, to work with other members of my family”

“The hotel and museum has a very nice environment, for the clients and employees”

“We, the employees, can give ideas to our superiors and they listen to us”

Key of the success of Wendake Tourism Industry

2006: The community had a vision for their museum & hotel

Respect the vision and since then, continue to share, week after week the vision to the employees of the Industry

The organization respect *the CIRCLE* with guests & employees.

The hotel has a lot of repeat business

The industry is now on social media (a lot) , do business with OTA (online travel agencies such as Expedia, booking. Com, etc)

Yield management is THE thing to do, day after day

The marketing budget is now around 8% and this is PERFECT

Tourism Wendake

HÔTEL-MUSÉE PREMIÈRES NATIONS

Development of Occupancy over the past five (5) years

	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
Occupancy HM FN	54,73%	58,61%	65,22%	74,13%	72,64%
AVERAGE RATES	138,76	145,21	144,49 \$	141,47 \$	145,90 \$
REVPAR	75,95	85,20 \$	87,72 \$	104,87 \$	105,98 \$

HURON-WENDAT MUSEUM

Entrance revenues



MUSÉE
HURON-WENDAT

2012-2013	101 320 \$
2013-2014	154 653 \$
2014-2015	202 863 \$
2015-2016	186 111 \$
2016-2017	230 969 \$
2017-2018	292 828 \$

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2013-2014
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Wendake

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DANS LA
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THE
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UNDER YOUR
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QUEBEC

14 MINUTES
DOWNTOWN
QUEBEC CITY

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QUEBEC CITY

TOURISMEWENDAKE.CA

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TOURISTIQUE 2018 GUIDE

A quelques Minutes
du VIEUX-QUEBEC! | Just a few Minutes
from OLD-QUEBEC!

JE SUIS
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GUIDE 2018 OFFICIAL
TOURISTIQUE 2019 GUIDE

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MEMBERS OF THE WENDAKE TOURISM INDUSTRY

	2013	2014	2015	2016	2017	2018
Tourist (in Wendake)	22	26	27	23	25	26
Tourist (out Wendake)			6	3	5	4
Service (in Wendake)	8	7	6	8	8	7
Service (out Wendake)			2	2	2	2
Institutional (in Wendake)	5	5	5	6	6	6
Total	35	38	46	42	46	45



ACTIVITÉS VEDETTES

PÊCHE CYCLABLE & VELO EN NATURE

Partez à la découverte d'un magnifique site en canot sur le lac. Partez à la découverte de la nature et de la culture autochtone.

OFFRE

BOUQUIN DE BIEN-ÊTRE LA SIGNATURE

Le bouquin de bien-être est un ouvrage de 120 pages qui vous propose de découvrir les secrets de la signature autochtone.

OFFRE

TRUCS ET ASTUCES

Les Trucs et Astuces est un ouvrage de 120 pages qui vous propose de découvrir les secrets de la signature autochtone.

OFFRE



INSPIRATIONS & DESTINATIONS

RESTAURANTS

BOULIQUES

POW WOW

DÉCOUVERTES

Nouveaux forfaits disponibles

Nouveaux forfaits disponibles

Nouveaux forfaits disponibles

Nouveaux forfaits disponibles



PÊCHE CYCLABLE & VELO EN NATURE

OFFRE

DÉGUSTATION DE GIBIER

OFFRE

VISITE DU SITE TRADITIONNEL

OFFRE

PÊCHE ET CANOT

OFFRE

ATELIER DE FABRICATION DE COULEURS

OFFRE

PÊCHE CYCLABLE & VELO EN NATURE

OFFRE

PÊCHE ET CANOT

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VISITE DU SITE TRADITIONNEL

OFFRE

PÊCHE CYCLABLE & VELO EN NATURE

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ATELIER DE GRATTAGE

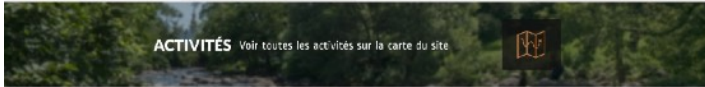
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VISITE DU SITE TRADITIONNEL

OFFRE

PÊCHE ET CANOT

OFFRE



DÉCOUVERTES

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