**Beat: Travel**

# TOURISM PROMOTION CAMPAIGN - SAY BONJOUR TO YOUR VACATIONS IN QUEBEC

**NOW THAT SUMMER IS HERE**

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**USPA NEWS -** Now that summer is here, the tourism industry is proud to launch the new annual tourism promotion campaign, the first to feature the colours of the renewed Bonjour Québec tourism brand. The purpose of this annual campaign is to encourage Quebecers to discover or rediscover the delightful experiences that Québec and its regions have to offer.

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It Is Time to Say Bonjour!

This summer, taking a vacation here will feel like attending a great reunion. It will be an opportunity for Quebecers to reconnect with the spectacular landscapes of their province, while being blown away by places and people who have so much to offer. Whether by bicycle, on foot or by car, saying bonjour Québec will allow them to journey beyond their daily lives and build memories that they will want to relive over and over again.

The summer digital version of the campaign includes images from various locations and moments captured in Québec. Narrated by novelist and poet David Goudreault, it draws on the wealth of activities and landscapes that inspire people to vacation right here, in Québec. From picturesque villages to vibrant cities, from narrow streets to vast national parks, from colourful gardens to gourmet feasts, we can once again discover extraordinary places and meet the exceptional people who bring them to life!

Until March 2021, the relaunch campaign will promote summer, fall and winter activities across different platforms and in three phases, to inspire Quebecers to discover and rediscover their province.

Bonjour Québec: A New Signature for Tourism

Unveiled on June 21 by the Minister of Tourism, Caroline Proulx, the new signature for the industry is a powerful and deliberate reminder that the Québec experience relies first and foremost on our encounters with welcoming Quebecers who are proud of their province and its charming features. The signature also evokes the Francophone culture and the warm hospitality that has established Québec as a world-class destination.

Source : Alliance de l'industrie touristique du Québec

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