

## PRESS RELEASE

### ***Bienvenue-Québec: A Must-Attend International Business Event***

**Québec, May 28, 2024** - For over 35 years, the Bus Carriers Federation (FTA) has organized the Bienvenue Québec tourism fair, a unique and essential international event for industry professionals. Over the course of three days, this event provides a networking and negotiation platform for tour operators and suppliers of tourism products and services, playing a key role in the development of Quebec's tourism industry.

The next edition of Bienvenue Québec will take place on **October 28, 29, and 30, 2024**, at the **Centre des Congrès de Québec**, a central and strategic venue ready to accommodate a large number of participants. The previous edition brought together nearly 400 delegates from around the world and recorded more than 5,800 business appointments in 2023. This year, we hope to surpass these figures.

This event offers exceptional visibility to the province of Quebec and generates significant economic impact, particularly promoting the development of group travel by coach. Additionally, tours are organized for tour operators to explore various regions of Quebec and learn more about the host city. Service providers actively participate in organizing this tourism fair dedicated to them.

Each year, the Bienvenue Québec team strives to recruit new buyers, and in response to the wishes of many sellers to develop the American market, special efforts are made to attract buyers from this market. We are excited to confirm the participation of **Gate 1 Travel, Abercrombie & Kent USA & Canada, Barbie's Musical Adventure**, among other upcoming participants. Registration for buyers has been open for a few weeks. We invite you to regularly check the participant list online, as new names are added each week.

For more information, please contact:

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