TOURISME
OUTAOUAIS

THE OUTAOUAIS WILL HOST THE EVENT *BIENVENUE QUÉBEC* IN 2026



Press release
For immediate release

BIENVENUE QUÉBEC

Hôtel Casino
Lac-Leamy

Outaouais, October 29, 2025 — Outaouais Tourism is proud to announce that the 2026 edition of *Bienvenue Québec*, one of the province's largest gatherings of buyers in the tourism industry, will be held in the Outaouais from October 19 to 21, 2026, at the Hôtel-Casino du Lac-Leamy resort.

Organized by the Bus Carriers Federation, *Bienvenue Québec* is a must-attend bilingual event for group and individual tourism. A true business hub, it brings together tour operators, receptive agencies, and tourism suppliers from here and abroad for three days. Each year, more than 400 delegates participate to create partnerships and new business opportunities that are important for the development of tourism in Quebec.

By hosting this major tourism trade show, the Outaouais region will benefit from direct economic spinoffs of nearly $800,000 and strategic visibility. Various activities organized on the sidelines of the event will highlight the region's flagship attractions, distinctive experiences, and hidden treasures to the tour operator market.

“*Bienvenue Québec 2026* is an exceptional showcase for our region and a unique opportunity to promote the Outaouais on the national and international tourism scene. With its strategic location at the gateway to Canada’s capital, its modern hospitality infrastructure, and its diverse tourism offerings, our region is perfectly positioned to host major events such as this one. We are ready to offer participants a memorable experience!“ **said Geneviève Latulippe, CEO of Outaouais Tourism**.

“We are extremely proud to welcome *Bienvenue Québec 2026* to the Hôtel-Casino du Lac-Leamy resort and to help promote the Outaouais as a must-see tourist destination. Delegates can expect to receive the warm welcome and enjoy the distinctive experience for which our establishment is renowned," **adds Julie Kinnear, General Manager of the Hôtel-Casino du Lac-Leamy resort**.

The Outaouais is one of Quebec’s official tourist gateways, offering a combination of nature, culture, local cuisine, and entertainment that participants will be able to enjoy to the fullest during their stay.

About *Bienvenue Québec*
For over 35 years, this unique trade show in Quebec has enabled North American and international travel agencies, receptive agencies, and tour operators to familiarize themselves with the full range of tourism offerings from suppliers in Quebec, Eastern Canada, and the Northeastern United States. Buyers from around the world, as well as Quebec, Canadian, and American receptive agencies and tour operators, will be on hand for the event. The proven “speed meeting” formula generates more than 8,000 business meetings and over $56 million in commercial transactions.

About Outaouais Tourism
Outaouais Tourism is a private, not-for-profit organization created by and for the tourism industry over 40 years ago. A preferred contact and partner of the Quebec government in the tourism field, Outaouais Tourism contributes to the region’s economic development by coordinating regional tourism plans and projects, visitor services, information, promotion, marketing and development.

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For information:

Alice Charbonneau-Bernier
Communications and Public Relations Manager
Outaouais Tourism

acharbonneau-bernier@tourisme-outaouais.ca
819 576-3185

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Tourisme Outaouais
103 rue Laurier, Gatineau, Québec J8X 3V8
info@tourisme-outaouais.ca | 1 800 265-7822

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