PRESS RELEASE

Bienvenue Québec 2025: A Driving Force for Tourism Development

Québec City, October 24, 2025 – For over 35 years, the Federation of Bus Transporters (FTA) has been organizing Bienvenue Québec, the province's largest tourism marketplace and a must-attend event for travel professionals from near and far. A true catalyst for business growth and promotion, this event fosters partnerships, networking, and the creation of new business opportunities within the tourism industry.

The **37th edition of Bienvenue Québec** will take place on **October 27, 28, and 29, 2025,** at the Hôtel Universel in Rivière-du-Loup, in the beautiful Bas-Saint-Laurent region, this year's proud host.

Over three days, participants will engage in speed-meeting sessions, a proven format known for its efficiency and impact. These one-on-one meetings enable tour operators, receptive agencies, and tourism professionals to establish solid and lasting business relationships.

An Exceptional Showcase for Québec
Bienvenue Québec offers outstanding international visibility for the host region and generates strong economic benefits across Québec's destinations. This year, familiarization tours and excursions will take place in the Bas-Saint-Laurent, Gaspésie, and Îles-de-la-Madeleine regions, allowing tour operators to discover their diverse tourism offerings. These visits highlight regional expertise and support the growth of group travel by motorcoach.

Tourism carriers, members of the FTA, emphasize that sustainable mobility lies at the heart of their mission. By transporting thousands of visitors each year, they contribute to both regional accessibility and emissions reduction—demonstrating that tourism and sustainability can go hand in hand.

Buyers from Around the World
This year, Bienvenue Québec will proudly welcome buyers from the United States (15%), Canada outside Québec (33%), Québec (40%), and other international markets (12%). More than 150 sellers representing 21 tourism regions will take part in this unparalleled showcase of Québec's tourism offer.

Each edition also attracts new buyers. Among the confirmed participants are Trip.com Group (United States), Altiplano Voyage and NAUTIL – OOVATU (France), America Unlimited GmbH (Germany), and Magnetic North Travel (United Kingdom).

Welcome to Bienvenue Québec 2025!

More than just a meeting place, Bienvenue Québec is a true driver of growth for the tourism industry. Every conversation, every agreement, and every smile helps build the future of Québec tourism—an industry that is welcoming, responsible, and forward-looking.

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