

Annual Campaign for Destinations Get the Best Seats in the House!

DESTINATION PACKAGE

Exclusively for CLDs, RCMs, CCs, CVBs and corporations

[Click here for an example](#)

\$ 1,900

HIGH PERFORMANCE ENTRY- ANNUAL

- > **Entry** in the category *Organisme - tourisme régional et local* (Local and Regional Tourism Organization)
- > Positioning of your organization under the Destination thumbnail on the page for your region
- > **Specific functionalities, e.g., 20-photo slide show, PDF brochure downloads, etc.**
- > **Classification in up to 25 "activities"** (some conditions may apply, according to pertinence and distance)
- > **50 ranking points**, securing priority positioning on user searches within the site
- > Your information updated according to the season
- > Statistical report on traffic to your entry
- > Statistical report on overall traffic

ATTRACTIONS TO VISIT – SUMMER AND WINTER

- > **Positioning of 10 participants:** attractions, events or hidden treasures to include when planning an itinerary for a destination
- > **Photo, short 30-word text** (max.) and **telephone numbers** for each of the participants
- > **Link** to the participant's entry on Quebecvacances.com or to the participant's information published on your website
- > Possibility to update your participants between the summer and winter season

SUGGESTION OF THE WEEK – 5 POSITIONINGS

3 positionings during the high season and 2 in the low season

- > Positioning of your company in the website section *Régions* (Regions) for a 7 day period (from Friday to Thursday)
- > Your company name, opening photo for your entry and the first sentence of your description
- > Link to your entry

MONTHLY THEMATIC CAMPAIGN – 4 POSITIONINGS

1 per season (winter, spring, summer and fall).

- > Incentive published for approximately 30 days on the Quebecvacances.com home page and in the section *Idées vacances* (Vacation Ideas)
- > Incentive to consult the *Campagne thématique* (Thematic Campaign) published in the Quebecvacances.com Cyberbulletin (email newsletter)
- > A specific theme, chosen according to its seasonal appropriateness (e.g., school break, summer vacation, the holidays)
- > 40-word text with a catchy title written by a professional writer and an inviting photo related to the theme **OR** the presentation of a package¹ or an excursion¹
- > Link to your entry on Quebecvacances.com and to your website

For more suggestions on value-added options for your package,
consult the complete media kit at Quebecvacances.com.

¹The buyer's entry must include packages and/or excursions for this option.

Seasonal Campaign for Destinations Get the Best Seats in the House!

DESTINATION PACKAGE

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\$ 1,200

HIGH PERFORMANCE ENTRY- ANNUAL

- > **Entry** in the category *Organisme - tourisme régional et local* (Local and Regional Tourism Organization)
- > Positioning of your organization under the *Destination* thumbnail on the page for your region
- > **Specific functionalities, e.g., 20-photo slide show, PDF brochure downloads, etc.**
- > **Classification in up to 25 "activities"** (some conditions may apply, according to pertinence and distance)
- > **50 ranking points**, securing priority positioning on user searches within the site
- > Your information updated according to the season
- > Statistical report on traffic to your entry
- > Statistical report on overall traffic

ATTRACTIONS TO VISIT – SUMMER OR WINTER

- > **Positioning of 10 participants:** attractions, events or hidden treasures to include when planning an itinerary for a destination
- > **Photo, short 30-word text** (max.) and **telephone numbers** for each of the participants
- > **Link** to the participant's entry on Quebecvacances.com or to the participant's information published on your website
- > Possibility to update your participants between the summer and winter season

SUGGESTION OF THE WEEK – 3 POSITIONINGS

2 positionings during the high season and 1 in the low season.

- > Positioning of your company in the website section *Régions* (Regions) for a 7 day period (from Friday to Thursday)
- > Your company name, opening photo for your entry and the first sentence of your description
- > Link to your entry

MONTHLY THEMATIC CAMPAIGN – 2 POSITIONINGS

1 positioning in the spring or in the fall, and 1 in the summer.

- > Incentive published for approximately 30 days on the Quebecvacances.com home page and in the section *Idées vacances* (Vacation Ideas)
- > Incentive to consult the *Campagne thématique* (Thematic Campaign) published in the Quebecvacances.com Cyberbulletin (email newsletter)
- > A specific theme, chosen according to its seasonal appropriateness (e.g., school break, summer vacation, the holidays)
- > 40-word text with a catchy title written by a professional writer and an inviting photo related to the theme **OR** the presentation of a package¹ or an excursion¹
- > Link to your entry on Quebecvacances.com and to your website

For more suggestions on value-added options for your package,
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