

PRESS RELEASE

For immediate release

Partnership agreement: Québec Aboriginal Tourism and Kéroul join forces for accessibility in tourism and culture

Québec, April 12, 2016 - Québec Aboriginal Tourism (QAT) and Kéroul, both recognized by *Tourisme Québec* as the official representatives of their respective sectors, are pleased to announce the creation of a partnership agreement aimed at developing and acknowledging Aboriginal tourism experiences that are accessible to all.

It was natural for the two organizations to combine their efforts and structuring initiatives in view of promoting the emergence of best business practices and the growth of Aboriginal tourism experiences that are accessible to all clientele, including those with restricted physical ability. *“For all the tourists of the world, regardless of their situation, and for our Aboriginal and non-Aboriginal Elders, we’ve geared our initiatives to promote and reflect the strong values of inclusion. We’re partnering with the best and most relevant association to take steps towards greater accountability regarding accessibility in tourism for all; we’re enabling our 135 member enterprises to extend their reach by offering high-quality experiences that cater to each and everyone,”* said Dave Laveau, QAT Executive Director.

“Aboriginal tourism is a fast-growing industry in Quebec and Kéroul is pleased to leverage its expertise to enable more tourists with disabilities to live these experiences rich in traditions and history, while also contributing to the sustainable growth of the tourism sector and economy in Quebec,” added André Leclerc, Kéroul CEO and founder.

More specifically, this partnership agreement will enable the assessment of the accessibility level of Aboriginal tourism enterprises which are members of QAT and the setting up of recommendations following the analysis performed by Kéroul. Moreover, joint actions will help develop and implement a business culture based on accessibility for emerging projects and existing Aboriginal tourism experiences which will also benefit from the promotional initiatives of Kéroul.

About the partners

Recognized by *Tourisme Québec*, QAT is the sectoral tourism association dedicated to socio-economic development and to the promotion and marketing of Aboriginal tourism products and experiences of the province. Each year, Aboriginal Quebec sustains around 3,600 jobs, welcomes nearly a million visitors and generates an estimated \$169 million in economic benefits. For more information about Aboriginal Quebec, please visit www.quebecaboriginal.com.

Key consultant for *Tourisme Québec* regarding accessibility, Kéroul is a non-profit organization which, through information and lobbying, promotes and develops accessible tourism and culture. For more information, visit www.keroul.qc.ca.

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