



Tourist
Signing
Policy

Private Tourist
Equipments

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Preparation

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Tourist Signs

A Friendly Gesture

The tourism industry constitutes an important part of the Québec economy and generates considerable economic spin-offs. Tourism generates a great number of road travels both by Québec and foreign tourists, hence the importance of an efficient sign system allowing tourists to safely and easily access the tourist amenities and services made available to them.

By working closely together since 1988, Tourisme Québec and the ministère des Transports have succeeded in implementing the most developed tourist sign system in Canada.

The tourist sign system is comprised of various signs which reflect the Québec hospitality. The Bonjour! signs erected at the main ports of entry of the province and each tourist region have been installed to greet tourists.

The tourist sign system also includes different signs whose main objective is to guide and reassure tourists by providing easy access to tourist reception structures and information sites. The signing of restaurants and service stations on highways allows tourists to meet their essential needs and continue their route toward their chosen destination whereas the implementation of tourist route signs leads tourist to itineraries located outside major highways in order to make them discover the heritage and natural treasures of the various tourist regions in Québec.

The sign system accompanies tourists throughout their whole trip and is the perfect complement to tourist brochures, tourist guides, and road maps.

This brochure focuses on the first tourist sign program implemented in 1988, which promotes tourist attractions and activities, as well as tourist accommodations and camping establishments on roadways across Québec.

2. Goals

Signs for private tourist facilities are intended to guide tourists unfamiliar with the area. This way, once the tourist has selected the sites he wishes to visit during his trip, the standard blue signs can guide and reassure him by confirming the route to the site. The signs for private tourist facilities¹ are therefore directional, leading the tourist to the entrance of the site. These signs are not intended to promote the commercial advertisement of amenities. The use of other promotional tools, such as regional tourist guides, brochures, and media, is strongly recommended.

Consequently, the objectives of the tourist facility sign system are:

- a) Provide access to the tourist product for tourists travelling the Québec roadways;
- b) Improve directional signing by standardizing the tourist sign system to ensure the safety and guidance of travellers;
- c) Highlight the magnificence and diversity of the Québec tourist product to attract and retain visitors in the various tourist regions;
- d) Ensure participation of the tourist industry in assuming cost of signs;
- e) Ensure the satisfaction of tourists and the tourist community in terms of Québec hospitality.

3. Principles

The tourist sign policy is based on the following principles:

- a) Accessibility: access to signs of private tourist amenities which meet the eligibility criteria established by Tourisme Québec;
- b) Standardization: standards for shape, colour, size, content and location of signs (pictograph, name of the amenity, distance to travel, and directions) established by the ministère des Transports;
- c) Trailblazing: signs must be erected in such a way as to provide a continuous flow of information up to the tourist site, on all Québec roadways, even if they run through several municipalities or regions;
- d) Self-financing: the owner of a tourist amenity eligible for signing is responsible for the cost of signs.

¹ Within the framework of this program, a tourist amenity is defined as a tourist attraction, a tourist activity, an accommodation establishment or a campground.

4. Tourist Product

4.1 TARGETED PRODUCT

The tourist sign system applies to tourist attractions and activities as well as tourist accommodation and camping establishments. Tourisme Québec, in collaboration with the regional tourist associations, draws up a list of amenities deemed eligible for the program. This list is reviewed on an annual basis and is presented in appendix A.

4.2 EXCLUSIONS

Certain types of amenities, such as restaurants and gas stations, are not included in the tourist sign program. Signs for restaurants and gas stations are governed by the Fuel and Food Services Signs on Freeways.

Municipal, cultural and sports amenities, such as city halls, libraries and arenas, are also excluded since their activities and services are offered primarily to municipal residents and are governed by different sign standards determined by the ministère des Transports.

Commercial and retail amenities, such as shopping centres, flea markets, antique dealers, factory outlets, and other specialized ventures, are also excluded from the tourist sign program.

Other types of entertainment and leisure amenities, or those offered to a specialized clientele (mini-golf, drive-ins, tennis courts and diving centres) are not eligible.

5. Eligibility Criteria

5.1 BASIC CRITERIA

To be eligible, a private amenity must meet the following basic criteria:

- Comply with all applicable government or municipal legislation;
- Be accessible by a road open to traffic;
- Be open at least 5 days a week, on set days and times;
- Have a reception structure by having someone on site to welcome and inform tourists or by posting permanent interpretation panels;
- Be listed in one of the regional tourist guides produced by the regional tourist associations and recognized by Tourisme Québec (or be eligible for such mention);
- Provide parking facilities on site or nearby, with appropriate, accessible parking spaces visible from the amenity;
- Provide access to public washrooms;
- Accept transient visitors (clients without reservations) and offer services on an individual basis.

5.2 SPECIFIC CRITERIA

In addition to the basic criteria listed above, an amenity must meet specific criteria pertaining to the category to which it belongs for the duration of the three-year contract. The criteria are reviewed on an annual basis by Tourisme Québec in collaboration with regional tourism associations and are the focus of the *Policy on Tourist Signing - Eligibility Criteria*, which complements the present document².

5.3 MAJOR ATTRACTIONS

On certain major highways located in urban centres, namely, in the Montréal, Laval, Québec City, Gatineau, Trois-Rivières, and Sherbrooke areas, there is not sufficient space for all tourist signs. This is why only major attractions are eligible. Major attractions are defined as establishments offering a structuring tourist product and that are capable of attracting and holding clients from outside the region and from outside Québec. This category does not include accommodation establishments.

To be deemed a major attraction and be eligible for signs on a reserved highway section (see appendix C to G), a tourist amenity must meet certain eligibility criteria, which are determined by Tourisme Québec and described in the *Policy on Tourist Signing - Eligibility Criteria*.

6. Roadway System

6.1 TARGETED ROADWAY

Tourist signs are exclusively installed within the right of way.

Owners of facilities are required to accept that signs will be erected so as to provide continuous information up to their tourist facility. Where signs are to be installed on a road maintained by a municipality, the owner of the facility is required to obtain a written document from the municipality authorizing the installation of signs on its roads. The municipality can either contact ATR associées du Québec, which is responsible for the implementation of the sign program, for the construction, installation, and maintenance of the signs on its roads, or take on the responsibility of manufacturing, installing, and maintaining the signs in accordance to the prescribed standards.

² For further information on the eligibility criteria of the different types of amenities, contact your regional tourist association or visit Tourisme Québec's Web site at: www.bonjourquebec.com/signing.

6.2 ROADWAY SECTIONS RESERVED FOR THE SIGNING OF MAJOR ATTRACTIONS

Some sections of the ministère du Transports du Québec's highway system are exclusively reserved for the signing of major attractions. The highway system involved is illustrated in appendix C to G.

The municipalities included in the agglomerations targeted by the reserved roadway section, can adapt the policy to their roadways provided the constraints linked to an urban roadway are taken into consideration. However, they are required to follow the tourist sign objectives, principles, and standards established by the ministère des Transports.

7. Tourist Sign Standards

The tourist sign standards for private tourist facilities determine the regulations concerning the manufacturing and installation of signs. These regulations are included in the Normes Ouvrages routiers Traffic Control Devices, Volume V, Signalisation routière document, edited by Les Publications du Québec.

7.1 SIGN COLOUR

Signs must display a white pictograph, border, and inscriptions on a blue background.

7.2 LAYOUT OF SIGN ELEMENTS

Signs for private tourist facilities must include the four following elements, which must be laid out as follows:

- **In the left section of the sign: a pictograph representing the tourist facility**

A private tourist facility must be indicated by a maximum of two pictographs in accordance with the eligible type of facilities.

Only pictographs shown in appendix B may be used on signs for private tourist facilities.

When a private tourist facility offers two types of activities, the sign may contain, in the left section, two pictographs each illustrating the two activities, providing they are offered on the same site. In this space, the two pictographs must be separated by a diagonal line with the colours of the upper triangle being reversed. The following figure illustrates this case.



When there is no available pictograph to represent a tourist facility, the name of the facility must take up the entire space normally reserved for the pictograph and the name of the facility. The following sign illustrates this case.



- **In the central section: the name of the tourist facility**

The names of attractions, activities and accommodation services must be written in upper and lowercase letters according to specified standards. The message must correspond with the pictograph used in accordance to the eligible type of amenity.

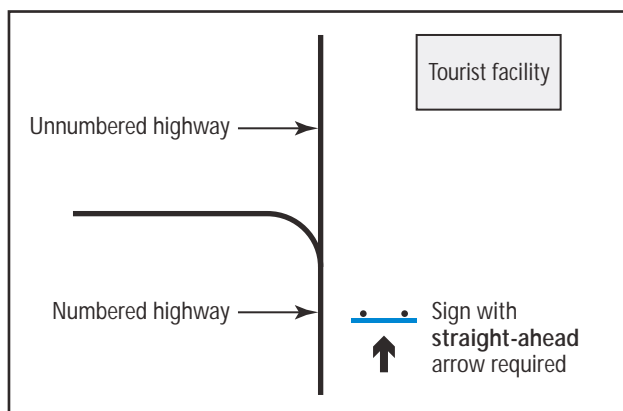
The name of the facility must be flush left in the space it occupies. An inscription may contain up to 26 letters spreading over two lines. When no pictograph is used to represent the tourist facility, the message can contain up to 32 letters. When the name of the facility is less than 13 letters long, it is written on one line centered vertically.

- **In the upper right section: the direction to follow, indicated by an arrow**

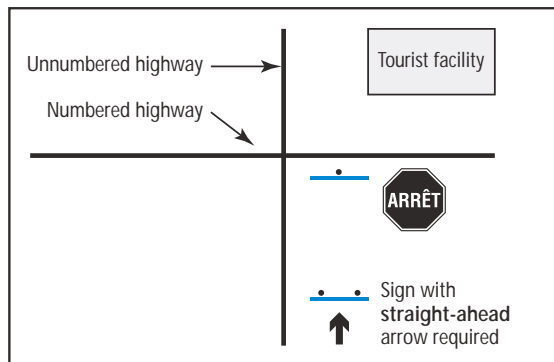
The arrows used on signs for tourist facilities must conform to established standards.

The straight-ahead arrow may only be used in the following cases:

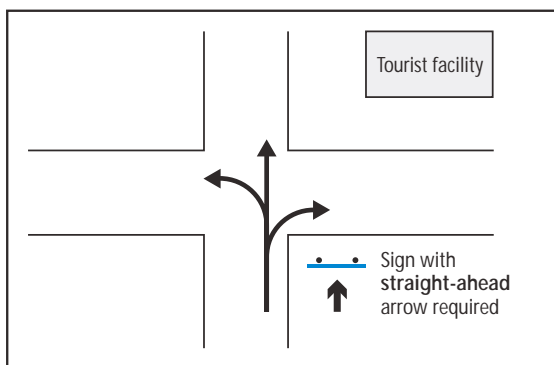
- Where a numbered highway with signs for a private tourist facility branches off at an intersection, and a tourist facility is located straight ahead on an unnumbered highway;



- b) Where an unnumbered highway with signs for a private tourist facility crosses a numbered highway with a stop or traffic light, and the tourist facility is located straight ahead on the unnumbered highway;



- c) Where, at an intersection, a high volume of traffic going either right or left may lead tourists unfamiliar with the area to follow traffic and the private tourist facility is located on the highway continuing straight ahead;



- **In the lower right section: the remaining distance**
 - The distances indicated on the signs are the distances remaining to reach the tourist facility. Distances are written in kilometres without the "km" abbreviation.

7.3 SIGN DIMENSIONS

The dimensions of signs for private tourist facilities must conform to the data of the following table.

Dimensions of Signs for Private Tourist Facilities		
Type of Road	Sign (width x height) ¹	Exit Direction Sign (width x height) ¹
Highway	3 500 x 900	3 500 x 1 500
Numbered 100 to 199	2 400 x 600	s/o
Numbered 200 to 399	1 800 x 450	s/o
Unnumbered	1 500 x 380	s/o
Numbered 100 to 399 ²	1 200 x 300 900 x 300	s/o

¹ In millimetres

² As well as unnumbered roads lacking space for the installation of signs due to the narrowness of the right of way.

7.4 INSTALLATION

a) Directional Signing Principles

On freeways, private tourist facilities are signed at the exit, by installing an I-530-1 sign 2 km from the exit and an I-530-2 sign at the exit.

The Advance Guide sign (I-530-1) indicates the tourist facilities which may be reached from the next interchange and the distance to the highway exit.



The Exit direction sign (I-530-2) indicates the direction to an interchange as well as the distance to the signed facility.



A single route, i.e., the exit leading most directly to the facility concerned must be chosen. An I-530-3 sign must be installed in the exit ramp to begin the directions. The Direction to sign (I-530-3) directs the highway user to the signed facility by indicating the direction and distance to the facility.



On other highways, the signs for private tourist facilities must be installed so as to provide continuous information up to the tourist facility, without any interruption in the route. Directions to the private tourist facility must be provided as follows while choosing a single route for each direction:

- An I-530-4 sign must be installed at the site entrance.

The Site Entrance sign (I-530-4) indicates the access road to the facility's site.



- An I-530-3 sign is installed 1 km from the site in either direction, when the tourist facility is located on a highway with a posted speed of 90 km/h.
- An I-530-3 sign with the appropriate arrow and distance is installed at each intersection where a change in direction is required to bring the highway user to the indicated facility.

b) Maximum Distance

A private tourist facility may be signed in all directions, over a maximum distance of 20 km, from the busiest public highway leading to the facility.

However, private tourist facilities may be signed over a greater distance than 20 km in each of the following cases:

- When there is no freeway or numbered highway 100 to 199 located less than 20 km from the facility, the signs may extend up to the first freeway and numbered highway leading to the site. When the first highway encountered is a numbered highway 100 to 199, the signing is then extended to this highway provided that space is available and it is not subject to selection. The signs may also extend to the first freeway if an exit leads to the site and space for signing is available;
- When the facility is located on a numbered highway 100 to 199, it may also be signed on a freeway with an exit leading to the site providing there is available space for signing and it is not subject to selection;

Downhill ski resorts with at least 335 m in vertical drop are signed without distance limit from the busiest highway leading to the resort;

For major attractions, directions must be determined by the ministère des Transports, in collaboration with the community in which the attraction is located, by taking into consideration the best possible route for tourists.

When signs are required to be installed on a public road maintained by the ministère des Transports or on a road maintained by a municipality, signs must first be erected on the public road maintained by the municipality.

7.5 MAXIMUM NUMBER OF SIGNS

No more than three signs for private tourist facilities may be installed on each branch of an intersection or a freeway exit.

When, at a given exit, the number of eligible tourist facilities is greater than three or the number of available spaces, a group signing, or selection of facilities must be made.

8. Group Signing

When there are three or more tourist facilities of the same type in a given sector with only one intersection or freeway exit leading to them, a proposal for a group sign is submitted to the owners of these facilities.

The group signing begins with a general group sign at the intersection which is the furthest from the facilities concerned. Afterwards, the signs become more specific as they approach the facilities concerned, ending with individual signs for each of the grouped tourist facilities in front of their respective sites.

The regional tourist associations are responsible for establishing these groupings, at the request of Tourisme Québec. In such cases, the group appoints a representative who provides all the information relating to their signing application, including the name of the group appearing on the sign.

However, grouping is optional and is only feasible when the facilities are located in the same municipality, on the same highway and in the same direction.

The tourist facilities signed as a group can never be signed individually at the same intersections as the group.

9. Selection of Facilities

The selection of tourist facilities is necessary when the number of eligible tourist products exceeds the number of spaces available at an intersection or a highway exit. The selection process is therefore initiated in order to determine which tourist product will be signed. This process applies as much to tourist organizations whose contract is expiring as it does to new applicants. No vested rights or priorities will be granted to a business upon expiry of the sign contract.

9.1 SELECTION PROCESS

Facilities are selected either:

- By the regional tourist association;

In this case, the ATR must forward a written document including the name of the facility and the reasons for choosing it to Tourisme Québec, which in turn must validate the choice of the ATR.

- Or according to the annual tourist patronage data of the facilities if the regional tourist association abstains from selecting the facility to be signed. In the latter case, the busiest facility will be signed.

Tourisme Québec asks the businesses concerned to provide patronage data as confirmed by an accountant and as applicable to the last year of operation. Only confirmed data must be used in a selection process.

If facilities have equal patronage, the following factors are used in the selection process:

- The number of operating days;
- The number of parking spaces on site;
- The other services provided on site.

This selection method chooses the facilities which are both the busiest and which provide the most services to their customers.

9.2 CALCULATION OF THE TOURIST PATRONAGE DATA OF ACCOMMODATION SITES

a) Accommodations Sites

For certain facilities such as accommodation sites (hotels, motels, inns, campgrounds), tourist patronage is determined in accordance with a mathematical formula specific to each type of accommodation.

• Campgrounds

Campgrounds have tourist and seasonal patronage. Since signs are directed first and foremost at tourists, the tourist patronage has to be established as follows:

Tourist patronage = $C \times D \times E \times F$ where $C = A - B$

A = Total number of sites.

B = Number of seasonal sites.

C = Number of sites available to tourists.

D = Annual occupancy rate (%).

E = 4 persons (average number per site).

F = Number of operating days in a year.

• Accommodation Establishments

These establishments (hotels, motels, inns, tourist homes) meet a basic tourist need which is for accommodation. Their annual occupancy rate is however limited by their number of rooms. Therefore, in order to fairly assess them in comparison with other tourist facilities, the following equation is used:

Tourist patronage = $A \times B \times C \times D$

A = Number of rooms.

B = 2 persons (average number per room).

C = Number of operating days in a year.

D = Annual occupancy rate (%).

b) Facilities with Subscribed Customers

Facilities with subscribed customers (for example, golf courses, marinas, riding centres, etc.) are less available to tourists. On the other hand, subscribers do not require signs. In this case, the patronage of subscribers is subtracted from the annual patronage, so that only the tourist patronage is used:

Tourist patronage = $A - B$

A = Annual patronage.

B = Annual patronage of subscribers, calculated as follows: number of subscribers x number of operating weeks x 2 (which represents the number of visits per week of a subscriber).

c) Downhill Ski Centres

Tourist patronage is calculated according to the following equation:

Tourist patronage = $A - B$

A = Total annual patronage.

B = Number of subscribers (number of season tickets sold) x 25 ski days.

10. Leasing Cost for Sign Spaces

The costs for leasing sign spaces are assumed by the owner of the facility and is based on a three-year contract. Costs include manufacturing, installation, and maintenance of signs.

For further information on costs, contact the ATR associées du Québec (ATRAQ).

11. Role of Partners

Tourisme Québec and the ministère des Transports du Québec are responsible for the content of the tourist sign program. The implementation of tourist signs is handled by ATR associées du Québec.

a) The ministère des Transports

The MTQ acts as project manager of the sign system across Québec. As such, he must:

- Define and assess, in collaboration with Tourisme Québec, tourist sign programs;
- Determine tourist sign standards in regard to sign content, dimension, location, and distance;
- Approve the sign plans provided by ATR associées du Québec (number and location of signs to erect) and authorize the installation of sign equipment;
- Ensure sign standards are applied.

MINISTÈRE DES TRANSPORTS

Service des technologies d'exploitation
700, boul. René-Lévesque Est, 22ième étage
Québec (Québec) G1R 5H1

Contact:
Michel Masse, ing.

b) Tourisme Québec

Tourisme Québec must make sure that tourists have access to the products, services, and attractions available throughout the various regions of Québec. Tourisme Québec's responsibilities are:

- Define and assess, in collaboration with the MTQ, tourist sign programs;
- In collaboration with the regional tourist associations, establish and review, on an annual basis, the list of amenities deemed eligible for the program and the criteria which determine a business' eligibility for tourist signage;
- Assess tourist sign applications and rule on the applicant's eligibility for the tourist sign program;
- Advise the various tourist organizations involved (ATRs, municipalities, government offices and organizations).

TOURISME QUÉBEC

Direction générale des services à la clientèle touristique
1010, rue Sainte-Catherine Ouest, bureau 400
Montréal (Québec) H3B 1G2
www.bonjourquebec.com/signing

Contacts:
Danielle Lavoie
Jacinthe Dumoulin
Angèle Provost

c) Regional Tourist Associations

Regional tourist associations are the first point of contact for submitting an application for tourist signs. Their responsibilities include:

- Process and assess tourist sign applications of tourism businesses of their region, whether they are members of the ATR or not;
- Forward recommendations of eligible amenities to Tourisme Québec;
- Make sure that signed amenities comply with the program's prescribed criteria for the duration of their contract;
- Partake in the annual review of eligible tourist amenities and eligibility criteria.

Appendix H contains the list of regional tourist associations.

d) ATR associées du Québec

ATR associées du Québec is responsible for the implementation of tourist signs. In that capacity, it must:

- Implement the tourist sign program on Québec roadways under the supervision of the ministère des Transports;
- Make sure signed businesses follow the feeder principle;
- Ensure manufacturing, installation, and maintenance of the tourist sign system;
- Conclude agreements with eligible tourism businesses which comply with the tourist sign standards established by the ministère des Transports;
- Promote the tourist sign program to eligible amenities across Québec and ensure program continuity.

ATR ASSOCIÉES DU QUÉBEC

3333, boul. du Souvenir, bureau 300
Laval (Québec) H7V 1X1

Contact:
Isabelle Mc Cann

Application

12. Procedure

- a) The owner of a tourism business must file an application with the appropriate regional tourist association. The association verifies whether the business complies with the prescribed criteria and either agrees or refuses to recommend the signage of the amenity to Tourisme Québec.
- b) Tourisme Québec rules on the business' eligibility for the sign program and forwards its decision to the regional tourist association.
- c) If Tourisme Québec grants eligibility, the tourist association adds a plan to the application showing the locations of all required signs.
- d) The ATR sends all these documents to the ATR associées du Québec for a signage contract request.
- e) ATR associées du Québec analyzes the application, obtains the required authorization to install tourist signs from the ministère des Transports, draws up a contract and returns it to the applicant.
- f) The applicant signs the contract and pays the required fees. The signed contract is returned to the ATR associées du Québec, which sees to the construction and installation of the signs.
- g) Upon expiry of the contract, the applicant must apply to renew the contract by following all of the above steps since this is not a vested right.

Appendix A

Amenities eligible for tourist signage¹

- Aquarium
- Art gallery, art centre or exhibit centre
- Astronomical observatory
- Bed and breakfast
- Bicycle rental (tourist)
- Boat excursion departure (sailboat, motorboat, canoe, kayak)
- Botanical garden
- Campground (see Camping establishment)
- Camping establishment
- Car racing track
- Casino
- Centre de villégiature
- Convention centre
- Cross-country ski centre
- Cruise departure
- Cultural, heritage or historical site
- Cycling stadium
- Dogsledding excursion
- Downhill ski centre
- Downhill ski resort
- Experimental farm
- Fish hatchery
- Fishing centre or fish pond
- Fruit, vegetable or blueberry picking (tourist)
- Geographical attraction (with promoter)
- Gliding or parachuting centre
- Go-karting centre
- Golf course
- Guest farm or hunting farm
- Guided tour (tourist train)
- Handicraft centre
- Health resort
- Health spa (see Health resort)
- Holiday centre and outdoor centre (see Vacation centre)
- Hotel establishment and tourist residence (hotel, motel, inn)
- Hotel, motel, inn, cottage, condominium (see Hotel establishment and tourist residence)
- Interpretation centre or economuseum (located in a business)
- Marina
- Mountain biking
- Museum or ecomuseum
- Music camp
- Nudist camp
- Outdoor recreation centre (without lodging)
- Outfitter
- Park or inhabited forest
- Plant tour
- Power station or nuclear power plant
- Public beach
- Rafting excursion departure
- Resort
- Riding centre
- Shrine or monastery
- Snowshoeing
- Start of hiking trail
- Start of snowmobile or all-terrain vehicle trail
- Sugar bush (tourist)
- Summer theatre
- Thematic or archaeological site
- Vacation centre
- Vineyard, homemade cider, beer, berry wine or mead
- Water or snow slide
- Wildlife management area (ZEC)
- Wildlife observation centre
- Windsurfing
- Youth hostel
- Zoo

¹ Until March 31st 2003

Appendix B

Pictographs for private tourist facilities



Aquarium



Archeological site



Art centre,
art gallery and
exhibition centre



Astronomical
observatory



Bed and
breakfast



Berry wine
producer



Bicycle rental



Botanical
garden



Campground



Campground –
Trailer camp



Campground
and trailer camp



Canoeing



Car racing track



Casino



Cavern



Cider-making
plant



Convention
centre



Cross-country
skiing



Cruise
departure



Dogsledding
excursion



Downhill
ski centre

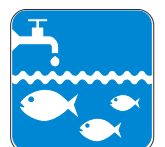


Downhill
ski resort

¹



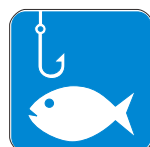
Experimental
farm



Fish hatchery



Fish pass



Fish pond



Foot bridge



Fruit, vegetable
and blueberry
picking



Gliding



Golf course

¹ The pictograph must always show downhill skiing in the upper portion and lodging in the lower right portion. The third space is filled by another eligible activity carried out at the site concerned.



Guest farm



Handcraft centre



Handcraft centre – Glassblowing



Handcraft centre – Pottery



Hang gliding centre



Hiking trail



Honey mead



Ice fishing



Interpretation centre and ecomuseum



Go-karting



Guided tour - Tourist train



Kayaking



Lighthouse



Lodging



Lookout



Marina



Micro-brewery



Mine tours



Monastery



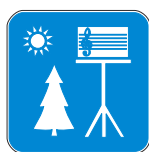
Motorboating



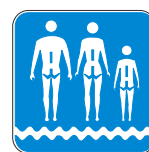
Mountain biking



Museum or ecomuseum



Music camp



Nudist camp



Outdoor centre (without accommodation)



Outfitter



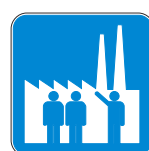
Parachuting



Park and inhabited forest



Park and inhabited forest



Plant tour

Appendix B (cont'd)

Pictographs for private tourist facilities



Power station



Power station –
Wind turbine



Public beach



Rafting excursion
departure



Religious
sanctuary or shrine



Resort

①



Riding centre



Rowboating



Sailboating



Snowshoe trail



Start of
a quad trail
(all-terrain vehicle)



Start of a
snowmobile trail



Sugar bush



Summer
amphitheatre



Summer
theatre



Toboggan slide

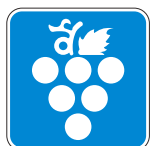


Tubing



Vacation
centre

②



Vineyard



Water fall



Watermill



Water slide



Wildlife
management
zone



Windmill



Windsurfing



Youth hostel



Zoo



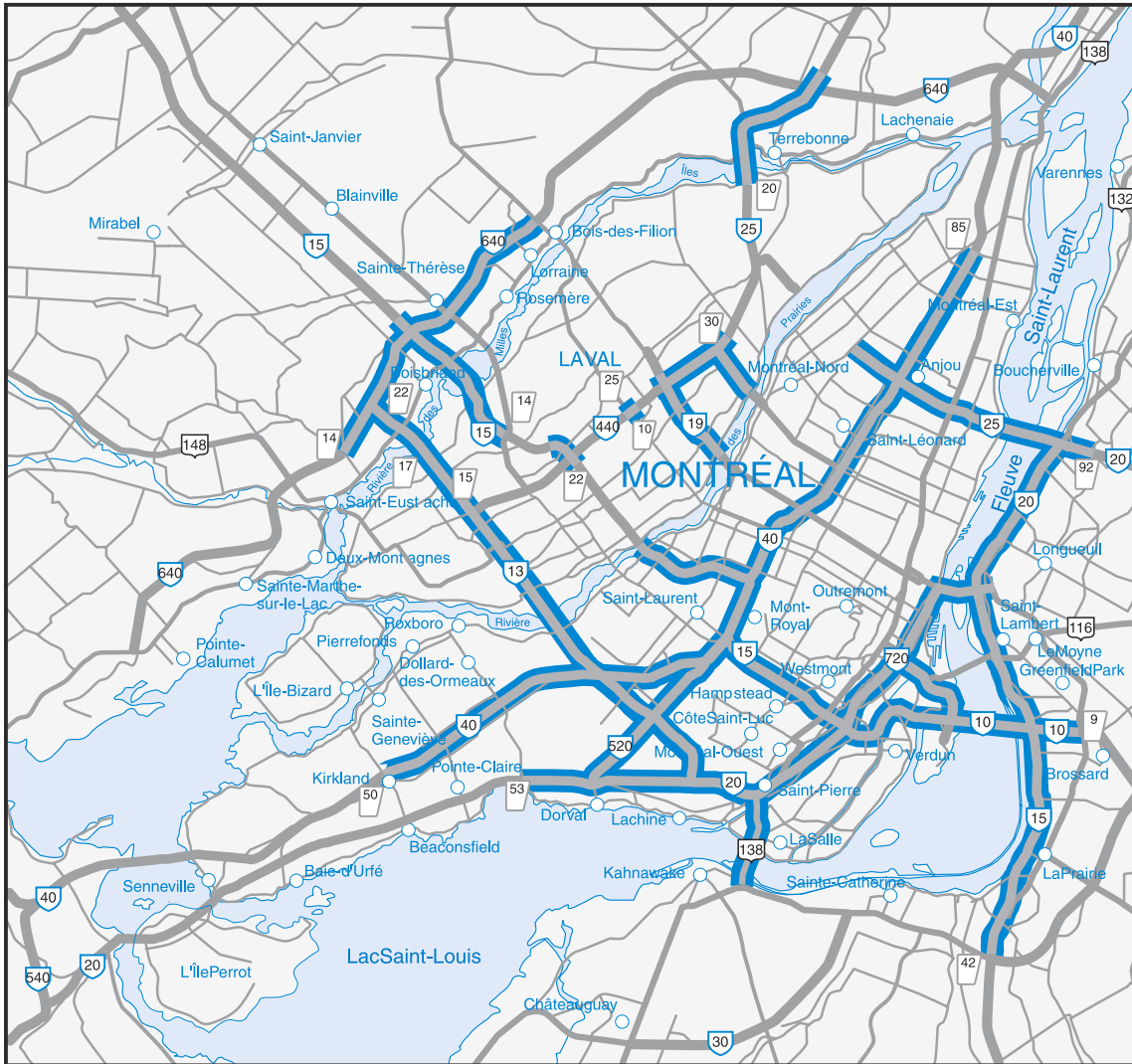
1 The pictograph must always show lodging in the upper portion. The two other spaces are filled with two other eligible activities carried out at the site concerned.

2 The symbols on the pictograph may vary according to eligible activities.

Appendix C

MONTREAL AREA

Sections of the freeway system reserved for the signing of major attractions



Reserved section

Last freeway exit included in the reserved section

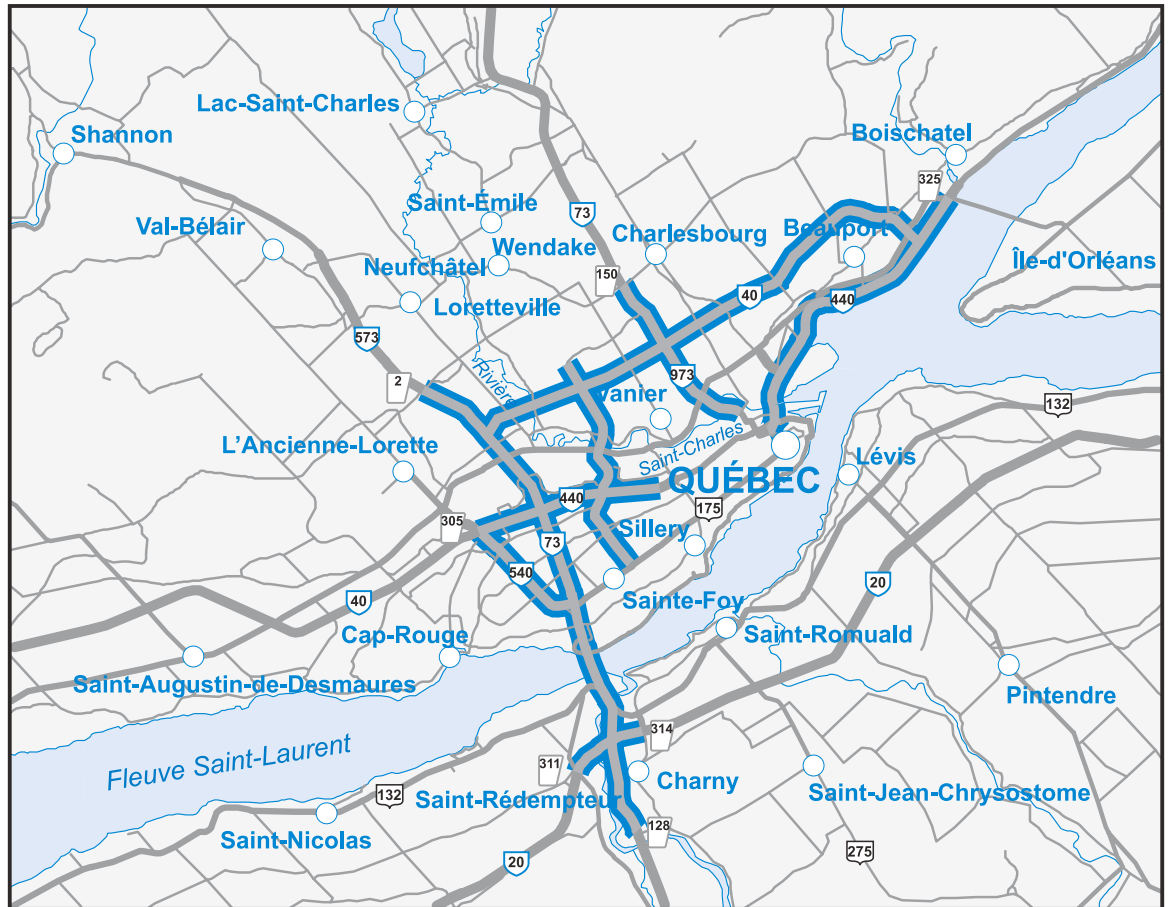
Note:

- However, signs for tourist facilities are allowed at exit 22 on Highway 13, as well as at exits 15 and 17 on Highway 13 north. Signs for tourist facilities are allowed at exit 14 on Highway 15 north.

Appendix D

QUÉBEC CITY AREA

Sections of the freeway system reserved for the signing of major attractions

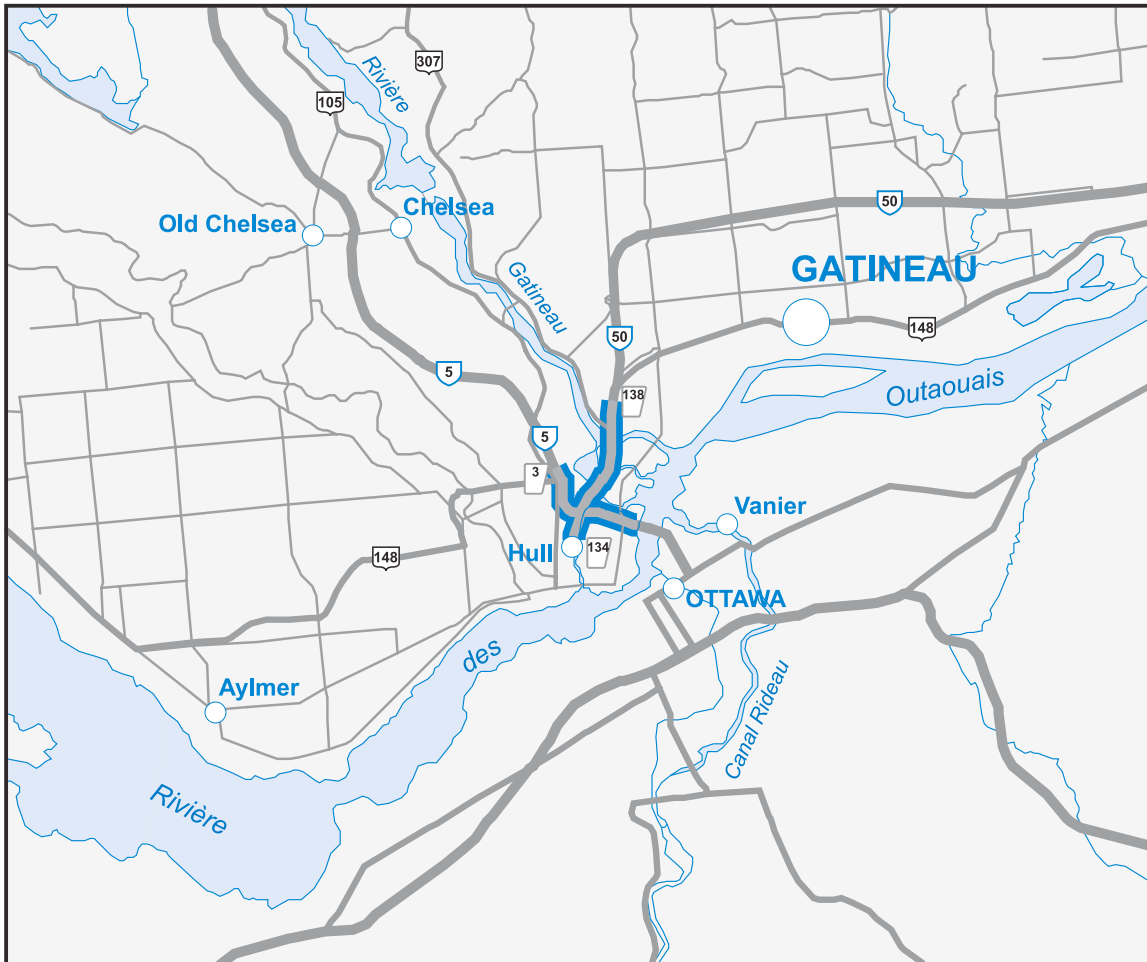


- Reserved section
- Last freeway exit included in the reserved section

Appendix E

GATINEAU AREA

Sections of the freeway system reserved for the signing of major attractions

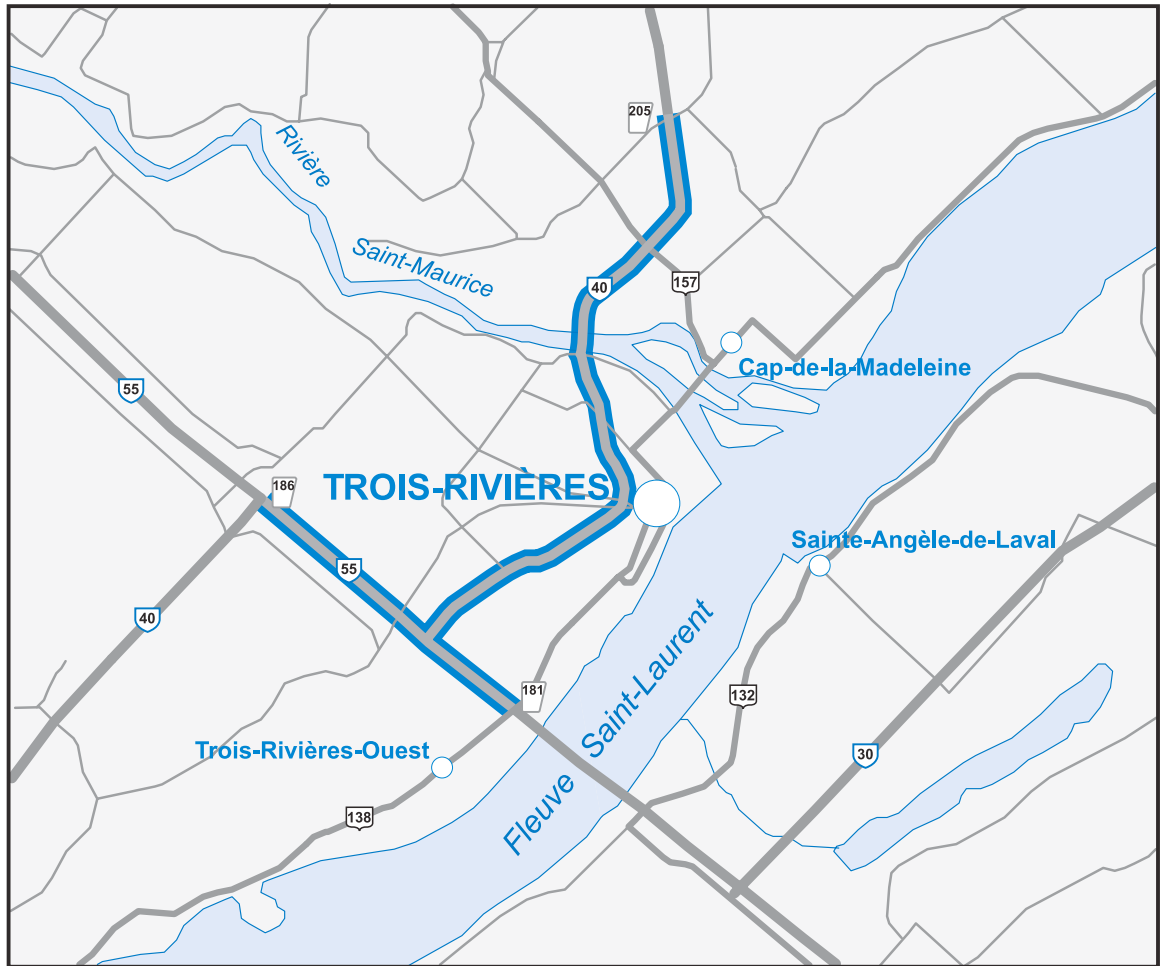


-  Reserved section
-  Last freeway exit included in the reserved section

Appendix F

TROIS-RIVIÈRES AREA

Sections of the freeway system reserved for the signing of major attractions

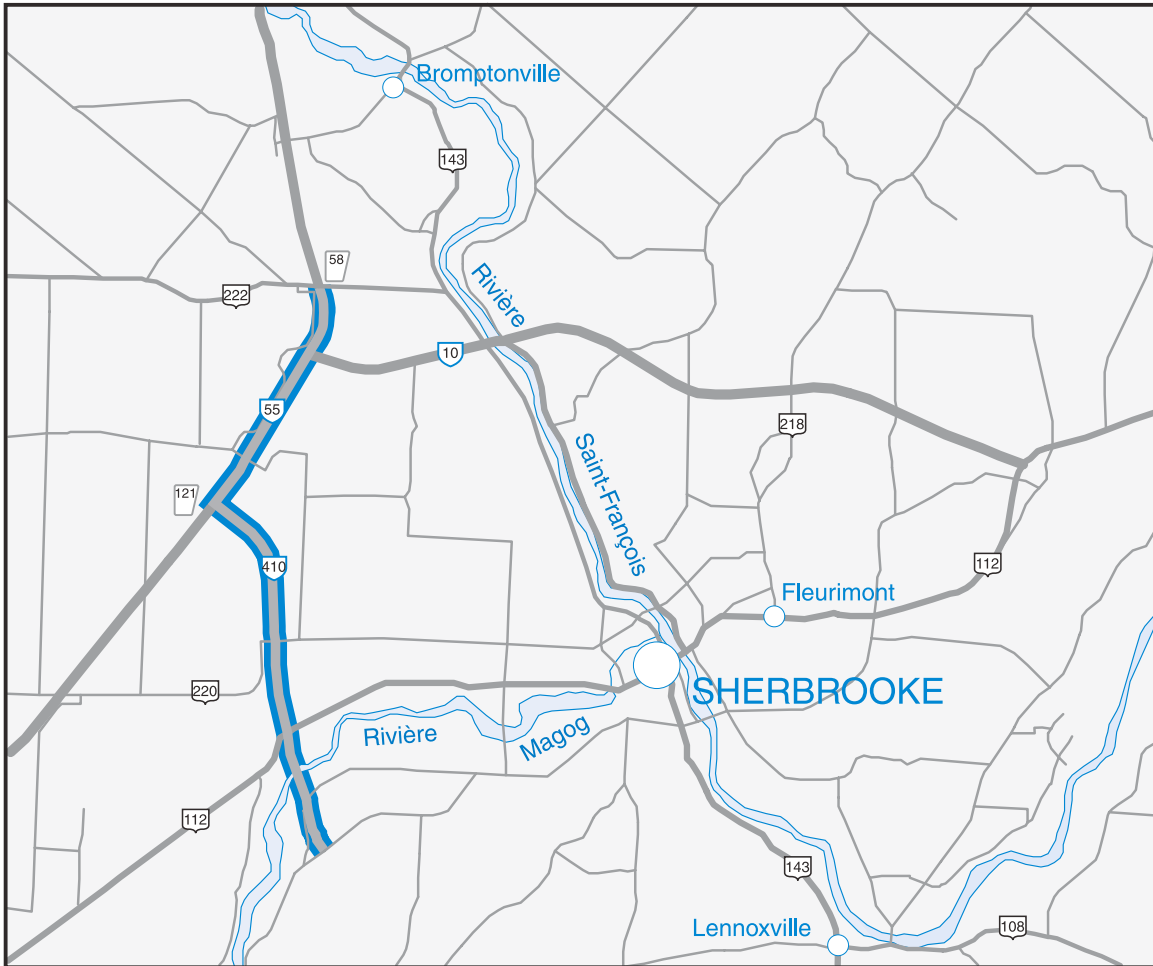


-  Reserved section
-  Last freeway exit included in the reserved section

Appendix G

SHERBROOKE AREA

Sections of the freeway system reserved for the signing of major attractions



-  Reserved section
-  Last freeway exit included in the reserved section

Appendix H

REGIONAL TOURIST ASSOCIATIONS LISTE

TOURISME ABITIBI-TÉMISCAMINGUE

170, avenue Principale, bureau 103
Rouyn-Noranda (Québec) J9X 4P7
Tel. : (819) 762-8181

TOURISME BAS-SAINT-LAURENT

148, rue Fraser
Rivière-du-Loup (Québec) G5R 1C8
Tel. : (418) 867-1272

TOURISME CANTONS-DE-L'EST

20, rue Don-Bosco Sud
Sherbrooke (Québec) J1L 1W4
Tel. : (819) 820-2020

TOURISME CENTRE-DU-QUÉBEC

20, boulevard Carignan Ouest
Princeville (Québec) G6L 4M4
Tel. : (819) 364-7177

TOURISME CHARLEVOIX

495, boulevard de Comporté
Case postale 275
La Malbaie (Québec) G5A 1T8
Tel. : (418) 665-4454

TOURISME CHAUDIÈRE-APPALACHES

800, autoroute Jean-Lesage
Saint-Nicolas (Québec) G7A 1E3
Tel. : (418) 831-4411

ASSOCIATION TOURISTIQUE DE DUPLESSIS

312, avenue Brochu
Sept-Îles (Québec) G4R 2W6
Tel. : (418) 962-0808

TOURISME GASPÉSIE

357, route de la Mer
Sainte-Flavie (Québec) G0J 2L0
Tel. : (418) 775-2223

ASSOCIATION TOURISTIQUE DES ÎLES-DE-LA-MADELEINE

128, chemin du Débarcadère
Case postale 1028
Cap-aux-Meules (Québec) G0B 1B0
Tel. : (418) 986-2245

TOURISME LANAUDIÈRE

3645, rue Queen
Rawdon (Québec) J0K 1S0
Tel. : (450) 834-2535

ASSOCIATION TOURISTIQUE DES LAURENTIDES

14142, rue de la Chapelle
Mirabel (Québec) J7J 2C8
Tel. : (450) 436-8532

TOURISME LAVAL

2900, boulevard Saint-Martin Ouest
Laval (Québec) H7T 2J2
Tel.: (450) 682-5522

ASSOCIATION TOURISTIQUE DE MANICOUAGAN

337, boulevard Lasalle, bureau 304
Baie-Comeau (Québec) G4Z 2Z1
Tel. : (418) 294-2876

TOURISME MAURICIE

777, 4^e Rue
Shawinigan (Québec) G9N 1H1
Tel. : (819) 536-3334

TOURISME MONTÉRÉGIE

11, chemin Marieville
Rougemont (Québec) J0L 1M0
Tel. : (450) 469-0069

TOURISME MONTRÉAL

1555, rue Peel, bureau 600
Montréal (Québec) H3A 3L8
Tel.: (514) 844-5400

TOURISME OUTAOUAIS

103, rue Laurier
Hull (Québec) J8X 3V8
Tel. : (819) 778-2222

**OFFICE DU TOURISME ET DES CONGRÈS
DE QUÉBEC**

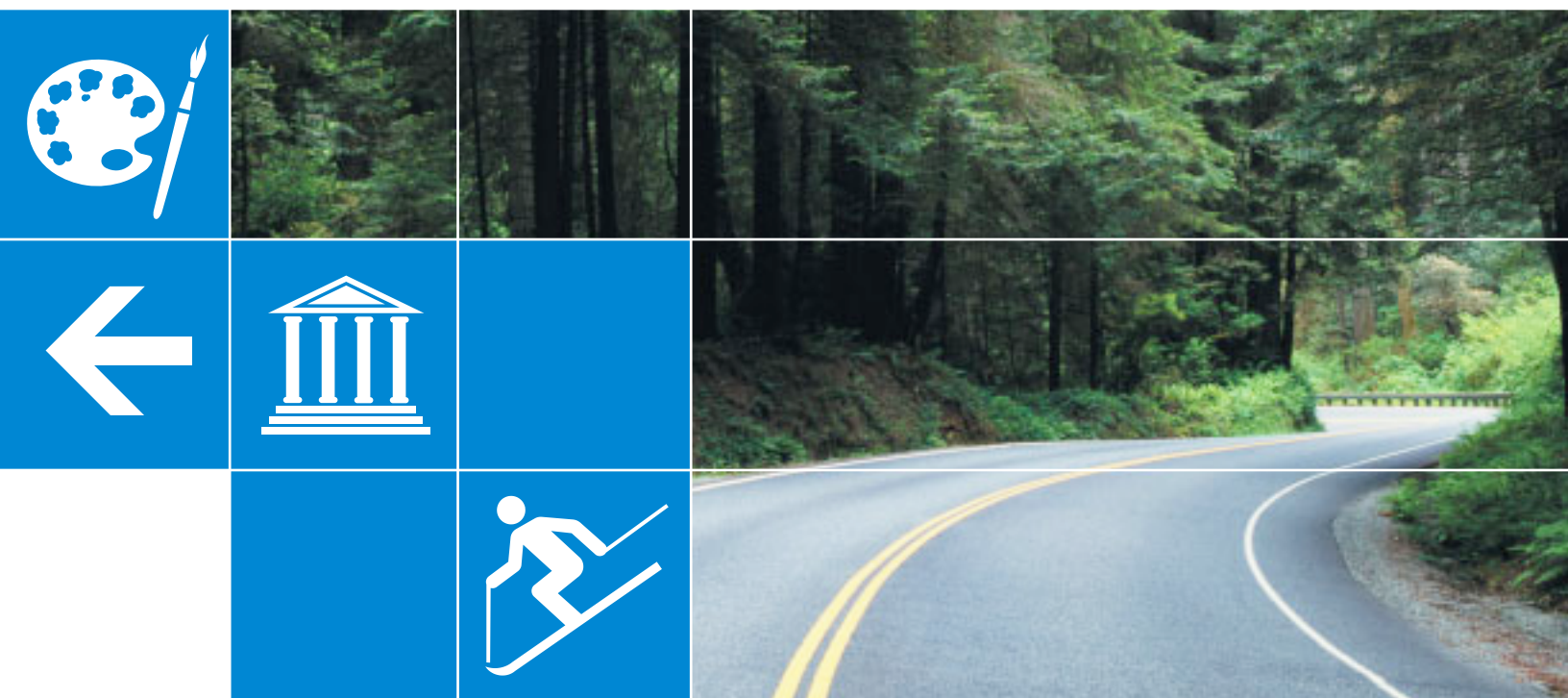
399, rue Saint-Joseph Est, 2^e étage
Québec (Québec) G1K 8E2
Tel. : (418) 641-6654

TOURISME SAGUENAY--LAC-SAINT-JEAN

455, rue Racine Est, bureau 101
Chicoutimi (Québec) G7H 1T5
Tel. : (418) 543-9778

TOURISME BAIE-JAMES

166, boulevard Springer, C.P. 1270
Chapais (Québec) G0W 1H0
Tel. : (418) 745-3969



Québec 

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