



RVC 2023 Heads to Québec City

FOR IMMEDIATE RELEASE

May 6, 2022, Ottawa ON – Québec City has been announced the official host of Rendez-vous Canada 2023. The spotlight will shine anew on this one-of-a-kind city at the 2023 premier international tourism marketplace of Canada.

“In 2020, we indicated that the cancellation of Rendez-vous Canada in our destination was only a postponement. So, we are happy to welcome this grandiose and major event for the tourism industry in 2023,” says Robert Mercure, General Manager of Destination Québec cité. “In addition to providing a memorable immersion in an authentic French-speaking culture, Destination Québec cité invites travel professionals from around the world and members of the Canadian tourism industry to be surprised by the different personalities and accents of Québec City. Mark your calendar in 2023!”

Originally known by its Iroquoian name, Stadaconé, Québec was given its current name in 1608 and is derived from an Algonquin word meaning “where the river narrows.” The city is ready to welcome the tourism industry in 2023 as they engage and connect with international buyers, travel trade media, and destination marketing companies.

“For over 45 years, this signature event has shined a spotlight on Canada’s remarkable destinations, connecting international travel buyers with Canadian tourism businesses. Delegates will create meaningful connections supporting the recovery of Canada’s tourism sector in the years ahead, driving prosperity back into local businesses and their communities,” says Marsha Walden, President and CEO, Destination Canada, which co-hosts the tradeshow in partnership with the Tourism Industry Association of Canada (TIAC). “RVC delegates will enjoy Québec City’s legendary culinary scene, explore its fascinating history, and experience the vibrant Indigenous culture of the Huron-Wendat Nation.”

Delegates can enjoy the sites and splendor of the city and its surrounding area, including the Historic District of Old Québec – a designated UNESCO World Heritage Site. “Hosting an event of the importance of Rendez-vous Canada demonstrates to what extent the Québec industry is ready to reach new heights and distinguish itself in the new reality of international tourism,” says Martin Soucy, CEO of Alliance Touristique, which represents the province’s tourism industry. “Beyond Québec City, all of our regions can

be both proud and enthusiastic about the visibility and significant benefits that this event will bring to our destination over the coming years.”

"We're thrilled to once again collaborate with Destination Canada and the Tourism Industry Association of Canada on Rendez-vous Canada 2023," says Keith Henry, President and CEO of Indigenous Tourism Association of Canada. "Events like Rendez-vous Canada ensure Indigenous tourism is top of mind among Canada's key international industry leaders and are vital to the successful recovery of the Indigenous tourism industry at large."

The news of Québec City's official host city sponsorship of Rendez-vous Canada 2023 is coming just as this year's edition of the tradeshow swings into Toronto next month, May 24-27, 2022. "As we get set to welcome guests from across Canada and around the world to RVC+ 2022 this year, I know that many in our global industry will already be thinking of where-to, next," says Beth Potter, President & CEO of TIAC. "It's been a challenging two years and being able to see each other again and do business together is wonderful. The excitement is only just beginning and this announcement of Québec City as host city for 2023 will ensure that it is sustained into next year as we all work to recover Canada's tourism economy."

Prior to the COVID-19 pandemic, tourism was made up of 225,000 small- and medium-sized businesses, provided 1 in 10 Canadian jobs across Canada, and accounted for \$105 billion in GDP. Events such as Rendez-vous Canada will help the sector rebuild by showcasing the country and bringing international buyers back.

"This is an opportunity for tourism businesses to promote our brand and connect with the rest of the world. By focusing on our creativity and our personality, we will be ready to warmly welcome travel lovers craving one-of-a-kind experiences," says Caroline Proulx, Minister of Tourism in Québec. "Saying 'bonjour' is more than a word or an invitation – it's our DNA and it's an authentic way for us to express a unique symbol of our French-speaking culture in North America."

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ABOUT RENDEZ-VOUS CANADA

For over 45 years, Rendez-vous Canada (RVC) has developed a reputation as Canada's premier marketplace for the tourism industry, enabling domestic tourism businesses with international and domestic buyers. In so doing, the tradeshow has supported the recovery of the tourism economy in Canada and is leading the charge on bringing resilience to the sector. For more information, visit <https://www.rendezvouscanada.ca/>.

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