

Montreal, August 31st, 2022
FOR IMMEDIATE RELEASE



An untimely departure!

Loss of members coupled with financial difficulties are weakening industry associations in all sectors. This is the fate of the Association of Tours Operators of Quebec.

In 2020, the Association of Tours operators of Quebec was looking for an industry veteran to fill the position of General Manager. And now 2 years later ATOQ is forced to abolish the position, a sad reality for our industry!

The position of General Manager was the only permanent position for ATOQ. However, as a result of the financial difficulties, ATOQ must therefore be forced to eliminate the position of General Manager held by Nathalie Guay, on September 31st.

During the pandemic, the Association presented several conferences and webinars, conducted market research and produced and distributed an INFO NEWSLETTER to support, promote, represent, and educate the Tours Operators. During this time ATOQ has exercised its power and lobbied various levels of government to advance issues and release funds that helped its members. The President, Joane Tétreault, would like to acknowledge the exceptional work that Nathalie has done over the past 20 months to move the association forward and deliver programs during a difficult period of crisis management. Her dedication, leadership and determination have made her a true and passionate partner with the Tourism industry.

ATOQ continues to hold a seat on the advisory committee of the Office de la protection du consommateur ("OPC"), with respect to the application of the law and regulations on Travel Agents, as well as the management of the "Fonds d'indemnisation des clients des agences de voyages" (FICAV).

Ironically, associations are forced to reduce their services during this time when Tour Operators need these associations the most to overcome the many obstacles they face. We hope the industry embarks on much needed changes in order to continue to prosper and grow.

For more information, contact: nathalie@atoq.ca

About ATOQ

The Association of Tour Operators of Quebec represents local businesses that organize domestic and international tours and packages. This is what qualifies them as tour operators or outgoing travel wholesalers. The Association is a non-profit organization in operation since 2002.