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FOR IMMEDIATE RELEASE



### *ATOQ Announces Nathalie Guay as the new Managing Director*

The Association of Tours Operators of Quebec (ATOQ) is delighted to welcome Nathalie Guay as the new Managing Director. Recognized in the travel industry for her exemplary leadership and sustained pursuit of excellence in all aspects of her professional career.

Nathalie Guay, previously Senior Director of Business Development, Canada, has held several positions with the international consortia of Travel Agencies Réseau Ensemble - Ensemble Travel Group, including building and leading the group for Quebec market over the last 23 years.

The President (Joane Tétréault, SKYLINK) and the Vice-President (Claude St-Pierre, Tours Chanteclerc) of ATOQ were mandated to find the ideal candidate to fill this position, requiring great determination, autonomy, strength of conviction and an ability to adapt to different stakeholders. Ms. Guay replaces Eric Johnston, the previous founder and President of ALIO.

The Board of Directors and all the members are convinced that Ms Guay will be a valuable asset for the development and management of the association. The General Manager will assume the overall management in accordance with the objectives, budget, policies, mission and action plans adopted by the Board of Directors.

Aside from managing the development of the tour operator's membership; acquisition and retention, Ms. Guay will be responsible for representing and negotiating with government authorities, maintaining B2B and B2C press relations, and overseeing major issues related to the tour operators in the travel industry.

The organization will also call upon her sense of creativity by giving her the mandate to create a range of tools that will assist tour operator members in both their daily management and long-term goals in the travel industry.

The new General Manager who took office on December 1st states: I am delighted and enthusiastic to have been approached and to accept a brand new challenge in these challenging times that will allow me to learn the stakes of a new playing field: The role of tour operators vs. retailers. A brand new chapter that I look forward to with pride and confidence! For more information please contact: [nathalie@atoq.ca](mailto:nathalie@atoq.ca)

#### **About L'ATOQ-**

The Association of Tour Operators of Quebec (ATOQ) represents some of the most respected companies operating in the Quebec travel market. Our members focus on outbound travel and offer organized tours as well as individual travel departing Quebec towards international, USA and Canadian destinations. The ATOQ is a non-profit organization in operation since 2002. The role of the ATOQ is to represent the interests of its members with the many different players in the travel business such as the different Government authorities, service suppliers, media outlets and the general public. An important part of the work of the ATOQ is also to work in concert wherever possible with other Associations and Organizations representing other members in the travel distribution network.