



Media Release

No embargo

Southern Quebec Unveils Its New Web Site Developed by Vertisoft

PRINCEVILLE, January 2009 – Southern Quebec has unveiled its new Web site – a way for international tourists to discover, plan and reserve their next holiday in the Eastern Townships, Centre-du-Québec or Chaudière-Appalaches region. The Web site presents the distinctive character of Southern Quebec through a series of vacation suggestions. A general site specifically for independent travelers and sections for travel specialists and the media were created to respond to the needs of all types of clientele. Victoriaville’s Vertisoft firm was responsible for the site’s development.

Targeting primarily the European market, the Southern Quebec site was developed in the image of European tourist Web sites. Precise terms and evocative words inspired by an in-depth study of European Web sites are used on the new site to more closely link North American and European cultures and make this Southern Quebec tourism tool more user-friendly.

With just a few clicks of the mouse, this new platform introduces visitors to Southern Quebec through photos and multimedia tools – encouraging tourists to venture off Highway 20 to discover the breathtaking Quebec countryside just a stone’s throw from major cities. More than 50 tourist businesses have updated their Web presence. With the site’s new interactive maps, tourists can plan their itineraries and scenic drives through the region. Future visitors can also make individual reservations using various accommodation reservation Web sites or Bonjourquebec.com, or they may choose to use the services of tour operators who plan trips in Southern Quebec.

Themes with strong tourism appeal are used on the site: cycling, dining, the outdoors, culture, bird-watching, winter activities and more – giving Southern Quebec the opportunity to highlight its unique attractions to tourists the world over.

Sections for travel specialists and the media were created to meet the specific needs of these client groups. Potential itineraries, story ideas and media releases will frequently be posted in these sections so that our main associates can become familiar with what’s new in the region and promote it.

Responsibility for developing the new site was entrusted to Vertisoft from Victoriaville due to their technological expertise and extensive experience in developing tourism Web sites.

Check out our new Web site at www.quebecdusud.ca. You’ll be so enthused, you’ll want to bookmark it.

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Information
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