



*This initiative is made possible thanks to the financial contribution of the Government of Québec through the Ministère du Tourisme.*



# Guide du promoteur

English version

Development of Direct Air Connections to Québec

October 2025





# Mandate and objectives

The purpose of the promoter's guide is to present to organizations interested in contributing to the development of direct air connections to Québec the terms for submitting a business proposal.

## Mandate

The ministère du Tourisme (MTO) has entrusted Alliance de l'industrie touristique du Québec (Alliance) with the mandate to support the development of direct air connections to Québec.

## Durée

April 1, 2022 to March 31, 2027

## Objectives

1. Support the development of direct air connections to Québec;
2. Contribute to increasing frequencies and capacity;
3. Help ensure the success of new air routes through promotional campaigns;
4. Encourage financial commitment from partners in the actions developed

## Expected actions

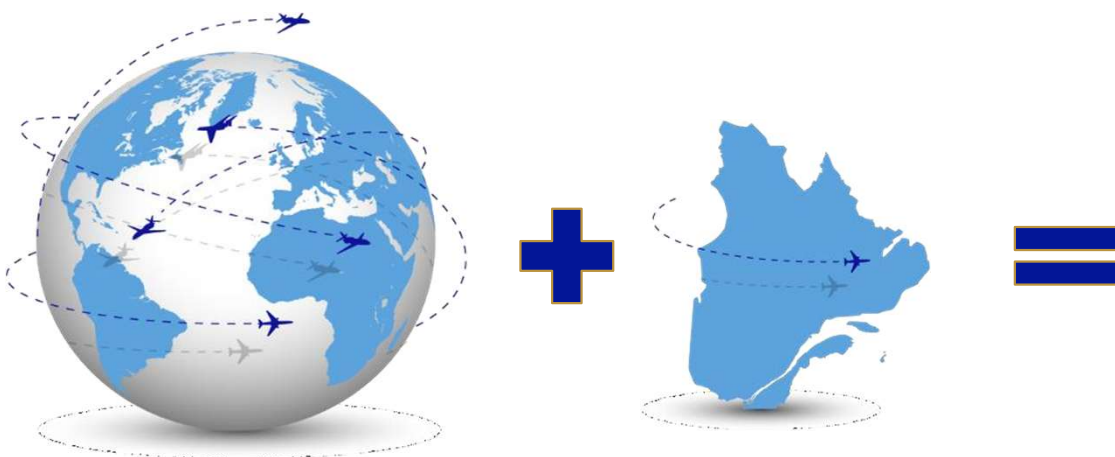
Alliance must notably :

- Support the development of business plans for airlines;
- Assist with outreach activities to airlines;
- Support the execution of campaigns promoting direct flights to Québec airports;
- Implement incentives to increase the attractiveness of air services to Québec airports;
- Implement incentives to maintain and revive air connections from struggling destinations outside Québec.

*This document responds to the business partnership policy for supporting air link development projects to Québec adopted by the Alliance's board of directors and approved by the MTO.*



# General approach and types of funded initiatives



## PROGRAM OBJECTIVES

Non-stop connections from target markets outside Québec where the majority of travelers are incoming.

Increase the frequency of existing direct connections

Make seasonal direct routes year-round

Increase incoming traveler capacity from high-potential markets

Develop new routes based on tourism potential analysis



# Types of possible interventions

1



Support the **development of a business plan** to facilitate outreach for new routes, stabilize or consolidate existing traffic.

This component targets airports.

2



Support the creation of a **risk management fund** for airlines.

This component targets airlines in collaboration with participating airports.

3



Support the creation of a **special marketing fund for launching new air routes** (or stabilizing seasonal flights).

This component targets a consortium of partners co-financing the marketing of a new route.





## How to submit a business partnership project and who are eligible promoters?

### Business Proposal Submission

A promoter must submit an electronic presentation document (PDF).

### Eligible Partners

To be eligible, the promoter or group of partners must meet all the following criteria:

- Be an actor(s) in the air sector (e.g., airports, airlines, etc.);
- Offer or plan to offer international air service to Québec airports;
- Be legally constituted.

Similar proposals submitted by companies headquartered in Québec will be prioritized if they demonstrate indirect and additional economic benefits generated in Québec.

Alliance reserves the right to refuse any proposed business partnership with a partner or group of partners who have not fulfilled their commitments under a past business partnership.

### Non-Eligible Partners

The following client groups are not eligible (either individually or as part of a group of businesses) for support under the program :

- Québec or Canadian government ministries and agencies;
- Companies directly or indirectly controlled by a government;
- Companies majority-owned by a Crown corporation;
- Companies under bankruptcy or insolvency protection;
- Companies listed in the Register of Enterprises Ineligible for Public Contracts (RENA);
- Companies that failed to meet obligations related to previous financial assistance within the last two years.





## Three components for submitting your business partnership project

# B

### Component 1

#### *Business plan development*

Intended for airports

Support for preparing a business plan for soliciting airlines

Support rate :

50 % | maximum 25 000 \$

### Component 2

#### *Risk management fund*

Intended for airlines in collaboration with airports

Fund for actions such as guaranteeing minimum revenue (not profit) or incentives to maintain and revive routes from outside Québec

Support rate: determined after full proposal analysis

### Component 3

#### *Marketing fund*

Intended for a consortium of partners (airlines, airports, destination marketing organizations) without it being an obligation.

Support for launching new air routes or stabilizing seasonal flights

Support rate: up to 40 % or 200,000 \$ based on multi-partner financial arrangement

*A business partnership project may use all three components.*

Call for business partnerships through project hosting  
Throughout the year, spontaneous business opportunities will be analyzed according to the same selection criteria in order to adapt to market needs.





# General business rules of the program

## Eligible Business Partnership Projects for Non-Stop Routes Outside Quebec

- May cover :
  - Development of new direct routes;
  - Increasing frequency of an existing direct route;
  - Extending an existing direct route (seasonal or year-round);
  - Using an aircraft with greater capacity.
- Depending on the funds currently available, priority is given to routes that can be operated in 2026 and 2027.

## Types of funding

- Funding is available for the three types of initiatives listed in section B.
- A project may use all components.

## Eligible Airports

- Funding is dedicated to airports offering non-stop routes outside Quebec.
- Airports must have the capacity to receive flights.

## Target clients

- Eligible partnerships aim to develop leisure and business tourism to Québec.
- Projects without a significant inbound component (e.g., “sun destinations” or transit-only routes) are not eligible.

## Regional connections

- Projects offering interconnection with regional carriers will be prioritized.

## Sustainable development

Business partnership projects should :

- Support routes with long-term viability;
- Improve access to Québec regions;
- Stimulate year-round tourism;
- Address potential GHG offset measures

## Existing and profitable routes

- Proposals must demonstrate that funding is necessary due to potential risk.
- Routes that would occur without funding are not eligible.
- Already announced routes are not eligible for risk management but may qualify for marketing support.
- Profitable routes are not eligible.





# General business rules of the program

## Other considerations

- Any airline, Canadian or foreign, may submit a project.
- Similar proposals from Québec-based companies will be prioritized based on economic benefits.

## Eligible expenses

Eligible expenses are those incurred directly by the promoters to enable them to fulfill the commitments outlined in the partnerships. Eligible expenses include:

- Personnel directly associated with the flights (including benefits);
- Professional fees for specific tasks or services related to the flights;
- Costs directly related to promotion, packaging, and marketing of targeted tourism offers;
- Costs related to knowledge acquisition and development for planned activities in the agreement.

## Non-eligible expenses

Expenses that are not eligible for the use of the funds are those that are neither necessary nor directly related to the completion of the Project, namely:

- Regular staff salaries for routine activities;
- Capital expenditures (infrastructure, equipment, buildings);
- Administrative costs for routine operations;
- Actions already funded under an agreement with the Québec government.

## Contractual agreement Alliance-promoter

Once selected, all partnerships will be formalized through an agreement detailing the following obligations:

- According to the Business Partnership concluded, where applicable, assume agreed responsibilities and measure the impact according to the parameters identified in the Agreement concluded with the Alliance;
- Where applicable, collaborate with the Alliance team to create synergies in go-to-market efforts (marketing & sales)

- Where applicable, use the Bonjour Québec brand image in compliance with the guidelines submitted by the Minister to Alliance;
- Where applicable, work with the Destination Québec Offices (BDQ) network, whose services the Alliance retains in markets outside Québec.
- The partner or group of partners agrees that it may be called upon to provide information related to the entered-in business partnerships that fulfill Alliance's obligations. The terms and reporting obligations are detailed in the Agreement concluded between Alliance and its partners under this same agreement.
- The partner or group of partners must make available to the Alliance all information relating to the Business Partnership which will enable it to produce and publish an annual management report.

**The partner or group of partners will be subject to all obligations. Written acceptance of these obligations is required for the conclusion of a business partnership.**





# D



## Consideration of sustainable development principles measures

Stratégie de croissance durable du Tourisme 2025-2030

### Sustainable development measure

The promoter must demonstrate that it has taken into account the main principles of sustainable development, in addition to acting in accordance with the guidelines of the Stratégie de croissance durable du Tourisme 2025-2030.

#### This may include :

##### 1. GHG emissions

- The airline industry produces 2% to 3% of the planet's greenhouse gas emissions. Over the past 10 years, airlines have taken measures to reduce this impact, particularly through fuel efficiency.
- For example, for the same distance, the program will favor a route using a more fuel-efficient aircraft.

##### 2. Economic issues of the regions and seasonality

- The economic benefits of international tourist spending must extend more broadly to Québec's regions, and Québec must develop its tourism sector across all four seasons. For example, year-round routes will be given priority.
- Similar proposals will be considered by the program, which will offer additional connections to Québec's regions.

##### 3. Long-term connections

- The sustainability of the links developed within the framework of the program will be an important sustainable development criterion considered in the analysis.



## For further information



All questions can be sent by email : [aerien@alliancetouristique.com](mailto:aerien@alliancetouristique.com)

