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EYYOU ISTCHEE
BAIE-JAMES

TAX ON LODGING AND MARKETING CREDITS

2024 - 2025



Eeyou Istchee Tourism
Tourisme Eeyou Istchee

TAX ON LODGING

This is a **3.5% tax on the price of an overnight stay** and is used by Fonds de partenariat touristique, a tourism partnership fund set up to support and bolster Québec's tourism industry. **This tax is charged to the clients on their receipt.**

MARKETING CREDITS PROGRAM

For EIT members, a **15% rebate on amounts submitted to Revenu Québec by a business that collects lodging tax** is accumulated and used by the business in order to **promote its products and services in Québec**, in accordance with terms and conditions established by Tourisme Québec.

HOW TO GET YOUR MARKETING CREDITS

To take part in the program, members must provide EIT with a copy of the duly **completed Revenu Québec lodging tax return form, along with one of the following documents:**

- A copy of the cheque cashed by Revenu Québec
- Financial institution payment seal affixed to the declaration form
- Proof of ATM payment
- Copy of the account statement

You must send us these documents no later than April 30 of the current year.

Marketing-credit amounts are allocated to members' customer accounts upon receipt of payment from Tourisme Québec. All information is treated as confidential.

Members may contact EIT to check the credit amount they have accrued.

Marketing credits are kept in member accounts for three years, following which, they are returned to the regional promotion budget **and are not available to the member (the credits then become expired).**

CONDITIONS OF USE

- All applications are subject to **prior authorization by EIT.***
- This program is reserved for EIT members; consequently, their annual membership fee is **not an eligible expense**.
- The credits must be used for **promotional** and **marketing** actions or activities, or for companies to participate in structuring activities led by the ATR (development, structuring, training, etc.).
- Credits must target **activities recognized by EIT**.
- When used for promotional and marketing activities, these must be **regional in scope** and **recognized by the ATR**.
- Credits cover **85% of the cost** for the member's marketing action, **excluding taxes**.

* Prior authorization by EIT

Non-admissible expenses:

- Management
- Brand image development
- Website hosting and maintenance
- Road signage
- Project production
- Company car livery

Excluding EIT's platforms and tools, the destination's logo must be applied on each finalized product.

EXAMPLES OF APPLICATIONS

EIT platforms and tools:

- Advertising space: web site, newsletter, and print materials
- Sponsored posts: social media and blogs
- Regional partner plan

Other platforms:

- Web placement
- Specialty magazine
- TV ad
- Radio ad
- Advertising brochure
- Promotional tools designed for distribution
- Development of a new platform for promotional purposes

MEMBER CONTACT INFORMATION

COMPANY:

CONTACT:

E-MAIL:

PHONE:

MEDIA OUTLET OR PUBLICATION

TYPE OF MEDIA OUTLET OR PUBLICATION:

TARGETED MARKET:

DATE OF POSTING OR PUBLICATION:

AD SIZE AND TECHNICAL SPECIFICATIONS:

TOTAL ADVERTIZING COST (EXCLUDING TAXES):

DESCRIPTION OF CONTENT:

*After approval of your request, the supplier must invoice Eeyou Istchee Tourism at marketing@tourismebaiejames.com.
EIT will assume 85% of the total cost before taxes and an invoice for the balance of the amount will be sent to you.*

SIGNATURE:

DATE:

RESERVED TO EYYOU ISTCHEE TOURISM

ACCEPTED BY:

DATE:

CONDITIONS TO COMPLY WITH:

SIGNATURE: