

## **The Hôtel de Glace has now melted and the entire team is working on recreating the magic for 2012**

**Québec, June 8<sup>th</sup>, 2011 – May 31<sup>st</sup>**, the last trace of ice of the Hôtel de Glace has now melted under the spring sun. While the Hôtel de Glace goes slowly back to the Saint-Lawrence River, the entire team works actively on the creative process of the 2012 edition. The creative team is working hard, the new concept is taking shape slowly and preliminary sketches bring a fresh perspective and enthusiasm! The Hôtel de Glace's team remains active, even in summertime!

### Just physically disappeared, the Hôtel de Glace resurfaces virtually

As Jacques Desbois, founder and CEO of the Hôtel de Glace says: "The northern discovery or northern life will be in the heart of the next theme and we are already looking forward to presenting the new features of the Hôtel de Glace 2012. Summer is an important period where ingenuity, innovation and design arts must come together to recreate the magic of this vast complex of ice and snow that reappears every winter."

### Promising upcoming season for the Hôtel de Glace

By late June, even if the chapel is still in draft form in the designer's minds, a dozen wedding contracts will be signed. This would represent a 50% increase over last year. According to Nancy Ruel, Director of Sales, Communications and Marketing: "The fact that more and more couples seeking an exotic destination for their wedding are wishing to unite their destiny at the Hôtel de Glace is a testament to the quality of our chapel which offers a unique and romantic atmosphere." Also, the Hôtel de Glace has participated in Rendez-Vous Canada this past May, where more than 1,500 tourism professionals attended. Having experienced a record attendance of buyers and sellers, this major event has allowed the Hôtel de Glace to promote its various offers. In addition, during Rendez-vous Canada, the Canadian Tourism Commission launched its "Signature Experiences Collection" where the Hôtel de Glace is presented as a unique experience to do in the province of Québec. Finally, the Hôtel de Glace will soon be announcing its new packages for 2012. For more information about these new packages, visit [www.hoteldeglace-canada.com](http://www.hoteldeglace-canada.com) at the end of June.

### Contest "A Testimonial that could Win you Big!"

You enjoyed your experience at the Hôtel de Glace and are willing to share it with us? Go ahead and participate in our contest "A testimonial that could win you big!" starting on June 10th. This special contest is dedicated to people that had the chance to visit this magical ephemeral work of art over the past eleven years. Chosen randomly, the winner will win a memorable night for two people valid for the 2012 season. To participate, visitors are invited to visit the [contest page](#) on the Website of the Hôtel de Glace. Good luck to all participants!

Entirely made of ice and snow, the Hôtel de Glace offers a fascinating decor and an extraordinary experience. With its magnificent sculptures, its majestic ice chandelier, its 36 rooms and suites, its enchanting Chapel and its popular Grand Ice Slide, the Hôtel de Glace will impress you with its unique renewed design. Whether you come to visit during the day or the evening, the Hôtel de Glace changes to offer a completely different adventure. Each year the Hôtel de Glace is getting a makeover to bring you novelties and magic. Do not hesitate, come and discover!

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