

Another record season!

Quebec City, March 23, 2015 – The Hôtel de Glace wrapped up its 15th anniversary year on March 22 with another record season. Close to 120,000 visitors came to the Hôtel de Glace in 2015 for tours, overnight stays, weddings and corporate events. The organization is proud to report that the Hôtel de Glace showed its best financial results since it first opened in 2001!

"For the third consecutive year, the Hôtel de Glace had a record occupancy rate for overnight stays. But the real surprise was the number of daily visitors. More than 103,000 people visited the hotel, up 20% over last year!" remarked Hôtel de Glace CEO Jacques Desbois.

Several records shattered

Families, couples and groups of friends came in large numbers to experience a night in a room entirely built of snow and ice. In all, 5,700 guests spent the night, an increase of 11 % compared to last year.

Normandin spring break also drew record crowds. Close to 25,000 visitors took advantage of spring break to enjoy all the winter activities offered. "Our special rate for Quebec City residents and free admission for kids clearly played a big role in its success," Jacques Desbois added.

Finally, the Grande Soirée on January 16 attracted a crowd of 1,400, the biggest ever for the Hôtel de Glace opening night.

International exposure

Inspired by the theme of *Space-Time*, the Hôtel de Glace adopted a unique architectural signature for its 15th anniversary in honour of the hardworking builders who, for the past 15 years, have created this ephemeral work of art. And the numbers don't lie, tourists came away impressed and spread the word.

In 2015, the Hôtel de Glace hosted 200 journalists from all four corners of the earth. International media such as the *New-York Times*, *Figaro* or *Televisa* were thrilled by what they saw. Not to mention the film shoots and other major events, including the launch of the 4th DVD season of *Game of Thrones*, which gave quite a boost to the hotel's visibility!

Planning for 2016...

With the successful 2015 season under their belt, the organization is already working on next year's theme. The Hôtel de Glace's 16th season will run from January 4 to March 28, 2016.

With its scintillating chandelier, its ever-popular Super Slide, its Ice Bar serving cocktails in sparkling glasses made of ice and 44 theme rooms and suites, the Hôtel de Glace is a one of a kind experience in a spellbinding decor. The Hôtel de Glace, where frozen natural beauty meets hot urban style — a must since 2001.



Source: Hôtel de Glace de Québec

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