

A record season for the Hôtel de Glace

Québec, April 4th, 2011 – The Hôtel de Glace is proud to announce today positive results for its first season on the old site of the Québec Zoo. Nearly 125 000 visitors (tours, stays, weddings, corporate events) from around the world came to the Hôtel de Glace this year. This result shows an increase of 26% on the last edition.

Innovations that have been noticed

Inspired by the theme of biodiversity, the unique design of the Hôtel de Glace 2011 has, once again, dazzled visitors of all ages. The successful architectural integration of the Hôtel de Glace on its new site has contributed to the magic upon the arrival of visitors. The dimension and the installations of the new site offered a wonderful overview to visitors. Also, the new reception facilities have certainly enhanced the unforgettable experience offer to the visitors. "In addition to welcoming a record number of people, the Hôtel de Glace was created in an environment that finally made it full justice. The team has once again brought to life the magic and wonder of this extraordinary nordic event now on a site that allows its development." said Jacques Desbois, CEO.

Several records broken

The 2011 season of the Hôtel de Glace was marked by several significant records: daily traffic of visitors, number of corporate event sold, number of tickets sold for the Grand Opening, record of sales at the Ice Bar and at the boutique. Also, the Hôtel de Glace hosted a record number of journalists from around the globe. The impressive media coverage both nationally and internationally, demonstrates an undeniable interest for this original tourist attraction. "More than 300 journalists, reporters and producers had the chance to experience a night, a visit or one of our famous cocktails. According to the 850 published articles and broadcasted reports, all have been charmed by this beautiful ephemeral work of art." says Nancy Ruel, Director of Sales, Marketing and Communications.

Looking ahead...

The 2011 season ended on March 27th, the management team started to think about new ideas of improvement for the next season of the Hôtel de Glace which will start on January 6th, 2012. As explained by M. Desbois, "the concept of the Hôtel de Glace is in constant evolution and innovations allow us to recreate the magic each year. Our challenge is now to engage new visitors that might want to spend the night in this environment honoring our northern origins."

Since 2011, the Hôtel de Glace impress by its unique character and its magical design. With its majestic ice chandelier, its exhibition room or the Great ice slide, the Hôtel de Glace will dazzle you. You will have the chance to drink one of our famous cocktails served in an ice glass and spend the night in one of our 36 rooms or thematic suites giving access to the outer spas and sauna. Between nature and urbanity, the Hôtel de Glace is a must see winter attraction to be discovered!

- 30 -

For information: Sarah M. Matthews, communication adviser
Phone: 418 623-2888, extension: 101
Free charge: 1-877-505-0423
smatthews@hoteldeglace-canada.com

