



Hôtel de Glace



PRESS KIT 2021

SINCERE THANKS TO ALL OUR VALUED PARTNERS



OUR HISTORY



In 1996, Jacques Desbois, an entrepreneur with a passion for winter, came across a magazine article about the Icehotel in Sweden. It was love at first sight! “If the Swedes can do it, we can certainly do it here in Québec, the Snow Capital!” he told himself.

In 2001, Québec, Canada and all of North America were introduced to this incredible hotel. It’s now a world-famous tourist attraction. Originally built at Montmorency Falls, the Hôtel de Glace was later

hosted at the Station touristique Duchesnay for nine years before moving to the site of the former Jardin zoologique de Québec in 2011.

In 2016, the Hôtel de Glace found its final home at Village Vacances Valcartier, becoming a jewel of the park’s winter attractions. The Hôtel de Glace is simply unlike anything else. Over the years, it has become one of the most exceptional snapshots of Québec’s and Canada’s winters.

THEME

Hôtel de Glace is at its 21st winter and its 5th edition at Village Vacances Valcartier. This year's theme is revealed as a journey to a surreal world and immerses its visitors through several Quebec tales and legends.

You're invited to visit Hôtel de Glace and experience an adventure into an incredible world where snow and ice sculptures are larger than nature and allow you to experience extraordinary optical effects and illusions.

The current situation compels everyone to want to go out and enjoy a change of scenery. This is what Hôtel de Glace offers with its openness to cultural, historical, geographic and technological diversity while featuring internationally recognized artists.

This winter, Hôtel de Glace teamed up with the International Pee-Wee Hockey Tournament, paying respect to young hockey players, their families and to the faithful fans of this sporting event. Unfortunately, the tournament will not take place this winter. This association is highlighted into a specially sculpted theme suite with many hockey details including the official logo of the tournament and reflects the passion for this sport in our Quebec culture.

The 2021 edition is a real eye-catcher and makes you want, more than ever, to enjoy winter with your family.



CONSTRUCTION AND COMPLETION

As early as December, as soon as the temperature remained below zero for a week, construction began on the Hôtel de Glace. Approximately fifty people take part in the construction of the hotel for six weeks every year. Around 30 workers are involved in the construction, while around 15 sculptors work to furnish and decorate this masterpiece. The artists and the employees on the snow, ice and machinery crews all work fervently day and night until the end of January,

Snow is the base material of the Hôtel de Glace. The snow is made on-site using snow cannons. The temperature must not be above -5 °C. More than 40,000 tons of snow are needed to build the Hôtel de Glace.

The first step in building the Hôtel de Glace is to create the “apron,” or the floor of the hotel. It needs to be very hard and solid. This floor is almost 1 metre thick in order to support the immense weight of the 30,000 ft square. The snow is then blown onto vaulted or dome-shaped metal moulds of varying sizes. Once blown, the snow is held in place by wooden forms to solidify the structure. It then sits under the form for about three days, depending on the temperature, to allow the snow to harden and freeze. The moulds and forms are then taken off and moved to the next part of the hotel. Once one section is finished, we move on to the next.

The moulds are removed slowly, as each one is mounted on cylinders that can be lowered by 30 cm. They are also mounted on skis so that a tractor can remove them by sliding them over the snow. Once finished, the walls are 1.2 to 2.4 metres thick at the base; the tops of the vaults are 75 centimetres thick. The largest vaults in the Hôtel de Glace are over 6 metres high.

When enough progress has been made on a section and the moulds have been removed, blocks of ice made by Glace Frontenac are brought in. These ice blocks are mainly used to make furniture (the bar, night-side tables, chairs, etc.), columns, sculptures and ice glasses. Massive walls of ice, constructed like brick walls, are also built at the ends of some hallways to let light into the structure and create a fantastical effect.



THE HÔTEL DE GLACE...

- Is the only hotel in North America made entirely of snow and ice
- Is made with more than 2300 ice blocs and 15,000 tons of snow
- Spans 2,787 square metres (30,000 square feet)
- Has ceilings reaching nearly 6 metres (21 feet) high
- Includes 21 theme rooms and suites
- Features a Nordic relaxation area with hot tubs and a sauna under the stars
- Hosts a spectacular Ice Bar
- Is home to a magnificent ice chapel where weddings are held every year
- Features a Great Slide to delight young and old alike
- Has had nearly 2 million visitors since its opening in 2001, including nearly 70,000 overnight guests

SERVICES

- Strategic location in the heart of the Village Vacances Valcartier
- Access to all the services of a four-star hotel Hotel Valcartier
- Several restaurants and bars nearby for meals
- Tours available daily
- Evening entertainment for overnight guests
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- Ice sculpture workshop
- Corporate events
- Turnkey packages for weddings
- Filming and special projects



BENEFITS AND PARTNERS

Visit Statistics

Since its opening in 2001, the Hôtel de Glace has welcomed nearly 2 million people from all over the world, including nearly 70,000 who have decided to spend the night for the ultimate experience. Our original services, developed by an experienced team, have encouraged more than 170,000 individuals to hold special events such as weddings, corporate anniversaries, product launches, advertising shoots and more.

A major tourist hub in the Vieille Capitale

An internationally renowned tourist attraction, the Hôtel de Glace generates more than \$10 million in economic benefits annually at the local, regional and national levels. In addition, permanent and seasonal positions make the Hôtel de Glace a key employer in the greater Québec City area. The numerous visitors to the Hôtel de Glace also generate profits for many of the area's hotels and restaurants during the winter.

Impressive media coverage

Because of its originality and uniqueness, the Hôtel de Glace has received impressive media coverage both nationally and internationally. Over the past years, the Hôtel de Glace has been covered more than 15,000 times. Every year, the hotel is mentioned over a thousand times in print and digital media. This media coverage results in a massive influx of traffic to our website.



WHAT TO DO IN THE AREA

Winter Playground

Discover the largest winter playground in America with more several snow slides! From December to March, kids (and kids at heart) can discover the joys of winter. Enjoy an exhilarating ride down slides like Himalaya, Everest, Snow Rafting and the Tornado.



Indoor water park: Bora Parc

A one-of-a-kind experience, the indoor water park at Village Vacances Valcartier will make you feel like you're on the beaches of Polynesia with its constant 30 °C temperature. Discover the large wave pool, more than 14 slides, a family pool, a multi-activity adventure river and the double surf wave.



Aroma Spa

On the first level of the Valcartier Hotel, you will find a spa area offering personalized treatments. It is home to a thermal experience with multiple pools, including an indoor/outdoor pool. The 6,000-square-foot spa includes: eight treatment rooms, a steam bath, a Finnish sauna, a hot tub and two cold baths.



Espace Jeux

This giant essage room offers entertainment for all. Car racing, table hockey, a dance floor, giant Pac-Man and skill-testing games are just some of the 50 fun options Espace Jeux offers.



SITE PLAN

