

Opening Celebrations at Hôtel La Ferme

Le Massif de Charlevoix Inaugurates Final Tourism & Recreation Environment

Baie-Saint-Paul, September 20 2012 – Today with the Premier of Québec, the Honourable Mrs Pauline Marois, in attendance in her riding of Charlevoix--Côte-de-Beaupré, opening celebrations got underway at Hôtel La Ferme, a key link in the Massif de Charlevoix tourism and recreation project. Fulfilling the vision of a four-season destination deployed between Quebec City and La Malbaie, with strong guest experience sites in Baie-Saint-Paul and Petite-Rivière-Saint-François, this new environment serves as the destination's pivotal element.

"With the inauguration of Hôtel La Ferme, Le Massif de Charlevoix has just passed another milestone. Now that we've come full circle and our three complementary tourism environments are in operation – the Train, the Mountain and Hôtel La Ferme – the project is spreading its wings, ready to soar to its full potential," said Daniel Gauthier, chairman of the board of directors at Groupe Le Massif, as he addressed the dignitaries and media representatives gathered for the event taking place today in Baie-Saint-Paul.

Much More than a Hotel: A Place for Get-Togethers, Sharing and Creativity

"At Hôtel La Ferme, we like doing things differently. By setting our stakes on authentic and original experiences that spotlight the work and savoir-faire of local artisans, Hôtel La Ferme has reinvented the lodging concept by positioning itself as a 'terroir hotel'," explained Richard Germain, general manager of Hôtel La Ferme.

The hotel proposes an unusual design that blends the rural with the modern. "It is a rare thing to enjoy a contemporary hotel in a setting like this, close to the cows and sheep. When creating the concept for Hôtel La Ferme, we wanted to place the emphasis on life in the great outdoors and the site's agricultural past, yet offer the high standards of modern comfort and design found in reputed hotels around the globe," affirmed Elsa Vincent, project manager for Groupe Le Massif.

Public Installations that Meet the Needs of Local Population

One of Hôtel La Ferme's particularities is that it is much more than a place to simply rest or restore oneself. With a multifunctional venue accommodating a wide range of events, a train station and a rail shuttle between Baie-Saint-Paul and Petite-Rivière-Saint-François that will be in service in December, Hôtel La Ferme is a genuine crossroads for culture and tourism for the region's residents and visitors.

Hôtel La Ferme

In operation since late June, Hôtel La Ferme has already been deemed a resounding success by local and visiting clientele. With 145 rooms and lofts fanned out across five distinct pavilions, Hôtel La Ferme includes a train station, a lively public square, a restaurant featuring *cuisine du marché* fare, a café, bar-lounge, multifunctional venue, six meeting rooms, a spa and a gym.

Le Massif de Charlevoix

[Le Massif de Charlevoix](#) is a tourism and recreation destination that unfurls across three environments in the Charlevoix: [The Mountain](#), [Hôtel La Ferme](#) and [the Train](#). Beyond the ski area, the destination is poised to offer a full range of experiences in tourism – from Québec City to La Malbaie and Petite-Rivière-Saint-François to Baie-Saint-Paul – by way of a touring train and a diversified lodging offer, both at the Mountain and at the hotel complex in Baie-Saint-Paul.

- 30 -

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