

LE
S^TSULPICE
HÔTEL MONTRÉAL



Le Saint-Sulpice Hôtel Montréal is delighted to have won Gold in its category, at the Grands Prix du tourisme québécois 2013!

To celebrate its 10-year anniversary, announce the renovation of its 108 suites and promote its new “Indulge your imagination” slogan, Le Saint-Sulpice Hôtel Montréal has developed a marketing campaign that is both innovative and unprecedented in the Québec hotel industry.

The Hôtel produced a 15-minute film, entitled *La Valise*, which was broadcast on social media platforms. The intriguing film is set at the Hôtel, starring 4 characters and a mysterious suitcase.

The film production package proved worthy of the biggest Hollywood productions – featured as a film trailer shown at major festivals, cultural events and on television; on a website created solely for the film; and through game-contests, posterage throughout the city and a red carpet evening for the film premiere, hosting 300 VIP guests. This campaign has repositioned the Hôtel as a major player amongst Montréal’s boutique hotels.

Established in 1985, the Grand Prix du Tourisme Québécois highlights the efforts and dynamics of businesses operating in the tourism industry, while officially recognizing their contribution to Quebec's positioning as a leading tourist destination. This year, nominations were evaluated by regional and national juries in three main criteria, namely: innovation, competitiveness and the concepts of environmental responsibility.