

Club Med celebrates laying of official first stone for Canada's inaugural all-inclusive four-season resort, Québec Charlevoix

*Event commemorates the development of the highly anticipated resort and
gives a sneak peek at the inspired design and décor*

PETITE-RIVIÈRE-SAINT-FRANÇOIS – On Friday, June 14 several dignitaries, partners and industry professionals gathered to lay the official first stone for Canada's inaugural Club Med resort, **Club Med Québec Charlevoix**. Notable attendees included the Minister of Tourism of Quebec, **Caroline Proulx**; President of Club Med, **Henri Giscard d'Estaing**; and Chairman of the Board of Directors of Groupe Le Massif, **Daniel Gauthier**, to help mark this momentous development in Canadian travel and tourism.



Bottom Row: **Erik Guay**, world alpine skiing champion; **Henri Giscard d'Estaing**, President of Club Med; **Caroline Proulx**, Minister of Tourism; **Daniel Gauthier**, Chairman of the Board of Groupe Le Massif; **Carolyne Doyon**, Senior Vice President of Club Med Canada and Mexico.

Top Row: **Claude Choquette**, President Groupe Le Massif; **André Roy**, Executive Vice President and General Manager of Groupe Le Massif; **Émilie Foster**, Member of Parliament of Charlevoix-Côte-de-Beaupré; **Konrad Sioui**, Grand Chief of the Huron-Wendat Nation; **Gérald Maltais**, Mayor of Petite Rivière St François; **Laurence Haguenauer**, Consul General of France in Quebec City; **Dominique Maltais**, former Olympic champion in snowboard cross; **Sylvie Boucher**, Member of Parliament for Beauport-Côte-de-Beaupré-Ile d'Orléans-Charlevoix; **Xavier Mufraggi**, President and CEO of Club Med North America

Club Med announced December 5, 2020 as the official opening date for the sole waterfront mountain resort of the pioneering brand. It will offer experiences for every season, from incredible ski runs, ice-skating and sledding on the biggest ride of North America, to exhilarating bike trails and guided hiking.

“On behalf of the entire Club Med brand, I’m delighted to welcome Canada to the Club Med family. It is an honour and a privilege to mark this milestone in the presence of dignitaries, industry professionals and the region’s local businesses,” says **Henri Giscard d’Estaing**, President of Club Med. *“We’re thrilled to reveal select room renderings and give guests a more intimate look at the resort. As the global leader in all-inclusive mountain resorts, with new properties in Asia, Europe, and now North America, we are proud to expand our presence in this exceptional, cultural region, offering more than 700 new direct and indirect jobs and welcoming guests from all over the world.”*



Winter White and Blue Twilight Inspired Superior Room Rendering

Club Med Québec Charlevoix

The Canadian mountain resort will highlight the local culture in both activities and design. The newly revealed room concepts play off the Canadian landscape and environment, including motifs such as winter white, blue twilight and red cardinal, to emanate comfort, warmth and the local spirit. Design concepts also pull inspiration from Canada’s cultural heritage to immerse vacationers in the history of the province and the country.

Construction is on track and is currently in the casing stage of the core building. Upon completion of the new development, the 4-Trident resort will feature 302 family and couple rooms, including an Exclusive Collection luxury space occupying high-end suites with stunning, scenic views of the river. Superior and Deluxe rooms will range from 323 – 484 square feet.

“The construction of Club Med will allow us to amplify the international marketing of the Massif de Charlevoix project. It’s a milestone that will mark the launch of four-season operations at the mountain,” says **Daniel Gauthier, Chair of the Board of Directors of Groupe Le Massif**. *“The creation of Club Med Québec Charlevoix will also stimulate our real estate development projects in Petite-Rivière-Saint-François, which will allow us to offer a variety of accommodation solutions. We want to create a desire to explore the region, and this project is an incredible catalyst for tourism in Québec City and Charlevoix. Through its global projects, Club Med has proven that its establishment in a market spurs the regional tourism industry.”*

The overall architecture and design of the resort, designed by Québec-based company **Lemay Michaud**, utilizes locally-inspired materials to fully reflect the beauty of the Charlevoix region with its mountainous views alongside the scenic St. Lawrence River.

As part of Club Med's commitment to the environment and sustainability, the resort will seek BREEAM certification. BREEAM (Building Research Establishment Environment Assessment Method) is the world's leading sustainability assessment method organization. The resort will also aim to be Green Globe certified, solidifying Club Med's dedication to minimizing its ecological impact.

Economic Impact

The \$120 million CAD project is predicted to generate a significant number of jobs for the Charlevoix region and increase the flow of visitors connecting from Québec City Jean Lesage International Airport. Club Med is working hand-in-hand with the airport to develop air traffic infrastructure to support the rise in tourism.

This rise in activity will shine a spotlight on Québec on an international stage and showcase the richness of the Charlevoix regions from both local guests and visitors from abroad.

About Groupe Le Massif

The Le Massif de Charlevoix project was launched in 2002 by Québec developer, Daniel Gauthier. Mr. Gauthier is a recognized co-founder of the world-leading Québec sensation known worldwide: Cirque du Soleil.

As the first Club Med mountain resort in North America, and by virtue of the symbiosis between creativity, authenticity, an appreciation for culture, society and tourism, Le Massif de Charlevoix, promises to be awe-inspiring with a picturesque setting, an outstanding line-up of activities, excellent food and unsurpassed reputation for service.

This magnificent project is built on a foundation of three pillars with the objective to provide an experience that is deeply personal, emotional, original, and environmental, while focusing on the development of sustainable tourism within one of Québec's most popular regions and designated as a world biosphere reserve in 1989 by UNESCO.

About Club Med

Club Med, founded in 1950, is recognized as the pioneer of the all-inclusive market, offering more than 70 premium resorts in stunning locations around the world including North and South America, the Caribbean, Asia, Africa, Europe and the Mediterranean. Established in 26 countries across five continents, the group employs more than 23,000 employees comprised of 110 varied nationalities. Club Med has had a corporate presence in Canada for over 40 years and employs a staff of more than 50 team members in their Montreal head office.

In December 2020, the brand will launch Club Med Québec Charlevoix, its first-ever Canadian resort and four-season mountain resort.