



SITE INSPECTION/FAM TRIP EVALUATION
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Trip to: Quebec City Area
Dates: Feb 3 – 8, 2007
CSC Representative: Bob Garmise

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Trip Destination: Quebec City Area		Trip Overview	
TRIP DEMOGRAPHICS			
Date(s) Visited	2007-Feb-03 – 2007-Feb-08	CSC Representative	Bob Garmise
Area Name	Quebec City Area	Area Location	Quebec City, Canada
Nearest Airport	Quebec City	Alternate Airports	Montreal,
Comments			
TRIP OPERATOR INFORMATION			
Company Name	Tourisme Quebec/ Experience Ski Quebec	Contact Address	Tourisme Quebec 900, boul Rene-Levesque Est, but 400 Quebec City, Quebec G1R 2B5
Company Website	bonjourquebec.com		
Contact Name	Anne Larose		
Contact Position	Ski Product Manager	Contact Phone	418-643-6409
Contact Notes		Contact E-mail	Larose.Anne@ tourisme.gouv.qc.ca
Help planning trip?	<input checked="" type="checkbox"/>	Provide Promo Items?	<input checked="" type="checkbox"/>
Handle directly or thru 3 rd party?	<input type="checkbox"/> Directly <input type="checkbox"/> 3 rd party	Advanced planning schedule	<input type="checkbox"/> 6m <input checked="" type="checkbox"/> 9m <input checked="" type="checkbox"/> 12m <input type="checkbox"/> More
Comments	The person who was the tour guide was: Veronique Bourgon who did an excellent job. She is based out of Montreal, but was familiar with all the contact personnel involved in the Quebec City area.		
AIR TRANSPORTATION/GROUND TRANSPORTATION			
Number of stops between Columbus and the destination	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	Is a passport required?	<input checked="" type="checkbox"/>
Distance and/or time from airport to lodging	miles 30min		
Ground trans. from airport to destination	<input type="checkbox"/> Bus <input checked="" type="checkbox"/> Taxi <input type="checkbox"/> Rental Car <input type="checkbox"/> Other:		
Cost of ground transportation	\$35C incl tip		
Comments			
NON-SKI AREA ACCOMMODATIONS			
Is there lodging in town?	<input checked="" type="checkbox"/>	Is it preferable to stay in town?	<input checked="" type="checkbox"/>
Short list of places to stay	Frontenac, Manoir Victoria, Marriott, Loews		
Can the Tour Operator help with reservations?	<input checked="" type="checkbox"/>	Comments	They may be able to get reasonable prices.
Is transportation to the slopes available/costs?	<input checked="" type="checkbox"/>	Cost	Depends on which slope.
Comments	There are a number of world-class hotels in Quebec City. Many provide transportation to		





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	the ski areas for a price that ranges from \$25-\$40/day. Can also rent a bus for the week or for the day. For the day, it's \$200 which means that 8 people is breakeven ($25 * 8 = 200$).			
AREA ACTIVITIES AND ATTRACTIONS				
Other area outdoor activities	<input checked="" type="checkbox"/> XC skiing <input type="checkbox"/> ice climbing <input checked="" type="checkbox"/> canyoning <input checked="" type="checkbox"/> ice skating <input checked="" type="checkbox"/> ice fishing <input checked="" type="checkbox"/> ballooning	<input checked="" type="checkbox"/> sightseeing <input type="checkbox"/> heli-skiing <input type="checkbox"/> ice boating <input checked="" type="checkbox"/> hiking <input checked="" type="checkbox"/> hockey <input checked="" type="checkbox"/> sleigh rides	<input checked="" type="checkbox"/> dog sledding <input checked="" type="checkbox"/> tubing/sliding <input checked="" type="checkbox"/> snowmobiling <input checked="" type="checkbox"/> snowshoeing <input checked="" type="checkbox"/> paragliding <input type="checkbox"/> tobaggoning	<input type="checkbox"/> other: <input type="checkbox"/> other: <input type="checkbox"/> other: <input type="checkbox"/> other: <input type="checkbox"/> other:
Other area indoor activities	<input checked="" type="checkbox"/> shopping: <input checked="" type="checkbox"/> festivals: Late Jan-mid Feb <input checked="" type="checkbox"/> casinos: at Manoir Richlieu <input checked="" type="checkbox"/> spas:		<input checked="" type="checkbox"/> water-based things: pools, hot tubs <input checked="" type="checkbox"/> cultural things: shows, concerts, etc. <input checked="" type="checkbox"/> other: Incredible restaurants <input type="checkbox"/> other:	
Comments	There is more to do in Quebec City than in most other ski areas in North America. It is a world-class city with considerable history and attractions.			
FINANCIAL CONSIDERATIONS				
Estimated trip cost per person		Includes	<input type="checkbox"/> Air <input type="checkbox"/> Lodging <input type="checkbox"/> Lift Tickets <input type="checkbox"/> Transfers <input type="checkbox"/> Other:	
Are ground packages available (no transportation to the destination)?	<input type="checkbox"/>	Estimated cost of ground package		
Are non-skier packages available (no lift tickets)?	<input type="checkbox"/>	Estimated cost of non-skier package		
Are all prices in U.S. dollars?	<input checked="" type="checkbox"/>	If NO, what currency is expected?		
Comments	Note that the price of rooms in Quebec City drops during the week and rises on weekends particularly during the Carnaval weeks. We could consider staying in two places during the week. For example, a few days at Mont Sainte Anne and a few days in Quebec City. This would reduce the cost and also attempt to please more people on the trip. At least that's the theory.			
RECOMMENDATION				
Do you recommend our Club consider this destination?	<input type="checkbox"/>	Explain		
The recommended maximum #nights for a stay at this destination? (may select more than one choice)	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 7 <input type="checkbox"/> More	Explain	Easily a week trip.	



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<p>An explanation of why we should or should not consider this destination</p>	<p>If we can bring in this trip for a \$100 or so less than the cost of a western trip, it should sell out. It should not be sold as a ski trip, but rather as a ski experience or perhaps as a winter vacation with skiing. The city adds the je ne sais quoi. With good skiing, excellent resorts and hotels, lots of exceptional restaurants, and sights to see all over the place, this is a great place to run a trip.</p>
<p>Comments</p>	<p>Like most of the trips we plan, this should be offered every other year or maybe every third year.</p>
<p>ADDITIONAL COMMENTS</p>	
<p>Note: Once the train to Le Massif is operational (est. summer 2008), this trip will expand its appeal tremendously. It will allow us to stay in Quebec City and go to all the ski areas in a reasonable amount of time. Currently, Le Massif is out of range if you're staying in the city. It's possible if we stay at Mont Sainte Anne, but that strategy rules out getting to the city easily. The shuttles are fine, but they don't give people the flexibility to go to town when they want to.</p>	

Trip Destination: Quebec City Area	Itinerary
<div style="text-align: center;">   </div> <p style="text-align: center;">Final Itinerary for Experience Ski Québec February 4 to 8, 2007</p> <p><i>Bonjour and welcome to Québec City!</i></p> <p>Should you need assistance during your stay in Québec City, your Québec City Tourism representative is available during regular working hours by phone at (418) 841-6654, extension 5419 or 5413. Over the weekend, for an emergency, please phone (418) 641-6654, extension 5411. There is always a manager on duty.</p> <p>Your Tourism Québec tour leader, <i>Véronique Bourgon</i> will have Cellular number (514) 705-1703.</p> <div style="border: 1px solid black; padding: 2px; text-align: center; margin: 10px auto; width: 200px;">Detailed contact information attached</div> <div style="border: 1px solid black; padding: 2px; text-align: center; margin: 10px auto; width: 200px;">Additional night for a few guests.</div> <p>Saturday February 3</p> <p>Individual arrivals at Jean-Lesage International Airport and taxi transfers to the Fairmont Le Château Frontenac where you will be staying three nights. Please keep your taxi receipt (32\$ Cnd plus 3 \$ tip) and submit it to Véronique Bourgon, your Tourism Québec tour leader for the duration of this Fam Tour.</p> <p>Fairmont Le Château Frontenac 1, rue des Carrées Québec QC G1R 4P5 ☎: (418) 691-2115 ☎2: 1 800 441-1414 www.fairmont.com</p> <p>Québec City Tourism will deliver promotional material to the hotel for each participant including the final program, general documentation on Québec City but also Carnival souvenirs and passes (effigy to be worn at all times).</p> <div style="border: 1px solid black; padding: 2px; text-align: center; margin: 10px auto; width: 200px;">Official beginning of Experience Ski Québec Fam Tour</div>	<p style="text-align: right;">Final Itinerary for Experience Ski Québec Page 2</p> <hr/> <p>Sunday February 4</p> <p>Individual arrivals at Jean-Lesage International Airport and taxi transfers to the Fairmont Le Château Frontenac where you will be staying two nights. Please keep your taxi receipt (approx. 32\$ Cnd) and submit it to Véronique Bourgon, your Tourism Québec tour leader for the duration of this Fam Tour.</p> <p>Québec City Tourism will deliver promotional material to the hotel for each participant including the final program, general documentation on Québec City but also Carnival souvenirs and passes (effigy to be worn at all times).</p> <p>17 h 45 Group meeting in the lobby of Fairmont Le Château Frontenac for a motor coach transfer to the Courtyard Marriott. Motor coach transfers for the duration of this Fam Tour is provided by Autocar Excellence.</p> <p>18 h Welcome dinner and site inspection at the Courtyard Marriott Québec. Elise Fortin will be your host during this special Super Bowl evening!</p> <p>Courtyard Marriott Québec 850, place D'Youville Québec ☎: (418) 694-4011 ☎2: (866) 694-4004</p> <p>☞ Should you experience flight delays and cannot make it on time, please join us later on at the Courtyard Marriott Québec as the group will be there having fun for a few hours.</p> <p style="text-align: center;">☞ ☞ ☞</p> <p>Monday February 5</p> <p>7 h Buffet breakfast at Le Café de la Terrasse (1st level of your hotel) with Julie Paquin-Fournier. A brief site inspection will follow.</p> <p>8 h 30 Time to board the motor coach.</p> <p>8 h 45 Motor coach transfer to Stoneham, the first mountain in this program. Michel Carmichael from Québec City Tourism will join you all day today.</p> <p>9 h 15 Upon arrival at Station Touristique Stoneham, meet with Diane Roy who will facilitate your ski rental procedures. All equipment rented today will remain yours for the duration of the Fam Tour. It's now time to hit the slopes!</p> <p>12 h 30 Group will meet together with Diane Roy for lunch at Le Fou Follet restaurant.</p> <p>14 h Short visit of condominiums on site.</p> <p>14 h 30 Transfer to Village Vacances Valcartier.</p> <p>15 h 15 Meet and greet by Josée Lemaire upon arrival at Village Vacances Valcartier. Time to slide and enjoy skating at leisure!</p>
<p style="text-align: right;">Final Itinerary for Experience Ski Québec Page 3</p> <hr/> <p>17 h 30 Dinner on site.</p> <p>19 h Transfer to the Ice Hotel Québec-Canada.</p> <p>19 h 45 Enjoy a special after dinner drink at Ice Hotel Québec-Canada and visit of this amazing winter attraction. Your host tonight will be Laurent Saint-Jacques.</p> <p>20 h 45 Return to Old Québec.</p> <p style="text-align: center;">☞ ☞ ☞</p> <p>Tuesday February 6</p> <p>6 h 45 Check-out of accommodations. Please make sure all your luggage are ready and that they are placed at the door (outside your room). Hotel staff will collect all luggages at 7 h and will transfer them to your motor coach.</p> <p>7 h 15 Motor coach transfer to Hotel Manoir Victoria.</p> <p>7 h 30 Breakfast and visit of Hotel Manoir Victoria. Carole Montreuil will be your host this morning.</p> <p>9 h Motor coach transfer to Le Massif de la Petite-Rivière-Saint-François in Charlevoix.</p> <p>10 : 30 am Arrival at Le Massif 1350, rue Principale, C.P 47 Petite-Rivière-Saint-François, Québec Meet Mrs Héliène Moreau or François Piché and France Guillot (418) 832-5876 / www.lemassif.com</p> <p>All told, 42 trails plunge to the sea and the great ships that ply its waters. This is le Massif, where the warm, friendly welcome is a long and proud tradition.</p> <p>12 : 00 Lunch at the top of the mountain</p> <p style="text-align: center;">Ski !!</p> <p>4 : 30 pm Departure to Baie-Saint-Paul, Tucked amid mountains in a breathtaking site, Baie-Saint-Paul, is a lively little town known for its pleasant restaurants and inns and for its art galleries.</p> <p>5 : 00 pm Cocktail at the Galerie d'art Iris 30, rue Saint-Jean-Baptiste in Baie-Saint-Paul (418) 435-5768 / www.galerieiris.com Contact : Stéphane ou Jean-Baptiste Bouchard</p> <p>6 : 30 pm Departure to La Malbaie</p> <p>7 : 15 pm Arrival at the Fairmont Le Manoir Richelieu in La Malbaie 181, rue Richelieu La Malbaie / (418) 865-3703 - 1-800-441-1414 / www.fairmont.com Contact : Marie-Josée Vallée</p>	<p style="text-align: right;">Final Itinerary for Experience Ski Québec Page 4</p> <hr/> <p>If you want, enjoy Le Casino de Charlevoix just next to the Manoir www.casino.qc.ca</p> <p style="text-align: center;">☞ ☞ ☞</p> <p>Wednesday February 7</p> <p>7 : 30 Breakfast</p> <p>8 : 30 Visit of the hotel Le Manoir Richelieu</p> <p>9 h 30 Transfer to Mont-Sainte-Anne. Make sure you have all your ski attire as your luggage will be transferred separately to l'Été Indien Storage room while you will ski this morning.</p> <p>10 h 30 Upon arrival at Mont-Sainte-Anne, meet again with Diane Roy. It is now time to ski some more! Michel Carmichael from Québec City Tourism will join you again today.</p> <p>Your luggage will be transferred to l'Été Indien Storage room at Château Mont-Sainte-Anne while you will ski. Your hotel being "ski-in, ski-out", you will have the opportunity to do your check-in at your own pace. Your hotel has a SPA ... perhaps you'd be tempted to seek this way!</p> <p>Lunch at the top of the mountain and time to ski some more afterwards.</p> <p>17 h Group meeting in the lobby of Château Mont-Sainte-Anne with Pascale Boivin. Cocktail will be served followed by a site inspection.</p> <p>18 h 30 Motor coach transfer to Hôtel Val-des-Neiges.</p> <p>18 h 45 Site inspection of Hôtel Val-des-Neiges with your host Mireille Lavoie. An exquisite dinner will follow.</p> <p>21 h 30 Approximate time to return to the hotel Château Mont-Sainte-Anne.</p> <p style="text-align: center;">☞ ☞ ☞</p> <p>Thursday February 8</p> <p>6 h 45 Check-out of accommodations. Please make sure all your luggage are ready and that they are placed at the door (outside your room). Hotel staff will collect all luggages at 7h00 and will transfer them to your motor coach.</p> <p>... Buffet breakfast starts at 7 h. Coupons were provided upon check-in. A group of tables has been reserved for your group.</p> <p>8 h Motor coach transfer to Québec City.</p> <p>8 h 45 Meet in front of Fairmont Le Château Frontenac with your professional English</p>



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Final Itinerary for Experience Ski Québec	Page 5
<p>City. UNESCO has proclaimed Québec City a World Heritage Treasure because of its unique architectural and historical value. Considered the cradle of French civilization in North America, visit Old Québec's narrow cobblestone streets filled with history.</p>	
<p>11 h 30 End of tour at Fairmont Le Château Frontenac.</p> <p>☞ Guests who will stay longer in Québec City will individually take their luggage to coat check located in Fairmont Le Château Frontenac's lobby. Luggage will be left in storage so you can enjoy some free time in Old Québec using the Carnival's effigy (to be worn at all times) to have access to all Carnival's Sites or taking advantage of the Museum Passport giving free access to all museums in Old Québec. Veronique Bourgon will be in charge of providing taxi coupons.</p>	
<p>☞ Guests who have earlier flights will transfer by taxi to Jean-Lesage International Airport depending on their specific flight schedules. Veronique Bourgon will be in charge of providing taxi coupons.</p>	
<p>12 h Motor coach transfer for guests leaving early afternoon from Jean-Lesage International Airport.</p>	
<p>13 h End of motor coach services.</p>	
☞ Au Revoir et Bon Voyage! ☞	
<i>Alcoholic beverages are not included unless mentioned otherwise by your hosts.</i>	
<i>This program would not have been possible without the generosity of each supplier involved.</i>	

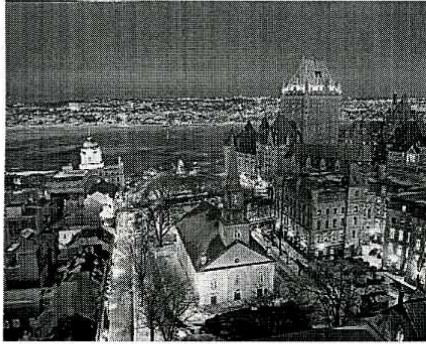


Trip Destination: Quebec City Area	Trip Analysis
<p>It is difficult to factor in all the constraints and produce a cost-effective trip. The constraints are: transportation, accommodations, ski area, time of year, events, and costs. For example, staying in the Frontenac and shuttling to Mont Sainte Anne for 4 days and to Le Massif for 2 days is very attractive. But the cost of the Frontenac is high and the distance of Le Massif (about 1½ hours each way) significantly cuts into ski time. This still begs the question: How do we even get from Columbus to Quebec City? The planes are so small (37 passenger planes from Columbus to Toronto) that we'd fill them up immediately.</p>	
<p>The transportation issue encompasses these items:</p> <ul style="list-style-type: none"> ▪ Getting from Columbus to Quebec City: The current Air Canada schedule is not optimal. It lands us in Quebec City at 7:30 p.m. We still need time to get to the hotel and settle in. There are other airlines we can try, and there are other landing points, such as Montreal, we can investigate. We could bus from Montreal to Quebec City. It's a 2½ hour bus trip which is about 1 hour longer than flying it. But then we could have the bus in Quebec City for the week. ▪ Getting from Quebec City to the ski areas: The shuttles from the Quebec City hotels is fine except it's a bit costly (at least \$25/day) and has a restrictive schedule. The obvious solution is rental cars, but now we're up against not having parking spaces in Quebec City. Hotels charge up to \$20/day for the car. Another solution is renting a bus for the week. However, it will only go to the slopes once or twice a day, not on demand. ▪ Getting around the Quebec City area: Getting around Quebec City is not so difficult. We can use taxis, rent a bus, or rent cars for the day. Few hotels offer rental cars. ▪ Moving from one location to another, if necessary: This is possible, especially since Quebec City is more expensive on weekends during Carnival weeks. We can go another time of the winter, but Carnival is a huge attraction especially on weekends when most of the events are scheduled. Going directly to Le Massif for 3 days and returning to Quebec City for the last 4 days might be a viable plan. There are lots of choices to consider. ▪ Getting from Quebec to Columbus: This is essentially the same problem as getting there, but in reverse. The current scheduled landing in Columbus is 7:30 p.m. which isn't so bad. 	
<p>We need to decide what kind of trip we're running. Do we bill it as a ski trip or do we bill it for people who want to ski a little and shop a little and tour a little and party a lot? Why is this different than a regular ski trip? On a regular ski trip, the skiing is the prime activity. You are likely to stay at the resort or a generic neighboring town the entire week and be happy about it. The town is not the destination. The ski area is. It's can be the reverse in Quebec City for many participants.</p>	
<p>Note: Once the train to Le Massif is operational (est. summer 2008), a trip to the Quebec City area will expand its appeal tremendously. It will allow us to stay in Quebec City and go to all the ski areas in a reasonable amount of time. Currently, Le Massif is out of range if you're staying in the city. It's a possible daytrip if we stay at Mont Sainte Anne, but that strategy rules out getting to the city easily. The shuttles are fine, but they don't give people the flexibility to go to town when they want to.</p>	

Trip Destination: [Quebec City Area](#)

Contact List

SPONSORS



Québec City Tourism

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michel.carmichael@quebecregion.com
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Tourisme Québec

900, boul. René-Lévesque Est, bureau 400
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Mrs. Anne Larose
Ski Product
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✉ (418) 643-0549
Anne.Larose@tourisme.gouv.qc.ca
www.bonjourquebec.com

Fairmont Le Château Frontenac

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Courtyard Marriott Québec

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Tour and Travel Coordinator
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✉ (418) 875-2833
lstjacques@hoteldeglace.qc.ca
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Hotel Manoir Victoria

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Sales Manager Tour & Travel
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www.manoir-victoria.com

Château Mont Sainte-Anne

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Sales Manager Tour & Travel
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Hôtel Val-des-Neiges

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Sales Manager Tour & Travel
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Mont-Sainte-Anne

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Mrs. Diane Roy
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