



Press Release

FOR IMMEDIATE RELEASE

Hôtel Sacacomie and GEOS Spa Sacacomie Honoured Again, Taking the Bronze Medal in the “Four- and Five-Star Accommodations” Category at the Prestigious National Gala of the Grands Prix du tourisme québécois



Saint-Alexis-des-Monts, May 10, 2010 – Last Friday, May 7, Hôtel and GEOS Spa Sacacomie added yet another award to the many accolades they have won, this time with a bronze medal in the “Four- and Five-Star Accommodations” category at the prestigious National Gala of the 25th Grands Prix du tourisme québécois, held at the Palais des congrès in Montreal. This latest honour follows the establishment’s first prize in the same category at the regional competition and comes hard on the heels of its recent “Tourism Business of the Year” award from the Maskinongé RCM Chamber of Commerce.

President Joyce Plante’s had the following reaction to the latest award: “I am not the only person working to spread the word about Sacacomie. I have a truly remarkable team, and I wish to thank them all, managers and employees alike. Thank you too to everyone who loves Sacacomie.” Ms. Plante and her management team are pleased to see that after a number of difficult years, their perseverance is beginning to pay off.

Stepping in as manager of a family business is one thing. But taking up the dream of a visionary—running a Mauricie region tourism landmark with an international reputation—and pursuing that dream with the necessary tweaks while keeping a ship with a crew of 187 on a steady course over the choppy waters of the tourism industry and our economy as a whole is quite another. Not to mention the unique and particularly tragic circumstances in which Ms. Plante, the artist behind most of the works that adorn the establishment’s 109 rooms, hallways and lounges, was forced to take charge of the family business.

While the challenges remain real, the management team has elected to focus on viable practices, improvements to customer service, its ambitious Integrated Sustainable Development Plan (ISDP) and the new, upscale and environmentally friendly GEOS Spa to preserve the business’s competitive edge. Of course, maintaining an internationally renowned establishment that is built of logs necessitates constant care. An energy efficiency plan and facility maintenance policy were put in place to ensure clients’ comfort and a consistently high level of quality. The coming years will bring new challenges, like enhancing and developing the hotel’s tourism offerings and implementing the continual improvement plan. Such challenges will give the facility a chance to take stock of and consolidate its position on the tourism market.

Overlooking magnificent Lake Sacacomie from its perch high in the surrounding hills, Hôtel Sacacomie has offered guests a wide range of packages and activities reflecting the site’s rustic spirit and breathtaking landscapes for 12 years. Its diverse and exciting offerings have made the hotel a prime venue for promoting Quebec tourism on the international stage.

Hôtel Sacacomie is without doubt one of the brightest jewels of the Quebec hotel industry in terms of the international visibility and economic spin-offs it generates for the Mauricie region and the Quebec tourism industry as a whole.

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