



*Voltigeurs de Québec Armoury (VQA)*

## **A successful first year for George V gestionnaire du MMVQ**

**Québec, Thursday, April 25, 2019**—April 26, 2018, marked the opening in grand style of the Voltigeurs de Québec Armoury and its exceptional halls, available for rental by the general public. **George V gestionnaire du MMVQ**, chosen by Public Services and Procurement Canada (PSPC) to operate the venue, had deployed the heavy artillery at the first event to welcome over 1,200 guests in a culinary and artistic experience rarely seen in Québec. The event was heavily publicized, and a new, exceptional tourism and event product was born.

After its first year in operation, George V gestionnaire du MMVQ can report a highly positive outcome that is extremely promising for the future of this ideal destination for large events. “Over a period from the spring of 2018 to late April 2019, we hosted 96 events at the Voltigeurs de Québec Armoury and over 34,500 people. Whether it was local, provincial or international businesses or associations, government agencies, corporations, people from the arts, sports or charity worlds who experienced the new hall, they were all charmed by the exceptional quality of the catering services and by the heritage and modern beauty of the venues. For example, the dinner for the President of the *FBI National Academy Associates* conference was a huge success because of the quality of the building equipped with cutting edge technology,” Alain Girard, President of George V and the Hôtel Château Laurier Québec, clearly states.

“Through the restoration project led by the Government of Canada, the Voltigeurs de Québec Armoury has once again become a source of pride in our heritage for Canadians. This first year as an event location unique in this country confirms the success of this large-scale project, which has been recognized many times over, in particular with the 2019 Heritage Preservation award from the Ordre des architectes du Québec,” said Carla Qualtrough, Minister of Public Services and Procurement and Accessibility.

### **Le Château Frontenac traiteur, George V’s partner**

Clients doing business with George V gestionnaire du MMVQ may enjoy the services of the caterer of their choice, either George V service banquets et traiteur or Le Château Frontenac traiteur. This is a win-win situation for everyone, our clients and the participants who attend the events. To promote the site, George V gestionnaire du MMVQ had the original idea to use the signature line “An armoury and two castles”. This will be used in international marketing of the destination and the historical building.

### **Promising perspectives**

“The Armoury reconstruction project allowed the population to reconnect with this jewel of our heritage. The renewed visibility of the Armoury in the architectural and historic landscape of Québec attests to the success of the reconstruction project. The coming years are also expected to be successful, with impacts that will benefit all citizens and contribute significantly to the local

economy,” said Jean-Yves Duclos, MP for Québec and Minister of Families, Children and Social Development.

Many businesses and organizations that reserved the multifunction room of the Armoury over the past year want to repeat the experience and rushed to reserve again. “This second year of operations is just starting, and already, over 110 events are on the 2019-2020 calendar with over 70,000 visitors planned. In July 2019, the Voltigeurs de Québec Armoury will be the headquarters of the Festival d’été de Québec summer festival. Our order book is filling up quickly. It’s highly motivating, since all of these events will contribute to stimulating the vitality of our destination in terms of business tourism,” concludes Mr. Girard.