

EVENTS / CAUSES

InterContinental Montreal ups awe factor via Snow Village experiences

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By TRICIA CARR

The InterContinental Montreal is partnering with The Montreal Snow Village to offer packages that include a one-night stay at the property and a one-night stay inside the massive ice sculpture.

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The Snow Village and Ice Hotel opened Jan. 22 in Montreal's Parc Jean-Drapeau. InterContinental is the official hotel partner of the winter experience and is providing tailored basic, family and prestige packages through March 21.

"[The strategy was to] increase visibility on the local market and demonstrate how involved we are in the local community and projects, and how focused we are on being innovative and out of the box," said Bernard Chênevert, general manager at InterContinental, Montreal, Quebec, Canada.

Snow day

The 2013 theme for the Snow Village is "New York On Ice." The space was designed to resemble New York with features such as ice replicas of buildings and monuments, an ice bar that seats 100, an ice chapel for weddings and an igloo-shaped conference center for events.



Snow Village

The Snow Village is North America's only entire village made of snow and ice, per InterContinental Montreal.

The Ice Hotel is 10 rooms and 15 suites. This includes the five igloos.

Each room contains a bed that is supported by an ice base. Thermal sleeping bags are provided since the village's temperature sits at approximately 41 degrees Fahrenheit.

InterContinental Montreal is offering three packages as the official partners of the Snow Village.

The Basic Discovery package includes a one-night stay for two in a Deluxe Irresistible room at the InterContinental Montreal and a one-night stay in a Standard room at the Ice Hotel. The package starts at \$398.

The Ice Hotel stay includes two cocktails in ice glasses, continental breakfast for two, access to the spa under the stars, complete access to the Snow Village, a thermal sleeping bag, access to showers and a locker, a welcome gift and the "Warm Night" guarantee.

The Discover Family package starts at \$478 for two adults and two children. It includes a one-night stay in a Deluxe Irresistible room at the InterContinental Montreal and a one-night stay in a Standard room at the Ice Hotel.

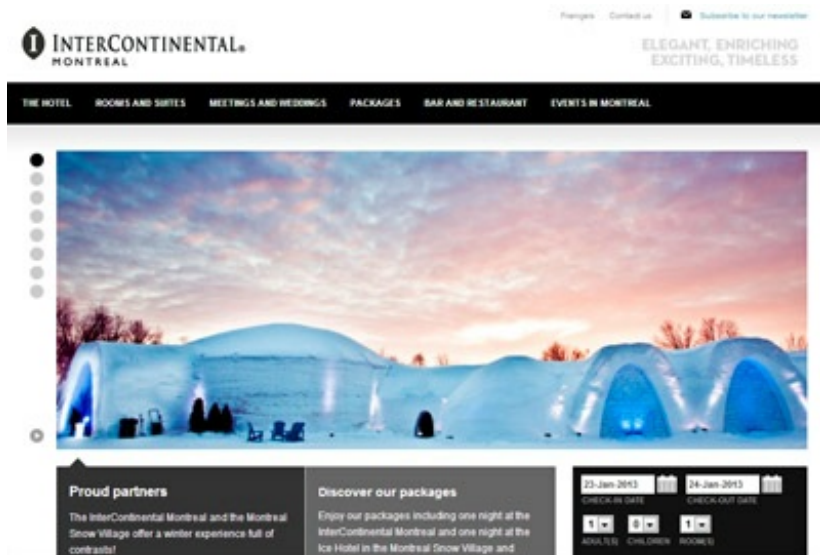
The same benefits carry over from the basic package, but are tailored to a family of four, including two cocktails and two hot chocolates.

The Discover Prestige package is \$538 for two guests. It includes a one-night stay in the Intercontinental Montreal's Tourelle Suite and a one-night stay in a Prestige Suite at the Ice Hotel with the same benefits as the basic package.

The packages cannot be cancelled or modified. Each is non-refundable.

InterContinental is promoting the Snow Village packages directly to past guests and restaurant patrons and via events and newsletters, per Mr. Chênevert.

The hotel is also raising awareness via its Web site and social media.



InterContinental Montreal site

Furthermore, the partnership also comprises InterContinental Montreal's executive chef Matthieu Saunier serving as the Snow Village's head chef. He oversees the menu at the space's Pommery restaurant and conference center.

The restaurant serves traditional Canadian cuisine. Guests sit on ice benches covered in fur.

Pommery is open Thursday-Monday from 11a.m.-3p.m. and 5p.m.-midnight.



Pommery

Winter wonderland

Other luxury hotel brands are embracing the cold weather to offer tailored packages.

For example, Belgraves, a Thompson Hotel in London, is hosting two events in a series called "The January Blues" to boost foot traffic, stay top of mind to local consumers and maximize revenue.

The property is pushing its on-site bar and music offerings by hosting two events this month that center on the notion of overcoming the winter blues. The first event was held Jan. 16 and the second event will be held Jan. 30 ([see story](#)).

In addition, The Ritz-Carlton New York, Battery Park, is boosting foot-traffic by offering an ice-skating package throughout the winter season.

The “Skate and Stay” package gives guests access to the ice skating rink at Liberty View Skate Park at the Robert F. Wagner Jr. Park in Lower Manhattan in New York.

Guests can also enjoy other hotel amenities including priority access to the skating rink, wool scarves to keep warm, suite accommodation and breakfast from 2West restaurant ([see story](#)).

InterContinental Montreal looked to increase visibility in not only its home market, but the national and international markets as well, Mr. Chênevert said.

“InterContinental Hotels are all about the authentic ‘In The Know’ experience and guests benefit greatly from this offer as they have a privileged access to those packages and may find yet another reason to expand on their InterContinental Montreal experiences,” he said.

“The goal is to generate more business in our low season in partnering with a project that makes winter come alive.”

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York