



Quartier des Spectacles wins a prestigious international tourism award

Montreal, November 14, 2011 – The Quartier des Spectacles has received one of four 2011 Phoenix Awards from the Society of American Travel Writers (SATW), in recognition of the quality of its work in recent years to enhance the downtown Montreal neighbourhood's identity as a cultural hub grounded in its rich history.

Since 1969, the Phoenix Awards have been presented annually to individuals, communities and organizations that contribute to the improvement of the tourist experience through conservation, preservation, beautification or environmental projects. At its annual meeting, held this year in Wellington, New Zealand, the SATW recognized the efforts of the Quartier des Spectacles Partnership, in its role as an association of various stakeholders active in its territory, to create a unique, differentiated and unequivocally urban cultural experience in the heart of downtown Montreal.

In a press release issued by the SATW, a member of the selection committee underlined the public and private sector coordination resulting in the unique Quartier des Spectacles model: "Conceived and created since the turn of this century in a rundown historic district of downtown, Montreal's new Quartier des Spectacles is making history. The public and private sectors of the city came together rapidly to plan and accomplish a spectacular model for urban revitalization and restoration. Can't wait to see, enjoy and write about QDS, in one of my favourite cities."

The Honourable Charles Lapointe, P.C., chair of the Quartier des Spectacles Partnership and President and CEO of Tourisme Montréal, proudly welcomed the news: "This is an extraordinary recognition of the work done by all the partners, who have been committed to this incredible project for more than eight years, out of love for their city and its artists. With most of the winners being from the United States, the inclusion of the Quartier des Spectacles among the 2011 winners shows how the project is making waves internationally, and reflects its innovative character. I want to thank Gilles O. Bengle and Gina Roitman, members of the Canadian chapter of the SATW, for nominating us."

For more than 100 years, the Quartier des Spectacles neighbourhood has been the scene of countless emotionally charged creative moments. That legacy inspired the vision of a neighbourhood where people can enjoy *Life, Art and Entertainment downtown*. It also made it possible to build the area's renewal on a rich foundation of existing cultural venues and major events. Today, the Quartier des Spectacles includes 80 venues, including 30 performance spaces, and hosts some 40 festivals in a nearly one-square-

kilometre district. Its central location and concentration of venues allow it to offer a unique set of cultural activities that attract thousands of Montrealers and visitors alike. www.quartierdesspectacles.com

About the Quartier des Spectacles Partnership

The mission of the Quartier des Spectacles Partnership is to contribute actively, in concert with public authorities and the various stakeholders active on its territory, to the cultural development and enhancement of Quartier des Spectacles, by integrating urban, tourism, social and economic considerations into all its activities.

These activities include:

- Enhancing and preserving the neighbourhood's cultural assets, particularly those related to the performing arts and performance venues;
- Bringing life to the neighbourhood by organizing cultural activities;
- Managing public spaces and specialized facilities used for cultural activities;
- Providing special lighting in the Quartier des Spectacles;
- Promoting and developing the Quartier des Spectacles as Montreal's cultural heart and an international tourist attraction.

The Quartier des Spectacles Partnership is supported by the Ville de Montréal, the Ministère des Affaires municipales, des Régions et de l'Occupation du territoire du Québec and various partners.

About the SATW

SATW's membership includes writers, editors, photographers, journalists, filmmakers, and communications professionals who specialize in the travel industry. SATW promotes responsible journalism, provides professional support and development for its members, and encourages the conservation and preservation of travel resources worldwide. To learn more about the Society, please visit www.satw.org.

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Source: Quartier des Spectacles Partnership

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