

Loyalty program

The Hôtel Château Laurier Québec offers an entire collection of benefits for your loyalty; it also offers a point system that allows you to earn money that you will be able to use for all of the Hotel's products and services. You will accumulate loyalty units at a rate of one per dollar spent at the Hôtel Château Laurier Québec. After you've accumulated 1000 points you will receive a \$50 gift certificate to spend at the hotel. This converts to receiving \$1.00 for every \$20 spent in goods and services. To start up your enrolment properly, we will grant you 100 such units!

From "1 leaf Laurier" level, with every increase in program level, you will obtain a free one night's stay in a regular room; this in itself offers a value of \$139 to \$189 depending on the season. In addition, every member of the "Couronne Laurier" loyalty program will have the following advantages and benefits. They will also have to abide by the terms and conditions of our loyalty program "Couronne Laurier" as set out below.

Validity and progression in the program

The validity of the program is retroactive to January 1, 2010.

The program recognizes that because business people are likely to come back much more regularly due to the reasons for their trips, their status will be reviewed annually. Recognizing that because it is difficult for tourists to come back many times in the same year, we have decided to make some adjustments to our approach. On the provision that you register as 'traveler for pleasure', we will provide a somewhat less demanding way to participate in the program and will thus review your status every two years.

On 1 January 2011, the Hôtel Château Laurier Québec will provide your official status according to the number of nights stayed during 2010. You will be able to increase this status during the year. From then, every 1 January your status will be updated according to the number of nights stayed during the preceding year. As a business visitor your status, once acquired, is valid for one year. As a tourism visitor, your status will be valid for two years.

Why the name?

Two factors played a role in our selecting the name. First is the obvious one, we are after all known as the Château Laurier Québec! The most important, however, may come as a surprise: we considered that the laurel's wreath is a long-standing symbol for a victorious competitor. By selecting to reside within our walls, you are the winner, thus you deserve the Crown!

Why was it created?

Hôtel Château Laurier Québec is a family-owned and operated establishment with a high reputation among our clients. The loyalty program was created to offer you, our faithful clients, an enhanced experience under our care.

Who is the program for?

This program is designed for everyone who stays at the Château Laurier Québec. Business or pleasure. Obviously we recognize the importance of the frequency of your visits, be it coming back every month, or even every week, or making a yearly visit to our beautiful city, or even using our meetings and conference facilities. All of us at the Château Laurier Québec want to guarantee a stay "Avec Plaisir", we also want you to be able to take advantage of all the exclusive Privileges granted through this program.

Why become a member?

You may already be familiar with our outstanding level of service, or may be considering giving us a first test. Either way, by becoming a member of our program you have nothing to lose and much to gain, through some very interesting benefits and advantages. Look at it this way: same service "Avec plaisir" plus an additional layer of Privileges!



The Fine Print!

There is also the mandatory “Fine Print! section” which both our lawyers and accountants insist on. Here they are...

1. “First to know” for all our promotions

You receive a 48 hours priority advantage for all our promotions. You will receive an e-mail before each new promotion is publicly unveiled; the e-mail will also contain all other promotions currently in effect at the Hotel.

2. Receive \$10 to \$40 in credit for drinks in our automated wine bars

Upon enrolment into the program, you receive a free wine bar card that provides a \$10 credit for use in the automated wine bars. At every increase of level, your free card's value will increase by \$10 going from \$10 to \$40. However, if you lose your card no amount will be credited to your hotel bill.

3. Concierge's e-mail address for a rapid and personalized service

You will have the e-mail address of the Hotel's concierge service, enabling you to receive a personalized service within 24 hours of making a request.

4. 15% discount of our regular rate during weekends all year round

You will automatically receive a guaranteed rebate of 15% of the regular rate during the weekends (Fridays, Saturdays and Sundays). For registrant this will only be available during low season. From “1 leaf Laurier” level and higher, this rebate will also apply during the Summer Festival, the Carnival, and the Christmas Holiday periods.

5. Daily free access to our business center

Depending on your program level, you will have from one to three free access sessions to our business center, per day, to handle your e-mailing or any other administrative needs.

6. Free local and 1-800 calls

During your stay you will get free local calls and no-access-charge dialing for 1-800 calls.

7. 15% rebate at all our partner restaurants in Old Québec, with a reservation made through the hotel during your stay

The top-of-the-line restaurants La Crémaillère, Louis Hébert, Café Sirocco and Aux Anciens Canadiens will offer a Privilege Laurier rebate of 15% on the total invoice before taxes, during your stay at the hotel. Reservations must be made through our concierge service, either at the desk or by dialing 1-800-463-4453. The restaurant owners may impose restrictions on some dates.

8. From 10% to 15% rebate on the products and services of the Vivaldi Spa Health and Beauty Center

The Vivaldi Spa Health and Beauty Center offers up to 15% rebate on all their products and services during your stay at the Hotel. Visit the Spa's website at www.vivaldi-spa.com to reserve prior to your arrival at the Hotel.

9. Express check-in service

Members crowned with “2” or “3 leaves Laurier” will receive an express check-in service on arrival at the Hôtel Château Laurier Québec.

10. Upgrade of one room category, depending on availability, at the time of registration

At the time of reservation depending on availability, members crowned with “2” or “3 leaves Laurier” will receive an automatic upgrade of the room category booked. You reserve a regular room and will be able to have a superior room at the same rate, based on availability for the dates you selected (a guaranteed savings of \$30).

11. Daily “Good Night” turn down service

Members crowned with “2” or “3 leaves Laurier” will receive a “Good Night” turn down service during their stay. This will include a small treat, mood music and bed turn down.



12. 20 to 40% rebate on car rental

Need to rent a car while in Québec City? The Discount rental company will offer to all members crowned with at least “1 leaf Laurier” a rebate of 20 to 40% against the rental fee of one of their cars. It is important to note that members crowned with “3 leaves Laurier” will be able to choose between an upgrade or a rebate.

13. Extended check-out time depending on availability

Depending on availability of rooms at registration time, members crowned with “3 leaves Laurier” will be able to extend their departure time to 3 p.m. (representing a saving of at least \$50).

14. Free continental breakfast

Members crowned with “3 leaves Laurier” will receive a coupon for free daily continental breakfast. This buffet style, continental breakfast includes the following elements: yogurt, fresh fruit, chocolatine, breads, croissants, muffins, viennoiseries, fruit salads, cereals, jams, cretons, Philadelphia cheese, Québec cheese, juices (orange, apple and grapefruit), coffee, tea, hot chocolate and herbal tea. (This extended breakfast has a value of \$12.)

15. Access to additional privilege coupons from the Laurier Treasure Chest

As with all clients checking in to our hotel, each member of the Couronne Laurier loyalty program will receive Privilege Laurier coupons from the Treasure Chest. The number of such additional coupons will be determined by the member's level and will be from one to three per stay reserved. And array of exclusive rebate privileges reserved for clients of the Château Laurier Québec and our sister hotel the Château Bellevue.

16. Refer a friend

Should you refer one or more friend(s) to the Hotel and to the Couronne Laurier loyalty program, and said friends stay with us and become members of the program, you will be rewarded by a grant of 100 points per referral.

