

MONTREAL, Nov. 12, 2013 /CNW Telbec/ - Today, at the 2013 Worldwide Hospitality Awards held in Paris, Le Saint-Sulpice Hôtel Montréal **was awarded 1st Prize in the Best Marketing Campaign category**, before an audience of over 800 international hotel industry professionals. **It's the first time that an independent Montréal boutique hotel has been awarded 1st Prize in this prestigious annual competition, generally characterized by contenders from the biggest hotel groups in the world**

In celebration of its 10-year anniversary, the Hôtel developed a marketing campaign surrounding *La Valise*, a 15-minute short film, entirely shot and produced by the Hôtel. The film's promotion was inspired by that of big cinematographic productions. The campaign enabled the Hôtel to generate high results and praise, and to win Gold at the 2013 Grand Prix du tourisme québécois, last spring.

"What fantastic recognition," exclaims Vittorio Di Re, the Hôtel's General Manager. "Such acknowledgement in the hotel industry constitutes a gift from our peers in the industry. And it's even more significant for an independent hotel," emphasizes Alexandre Tessier, Director of Sales and Marketing.

Rated 4 Stars, 4 Diamonds, Le Saint-Sulpice Hôtel Montréal is a boutique hotel known for the charm and authenticity of its 108 suites, most of which feature a fireplace or balcony. Situated right beside Notre-Dame Basilica, Le Saint-Sulpice Hôtel Montréal offers a unique experience in the heart of Old Montréal.

La Valise, the short film, video: <http://www.lesaintsulpice.com/video-gallery/#H4f13yOHXSU-youtube>

Le Saint-Sulpice Hôtel Montréal takes home the Grand Prize at the 2013 Worldwide Hospitality Awards!

Written by Australian Business

For additional information on Le Saint-Sulpice Hôtel Montréal, please visit: www.lesaintsulpice.com

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