

# History



**LE MASSIF**  
DE CHARLEVOIX

## Enthusiasts take a liking to Le Massif

## Community organization

Two journalists from the newspaper Le Soleil, Claude Larochelle and Jacques Desmeules, come up with the idea of a ski resort in the mountains of Petite-Rivière-Saint-François and publish a series of articles on the subject.

A season where people can enjoy ski runs on natural snow and bus rides, all accompanied by a guide. The skiers managed to go down 4 or 5 runs a day.



1972

1975-1980

1983-1984

1992

The government takes ownership of the land that makes up Le Massif and develops the first trails through job creation programs. A group of regional stakeholders create the Société de Développement du Massif de Petite-Rivière-Saint-François (Nov. 1980).

The Société de Développement du Massif de Petite-Rivière-Saint-François obtains investments of 12 million dollars to begin the development of the mountain, thanks to the support of the population and of Daniel Gauthier, who raised close to one million dollars. A quadruple and a double chairlift were built. To these developments were added the chalet at the base of the mountain, a ticket office, an infirmary, a boutique, a garage and three new ski trails. An artificial snowmaking system covering 25 hectares, an access road and a parking lot were also installed.

## Setting up the foundations

## Stabilization of operations

Construction of the Summit Chalet, the garage at the summit and the road adjacent to Highway 138. Sixteen new trails were created and a new quadruple lift was added.

Purchase of the Filbaie Farm, now Hôtel et Spa Le Germain Charlevoix, the largest wooden farm building in Canada, in order to convert it into a hotel complex.

Opening of the 7.5 km natural snow sledding trail. Beginning of operations of the tourist train linking Montmorency Falls Park and La Malbaie.

Beginning of the real estate development in the Chalets-Forêt sector, consisting of luxury units at the top of La Montagne.

2001-2002

2002

2005

2007

2010

2011

2012

2015

Purchase of the ski resort by Daniel Gauthier, co-founder of the Cirque du Soleil.

Beginning of a pivotal partnership with Investissement Québec.

Unveiling of an 8-seat gondola, installation of an RFID access control system for the trails. Unveiling of an 8-passenger transit between the Petite-Rivière-Saint-François station and the base of the mountain. (Réseau Charlevoix)

Opening of Hôtel La Ferme, now owned by GLM and Le Germain Charlevoix, a 4\*+ hotel with 145 rooms.

Beginning of negotiations with Club Med representatives.

Hand over of the operations of the La Ferme Hotel to Le Groupe Germain (Hôtel Le Germain Charlevoix). The tourist train is replaced by two rail shuttles (Réseau Charlevoix).

# Acceleration of growth

Signed a partnership with Club Med to build the 1st Winter Club Med in North America

Construction begins on 51 Les Refuges units and 40 Les Caches units.

Construction of semi-detached units in the Chalets-Forêt sector.

Opening of Club Med Quebec Charlevoix in December 2021.

Opening of the restaurant L'effet Papillon

Opening of phase 1 of the Grande Pointe Base Camp.

Inauguration of the Base Camp's public and commercial spaces.

2018 2019

2020

2021-2022

2023

2024

2025

2027

1st edition of the Igloofest, inauguration of 10 km of mountain bike trails during Le Massif en Couleurs.

Construction begins on Club Med Québec Charlevoix.

Renewal of the lease with Groupe Germain for 5 years starting June 1, 2020.

Acquisition of a 3rd rail shuttle (Réseau Charlevoix).

Start of 4-season operations including a new network of mountain bike trails in the summer of 2021.

50% increase in snowmaking capacity.

New partnership agreement with Sentier des Caps: development of complementary 4-season activities.

Construction begins on Phase 2 Base Camp (120 units).

Opening of a 120-room hotel operated by an independent operator and start of construction of the Maillard sector (88 units).

Phase 1 of the construction of Camp Boule.

Development of a property portfolio of more than 1100 units (including Club Med) built at the top and base of the mountain, 80% of which will be rented.