



### 3<sup>rd</sup> Biennale Internationale du Lin de Portneuf, an upbeat report!

Saint-Léonard, February 1<sup>st</sup> 2010 – The organisers of the *Biennale Internationale du Lin de Portneuf* are very proud of the results of their activities in 2009. On the whole, the programmed activities received 21,793 visitors during the summer season—an increase of more than 2,000 visitors, if compared with the 2007 edition of the event. These results are even more impressive, if taken in the context of the overall decrease in activities in the Quebec tourist industry.

Of the 21,793 visitors recorded in 2009<sup>1</sup>, 13 % came from the local area (within a 40 km radius), 55% were day-trippers (from outside the 40 km radius, but with no overnight stay) and 32% were regular tourists (from outside the 40 km radius with an overnight stay). Of the tourist group, 20% came from Quebec, 7% from the rest of Canada, 9% from the United States and 64% from abroad. These numbers differ significantly from the usual statistical profile of similar-sized events, which usually receive a majority of local clientele. Not only are these statistics good news for the organisers, but they also clearly demonstrate the relevancy of supporting the continuity of a project of such calibre in the region. The only disappointing change that the organisers noticed was the decrease in the number of visitors from the MRC of Portneuf (around about 4% less than the previous year)—and this was in spite of constant efforts made to bring the event to their attention.

As far as recognition and overall awareness of the event are concerned, the extra attention to the quality of the programmed activities and the promotional efforts bore fruit, for several glowing reports were published in prestigious periodicals such as: *Espace Sculpture*, *Vie des Arts*, *Le Sabord* and *DécorMag*, as well as on the Quebec morning show, *Salut, Bonjour!* One must also point out that, in terms of dollars and cents, such quality reviews would require an advertising expenditure of about \$75,000.

Due to the fact that the scheduled activities were held at several different locations, the visitors ended up driving to multiple localities throughout the MRC of Portneuf, which was beneficial for several communities, as much on a social and cultural level as it was on a financial level. In 2009, more than forty artists from Quebec and further abroad worked to create works of art specifically for the *Biennale Internationale du Lin* and there were also several additional special activities that enriched the program:

- A collective visual arts exposition at the *Église Saint-Joseph* [Church], on Cap Lauzon at the *Vieux Presbytère de Deschambault* [Old Church Presbytery]
- A collective artisan art exposition of at the *Moulin de La Chevrotière* [Mill]
- A collective fashion and design exposition at the Moulin Marcoux [Mill]
- A permanent exposition at the *Caserne du Lin* [House of Linen]
- Exterior exhibit near the Saint-Alban Éco-Chalet
- Exterior exhibit at the *Grondines Moulin Banal* [Seigneurial Mill]
- Exterior exhibit resulting from a collaborative initiative undertaken by the artist Colette Matte and various members of the rural community of Lac-Sergent
- Educational activities (Learning activities available to students of the region, a photo exposition at the *Maison de la Culture Georges-Hébert Germain*, round-table discussions at the *Musée National des Beaux-Arts du Québec* [Fine Arts Museum])

The resulting success of the 3<sup>rd</sup> edition of the *Biennale Internationale du Lin de Portneuf* makes the event a leader for furthering cultural and touristic development in the Portneuf region.

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<sup>1</sup> The data from the client demographic study was prepared by *Festivals et Événements Québec* and *Robert Harmegnies Marketing* and is based on the visitor statistics collected by the event promoter.