

NightClub Authority launches site exclusive to Montreal New Year's Eve

November 2006, Montreal



In the past few years, Montreal has become a prime destination for thrill seekers. Montreal is viewed as North America's European Jewel. Locals are always ready to party and its no surprise that New Year's Eve is one of the largest bashes in Montreal. The city is the perfect place to say good bye to 2006 and usher in 2007.

The overall satisfactions of visitors last year were at all time highs, according to Tourism Montreal surveys. Hotels occupancy has also showed that visitors are in larger numbers from year to year, so it is important to book well in advance.

"Montreal has lots to offer. It's renowned for hosting great parties. Because of its growing popularity most Clubs now run an open bar event for the night. Bookings can be complicated, without saying that not all open bars were created equal. As a Montrealer it's important to me that my city's reputation for being a fun and safe destination for New Year's Eve, stays intact. That's why I joined the guys from NightClub Authority. We want to make sure people have access to quality events and come back to Montreal." PL Trudel, VP Sales at Nightclub authority.

Reserving in advance, book now!

In the past travelers booked the events once they arrived in Montreal. However, due to the increasing popularity of Montreal as a New Year's Leisure destination, "advance bookings" are the new way to reserve tickets. Services such as Nightclub Authority's www.montrealnewyear2007.com can save party goers up to 35% – 40% since they can avoid last minute price hikes.

"The top events sell out quickly, and waiting can only either cut you're choices or make you pay the big price" says Charles Boudreau co-founder of Night Club Authority.

Site to uphold NightClub Authority's vision of quality

Nightclub authority launched www.montrealnewyear2007.com to provide accurate information on quality events and provide the avenue to book tickets and VIP services to quality events. Charles continues: "We have been working in the Montreal scene for over 5 years, this experience allowed us to select the events we want to offer. These were selected based on our evaluation and assessment of the venues, prior experiences and reputation of the clubs owners."

With visitors need to select from different events, from open bars to expensive cocktails, they need to know in advance where they will spend their New Year's Event, and what it will cost.

The website www.montrealnewyear2007.com will focus on quality events that have proven themselves. They are for well-renown clubs and bars that share a dedication to Montreal reputation and Nightlife industry with NightClub Authority.

"We carefully select our open bars because it's our reputation that is at stake. And the name of the game is repeat business. Many are customers from previous years who have become New Year's regulars, and we want to keep it that way. We surveyed party-goers last year and determined the most important point to them. Service is everything, our survey says". Charles

Nightlife Products and Services:

www.montrealnewyear2007.com will offer a range of services that party-goers can book online. This is a first, in the past options were limited to tickets. However, some party goers want more. Night Club Authority's Patrick Boudreau says "We listened to our customers and provided added-value services. A portion of our clientele was not satisfied only booking the entrance. So we proposed some extras, as you choose, by providing booth reservations, quality champagne for celebration, etc. We have received some amazing and encouraging feedback from the new products on line."

The site will offer its customer's a lot of choices when reserving the New Year's Eve venue of their choice. Visitors planning to spend New Year's in Montreal can get information, tickets, VIP tickets, reserve seating with bottle service and select some VIP packages that include a hotel, the Montreal Bar Hop and more. The packages that include hotels are a change to Nightclub Authority's original strategy of not offering hotels. Charles explains the turn around in marketing: "We were getting many requests for assistance in which hotels to book or stay at, so the decision is to provide a wider offer to our customers by providing online packages at a low price." This was a dramatic change because in early October, NightClub Authority had stated it would not be providing hotels due to its focus on Nightlife in Montreal. "This shift illustrates the forward looking and flexible nature of the Authority", adds Charles.

Further Information:

Montreal Information:

[Montreal Nightlife Information](#)

Montreal New Year's Event Listing:

[Montreal New Years Events](#)

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