

## **Cycling in the Townships is front and centre with a new-format guide!**

**Sherbrooke, February 24, 2020** – Tourism Eastern Townships proves once again that it is a leading destination for biking holidays! It has launched a new-format cycling guide, highlighting what the region has to offer.

« We wanted to design a guide that would respond to the needs of the many thousands of cyclists and sports enthusiasts who come to the Eastern Townships every year, » said Francine Patenaude, general manager of Tourism Eastern Townships. « We're very proud of the new cycling guide and we're sure it will encourage many more cyclists to come back year after year. »

The Eastern Townships region is already a favourite with cyclists of all ages and skill levels, not least because of an extensive network of bike trails, the region's picturesque country roads, a number of mountain biking areas, four national parks (offering spectacular scenery) and Bromont's Centre national de cyclisme (the National Cycling Centre).

A visitor survey conducted in 2018 by the Transat – UQAM Chair of Tourism found that 14% of tourists cited biking as one of their main summer activities while in the region – an impressive figure for an activity that requires specialized equipment!

### ***Input from the experts***

« The guide is the result of collaboration between Eastern Townships Tourism and 15 key players from around the region with an expertise in the cycling world, » explained Lucie Lanteigne, project manager for the development of cycling in the region. « We put our heads together and came up with a plan not just for the present but also for what might be needed in the future, in order to grow the cycling sector. »

### ***Guide overview***

The new guide outlines 32 suggestions for cycling enthusiasts, divided into four main experiences. They are headed - « My place for a Challenge », « My place to Explore », « The Mountains are Calling » and the region's four national parks. As well, a number of routes are identified as being suitable for families.

Each bike route has loads of useful information – a description of the particular circuit, a map, the level of difficulty, total distances and so on. Popular spots, spectacular lookout points, not-to-be-missed attractions etc. are also marked along the way. Best of all, the pages are detachable, which makes the cycling guide even more user friendly.

### ***Where to find it?***

*Cycling Routes 2020-2021* will soon be available at tourist information offices around the region and at establishments that are members of Eastern Townships Tourism. You can also order the guide online or download it. In addition, this spring, the bike routes will be on the [easterntownships.org](http://easterntownships.org) and [RideWithGPS.com](http://RideWithGPS.com) websites.

### ***Drop by one of the trade fairs***

Some of the players from the region's cycling world were present at the Montreal Bike Show last weekend and the new guide proved to be very popular among the many thousands of cycling fans who visited the Eastern Townships exhibit stand.

Come and see us at the following trade fairs :

- Salon Info-Vélo de Québec (Quebec City - February 28-March 1)
- Gatineau-Ottawa Bicycle Show (March 13-15)
- Toronto Bicycle Show and E-Bike Expo (March 6-8)
- Bike EXPO New York (May 1-2)

### ***Cycling in the Eastern Townships – Facts & Figures***

- 350km of off-road bike trails, divided into 20 circuits.
- Two sections of the Route Vert - #1 (from Montreal, through Granby, Sherbrooke, Richmond, Warwick and Levis) and #4 (Granby to Drummondville or south towards Sutton and the U.S. border).
- Eight mountain bike centres – 180km of cross-country trails and 50km of downhill/Enduro (for dirt bikes).
- Six venues for BMX or pump tracks (trails with rollers and banked turns).
- More than 80 accommodations belonging to the network Bienvenue cyclistes! (Welcome cyclists!) Our region has the greatest number of such accommodations in the province of Quebec.
- Four Townships' tourist destinations – Bromont, Sherbrooke, Sutton and Waterloo – are certified by VÉLOSYPATHIQUE, an association promoting the development of cycling communities across Quebec.
- Estriade, an innovative bike trail (it was the first one in Quebec), is now flanked by an open-air sculpture collection known as Artria.
- The Bromont National Cycling Centre welcomes more than 55,000 visitors per year – from rookie cyclists to professionals. The CNCB also hosts international events.
- The one and only Vélo Volant (« Flying Bicycle ») in Canada is at the Au Diable Vert resort in Glen Sutton!

### ***About Tourism Eastern Townships***

Tourisme Cantons-de-l'Est (TCE) – Tourism Eastern Townships – is an association of tourism enterprises (ATR) with a membership of over 550. Since 1978, TCE has been responsible for developing the local tourism industry, promoting the region's tourism offerings within Quebec and to international markets. The association adheres to the principles of sustainable development adopted by the region's communities and it is committed to promoting the natural environment and the quality of life in the Townships. The tourism industry is a dynamic economic sector. 10.3 million visitors (tourists and daytrippers) come to the Townships every year, accounting for 6.5 million overnights and generating \$909 million in tourism revenues. Tourism supports some 20,000 jobs throughout the region.

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**Source :** Danie Béliveau  
Media relations,  
Tourism Eastern Townships,  
(819) 820-2020 / 1-866 963-2020 ext. 227  
[db@atrce.com](mailto:db@atrce.com)