

Press release
For immediate release

**Official launch of the Véloroute Gourmande**
An excellent example of interregional collaboration

**Brossard and Sherbrooke, April 28, 2022 —** Just in time for May’s annual Bike Month and the start of summer, Tourisme Montérégie and Tourism Eastern Townships are joining forces to launch the Véloroute Gourmande, a 235-km themed bike path connecting Montréal and Sherbrooke.

This new cycling route runs through Montérégie and the Eastern Townships and has something for families and two-wheeled tourists of all levels. There’s no shortage of culinary spots, must-see attractions, cozy accommodations and stunning landscapes.

**Great things can happen when regions work together**

The Eastern Townships and Montérégie have long been known as some of Québec’s top cycling destinations. “The partnership between our two regions happened naturally and shows how much we are both dedicated to adopting shared strategies that develop tourism and promote cycling,” says Mario Leblanc, General Manager of Tourisme Montérégie.

This project comes at a boom time for cycling across all demographics.

“We are proud to offer an innovative cycling product that aligns with the latest bicycle tourism trends. It also serves as an excellent example of interregional partnership, made possible through the cooperation and collaboration of all our partners in the industry,” says Annie Langevin, General Manager of Tourism Eastern Townships.

Both regions also recognize Tourisme Montréal’s role in getting the project off the ground in 2018.

**Financial backing for regional outreach**

The Véloroute Gourmande was made possible thanks to the financial support of the Québec government. The Véloroute is a part of Tourism Eastern Townships’ 2021–2023 regional cycling action plan, which was awarded $212,000 from the province’s Regions and Rurality Fund, specifically under the Support for Regional Outreach program.

“All actions that we take, both as individuals and communities, can make a difference when it comes to living more sustainable, healthy lives,” said Geneviève Hébert, MNA for Saint-François and Deputy Government Whip. “That’s why I fully support a regional action plan to improve bicycle tourism. Whether you cycle for fun or to get from point A to point B, it’s a convenient and inexpensive way to reduce your carbon footprint. Together, we can make the Eastern Townships one of the greenest and healthiest regions!”

“As a lifelong cycling and outdoor enthusiast, I believe the Véloroute is a great example of how to bring together different cities for the good of residents and visitors alike,” added Gilles Bélanger, MNA for Orford and Parliamentary Assistant to the Premier (High-Speed Internet). “The financial backing from the Ministère des Affaires municipales et de l’Habitation (MAMH) provides real, concrete support for this mission. I’d like to congratulate all of the partners and stakeholders, Tourism Eastern Townships and MAMH for working together to make this plan a reality.

“Our region is full of stunning landscapes just waiting to be discovered,” said André Bachand, MNA for Richmond. “I am thrilled that the government is making significant investments into improving the region’s bicycle tourism offer. Creating and expanding bike paths is a great way to promote healthy living, boost the tourist appeal of our region, foster a better understanding of and respect for biodiversity and create considerable economic benefits. There are only positives.”

**Véloroute Gourmande by the numbers**

* 235 km of adventure, 81% of which is on a bike path and 60% on a paved road
* Nearly 120 culinary attractions to experience
* Close to 20 activities and more than 25 cultural attractions nearby
* More than 80 accommodation options
* A transportation service for bags and people is also available

This safe cycling route can be taken at each cyclist’s pace, so that everyone can enjoy the beautiful landscapes, local culinary products and the two regions’ history and heritage. A wide range of attractions are located directly along the route or within 5 km, giving cyclists plenty of choices for pit stops to take in the scenery, learn new things, try local food and relax, enjoying the best of what Montérégie and the Eastern Townships have to offer.

Cyclists can now plan their trip by visiting the website veloroutegourmande.com.

The general public will also be able to learn more about the Véloroute Gourmande at the Montréal Bicycle Show from April 29 to May 1 at the Olympic Stadium, and at Salon Info-Vélo de Québec at Centre de glaces Intact Assurance, from May 6 to 8.

**ABOUT TOURISM EASTERN TOWNSHIPS**

Tourism Eastern Townships is one of 22 regional tourism associations in Québec and the region’s main tourism partner. Since 1978, Tourism Eastern Townships’ mission has been to make the Eastern Townships one of Québec’s top tourist destinations, in every season. The organization is dedicated to developing the region’s tourism industry and promoting it in Québec and abroad, all while building ties between stakeholders in tourism and other industries. The association includes around 1,000 companies, organizations and workplaces across all sectors of the tourism industry: hotels, camping, restaurants, attractions, festivals, cultural activities, agritourism and sports.

**ABOUT TOURISME MONTÉRÉGIE**

Winner of the 2021 Prix de l’excellence en tourisme, Tourisme Montérégie is a regional tourism association and private non-profit organization bringing together over 450 businesses. Its main mission is to develop and promote tourism in Montérégie while welcoming and providing information to tourists. For more information, visit the website www.tourisme-monteregie.qc.ca.

-30-

**For information or interview requests**Danie Béliveau, Press Relations
819-571-4449 **|** db@atrce.com