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News release  
For immediate release

**Sweet dreams in the Eastern Townships**

**Sherbrooke, Wednesday, June 8, 2022 –** This summer, long-awaited events and activities are back with a bang and you’re sure to want make up for lost time! The Eastern Townships have loads of interesting places to stay. The region has close to 1,500 tourist accommodations where you can sleep like a baby, whether in a hotel, a country inn, a B & B, a rustic cabin or unusual lodgings, such as variations on camping. Glamping anyone?

**Hôtel UNIQ at the Parc de la Gorge in Coaticook**

The UNIQ Hotel (it stands for Unités Nomades Insolites Québécoises but is also a play on words) is a pop-up ‘village’ located in the Parc de la Gorge in Coaticook (until August 1, 2022). UNIQ offers an alternative, eco-friendly type of accommodation in popular tourist areas. Overnight visitors can enjoy glamping - a hybrid experience, blending camping with staying at a hotel.

**Ready-to-camp units at Mont Megantic’s National Park**

The Franceville sector of Mont Megantic National Park and its Syénite loop (inaugurated last year) will be the sites of eight new ready-to-camp units, forming a base camp in the heart of the International Dark Sky Reserve – the perfect spot for contemplating the heavenly world of stars and planets, stretching to infinity..… Located near the most beautiful trails in the area, the campsite is also about 15 minutes by car from the ASTROLab Observatory. This summer, ASTROLab will track the amazing journey of the enormous Webb Space Telescope, as it observes the very far reaches of our Universe.

**Camping at Mont Ham**

Wooden platforms have been erected in the Boréal sector at Mont Ham, which will be more comfortable for campers than sleeping on the ground. A number of tepees will also be available at the Mont Ham Regional Park, as well as the (always popular) campsites at the summit of the mountain.

**Additions to walking adventures at Hébergement aux cinq sens**

Hébergement aux cinq sens (roughly translated as ‘Five Senses Accommodation’) is once more offering its narrated, audio walks. La Rencontre avec l’esprit de la foret (The Encounter with the Spirit of the Forest) is one of Benoit Paquette’s tales, told by the author himself. Another walking/audio talk is La Marche de la médecine de l’Ours – an educational narrative explaining the medicinal plants used by the First Nations.

**Unusual new accommodations in the Coaticook Valley**

[Camping du lac Lyster](https://campingdulaclyster.com/) is adding eight, new, ready-to-camp cabins with private toilets, adding to its stock of glamping sites. Camping du Pont Couvert is offering one-of-a-kind, Swiss-style accommodation with views of the river and waterfalls.

**Les Côteaux Missisquoi – a new eco-lodge**

In the “unusual accommodation” category, Les Côteaux Missisquoi have thought of those who love romance and want to spend time with their ‘significant other’. La Perdrix (The Partridge) an eco-cottage is surrounded by more than 165 acres of unspoiled land and it offers spectacular views of the mountains and the setting sun. This little ‘love nest’ is a mere 60 metres from the Sentiers de l’Estrie hiking trails.

**Cowboy dreaming…**

Le Fer à Cheval – Ranch de villégiature, a vacation ranch in La Patrie at the foot of Mont Megantic, offers three rooms in a restful environment that will guarantee you a good night’s sleep! Guests can also take part in a ‘horse whispering’ exercise with a real, live cowboy who will introduce them to the Friesian, one of the oldest, most intelligent horses in the world.

**Go with the flow at Pura Vida Lodge & Sup**

Camping Pura Vida Lodge & Sup (the former Camping du Lion) which lies on the shoreline of the Saint-François River, has been given a makeover. It’s now a great family-friendy summer destination, offering camping, boating and stand-up paddle boarding (SUP).

**About Tourism Eastern Townships**

*Tourisme Cantons-de-l’Est (Tourism Eastern Townships) is one of 22 tourism associations (ATRs) in Quebec and the official representative of Quebec's Ministry of Tourism in the Eastern Townships. Since 1978, the TCE’s mission has been to promote tourism development, marketing the region within Quebec and internationally. TCE brings together more than 500 members throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry : accommodation, restaurants, attractions, activities and events.*

*The Eastern Townships is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and spending more than $900 million annually. The tourism sector is also the region’s fourth largest employer, accounting for 20,000 jobs.*

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