

Tourism Eastern Townships launches its summer season

Sherbrooke, May 23, 2023 – Tourism Eastern Townships officially launches the summer season with tourism representatives from its nine territories, the Route des Sommets, La Route des vins Brome-Missisquoi, the Chemin des Cantons and CIBLE/Créateurs de saveurs Cantons-de-l'Est. The region's tourism association, which is celebrating its 45th anniversary this year, kicks off the summer season by presenting more than a hundred new offerings: culinary experiences, outdoor and adventure activities, rest & relaxation, festivals, family activities and various types of accommodations.

"As we know, there's certainly no shortage of things to see and do in the Eastern Townships. With over a hundred new offerings, our tourism entrepreneurs have been creative when it comes to enhancing the tourism offer this summer. We invite visitors to take the time to savour the unique flavours of our region and discover the many tourist attractions and activities offered," states Annie Langevin, General Manager, Tourism Eastern Townships.



Tourism industry partners kick off the summer season in the Eastern Townships
Source: Tourism Eastern Townships | Annie Duchesne

ONE OF THE MOST POPULAR DESTINATIONS FOR QUEBECERS

According to a travel intentions survey conducted in April by the Transat Chair in Tourism, the Eastern Townships ranked 3rd among tourist regions considered by Quebecers this summer.

WHAT'S NEW THIS SUMMER

Consult the Tourism Eastern Townships' [Guide des nouveautés | Été 2023](#) (Summer 2023 Key to What's New) to discover over a hundred new products and enhanced tourism offerings in the region. Here is a sampling:

Sherbrooke

- **Vélectrik - guided e-bike tours:** Carbure Aventure invites visitors to discover Sherbrooke this summer by offering electric bike tours led by its certified guides. [»](#)
- **Bouffe ton Centro (August 5): August 5** – the culinary rendezvous on Wellington North is finally back after 3 years. On the menu: offerings from the Centro's chefs, artisans and artists. [»](#)

Haute-Yamaska

- **Parc national de la Yamaska (Roxton Pond):** Special activities will mark the park's 40th anniversary, and Rabaska (large canoe) outings will once again be part of the outdoor activities offered. [»](#)
- **The Granby Zoo welcomes a new species:** The Zoo celebrates its 70th anniversary this summer and invites visitors to come discover the dholes, a canid native to Asia, and to experience The Zoo at Night and sleep in the all-new mini-cabins. [»](#)

Coaticook

- **The first bike route map of the Coaticook Valley:** Discover routes designed for all skill levels (from gravel to paved roads and designated trails) in the Coaticook Valley by bike map which features six new circuits. [»](#)
- **Parc de la Gorge de Coaticook:** Foresta Lumina celebrates its 10th season and will transform the welcome area for its night-illuminated pathway into a magical garden. It will also be the first summer of the mountain bike and skills park. [»](#)

Haut-Saint-François

- **Les Mal-aimés:** A rural culinary experience directly on the farm, prepared over a wood fire and inspired by seasonal ingredients. From Cookshire-Eaton's *Le Cuisinier déchaîné*. [»](#)
- **Bora Boréal floating cabins:** The units are anchored in the water during the summer and sit atop the ice in winter. Located in Bury, Bora Boréal's floating chalets offer a glamping experience like no other while being gently rocked by small waves. [»](#)

Du Granite and the Summit Drive

- **New tiny homes at Hébergement Aux Cinq Sens:** Become one with nature by staying in one of the three new sustainable tiny homes in Piopolis. [»](#)
- **Summit Drive Challenge:** Climb 3 summits every season for a total of 12 summits during the year! [»](#)

Brome-Missisquoi and The Wine Route

- **A new hebertism park at Bromont, montagne d'expériences:** Discover *Hisséo*, an aerial module that combines a climbing wall, a zipline, ropes and a giant swing. In addition, there will be mountain biking on Thursday evenings and the water park has added two new *Moussaillons* slides for toddlers. [»](#)

- **20th anniversary of Brome-Missisquoi's Wine Route:** Celebrate the milestone this summer with tastings, guided tours, music festivals and activities! Québec's first designated wine route produces 60% of all wines in the province. [»](#)

Val-Saint-François

- **A new pump track at Camping Plage McKenzie:** Cyclists of all levels can develop their skills on this new paved track in Racine. [»](#)
- **A semi-private thermal experience at Laö Cabines:** live the complete thermotherapy experience with the new Scandinavian Outdoor Cabin Sauna. The atmosphere at the "Ö Zone" area has been completely transformed, now offering more privacy. [»](#)

Memphremagog

- **A new world-class spa at Manoir Hovey:** Situated on the shores of scenic Lac Massawippi in North Hatley, the brand-new 9,000-square-foot spa will offer a thermal circuit, an outdoor infinity pool (open year-round), treatment and relaxation rooms, a dry sauna, a hammam (steam room), a whirlpool and more. [»](#)
- **New Oasis pavilions at Spa Eastman:** Cozy rooms in a rejuvenating complex inspired by Mother Nature. The Oasis pavilions are based on the best principles of sustainable development. [»](#)

Des Sources

- **Jeffrey Mine by kayak:** Paddlers can enjoy a two-hour guided tour across the turquoise waters of the former Jeffrey Mine in Val-des-Sources and learn about its history and mineralogy. [»](#)
- **Les vendredis au bord du Pit:** Fridays evenings, come eat and drink at the edge of the pit mine, and enjoy free concerts at Place de la Traversée in Val-des-Sources. Also, there are 9 new spaces for RVs. [»»](#)

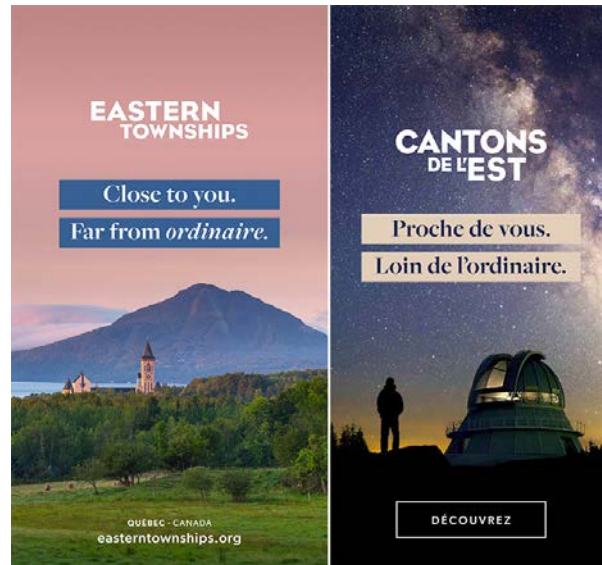
Townships Trail

- **Sunday in the Townships:** Concerts, entertainment and guided tours... Through 16 heritage sites, discover the history, architecture and spirituality of the 430-km driving route known as the Townships Trail. [»](#)

PROMOTIONAL CAMPAIGN

Tourism Eastern Townships is rolling out a new promotional campaign, "Close to you. Far from *ordinaire*." This mass campaign, enhanced by a web content and media relations strategy, aims to arouse visitors' interest in the Eastern Townships. "The quality and the diversity of our regional tourism offer will be conveyed through promotional actions targeting Quebec, Ontario and Northeastern U.S. markets," explains Karine Guilbault, Tourism Eastern Townships' Senior Director of Marketing and Brand Management. In addition, the promotional campaign will be complemented by campaigns focusing on golf and cycling.

"More than \$500,000 will be invested this summer to promote the Eastern Townships. In addition to these investments, our marketing strategy includes an annual plan that will promote the destination over four seasons, all in collaboration with our members and regional tourism partners," concludes Ms. Guilbault.



Source: Tourism Eastern Townships

TOURISM EASTERN TOWNSHIPS CELEBRATES ITS 45TH ANNIVERSARY

The *Association touristique de l'Estrie* was founded in 1978. It has since evolved, becoming *Tourisme Cantons-de-l'Est* (Tourism Eastern Townships), and growing from fifty members during the 1980s to more than 580 members and regional partners today! The regional tourism association thanks the entire tourism industry it supports in the Eastern Townships for their trust over the years.

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 region 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 17,000 jobs.

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