

Tourism Eastern Townships Welcomes Isabelle Charlebois as General Manager

Sherbrooke, June 27, 2023 – Tourism Eastern Townships announces the arrival of its new general manager, Isabelle Charlebois.

"On behalf of the entire Tourism Eastern Townships team and our Board of Directors, I would like to welcome Isabelle Charlebois, our new General Manager," says Caroline Sage, President of the Board. "We are all very excited to work with her and know that we will be able to count on her mobilizing leadership and benefit from her experience in the tourism industry."



Isabelle Charlebois, Tourism Eastern Townships' General Manager
Courtesy of Tourism Eastern Townships | Annie Duchesne

With more than 20 years of experience in the tourism industry and a background as an entrepreneur, Isabelle Charlebois has held the positions of director and manager in the Montérégie region and in the Eastern Townships. For the past seven years, she was Tourisme Haut-Richelieu's General Manager where she developed numerous partnerships with other individuals and organizations in the Québec and neighbouring U.S. tourism industries. During her tenure, she sat on various boards of directors, including that of Tourisme Montérégie.

"I am very pleased to join the Tourism Eastern Townships team to share this passion and pursue the organization's mission together. I thank the Board of Directors for their trust, and I am very grateful to be able to take on this new professional challenge in one of Québec's most beautiful regions," adds Isabelle Charlebois, General Manager of Tourism Eastern Townships.

A citizen of Brome-Missisquoi, Isabelle Charlebois is aware of regional and national issues and is committed to the development of tourism in the region. She holds a master's degree in project management and a bachelor's degree from UQAM in psychosociology of communication with an international profile, as well as various certificates in strategy, communications and leadership.

Ms. Charlebois has been a shareholder, vice-president and general manager of the Venise-sur-le-lac resort, in addition to owning three tourism businesses. She has also been responsible for Canada-wide events for L'Oréal Canada and Parks Canada.

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, 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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Source: Shanny Hallé
Media Relations Coordinator
Tourism Eastern Townships
Cell: 819-821-1220 | Email: shalle@atrce.com