

## **The Eastern Townships targets American Travellers with a heartfelt invitation**

**Sherbrooke, Quebec – May 26, 2025** — At a time when global travel feels uncertain and international relations seem complicated, a corner of Canada is reaching out with a simple and heartfelt message: *We miss you*. The Eastern Townships, just north of Vermont and a short drive from Boston and New York City, wants American visitors to know: *We welcome you with open arms*.

### **A warm welcome**

Long renowned for its peaceful countryside, culinary delights and European charm, the Eastern Townships has long been a favorite destination of American travelers seeking a breath of fresh air. But in recent months, travel from the United States to Quebec has slowed. In response, the region is launching a new advertising campaign to bring back the road-tripping spirit, with humor, heart and a hug (literally).

“Our American guests are more than tourists, they’re part of our story,” explains Isabelle Charlebois, General Director of Tourism Eastern Townships. “This ad campaign is our way of saying: we appreciate you and we can’t wait to welcome you again.”

### **“Come Hug It Out” – A campaign with a heartfelt message**

The campaign launched with a 30-second video airing across the states of New England and New York. Created with Montréal-based agency La Bande, the ad features an American visitor being welcomed not only in his language, but with open arms, literally!

The message? Whether you’re ordering a poutine or hiking up the summit of a mountain, we are glad to have you.

The campaign will be broadcast on Connected TV, YouTube and will be complemented by a Facebook strategy, in addition to highlighting several iconic experiences in the region.

### **Beyond the favorable Exchange rate**

While Canada's favorable exchange rate is a great reason to visit, the campaign focuses on something deeper: connection.

"This isn't just a tourism campaign, it's a love letter," says Karine Guilbault, Marketing Director. "We want our neighbors to the south to feel welcome on a truly emotional level. The Townships are close, safe, and feel familiar with just enough 'abroad' to make it magical."

### **Ready to welcome American visitors with open arms!**

Local businesses, accommodations and attractions are all part of the effort to lure visitors to the region. They can expect smiles, to be served in English and to feel that they've returned to a familiar place, even if it's their first visit.

"Year after year, Americans return because they love the balance between the proximity of the region, its natural beauty and authentic hospitality," adds Isabelle Charlebois. "They're drawn to our culinary experiences, our European charm and our exciting events. In these uncertain times, we want to get out a very clear message: Americans are always welcome in the Townships!"

**Watch the campaign video:**

**[Come hug it out in the Eastern Townships](#)**

**Campaign credit: Tourism Eastern Townships**



Thank you to the [La Bande](#) team

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### **About Tourism Eastern Townships**

Tourism Eastern Townships (Tourisme Cantons-de-l'Est) is one of 21 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 support and promote tourism development and market the region within Quebec and internationally. TCE brings together more than 600 members representing more than 1,000 tourism offerings throughout the nine 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 a tourism spend of more than \$900 million annually. The industry generates more than 18,000 jobs, making the Eastern Townships the fourth largest tourism employer in the province of Quebec.

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