



## NEWS RELEASE

For immediate release

**Sherbrooke, June 20th, 2025** – The Eastern Townships are Quebec's prime destination for bike tourism and this summer, the region has added even more routes and facilities for cyclists.

The Townships offer a wide range of facilities, attractions and activities for cyclists. 2025 will see the addition of three new long-distance circuits, more trails for mountain bikes and upgrades to existing routes. These are in addition to the 24 circuits outlined in the Cycling Routes 2025-2027 guide. Together, they make a grand total of 4,000 kilometres of cyclable terrain.

### Trails offering a sense of adventure

[Three routes designed for gravel bikes](#) and ideal for 2-3 day outings, have been launched for the summer, tested and approved by Dominick Ménard, an experienced adventure cyclist. These gravel roads, totalling some 230 kilometres, allow cyclists to explore the countryside off the beaten track, promising a few unexpected experiences and encounters along the way.

The new routes, which will appeal to adventure lovers, as well those who love the challenge of gravel biking, are designed around three distinct themes – local cuisine; the great outdoors and stargazing; and anglophone culture and built heritage.

The first route - Gravelée des saveurs – which is already in operation, runs through Brome-Missisquoi, Granby and Val-Saint-François, offering gourmet fare along the way. The second route - La Gravelée des rives – which will be open by mid-July, leads cyclists through the counties (MRCs) of Memphremagog, Coaticook and Sherbrooke. By the end of July, the Gravelée des sommets will also come on stream. This gravel route encompasses the MRC regions of Haut-Saint-François, Sources and Mégantic.

### New routes for all kinds of bikes

The [2025-2027 edition of Cycling Routes](#) outlines 24 circuits designed for different types of bicycles. It includes the [Boucle des Érables](#) (45 km) in Val-Saint-François, which traverses fields and maple groves (amid the backdrop of magnificent Mont Orford), while [The Mont Ham Loop](#) (49 km) climbs to a challenging 568 metres at its highest point – a lure for seasoned cyclists!

The Bassin des deux rivières in Haut-Saint-François and Rivière du Nord (Mégantic) both offer tranquil backroads that wind through scenic countryside. In the Coaticook Valley, cyclists who pedal along the Sir Lyster Loop, can divert for a swim in Lac Lyster and stop to take in the stunning views along Chemin Cabana.

### Mountain biking on the rise – quite literally!

Dudswell has just opened [Zone Nature](#), a 5-kilometre, cross-country mountain bike trail, situated opposite Lime Ridge House, a tourist attraction showcasing the region's former mining industry. The new trail is divided into two runs – one for novice mountain bikers, the other for intermediate cyclists (cross-country and fat biking).

[Mont Sainte-Cécile](#), in the Mégantic region, is expanding the terrain available to mountain bikers – 12 kilometres of trails, plus another 4 kilometres that are being added to its existing trails. By the end of the summer, Mont Sainte-Cécile will also have a bike park laid out with jump lines. [Plein air Sutton/MTB](#) in Sutton has added three new trails for 2025, including a progression trail (intermediate level).

### For cycling fans – beyond the trails!

The popular « friendly » [mountain bike nights](#) are back again at Bromont, montagne d'expériences. Held on Thursday evenings, they offer cycling aficionados the opportunity to test their skills on some 50 kilometres of downhill trails (May 16 – July 27).

The [National Cycling Centre in Bromont \(CNCB\)](#) has installed a “resi” training mat for freestyle cyclists. Situated in the Sylvan Adams Velodrome, it allows bike riders to fly through the air and practise their moves in complete safety.

Battery charging points have been installed along the [Veloroute Gourmande](#), making it easier than ever for electric bike riders to plan their outings. The bike route runs for 235 kilometres, through the Eastern Townships, as well as the Montérégie region.

“The expansion of these facilities and attractions attest to our reputation as a prime destination for cyclists,” explains Isabelle Charlebois, General Manager of Tourism Eastern Townships (TCE). “Our partners continue to develop diverse experiences for cyclists, whether they be adventure lovers, foodies or sporty types who enjoy a challenge.”



Photo credit : Dominick Ménard

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### About Tourism Eastern Townships

Tourisme Cantons-de-l'Est (Tourism Eastern Townships) is one of Quebec's 21 regional tourism associations (ATR) and the official representative of Quebec's Ministry of Tourism in the region. Since 1978, TCE's mission has been to foster the region's tourism development, promote, coordinate, support and represent the entire tourism sector, while focusing on the quality of the visitor experience. TCE brings together nearly 600 members representing more than 1,000 tourism offerings 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 region in Quebec, with volumes reaching 10 million visitors annually, accounting for 6.5 million overnight stays and a tourism spend of more than \$900 million per year. Tourism in the region generates over 20,000 jobs, making it the region's fifth largest employment sector among all tourism regions.

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