

## Time for fun in the great outdoors!

**Sherbrooke, June 26th, 2025** – Now that summer has arrived, the Eastern Townships has introduced a slew of new outdoor activities and attractions. Visitors will be able to enjoy everything from climbing up a lookout tower, learning how to sail and spending an evening of thrills 'n' spills, sloshing around in water!

### **Water, water everywhere....**

The water park at [Bromont, montagne d'expériences](#) is hosting a new, one-off event - LUMIN'O - on Friday, July 11. Billed as an immersive experience, the evening will feature illuminated water slides (until 10:30pm) and the site will be decorated with neon signs and fluorescent installations. A DJ, bar and a unique menu, are guaranteed to add to the festive atmosphere!

### **GreenStep GOLD certification – a first for a Quebec ski resort!**

[Owl's Head](#) is the first ski resort in Quebec and the third in Canada, to be awarded the GreenStep Gold certification – a recognition that the resort complies with environmental, social and economic strategies to reduce greenhouse gas (GHG) emissions, as well as the sustainable management of natural resources and involvement in the local community.

### **New infrastructure**

Scheduled to open later this summer, the 80-step steel and glass observation tower atop [Mont Hereford](#) (it lies within Saint-Herménégilde and East Hereford), offers 360-degree views over the surrounding countryside and Mount Washington in the United States. The tower, which cost close to \$1 million, was financed largely by individuals and local businesses.

Lac-Mégantic's [Station touristique Baie-des-Sables](#) tourist resort has added three campsites for small, self-contained motorhomes. It also offers sailing lessons for beginners (May 9 – October 13, 2025).

### **Sporting activities accessible to all**

[Parc d'environnement naturel de Sutton](#) is offering a Joëlette to people with limited mobility. This all-terrain, adapted wheelchair allows outdoor lovers to explore the hiking trails with the help of qualified volunteers. (Until October 15. Free of charge.)

This summer, Granby will be hosting the [Special Olympics Quebec](#). Over 1,500 athletes will be taking part, competing in 10 different sports including track and field, softball, golf, swimming and soccer (August 6-10).

Five Sherbrooke organizations have joined forces to launch a campaign entitled « [Le plein air à son rythme](#) » (roughly translated as "The outdoors at your own pace"). The idea behind the campaign is to showcase the range of outdoor activities that can be enjoyed in and around the city and that they are accessible to everybody, no matter what their level of skill or mobility. Carburé Aventure, Base de plein air André-Nadeau, Regroupement du parc du Mont-Bellevue, Club nautique de Sherbrooke and Plein air interculturel de l'Estrie will launch their campaign on July 5, at Lucien-Blanchard Park.



Photo credit : Daphné Caron

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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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### **Source :**

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