

# The Eastern Townships kicks off a convivial winter season !

## NEWS RELEASE

For immediate release

**Sherbrooke, December 3, 2025** – Tourisme Cantons-de-l'Est (TCE)/Tourism Eastern Townships, has officially **launched the 2025/26 winter tourist season** with an outdoor event at the Marché de la Gare in downtown Sherbrooke. Taking its lead from traditional Christmas markets (with a festive ambience to match !), **the second edition of the Holiday Cocktail Hour** brought together TCE members, who celebrated and networked with colleagues.

« After our first snowfall arrived so early in the season, we were reminded of just how much winter transforms the Eastern Townships landscape, » says Isabelle Charlebois, General Manager of Tourisme Cantons-de-l'Est. « We're always ready to welcome visitors, no matter what the temperature ! Our region has a multitude of experiences that can be enjoyed in all kinds of weather – from the adrenaline rush of swooshing down a snowy slope, to a health-giving session in a Nordic spa or a quiet walk around a museum. It is this variety of experiences and the warm, welcoming atmosphere, that makes the Townships such an outstanding winter destination. »

Around the region, **55 Christmas markets** add to the festive ambience. More than places to just pick up a gift, they feature local craftspeople, storytelling, workshops and encounters with Santa Claus. The tradition of visiting a Christmas market attracts more and more visitors every year. To plan an outing : <https://www.easterntownships.org/tag/391/christmas-markets>

## An optimistic outlook for the winter season

Encouraged by a very successful summer season, the Eastern Townships tourism industry is confidently looking forward to the winter. According to a survey conducted by TCE, more than half of the region's tourism businesses (56%) say they are optimistic about the coming months. Their positivity however, is tempered by pragmatism. The economy and weather can be wild cards, nonetheless, the industry is well aware of the need to deal with the challenges of labour shortages and the trend towards last-minute bookings.

## Targetted campaigns promoting the region's tourism offerings

**Between now and March 2026, Tourisme Cantons-de-l'Est will be investing more than \$405,000** to position the region as an « unmissable » winter destination, in particular targeting potential clients outside the province of Quebec. Building on the advertising slogan « [Close to you. Far from ordinaire](#) » the campaign highlights the richness, authenticity and diversity of the region's tourism offerings.

Five major complementary campaigns, partnering with regional counties, municipalities and TCE members, are currently underway, focusing on the following markets :

- **Holiday celebrations:** Highlights the festive atmosphere of villages, Christmas markets, cozy accommodations and gourmet experiences (aimed at Quebecers).
- **Winter:** Promotes outdoor activities (skiing, hiking, spas, one-of-kind getaways) to tourists from Quebec and Ontario.

- **Ski L'Est Go** (in partnership with the AITQ, ASSQ, and ski resorts): Highlights regional skiing opportunities to markets in Quebec, Ontario and the northeastern United States.
- **Accommodation:** Targets customers outside Quebec to boost winter bookings in the region.
- **Cross-border campaign** (in partnership with the AITQ): Aimed at attracting visitors from the northeastern United States to increase the number of short stays in the Townships.

The « unmissable » winter attractions, activities and events, are incorporated within an integrated strategy involving advertising, influencer marketing, media relations, newsletters, appealing content, as well as various media and travel professionals. The [Regional Ambassadors](#) through personal narratives, also help to promote the region. These diverse strategies give TCE the flexibility to adjust its marketing messages according to market conditions and to continue to promote the Eastern Townships as a prime winter destination.

[Click here for winter photos of the Eastern Townships](#)

*\* The photo credit appears when you hover over the image and must be attributed to the source.*



Photo credit: Mathieu Dupuis

## Special deals and new tourism offerings

With its six alpine ski resorts, four national parks, over 1,000 km of winter trails, 150 km of fat bike trails and around 20 Nordic spas, the Eastern Townships offers a wide range of activities that allow visitors to enjoy winter to the hilt, whatever the weather - outdoor adventures, relaxing breaks, gourmet getaways and cultural events and attractions.

Starting this Friday (December 5) the four main ski resorts in the Eastern Townships – [Mont Orford](#), [Mont SUTTON](#), [Bromont](#), [montagne d'expériences](#) and [Owl's Head](#) – will welcome their first skiers. Located less than 30 minutes' drive from one another, these ski centres are renowned for the excellent quality of their trails and the diversity of their winter offerings. This season, the on-slope facilities will be better than ever with modernized infrastructure, upgraded snowmaking and streamlined check-in. Worthy of note is the return of the [L'Est Go](#) card, back for a seventh season. Card holders enjoy special deals at all four mountains, allowing them to ski at a discounted rate at any time of the week.

Non-stop action marks the 2025-26 winter season in the Townships ! The choice of activities is dazzling - hiking, sledding, skating, snowmobiling, gourmet experiences and wellness breaks (to name a few). This winter, several new attractions have also been added to the region's tourism offerings. They include :

- A condo-hotel at Bromont montagne d'expériences – [Residence Inn by Marriott](#)
- Renovation of the main chalet at the [Mont Orford ski centre](#)
- A new multifunctional space in Frelighsburg : [Le Manège des Cocagnes](#)
- Cross-country skiing in the Traversée Franceville sector of [Mont Mégantic National Park](#)
- A new ski lift at the [Station touristique Baie-des-Sables](#) in Lac-Mégantic
- A fourth winter dome added to the terrace at [Koz Bistro](#) in Magog
- Winter outings at [Vignoble Côte des Limousins](#) in Roxton Pond
- [Allée des poèmes](#) : a walkway dotted with poetry in Lac-Mégantic
- Tribute to Les Cowboys Fringants rock band at [Hop Station](#) in Coaticook
- New wellness centre : [Écogites Inspire](#) in Saint-Camille
- And finally, [Om Shamwe](#) : The perfect place to recharge your batteries in the heart of nature !

**Check out the complete list : [New for the 2025-26 winter season](#)**

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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.

- 30 -

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**Click here for general photos of the Eastern Townships**