

Tourism Eastern Townships Named to Fast Company's Annual List of the World's Most Innovative Companies of 2026

NEWS RELEASE
For immediate release

Sherbrooke, April 9, 2026 – Tourism Eastern Townships is proud to have been named No. 10 in the Travel and Hospitality category on Fast Company's 2026 prestigious list of the World's Most Innovative Companies of 2026. This recognition highlights the [Come Hug It Out in the Eastern Townships](#) campaign's impact, that has helped extend the destination's reach well beyond Quebec.

This year's list shines a spotlight on businesses that are shaping industry and culture through their innovations. Alongside the World's 50 Most Innovative Companies, Fast Company recognizes 720 honorees across 59 sectors and regions.

"Being named on this prestigious list is a source of immense pride for Tourism Eastern Townships. This recognition confirms that our innovative strategies, rooted in authenticity and focused on the visitor experience, have a global reach" said Isabelle Charlebois, General Director of Tourism Eastern Townships.



A campaign that successfully connected with a key customer base

Against a backdrop of cross-border tensions with the United States, the campaign aimed to reassure and warmly welcome our southern neighbors, a strategic customer base that, in 2024, accounted for approximately 6% of visitor traffic and nearly \$73 million in annual tourism spending in the Townships.

Based on a targeted approach, the advertising campaign created by [La Bande](#) allowed for better control of messaging, management of visitor traffic over time and across the region, and the delivery of measurable results, in collaboration with the RCMs and municipalities.

Impressive results, both here and abroad

What began as a heartfelt invitation to American travelers quickly turned into an international viral sensation.

- Over 20 million views on social media
- Shares and interactions from influential figures, including Sharon Stone and Louise Penny
- 148% increase in American visits to the website
- International media coverage: over 900 media mentions, generating 1 billion impressions and \$37 million in media value

Tangible economic benefits

Beyond its media performance, the campaign generated significant economic benefits for the region. Between May and October 2025, spending by American visitors in the Eastern Townships increased by 6.9% compared to 2024, while the province as a whole saw a 15% decline.

A world-class track record

This award confirms Tourism Eastern Township's leadership and its tangible contribution to promoting the destination.

To determine honorees, Fast Company's editors and writers review companies driving progress around the world and across industries, evaluating thousands of submissions through a competitive application process. The result is a globe-spanning guide to innovation today, from early-stage startups to some of the most valuable companies in the world.

"Our list of the Most Innovative Companies is about spotlighting organizations that don't just adapt to change—they drive it," said Brendan Vaughan, editor-in-chief of Fast Company. "The companies we honor this year are redefining what leadership looks like in 2026, pairing bold ideas with measurable impact and turning breakthrough innovation into real-world value. They are setting the pace for their industries and offering a blueprint for what sustained innovation can achieve."

The full list of Fast Company's Most Innovative Companies in travel honorees can now be found at : [The most innovative companies in travel of 2026 - Fast Company](#).

Fast Company will host the [Most Innovative Companies Summit and Gala](#) for honorees on May 19 in New York City.

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 900 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 rank fifth in terms of overnight stays in Quebec with volumes reaching 10.7 million of overnight stays and tourism revenues of \$1.3 billion per year. Tourism-related sectors account for approximately 1 in 10 jobs in the region, corresponding to more than 21,000 jobs.

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with fellow business publication Inc. For more information, please visit fastcompany.com.

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