



ALLIANCE DE L'INDUSTRIE  
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**Bourse**  
des médias



2016-17 Winter Media Marketplace  
Hôtel Omni Mont-Royal, Montréal

**October 27, 2016**

## ***Inside this document***

Association des professionnels de congrès du Québec

Association québécoise des spas

Kéroul

Office du tourisme de Québec

Sépaq

Tourisme Abitibi-Témiscamingue

Tourisme Cantons-de-l'Est

Tourisme Centre-du-Québec

Tourisme Charlevoix

Tourisme Chaudière-Appalaches

Tourisme Côte-Nord

Tourisme Eeyou Istchee Baie-James

Tourisme Gaspésie

Tourisme Lanaudière

Tourisme Laurentides

Tourisme Laval

Tourisme Mauricie

Tourisme Montérégie

Tourisme Montréal

Tourisme Outaouais

Tourisme Saguenay–Lac-Saint-Jean

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OF CONVENTION  
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With more than 34 destinations in 17 of the 22 tourist regions in Quebec, the Quebec Association of Convention Professionals is a network of organizations, enterprises and qualified partners with in-depth knowledge of the convention, hotel and tourist attraction infrastructures in their respective territories. Join us for your very own tour of business destinations in Quebec - all it takes is just one click at [www.congres.com](http://www.congres.com). QACP services are completely free of charge for event planners.

### What's new

- Accommodation major renovation in [Shawinigan](#)
- A fresh new look for the [Best Western Plus Gatineau-Ottawa!](#)
- The new restaurant [La Tablée](#) of Le Manoir Saint-Sauveur
- Destination Sherbrooke: [Conference and Event Support Fund](#) (FACE)
- Rimouski : [Pointe-au-Père maritime historical site](#) begins the expansion of the Empress of Ireland museum
- [The St-Laurence river invites itself in your events](#) in Rivière-du-Loup
- Quartier Tremblant - Base Camp: [Reinventing Group & Business Events](#)
- [The interpretation center of the Beauharnois generating station](#) acquires, in 2016, a new building to enhance the experience of visitors.
- Saint-Hyacinthe: [A new convention centre adjacent to a Sheraton Hotel](#)
- The Terroir & Saveurs certification of [Le Laurier restaurant](#) at Victorin Hotel in Victoriaville
- [Hotel Le Concorde Québec](#) : New URBAN SPA opening soon !
- [The Manoir Rouville-Campbell](#) presents its latest expansions
- [MaisonArture and Alpacas at the BaluchonEco Resort](#)

### On the agenda

[Business Destinations Tour and conference](#) : A unique chance to meet with the QACP members at the January 19, 2017 event in Montréal. More details to come on [congres.com](http://congres.com). For an overview of the last event held in Quebec City on June 15, 2016, [click here](#).

#### Spokesman

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Drummondville  
Gatineau-Outaouais  
Granby  
Îles de la Madeleine  
Lanaudière  
Laurentides  
Laval  
Lévis  
Longueuil (Agglomération)  
Maskinongé (Mauricie)  
Matane  
Memphrémagog  
Montérégie  
- Montréal  
Nicolet-Yamaska  
Québec  
Rimouski  
Rivière-du-Loup  
Saguenay  
Saint-Hyacinthe  
Saint-Jean-sur-Richelieu  
-Sept-Îles  
Shawinigan  
Sherbrooke  
Tremblant  
Trois-Rivières  
-Vaudreuil-Soulanges  
Victoriaville*

Quebec City, October 27, 2017

*Quebec's spa establishments are essential*

Quebec's spa establishments are happy to contribute to welcoming 2.2 million visitors per year, and to support all Quebec regions by offering wellness, discovery and a sense of wonder, twelve months per year. The President of the AQS, Sylvie Lessard, proudly states that "the quality of the welcome, the reliability and stability of the offering, as well as the great capacity for innovation and dedicated service of our members ensure the development of our sector, all across Quebec."

Wellness and thermal experiences trends are increasingly preferred by Quebecers and visitors. This complementary product constitutes the top attraction to be integrated into many promotional tourism strategies.

As one of the rare products to be economically viable year round, with a unique and attractive charm for any client regardless of Mother Nature's moods, a stay in a spa establishment is an important activity in Quebec, and one that supports the economic development of the regions. According to the President, "It is not surprising that the winter promotional campaigns of regional tourism associations have all showcased their spa products." This clearly shows that heat, waves, relaxation and health are no longer exclusive to sunny destinations.

The spa industry generates revenues of more than \$200 million dollars, of which 44 % can be attributed to tourism. It creates approximately 4,000 jobs.

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The Association québécoise des spas supports, represents, defends its members and acts as spokesperson for all spa establishments in Quebec.

To find out more about the AQS: [www.associationquebecoisedesspas.com](http://www.associationquebecoisedesspas.com)

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With its “**Blind Love campaign**”, Québec Original is right on target, showing that people with restricted physical ability can indeed travel, and love it. To ensure a smooth trip, however, it is best to check on accessibility at tourism facilities. Kéroul offers two tools to meet the specific needs of disabled people: The Accessible Road and Québec for all.

**The Accessible Road** is a magazine and web platform listing more than 300 tourism facilities that are accessible to people with physical limitations in 18 Quebec regions. It also lists essential complementary services, like gas stations that offer service and businesses that provide orthopedic services. It is a kind of specialized travel guide that also contains suggestions for themed two-day and one-week routes, inspiring videos, and tips for fuss-free accessible holidays. To participate, tourism facilities must be accessible, offer some of their employees the Welcoming Ways training program on accommodating people with disabilities and sign a protocol with Kéroul.



**Québec for all** is an even broader directory than The Accessible Road, as it also contains partially accessible facilities. In fact, it lists more than 1,700 establishments offering accommodation, food services, attractions, tourism and cultural activities, tourism information and camping! The directory was created with a view to better meeting the needs of disabled clients who do not necessarily require full accessibility to enjoy their stay. "Québec for all" is being expanded, and new features will soon be available.

### About Kéroul

Since 1979, Kéroul has strived to make tourism and culture more accessible to persons with limited physical ability. Key consultant for the Ministry of Tourism regarding accessibility, the organization offers tourist information services, as well as consulting, training and research services for businesses. Recognized worldwide for its unique expertise, Kéroul is also part of several associations and its representatives are involved in a number of advisory boards and working groups.

### Contact

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Québec City and its region are regularly awarded with prestigious prizes for its excellence as a tourist destination. Let's mention the two most recent distinctions. At the *Leading Culture Destinations Awards* gala that took place in London, England, Québec City was named by international tourism ambassadors the culture destination of the world over fellow nominees Los Angeles and Lyon. Regarding another honour, *Travel + Leisure* readers choose Québec City as the best city in Canada over Vancouver, Victoria, Montréal and Toronto.

### ***Favourites***

#### ***New year-round waterpark!***

**Valcartier Vacation Village** is coming up with new spectacular additions: a four star, 153-suite, family friendly hotel and a huge indoor waterpark. With its Polynesian theme and balmy 30°C ambient temperature, this park has something fun for everyone. The addition of hotel accommodation and all-season activities make this a fantastic family vacation spot all year round. Opening: December 2016.

[www.valcartier.com/en/winter-playground/](http://www.valcartier.com/en/winter-playground/)

#### ***On the move!***

The dazzling **Hôtel de Glace**, that architectural marvel made out of ice and snow is moving to Village Vacances Valcartier, the North America's largest winter playground. To celebrate, the hotel's carving artists are preparing an all-new, exclusive design with 44 unique guestrooms. The Hôtel de Glace offers the opportunity of a nordic experience to share with family, with a group of friends or as a romantic adventure. The hotel will be open between January 4 and March 26, 2017.

[www.hoteldeglace-canada.com/?action=&langue=en](http://www.hoteldeglace-canada.com/?action=&langue=en)

#### ***World's Safest Winter Via Ferrata***

Canyon Sainte-Anne is already known for its spectacular beauty: the canyon has been carved into the rock by the majestic St. Anne waterfalls over a period of time of more than one billion years. The canyon is offering a new activity for this upcoming winter: explore the rockfaces —minus the tricky rockclimbing manoeuvres—along the world's first continuous-cable, winter-proofed via ferrata! Open from December 17, 2016 to March 13, 2017.

[www.canyonsa.qc.ca/en](http://www.canyonsa.qc.ca/en)

### ***Media Trip***

Our team is looking forward to evaluating all projects for a press trip in our vibrant region.

### ***Information***

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Mathieu Dupuis, Parc national du Mont-Orford, Les Crêtes trail

**Sépaq** is the custodian of the finest landscapes and attractions allowing visitors to discover the diversity of the Québec's natural treasures. Sépaq manages over 77 000 km<sup>2</sup> of natural areas across 48 destinations in 18 of Québec's tourist regions.

### **New**

- New online booking platform. The first phase, camping and ready-to-camp online reservation, is completed. Easier and simpler than before !
- The Yeti, new snowshoe trail at Parc national des Monts-Valin
- New EXP. cabins at Mont-Orford, Jacques-Cartier, Mont-Tremblant and Monts-Valin national parks.

### **For interview, information and photo request**

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# AT ABITIBI-TÉMISCAMINGUE



## Abitibi-Témiscamingue winters, always magnificently pure and white

Here, the snow cover is so thick that even roads are unable to turn it black. Thousands of miles of trails crisscross Abitibi-Témiscamingue, making it a true paradise for snowmobilers. Feel the exhilarating feeling of freedom of moving freely on wide trails. Come experience the joy of winter and the feeling of snowflakes on your skin as you are being whisked through the boreal forest on a dog sledge. Drill a hole in the ice to catch a fish hiding in freezing water, or experience the thrill of riding a fat bike on a narrow trail surrounded by tall conifers. In Abitibi-Témiscamingue, cultural life is very intense and never winds down when winter approaches. Arts and culture are part of our daily life year-round through amazing and creative work that enlivens our streets and festivals and gatherings that get us out of the house and sense the warmth of big smiles on faces, bright pink from the cold.

### News and essentials

#### Events:

- October 29 to November 3 – 35<sup>TH</sup> FESTIVAL DU CINÉMA INTERNATIONAL EN ABITIBI-TÉMISCAMINGUE
- February 11 - LA VIRÉE LÉGENDAIRE, AMOS
- February 17 to 19 - 30<sup>TH</sup> EDITION OF FÊTE D'HIVER DE ROUYN-NORANDA
- February 23 to 25 - FESTIVAL DES LANGUES SALES
- March 8 to 10 - QUARTIERS D'HIVER (FME - Festival de musique émergente)
- March 1 to 31 - FESTIVAL ART'DANSE DE L'ABITIBI-TÉMISCAMINGUE
- March 30 to April 1 - FESTIVAL DU DOCUMENTEUR DE L'ABITIBI-TÉMISCAMINGUE

#### Attractions:

- Parc national d'Aiguebelle
- Refuge Pageau
- Forêt récréative de Val-d'Or
- L'Gros Trappeur
- La Meute
- Le Chenil d'Aiguebelle

### Press tour

Tours prepared to suit your interest

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**Tourisme**

**CANTONS DE L'EST**

## **The Eastern Townships – home of the *Art of Living***

The Eastern Townships is known for the exceptional quality of life enjoyed by the locals and they're happy to share the *Art of Living* with visitors. Even in the winter, fun activities continue.... The region has four major ski centres – Mont-Orford, Mont Sutton, Bromont, montagne d'expériences and Owl's Head – and four national parks, namely, Mont-Orford, Mont-Mégantic, Frontenac and Yamaska, plus several cross-country skiing and snowshoeing centres, not to mention ice fishing and places to skate or go tubing. There's a lively après-ski scene and a variety of Nordic spas and hotels where you can give your weary muscles a break. To round out an action-packed day, our restaurants, which specialize in regional produce and our cozy accommodations, are truly hard to beat.

### **New and old favorites**

- ❖ **Espace 4 Saisons**, an inn at the foot of the hills
- ❖ **Storm Spa Nordique**, opens a new location in Sherbrooke
- ❖ **Balnea Spa**, three more ways to relax
- ❖ **Ski Joering**, when a horse replaces a boat
- ❖ **Backcountry skiing** at Mont Hereford
- ❖ **Snowhoeing at night** at Parc regional du Mont-Ham
- ❖ More snow guns at **Mont SUTTON**

**For a press trip tailored to your needs, please contact me :**

**Danie Béliveau**

Media relations

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(819) 820-2020, ext. 227 / 1-866 963-2020

[www.easterntownships.org](http://www.easterntownships.org)



In the Centre-du-Québec region, winter means celebrations, family fun and fresh air!

Conveniently located between Montreal and Quebec City, this region charms visitors with the warmth of its people and the dynamism of its activities.

Let us guide you through the scenic roads of the Centre-du-Québec and let yourself be charmed by the majestic St. Lawrence River and the beautiful Appalachian foothills.

## A NIGHTTIME EXCURSION AT THE PARC DE LA RIVIÈRE GENTILLY

Did you know that the Parc régional de la rivière Gentilly will be organizing guided nighttime Fatbike excursions? Rental available for all equipment: bike, light, helmet, and hand warmers. The only prerequisite: know how to ride a bike! The Parc de la rivière Gentilly is, without a doubt, THE outdoor family destination in Quebec!

## A BREATH OF FRESH AIR AT THE AUBERGE GODEFROY!

The Auberge Godefroy, a stylish four-star hotel, has unveiled an all-new, refined, contemporary décor. Featuring a restored dining room with a cosy atmosphere, a majestic entrance hall featuring a space to meet and relax, refreshed reception rooms with upscale décor, and a welcoming bistro-bar with new windows overlooking the outside world.

With its all-inclusive packages, the Auberge Godefroy is a highly coveted destination for both relaxation and entertainment. In addition to the classics, there are several attractive packages to meet all your needs, such as girl's night out and family vacation packages, health and beauty care, etc., and to host hassle-free celebrations, such as Christmas Magic, Happy New Year, and Valentine's Day packages. The choice is yours!

## IT'S HAPPENING AT THE ÉRABLE ROUGE!

Great new features this winter at the Érable Rouge sugar shack.

- Ice path for skating through the maple grove
- Snowshoe trails
- Sliding for children
- Petting zoo
- Indoor fireplace and food services

Plus, for sugaring season, the maple grove will be decorated with a western-country flair!

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TOURISME  
**CHARLEVOIX**

© Steve Deschênes

## WHAT'S NEW IN CHARLEVOIX

It resembles no other. Its varied landscapes, its nature, its fascinating interaction with the Saint-Lawrence River, its villages, its terroir, its people and their unmatched leaning towards the good and beautiful things... Everything characterizes Charlevoix, even its climate! From the sea to the tundra, you are invited to sample the good times made to measure at the heart of the Charlevoix Biosphere Reserve. The experiences to enjoy in these unparalleled settings appeal to the hedonists and the adventurers, the contemplative as well as the active ones. Inspiration is everywhere and for everyone. As a family, between friends or for a romantic getaway, this small territory with multiple natural and cultural offerings unfolds its treasures for a change of scenery and resourcing in the summer and the winter alike.



**Héli-Charlevoix** - Flight to snowy peaks on the edge of Charlevoix's crater and snowshoe hike



**Mont Grand-Fonds** - New climbing skin track available and cross-country ski moonlight hikes



**Repère Boréal** - Tiny-house and micro-cabins rental out in the open



**Suroît Aventures** - Snowkite in the heart of Isle-aux-Coudres

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TOURISME  
**CHARLEVOIX**

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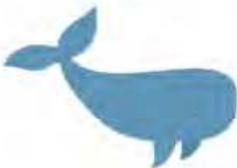
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# ENJOY ALL THAT WINTER HAS TO OFFER IN CHAUDIÈRE-APPALACHES

There's nothing better than spending the day skiing or snowshoeing and ending the day with a good meal by a cozy fire. Or better yet, sleeping in late before a big Sunday brunch at the hotel. And what about sledding, playing in the snow and trout fishing. But what's best of all is getting a warm welcome from rosy red cheeks and a festive spirit!

## OUR LATEST FINDS

### LA CACHE DU GOLF : A DISTINCTIVE NEW HOTEL IN BEAUCE!



The hotel is located right on the greens of the Beauceville Golf Club and offers 36 spacious and well-lit suites. In winter we offer a heated garage for snowmobiles and ATVs. Come and enjoy the La Cacheette Bistro-bar which offers a fresh and modern menu and a selection of classic cuisine. [www.lacachedugolf.com](http://www.lacachedugolf.com)

### CROSS-COUNTRY SKI TRAILS THROUGH THE FORESTS OF PARC RÉGIONAL DU MASSIF DU SUD



Parc régional du Massif du Sud has created a new easy-run trail of around 5km, in the Ruisseau Beaudoin section of the park. This trail is characterized by its intimate design as it zigzags through a yellow birch maple grove, offering stunning views of the Crête-des-Grives and the Claude-Melançon nature preserve. [www.massifdusud.com](http://www.massifdusud.com)

### LA VALLÉE BLEUE INTRODUCES ATOXMIX!



Atoxmix cranberry liqueur is a must-have ingredient for your kitchen. In addition to its incredible taste, it can be used to create an endless number of tasty cocktails and recipes. Use it to add flavour to chicken, pork and duck dishes or in your salad dressing. You can even pour it directly over ice cream! Let your imagination be your limit. [www.lavalleebleue.net](http://www.lavalleebleue.net)

## PRESS TOURS

Tourisme Chaudière-Appalaches is always more than happy to welcome you for an individual press tour. Get in touch with us today!

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## *Passion for Winter*

When Côte-Nord puts his white coat, its splendor invites you to enjoy the snow. Wilderness backcountry skiing or snowshoeing, soak up the winter throughout the day. Almost popular backcountry skiing offers you several trails that are accessible for every level of backcountry skier. In the forest, bordering the Fjord or near cities and villages, you will be charmed. Dry climate will allow you to enjoy winter.

Dogsledding trips can lead you to an exceptional adventure whose memories are immortals. Excursions of several days with overnight in the forest or a simple family outing, different packages are available. Always appreciated snowshoeing trails offers you a wonderful landscape on the St. Lawrence River, in the bush and amazing views of the Saguenay Fjord.

Côte-Nord is obviously the country of snowmobiling with 1300 km of trails. From Kegaska to Blanc-Sablon, the White Trail cross lakes and rivers for over 500 km. Access to the Basse Côte-Nord roam over a vast terrain on expert backcountry trails.

Be sure not to miss our cultural and sport events this winter as : [The Baie-Comeau International Film Festival](#) and [Taiga 200 Dogsled Race Challenge](#) in Fermont.

You can also see Web site for details for all event :  
<http://tourismecote-nord.com/en/upcoming-events/>

Must-See :

- La [Ferme 5 Étoiles](#) : Many winter activities and accomodation. Enjoy the [Trapper's Cabin](#). Traditional dancing, music and shows in Sugar Shack.
- [Saguenay Fjord National Park](#) : Snowshoeing, backcountry skiing and soaking up the majestic scenery!
- [Voyage Coste](#) : Snowmobile expedition in Basse Côte-Nord and incursion in Labrador.

Visit our website for complete details on the winter season. For information on press relations, needs pictures or other, I will be pleased to respond to your request.

Madelyne Lechasseur, Marketing and Communications Coordinator

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# EYOU ISTCHEE BAIE-JAMES

## ESCAPE LIKE NEVER BEFORE

Visit the Eeyou Istchee Baie-James region is also the feeling of being disoriented at first glance. With its larger than life landscapes you will discover what the true North is!

### What's new

#### Novelty No 1 - Shammy Adventures

Imagine living in the heart of the taiga as did the Crees for millennia but in modern comfort, it's what Shammy Adventures offers you. Sleep in a traditional dwelling, eat in a teepee and go on an adventure by snowmobile or snowshoes with an aboriginal experienced guide.

#### Novelty No 2 -Ouje weekend gateway package

A total immersion in the Cree culture during a weekend. The package includes a visit to the Cree Cultural Institute Aanischaaukamikw, a guided tour of Ouje-Bougoumou; a community primed by UNESCO, and a stay at Nuuhchimi Wiinuu Cree Cultural camp where you will discover the Cree way of life and stay in a traditional dwelling.

#### Novelty No 3 - Auberge Waastooskuun Inn

During a trip to Chisasibi on the shores of James Bay, the Auberge Waastooskun inn is the perfect stay. Inaugurated on August 1, the inn have 40 rooms, 2 conference rooms and even a skydeck to observe the starry sky and the northern lights!

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### Press tours

Interested to escape like never before in the real North? It will be a pleasure to plan a personalized press tour with you.

**Steven Pomerleau**  
Marketing director  
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418 748-8140, ext 227

[escapelikeneverbefore.com](http://escapelikeneverbefore.com)





Crédit photo : Jean-Pierre Huard; Éric Marchand; Jean-Sébastien Cloutier; Paul Lebrun; ©Le Québec maritime, Studio du ruisseau; Tourisme Gaspésie, Louis-Philippe Cusson

## Gaspésie, a prime destination to enjoy winter!

Touring Gaspésie in winter! Why not? The landscape changes dramatically, but remains as enchanting as in any other season. Whether you are a thrill-seeker or a nature lover, you will be delighted with the number of possible activities.

Whether you choose skiing, snowshoeing, dogsledding, or snowmobiling on close to 2 000 km of high quality trails, you will be sure to enjoy the most immaculate snow that exists. You have the choice to practice your ski skills in the well-defined ski runs in various ski resorts, or for the more adventurous, have a great time in the Chic-Chocs off-trails.

Whether in charming cottages along the seafont or in a luxury inn in the heart of the mountains, Gaspésie promises a total escape.

## New features!

- **Grande traversée du Saint-Laurent**

The Grande traversée de la Gaspésie (TDLG) joins the Society for the Celebration of Montréal's 375th Anniversary to present the Grande Traversée du Saint-Laurent! From January 21 to 29, lovers of the outdoors are invited to take part in a winter cruise aboard the CTMA Vacancier, for 8 days from Gaspésie to Montréal. Passing through Matane, Baie-Comeau, Pointe-au-Pic, Québec, and then Montréal, this trip allows travelers to ski in various landscapes by day, and then return to the ship by evening. [tdlg.qc.ca](http://tdlg.qc.ca)

- **Le Chic-Chac**

Located in Murdochville, the Chic-Chac adds a new segment with the acquisition of the Mont Miller ski resort. The 28 runs are accessible and feature a large number of open glades and a Snow Park. Guided evening ski runs with a headlamp are also available. [chic-chac.ca](http://chic-chac.ca)

- **Géoparc de Percé et Camping Baie de Percé « prêts-à-camper »**

Skiers and snowshoers will have a great time discovering the Percé Géoparc trails while enjoying the furnished, insulated, and heated tents of the Camping Baie de Percé. Many kilometres of trails are accessible, and on the course, a glassed footbridge perched at 200 m altitude provides a breathtaking view of Percé! [geoparcdeperce.com](http://geoparcdeperce.com)

## Press Tours

*We will be pleased to prepare a customized press tour for you and to welcome you to the region!*

## For information

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# LANAUDIÈRE

> GET CLOSER <

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*Lanaudière... so close and so perfect for you!*

Our wonderful winter playground is really close by! Lanaudière invites you to come and taste the joys of winter just a short distance from Montreal! Make Lanaudière your getaway destination and you're guaranteed a snowy paradise for **all your favourite sports and activities!**

Discover our hiking trails, wide-open spaces, great skiing, excellent snowmobiling and exciting dog sledding. A total change of scene! Indulge yourself with an **all-inclusive hotel package**, or stay in a yurt... even a treetop cabin! Visit our many **markets** throughout the Holiday Season.

For real indulgence, a **nordic bath** is the perfect way to pick yourself up and enjoy complete relaxation. Listen to the silence in a magnificent snowy setting. It's another side of Lanaudière you'll always cherish.

## **New and featured products**

- ❖ **Hôtel Spa le Suisse:** *The new 4 star resort at Saint-Donat.*
- ❖ **Discover the first Christmas Market circuit in Lanaudière :** *Immerse yourself in the spirit of the holidays at the Christmas Markets of L'Assomption, Joliette and Terrebonne. Ideal places for all your holiday gift buying*
- ❖ **New mountainside at Ski la Réserve**

## **Media tours**

We can design, on request, media tours tailored to your specific needs. Contact me and I will be pleased to quickly put together a customized tour. Looking forward to welcoming you to Lanaudière!

***Eliane Larouche***

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### **The Laurentians: Life up close!**

Its lively villages and welcoming host are what makes the Laurentians an international destination. The region has 13 ski centres including famous Tremblant, many Nordic spas, 40 golf courses, 1,055 km of cross country trails, 2 625 km of snowmobile trails, Le Chemin du Terroir, a signposted trail featuring the region's terroir and a vast selection of outdoor activities, as well as La Route des Belles-Histoires featuring the history of the region. The Laurentians are also unique for the largest protected area in Québec including Mont-Tremblant and Oka National Parks, Kiamika regional Park, Montagne du Diable Regional Park, the longest cycling trail in Canada "Le P'tit Train du Nord" linear park, as well as one of the largest night skiing acreage in the world, the Saint-Sauveur Valley.

#### **Coups de cœur :**

- **Économusée de la torréfaction Couleurs Café – Sainte-Agathe-des-Monts**  
Annie Gaudet, founder and coffee roaster at Couleur Café, offers visitors a most enjoyable sensory experience. What with all the aromas, sounds and colors associated with this particular product, visitors can follow the trail from the coffee grain on the plant right through to the Couleur Café warehouse.
- **Mont Blanc – Saint-Faustin-Lac-Carré**  
1.3 Million Dollar Investment, what a fantastic way to celebrate Mont Blanc's 60th anniversary! The main chalet has been completely re-painted giving it a brand new look! Several rooms will be renovated in the main lodge at the base of the mountain. A new area designed specifically for beginners has been laid out. This area will provide a safe environment with more space and a smother slope which. A big celebration for the 60th anniversary is planned for January 2017!
- **Complexe multifonctionnel – Mont-Laurier**  
L'Espace Théâtre, the new, state of the art multifunctional centre with variable configurations, is a great venue for all your business events. The multi-hotel destination, with well-known establishments, provides everything visitors need for a pleasant stay. Take this opportunity to discover the Super 8 Mont-Laurier, a brand new hotel built and opened in 2016. The hotel sits on the banks of the Rivière du Lièvre and its 58 modern rooms on four floors.

#### **Press trips**

To maximize your experience, we prefer to customize individual press trips

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### **LAVAL, WHERE TO GET INTO THE ESCAPE GAME CRAZE!**

Escape games that are constantly gaining in popularity are great family activities. To escape the room, family members of all ages must work together and rack their brains to find clues and solve various puzzles in a given time. After S.Cape that opened last year at Centropolis, Laval now adds Escaparium and Immersia to its escape game offer.

#### **Immersia**

Immersia that is set to open on October 28 will offer an experience that will immerse participants in exciting and original adventures. The scenarios of all escape games, enigmas, and life-size puzzles were entirely designed and developed by the Immersia's team.

In fact, this entertainment centre is a true family affair – the family of Olympic athlete in diving Roseline Filion that is a partner in this adventure.

#### **Escaparium**

Escaparium offers three escape games. In the first one, you must steal a tiara from a bank vault to free hostages. In the second one, your group is deep in the Peru jungle, under the spell of a deadly curse, and must find the cup of eternal life conserved in the temple of the moon to escape. In the third game, players are FBI agents whose mission is to search the apartment of a serial killer, but the place is rigged with explosives that they must defuse before everything goes off!

### **A Magical Holiday Season at CF Carrefour Laval**

Starting November 14, CF Carrefour Laval goes into Holiday Season mode! Santa Claus will welcome children in his brand new Scandinavian-style kingdom. At the Magical Workshop, the Tufties, those cute creatures that are the stars of a digital trail, will wrap your gifts. New in 2017: oversized objects perfect to take fun selfies or souvenir photos, plus the addition of a gigantic fir tree in the mall's garden.

### **Create plenty of Holiday Season's memories at Armand-Frappier Museum**

The museum invites us to relive our Holiday Season's memories during a guided activity on the senses and memory. Also, don't miss *The Brilliant Brain* exhibition aimed at both adults and school-age children that are invited to wear a white coat and conduct the "Test Your Stress" lab experiment.

### **IN A NUTSHELL**

#### ➤ **2nd Edition of the Play Inside Expo**

November 26 and 27 at the Cosmodome to fill up on family activity ideas, including wall climbing, indoor free-fall jumping, indoor surfing, mini-golf and more. This is a unique opportunity to try those activities and see why so many families choose to come to Laval to play inside.

#### ➤ **4D Cinema at the Cosmodome!**

The Cosmodome has a brand new 4D cinema where one can live an immersive and sensorial experience. Two movies are featured during which moviegoers feel the wind, the water and more

#### ➤ **Salle André-Mathieu upgrades its facilities**

Laval's main arts and culture hall now welcomes the audience and the artists in its updated environment. An investment of 3.5 million allowed upgrading the acoustics, acquiring state-of-the-art equipment, and adding concert for Laval Symphony Orchestra. The hall is now equipped with more comfortable seats. Also, it is now possible to change the layout of the hall, for full or half capacity, which adds to the possibility that already offers the Annexe 3. The foyer was fully redesigned, including the bar and its mobile units.

#### ➤ **A trail accessible to seniors and truly user-friendly at Bois de l'Équerre**

The inauguration of a user-friendly trail accessible to seniors (SAADA) in Bois de l'Équerre was announced at the Canadian Urban Forest Conference (CUFC) held in Laval. A portion of the trails will be refurbished with the help of SAADA. The trails of the Bois will then be accessible and adapted to the needs of persons with reduced mobility. This initiative strengthens the status of Laval as an Age-Friendly region.



**Mauricie is a beautiful, natural region, always welcoming and ready to surprise, just 90 minutes from both Montreal and Québec City. To get away from it all, Mauricie is right next door.**

*Mauricie*  
Labelle D'À CÔTÉ

#### **New in 2016-2017**

This winter, Maurice proposes some snowbound getaways in the National Park, thematic evenings at the museum, and to warm everything up, plenty of good food and tasty ales! After all, sometimes we need a quick but fantastic getaway!

#### **NOT-TO-BE-MISSED IN MAURICIE THIS WINTER**

- **FREE OF CHARGE! La Mauricie National Park welcomes you as we celebrate 150 years of Confederation.** Entry to the park will be free all year!
- **All GEEKs are welcome to attend a special evening at Boréalis:** whether you only play occasionally or are a hardened gamer, this geek night at the museum will hold plenty of surprises.
- **A new microbrewery is opening in Saint-Stanislas!** Located in the former presbytery, this new mini-brewery will offer its own brews made from local produce.

#### **Media tours**

We are always available to organize a customized stay or tour! Mauricie will charm you with its authenticity, convenience, and that little touch of eccentricity that is always appreciated!

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## **The Montérégie, MY winter getaway Region!**

The Montérégie is rightly described as the « Garden of Québec ». Montérégie invites you to yield to your senses and discover the region. Montérégie producers are passionate individuals who are proud to share their know-how and who graciously invite you to visit their facilities. All over the year, the Montérégie cider mills and orchards welcome you to sample the delights of their land. With an annual production of over 60 distinct and innovative ciders, the Montérégie is Québec's very first region for cider and apple production. The region is also a pioneer in the creation of ice cider. Conveniently located south of the island of Montreal, the Montérégie invites you to a getaway! Bordered by the Saint-Lawrence River with Longueuil as its major metropolis, the South Shore offers a great view of Montreal. At the intersection of Highways 10 and 30, the Quartier DIX30 is a famous center for urban living with the new Square.

### **Do not miss!**

**Le Festival Caribü:** The festival Caribü will bring you into the world of mixology. In an urban, casual, Caribü brings together many cocktails, renowned mixologists, Quebec distilleries and more street food trucks. First festival of its kind in Quebec, it will not miss the first edition February 17 to 19 in 2017.

**Strøm spa nordique Mont Saint-Hilaire :** Investment of \$ 4.5 million with the following new features: a large hot tub in the forest with therapeutic energy bubbles and rocks, Finnish sauna new genre with panoramic mountain views, two new relaxation rooms, two Nordic baths, steam bath mineral that looks like a cave, a very large pool with sun falls and mountain views and seven outdoor massage cabins decorated in the forest.

**Manoir Rouville-Campbell :** Investment of about \$ 10 million with the addition of 44 new rooms for a total of 70 rooms and suites, a new exercise room and a new terrace attached to the Grand Salon.

### **Press Tours**

Would like to visit us? We are always happy to assist you. Do not hesitate to contact us.

François Trépanier

Director of Communications

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## Montreal is turning 375! This winter, let the celebrations begin!

Montréal is a city that loves to celebrate and, in 2017, the island will be more festive than ever, with activities and surprises around every corner. From east to west, from the mighty St. Lawrence River to the top of Mount Royal, Montréal will be bubbling with activities and celebrations.

Montréal's 375th anniversary celebrations will start on January. More than 175 special events are planned throughout the year. Come celebrate with us!

### New & Upcoming in Montréal

#### [Montreal Museum of Fine Arts: Michal and Renata Hornstein Pavilion For Peace](#)

In November 2016, the Montreal Museum of Fine Arts (MMFA) will inaugurate its fifth pavilion! The Michal and Renata Hornstein Pavilion for Peace will showcase the Museum's collection of international art as well as its educational and art therapy programs. With this addition, the MMFA's spaces will expand by nearly 5,000 m<sup>2</sup>.

#### [Restaurant Atelier Joël Robuchon](#) (opening December 7<sup>th</sup> 2016)

Located at the Casino de Montréal, an exquisitely appointed space, an open-plan kitchen surrounded by a 70-seat counter, exceptional dishes, refined yet friendly atmosphere.

#### [Les Hivernales](#) (January 2nd to March 12, 2017)

Programming for this grandiose winter celebration will include a wide variety of sports and participative activities to suit all tastes. Among others, there will be a one-of-a kind interactive and technological obstacle course, a first run of some truly zany curling, winter cycling and an outdoor hockey tournament. An array of activities and events has been planned to encourage young and old alike to get outside and have fun.

### Main exhibitions coming up in the Montreal Museum

[Hello, Montréal! Bell's Historical Collections](#), Pointe-à-Callière Museum (February 17, 2017 to January 7, 2018)

[Chagall, Colour and music](#), Montreal Museum of Fine Arts (January 28 to June 11, 2017)

[Notman, a visionary photographer](#), McCord Museum (November 4, 2016 to March 26, 2017)

### The must winter events

[Merry Montreal](#) (December 1st, 2016 to January 1st, 2017)

[Art Souterrain](#) (March 4 to 26, 2017)

375<sup>th</sup> highlights: [LES HIVERNALES](#)

[BARBEGAZI winter action sports festival](#) Every week-end from January 6 to 15 2017

[IGLOOFEST et son village nordique](#) From January 12 to February 15, 2017

[La Fête des Neiges de Montréal](#) From January 14 to February 5, 2017

[MONTREAL EN LUMIERE](#) From February 23 to March 11, 2017

[ILLUMINART](#) From February 22 to March 11 2017

[Défi canots à glace Montréal](#) February 11 and 12, 2017

375<sup>th</sup> highlights: [ANOTHER BRICK IN THE WALL - THE OPERA](#) (March 2017)

### Tournées de presse

No group press trip planned for this year, but do not hesitate to contact me if you want to rediscover Montreal from a new angle!

### Media Manager

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***The Outaouais Region: Less than two hours from Montreal!***

Some people just can't wait for winter; others could do without it. Whatever your inclination, year after year Mother Nature insists on covering the ground with white flakes. While it's tempting to consider cocooning for six months, hunkering down for the season in one of our region's many fascinating museums, or huddling indoors with your family, winter in Outaouais is a great time to get outside and play!

So instead of dreading the first snowfall, plan to pull on your boots, skates, snowshoes or skis and have some outdoor winter fun in Outaouais.

**What's new?**

**New wilderness cabins**

**Kenauk Nature** has added five new chalets to their line-up. This winter, choose from one of seven comfortable chalets running on propane and solar energy, with room for 2 to 19 people (in the summer there are 16)! This private nature reserve—one of the largest in North America—features 265 km<sup>2</sup> of natural land with old-growth forests and pristine lakes (there are 65 lakes on the property). Located halfway between Montreal and Ottawa, the resort abounds with plants and wildlife—black maple trees, grey wolves, lynx, deer, moose and black bears, to name a few. Perfect for a family reunion, a business meeting or a lovers' retreat, Kenauk Nature Resort is a pure delight!

**Relax at North America's largest spa**

The brand new Biërgarden is without a doubt THE most beautiful terrace in the region. In a lounge atmosphere, enjoy the breathtaking view of Gatineau-Ottawa while sipping a cocktail or a good beer. Next to the Biërgarden, discover the Zëngarden. Enjoy a moment of relaxation in this Zen-inspired mineral and minimalist decor: it has a waterfall, plants, stones and relaxing furniture. There is more to come, including a Russian sauna and underground thermal experience. We'll keep you posted!

**150 years merit a BIG celebration!**

For the 150th anniversary of Canada's Confederation, the entire National Capital Region will be celebrating all year long! This winter, the **Gatineau Loppet** has added two special activities in addition to its usual programming, there will be a Fat Bike race and entertainment bringing Canada's history to life at the refreshment stations. The **Snowflake Kingdom** will offer a mega zipline, a snow sculptures competition and a maze. The **Red Bull Crashed Ice** comes to Ottawa, so does the **Juno** and the Stanley Cup. The **Canadian Museum of History** will also be celebrating with a special exhibit: *Hockey in Canada – More Than Just a Game*.

Tell me what you're looking for and I'll be happy to put together a customized press tour for you.

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## Saguenay-Lac-Saint-Jean is THE destination for monumental winter adventures!

Saguenay-Lac-Saint-Jean is the perfect playground for outdoor winter enthusiasts and is renowned for massive amounts of natural snow region-wide. From the lake to the fjord, discover an area where playing outside is an everyday way of life.

### Living in nature

*Imago Village* offers new non-traditional accommodations in a unique northern environment, nestled in the heart of the Monts Valin mountain range, close to a ski resort and Scandinavian-inspired spa. Each of the **six yurts offers exceptional experiences in the mountains**. As an added bonus, you'll have direct access to the snowmobiling trail. [www.imagovillage.com](http://www.imagovillage.com)

### A Yeti among the ghosts and mummies

A new winter adventure awaits in the *Vallée des Fantômes* and *Contrée des Momies* (valley of the ghosts and land of the mummies) in the *Parc National des Monts-Valin*. Strap on your snowshoes and explore the **Sentier du Yéti** (the Yeti trail) that leads to a **hundred year old fir tree plantation**, between snow-covered conifers and frozen lakes with exceptional scenic vistas throughout the excursion. [www.sepaq.com/pq/mva/](http://www.sepaq.com/pq/mva/)

### There's no shortage of snow here!

Are you looking for a new way to discover the region while having fun in a snow-covered winter wonderland? Visit the region's ski resorts for pure pleasure in perfect powder. From L'Anse-Saint-Jean to Saint-Félicien, **four ski resorts** offer a host of possibilities: Fatbike trails, Scandinavia-inspired spas, backcountry skiing, snowparks and much more.

[www.montedouard.com](http://www.montedouard.com)   [www.montlacvert.qc.ca](http://www.montlacvert.qc.ca)   [www.valinouet.qc.ca](http://www.valinouet.qc.ca)   [www.toboski.com](http://www.toboski.com)

### Snowshoeing and boreal specialities

*Herboréal* offers the opportunity to make your own **organic products**. It all begins by gathering boreal winter herbs accompanied by a herbalist where you'll discover both the local flora and surrounding breathtaking landscapes. [www.herboreal.ca](http://www.herboreal.ca)

For more information regarding all new winter activities, visit the Media section on our official website [www.saguenaylacsaintjean.ca/en/media](http://www.saguenaylacsaintjean.ca/en/media).

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