

BOURSE DES MÉDIAS

WINTER 2017 - 2018



THURSDAY
OCTOBER 26



LE NOUVEL
HÔTEL & SPA



MONTREAL



ALLIANCE DE L'INDUSTRIE
TOURISTIQUE DU QUÉBEC

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qacp**QUEBEC ASSOCIATION
OF CONVENTION
PROFESSIONALS**www.congres.com**YOUR SINGLE SOURCE FOR
BUSINESS TRAVEL**

— IN QUEBEC —

over **30** destinations
for your events

The tourism business network

With more than **35 destinations** in 17 of the 22 tourist regions in Quebec, the **Quebec Association of Convention Professionals** is a network of **140 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 congres.com. QACP services are completely free of charge for event planners.

Beauce
Beauharnois-Salaberry-
de-Valleyfield
Bromont
Carleton-sur-Mer
Charlevoix
Drummondville
Gatineau-Outaouais
Granby
Îles de la Madeleine
Lac-Saint-Jean
Lanaudière
Laurentides
Laval
Lévis
Longueuil (Agglomération)
Maskinongé (Mauricie)
Matane
Memphrémagog
Montréal
Montréal
Nicolet-Yamaska
Québec
Rimouski
Rivière-du-Loup
Saguenay
Saint-Hyacinthe
Saint-Jean-sur-Richelieu
Saint-Raymond
Sept-Îles
Shawinigan
Sherbrooke
Thetford
Tremblant
Trois-Rivières
Vaudreuil-Soulanges
Victoriaville



What's new

- **CHARLEVOIX** - [Announcement of the 2018 G-7 Meeting to be held in Charlevoix](#)
- **GATINEAU-OUTAOUAIS** - [O'Brien House rehabilitation](#)
- **LAVAL** - [Organizing your event in Laval, more accessible than ever!](#)
- **LAURENTIDES** - [Udderly new!](#)
- **MASKINONGÉ** - [LE Baluchon, one of the first ecotourism "resorts" in Quebec](#)
- **MATANE** - [Matane, the destination to savour the cold-water prawn](#)
- **QUÉBEC** - [Entourage sur-le-Lac: A hotel vision that breaks from tradition](#)
- **QUÉBEC** - [Voltigeurs de Québec Armoury reopening in May 2018](#)
- **RIVIÈRE-DU-LOUP** - [\\$17 million over five years for the Hôtel Universel Rivière-du-Loup](#)
- **SAINT-HYACINTHE** - [Nov. 17: opening of the Saint-Hyacinthe Convention Centre](#)
- **SAINT-JEAN-SUR-RICHELIEU** - [New site to discover: La cache du lac champlain](#)
- **SHERBROOKE** - [OTL Gouverneur Sherbrooke is officially open !](#)
- **THETFORD** - [\\$9 million invested in the new Business and Convention Centre](#)
- **TREMBLANT** - [\\$6 M Invested at Fairmont Tremblant](#)

On the agenda

QACP Business Day: Lunch, conference and network activity: A unique chance to meet with the QACP members at the **December 5, 2017** event at the **Hotel Fairmont Reine Elizabeth** in Montréal. More details on congres.com. For an overview of the last event held in Quebec on June 15, 2017, [click here](#) (French only).

Spokesman

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Share the fun...mountain to mountain!

Share the fun in over 70 ski areas! Whether you are with family, with friends, or by yourself, a panoply of activities are offered: skiing, snowboarding, sled run, snow tubing, snowshoeing, etc. If you like to be active and enjoy the outdoors, Quebec's ski areas will welcome you in large numbers. In order to plan your next outing, visit the Web site www.mysnow.ski. You will discover an entire section dedicated to families, another for never ever, and another for skiing enthusiasts.

Maneige.ski is also a site where you can discover a multitude of opportunities to ski at low prices. Save every time you ski with the Ski Passe-Partout, the Accèski famille card and the grade 4 & 5 Snowpass.

Introducing your children aged 5 to 8 is child's play with *Expérience Maneige*, a great free activity organized by dynamic animators in 4 urban parks developed to introduce children to the feeling of gliding on skis. Join us as of January in one of the park: see mysnow.ski for details.

New and Favourite Experiences

❖ ***New***

January 21: Never ever days: Introduction day at a ski area for participants aged 5 and up. Only 25\$ online registration at mpf.maneige.ski

❖ ***New***

New way to introduce yourself to skiing or snowboarding in a ski area with terrain base learning. Fun guaranteed!

❖ ***Favourite***

New dry slope *Expérience Maneige*: Free activity for children aged 5 to 8, who are guaranteed to smile as they discover the joys of skiing and snowboarding in Centre de la Nature park in Laval.

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www.mysnow.ski



PRESS RELEASE

MONTREAL, October 24th. Kéroul, which serves the Ministère du Tourisme du Québec as its primary consultant in matters of accessibility, is a non-profit organization working to make tourism and culture accessible for people with restricted physical abilities. While the organization is known for its database of over 1,700 accessible or partially accessible establishments, it is more than just a source of information—it is also committed to advocacy.

Accessibility isn't only essential for wheelchair users; it also promotes everyone's well-being. We all benefit—parents with strollers, delivery people, people of short stature, children and seniors. While baby boomers have more free time to travel, their physical abilities are also gradually declining. We need to improve accessible tourism to meet their needs. Times are changing, and Kéroul is here to support the tourism industry.

Practical tools for travellers

- A database of accessible tourist sites and cultural establishments
- The *Québec for All* website, a reference on accessibility across the province
- *Le Baladeur*, a magazine providing advice, news and testimonials to encourage people with disabilities to travel

Services for businesses and municipalities

Kéroul also works with governments, municipalities and businesses to increase accessibility, providing:

- Assessment and certification
- Consulting services to make sure the needs of people with disabilities are met before a project is begun
- A tourism establishment accessibility program, providing financial assistance for up to 80% of the costs required to improve tourism infrastructure accessibility (launch scheduled for November 7)
- Accommodation training programs
- Destination for All, a program to help municipalities provide a range of extended-stay services to people with disabilities
- Publications that explain accessibility in the tourism and culture industry in plain language

-30-

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www.quebecforall.com



Year after year, the Québec City area is ranked among the **top destinations on the planet** by travel magazines. For the second year in a row, Québec City was voted **best destination in Canada** by a *Travel + Leisure* readers' poll. In 2016, Québec City was voted **best holiday destination** from a list of 20 North American destinations by readers of *USA Today*.

Favorites

The Fairmont Le Château Frontenac turns 125 !

In 2018 the world's most photographed hotel will turn 125 – and there's no better time to celebrate at this storied institution! On the menu: conferences on the history of the Château, menus and special cocktails inspired by old menus... Watch for the program of special events to be announced in December.

<http://www.fairmont.com/frontenac-quebec/>

The North American Premiere of Alberto Giacometti

February 8 to May 13, 2018

Alberto Giacometti's startlingly original sculptures have earned him a place among the 20th century's great artists. Works on view will also include original paintings and plaster casts, many on display for the first time ever, in MNBAQ's new Pavilion.

<https://www.mnbaq.org/en/exhibition/alberto-giacometti-1253>

A Brand-New Resort Only Minutes from Downtown

Entourage sur-le-Lac resort-hotel features rooms with a contemporary look together with stunning lake and mountain views. It's a fabulous new four-season vacation spot with its wide range of outdoor activities close at hand.

<https://entourageresort.com/en/>

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

<https://www.quebecregion.com/en/medias/>

To visit our New for Winter page: www.quebecregion.com/newforwinter

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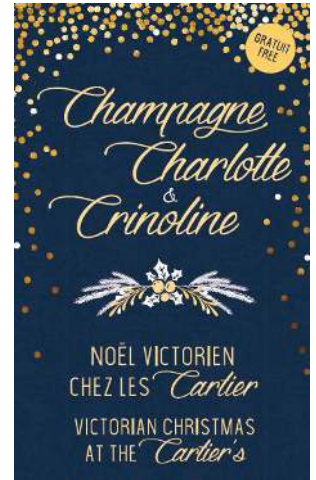


FALL 2017 AND WINTER 2018 ACTIVITIES AT PARKS CANADA

Champagne, Charlotte et Crinoline: Victorian Christmas at the Cartier's **Christmas activities at the Sir George-Étienne Cartier National Historic Site**

Looking for a touch of class this Holiday season? Discover how styles dating back to 1867 are still in vogue 150 years later! Be charmed by the elegant Victorian decor featuring miniature fir trees, handmade cards and of course, champagne. Entrance is still free!

From December 2 to 31, the Sir George-Étienne Cartier National Historic Site will be celebrating the festive season. Visitors are invited to discover Christmas traditions dating back to 1867, many of which are still practiced to this day. Easily accessible by foot or by bike in Old Montreal, *Victorian Christmas at the Cartier's* offers a welcome opportunity to take a break, enjoy a hot drink and take a period souvenir photo. During the Holiday season, the National Historic Site is open from 10:00 am to 5:30 pm on Saturdays and Sundays from December 2 to 24, and from 10:00 am to 5:30 pm every day from December 26 to 31. Informations: parcscanada.gc.ca/cartier



La Mauricie National Park: a magical winter experience!

Experience the magic of winter at La Mauricie National Park, featuring 140 km of marked trails!

Rediscover the joy of playing in the snow with our many winter activities, including snowshoeing, Nordic walking and classic or freestyle cross-country skiing. Round off your day in the warm glow of the fireplace at our Rivière à la Pêche Service Centre.

If you'd like to extend your stay and have an exceptional winter experience, why not stay in a warm and cozy oTENTik tent, a cross between a tent and a rustic cabin, or in one of the buildings at Domaine Wabenaki-Andrew?. Informations: parcscanada.gc.ca/mauricie

Winter is coming: it's time to play outside!

Even during winter, Quebec Historic Canals remain popular destinations for outdoor activities such as walking, snowshoeing, cross-country skiing in some places, or simply to pause for a moment and admire these exceptional heritage works under a white mantle.

This winter, the Chambly Canal will once again host skating rinks managed by the cities of Chambly and Saint-Jean-sur-Richelieu. It will therefore be possible to safely stretch your legs on the ice in the designated places. To find out about the skating conditions, visit the websites of these municipalities, and to learn more about winter activities offered in the Quebec historic canals, visit the Parks Canada website: parcscanada.gc.ca/canallachine

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IN WINTER... WHOLEHEARTEDLY

Staying locked up inside this winter? Not a chance! The best way to get along well with the cold season is to make friends with it. And to lose that pale look, nothing beats having a good time at a Sépaq establishment that's open all year long. You'll find them all across Québec!

- 16 national parks • 3 wildlife reserves • 6 tourist resorts

Highlights

- Cross-country skiers will be glad to learn that Parc national des Monts-Valin is reopening its centre, raising to eight the total number of cross-country skiing centres in the Sépaq network. **SOMETHING NEW!** Youngsters 17 and under no longer have to come with their parents to have free access to the cross-country trails.
- The empire of the fatbike is expanding. The number of national parks where this popular activity is offered has more than doubled, growing from four to nine this winter. Different types of special events will take place in the parks, including
- The "Friday night fatbike" event at Parc national du Mont-Saint-Bruno
- Headlamp evenings
- The opening of the brand-new Boucle-des-Chutes-Croches, a 13.4 km loop at Parc national du Mont-Tremblant
- Snowshoeing, hiking, backcountry skiing, kick sledding... so many things to do that you should sleep over as well! There are hundreds of cabins for rent in all sorts of spectacular locations. Accommodations in the Sépaq network range from rustic shelters to the comfort of a four-star lodge bedroom.

Simon Boivin

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Abitibi-Témiscamingue winter at it's purest!

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 28 to November 2 – FESTIVAL DU CINÉMA INTERNATIONAL EN ABITIBI-TÉMISCAMINGUE
- January 19 to 21 - GRAND PRIX INTERNATIONAL SNOWCROSS DE ROUYN-NORANDA
- February 16 to 18 - FÊTE D'HIVER DE ROUYN-NORANDA
- February 22 to 24 - FESTIVAL DES LANGUES SALES
- March 8 to 10 - QUARTIERS D'HIVER (FME - Festival de musique émergente)
- April 5 to 7 - FESTIVAL DU DOCUMENTEUR DE L'ABITIBI-TÉMISCAMINGUE

Attractions:

- Parc national d'Aiguebelle
- Refuge Pageau
- Forêt récréative de Val-d'Or
- Collines Kékéko
- La Bannik
- Pavillon du lac Guégen
- Chenil du Chien-Loup
- Camp de base Abitibi
- Club de ski de fond Skinoramik
- Cabane à sucre de la Table champêtre de l'Éden Rouge

Press tour

Tours prepared to suit your interest

Anne-Marie Belzile

Media Relations Officer

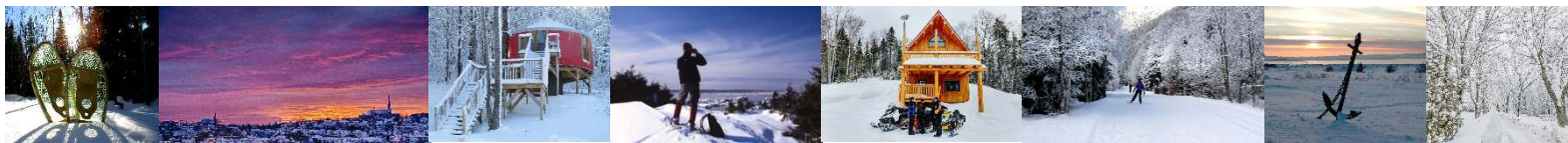
anne-marie@atrat.org

819 762-8181, ext. 110 | 1 800 808-0706

abitibi-temiscamingue-tourism.org

Bas-Saint-Laurent

WORLD GOOD LIFE RESERVE



It's winter in the World Good Life Reserve!

Winter in the Bas-Saint-Laurent means seeing the mighty St. Lawrence completely frozen over; climbing through the frosted forests; roaming hundreds of kilometres of trails on foot, skis or snowshoes; gliding down beautifully snow-covered slopes; spending an extraordinary night in a yurt or a cabin; relaxing at a spa or in a Nordic bath; and discovering the region's specialties and treats. In short, it means celebrating the glories of winter with family and friends.

New at the **Parc côtier Kiskotuk!** The coastal park now offers **two rustic cabins for outdoor enthusiasts** in the Passereaux sector. Filled with plenty of natural light, each cabin accommodates six, with a wood burning stove and a fully equipped kitchen. These cottages are the latest addition to the park's amenities and activities: 10 kilometres of hiking and biking trails along the coast, 5 kilometres of mountain biking trails, duck-tagging activities, exploration of Île Verte and great bird-watching.

Ready to get out in the woods? Why not go **cross-country skiing**? The Bas-Saint-Laurent has over **350 kilometres of cross-country ski trails** throughout the region. It's a great way to discover the winter woods and amazing snow-covered landscapes!

The log lodge at **Domaine Valga** makes you appreciate winter even more! And now there are **two log cabins for two to ten people** that you can rent on the lake shore. You'll also enjoy access to all Domaine Valga's activities: snowshoe trails, snowmobile trails and aerial trails in the Forêt de Maître Corbeau.

Press tour

As always, I am available to assist you in planning a press tour focused on your needs and interests so you can learn more about our region.

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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

- ❖ **OTL Gouverneur**, a state-of-the-art high-end hotel
- ❖ A brand new Welcome centre at **parc national du Mont-Orford**
- ❖ **BALNEA Spa**, relax with the Parcours méditatif (Meditative Journey)
- ❖ **Bromont, montagne d'expériences**, over 100 lighted slopes on 7 sides
- ❖ **Mont SUTTON**, more snow guns, recharge station for electric cars and more

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

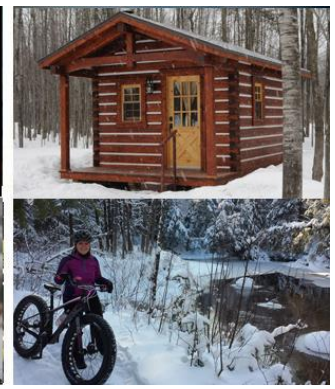
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www.easterntownships.org



In the Centre-du-Québec region, winter mean 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.

ÉRABLE ROUGE: A SUGAR SHACK GOES BEYOND THE BEATEN PATH

The Érable Rouge has gone beyond the beaten path by offering more than just traditional meals in sugaring season! Until mid-November, visit a saffron crocus garden in the sugar bush, where 10 000 bulbs have been planted. Once winter has settled in, discover this exceptional site and its forest on skates, with loops covering a distance of 5 km.

MANOIR DU LAC WILLIAM: NEW "RELAIS DU SILENCE" MEMBER

The Manoir du lac William in Saint-Ferdinand is now part of the Relais du Silence, an independent hotel group. This network of 180 charming hotels is well-established in Europe and now has 2 members in Canada.

Located in the heart of nature, between Quebec City and Montreal, the Relais du Silence's Manoir du lac William offers simple but essential pleasures: beautiful landscapes, tranquility, outdoor activities, and delicious meals. For a meeting or conference, a romantic getaway, an escape into nature, or some pampering at the Spa détente du lac William, any circumstance is perfect for a stay at this charming hotel!

EATING 100% CENTRE-DU-QUÉBEC FOOD DURING THE HOLIDAYS

The Marché Godefroy in Bécancour will go into full Christmas mode as of December 2! A great opportunity to buy gifts and stock up for the holidays. Visitors will find vegetables, meat, fish, and other specialties. The team at the Marché Godefroy hopes to thus extend the buying season for local products.

Live entertainment will brighten up the Marché de Noël Christmas market with vocal (Carte Blanche and Les Demoizelles) and string (Wooden Shapes) quartets.

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Charlevoix, be charmed!

Charlevoix's charming setting casts an immediate spell. Between mountains and sea, cultivate the art of living, sweet with endless joys. Charlevoix is all poetry when winter's magic settles in. Whether you ease in gently or jump in with both feet, it is your gateway to a picture perfect pristine playground.

What's new

Hôtel et Pavillons du Petit Manoir du Casino

A fresh breeze blows at the Petit Manoir du Casino with the addition of 46 new guestrooms in the hotel for a total of 189 units. The D. Beaubien hall being intended as a multi-purpose hall accommodating up to 200 people, is available for greeting groups. Now open, the Spa O'Quartz is a unique place in Québec. Relax in a microclimate zone of more than 8 100 sq. ft., with 5 water basins with different temperatures and a 22 feet high waterfall.

<http://petitmanoirducasino.ca/>

Festival Cuisine, Cinéma & Confidences

A rendezvous for all where movie-going is the pretext for paying tribute to culinary art. Three days of tastings, discoveries and exchanges with numerous filmmakers and guest chefs. Cooking workshops, meals modelled on films currently showing, a rendezvous for everyone because the joys of eating are ageless!

<https://www.cuisine-cinema-et-confidences.com/>

Maison Mère

Maison Mère's project: to make the former convent of the Petites Franciscaines de Marie the heart of sustainable innovation, by investing in youth, without erasing the past. Truly contemporary and in continuity with the work and values of the Petites Franciscaines de Marie, this major development project already yields exciting impacts, months only after its kick-off. Maison Mère houses under its roof, a family café-lunch, a youth hostel, shared working areas and much more!

www.maisonmere.ca

Contact

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New or Favorite attractions

This winter, come and meet our 4 new experiences. You can also have a horse and buggy ride, try polar hiking, sleep in a POD or go fish and rent the most beautiful cottage. Dress warm, we are expecting you outside, but also inside close to the fireplace... tempting eh?



Pods at parc régional massif du sud. Bellechasse

These five newly installed accommodations will convince epicureans that nature and comfort can go together! Located near the Beaudoin stream, the PODs are fully furnished. The Mini-PODs are ideals for couples and small families. The Mega-PODs are made for 4 people, but can accommodate a maximum of 6 people.
www.massifdusud.com



Winter horse and buggy and aboriginal flavours / Chalets & Villégiature Daaquam, Montmagny et Les Îles

Horse and buggy ride in the Appalachian boreal forest to take you to the aboriginal refugee next to a lake. An ice fishing installation and a traditional teepee await you. They will serve you a cocktail with Gin Ungava, blueberries from Bleu & Bon and balsam fir. A tasting menu of aboriginal meals; smoked trout, bannock, sagamité soup.
www.daaquam.qc.ca



2018 Polar hike at Musée maritime du Québec. Côte-du-Sud

With snowshoes or ice grippers, let you be guided to the Panet Rock on the frozen foreshore. Start at the museum and go towards Panet Rock by walking on the ice of the St. Lawrence River. A walk of 1km. On the way back, under an exploration tent, hot drinks and talks about life conditions of the first Arctic explorers and Inuit people.
www.mmq.qc.ca

Press tours

Tourisme Chaudière-Appalaches is always happy to welcome you for an individual press tour. Don't hesitate!

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« MON PAYS C'EST L'HIVER »

The North Shore, of course, is the country for snowmobiling, with 1300 kilometers of trails that can lead you to Blanc-Sablon. The unique White Road (Route blanche) criss-crosses lakes and rivers for more than 500 km. Let yourself be guided by experts! Find out about renting a snowmobile and guided tours!

When the Côte-Nord takes on its white coat, it is in all its splendor that it invites you to take full advantage of the snow. In the middle of nature, in ski touring or snowshoeing, soak in the winter all day. The region offers several tracks that are accessible for all categories of skiers and hikers. In the forest, on the banks of the St. Lawrence River or just a few steps away from the inhabited areas, you will simply be seduced.

Very popular, the dogsledding combines passion for adventure and privileged contact with the pack. Excursions with overnight camping in the woods are available.

Do not miss our events this winter like: [Boréal Loppet](#), [Snow Cross Baie-Comeau](#), [Défi Taïga Carnaval](#) and the [Fur Traders Winter Festival](#).

You can also see Web site for details about all events :

<http://tourismecote-nord.com/en/upcoming-events/>

Non-traditional accommodation :

- [Alfred le voisin d'Oscar](#), four high-end yurts with fabulous views
- [Canopée Lit](#), Cabins perched in the trees with views of the fjord

Must-See :

- [Millo Actif](#), dog sledding with certified animal therapists. Experiencing night ride 418 768-6593
- La [Ferme 5 Étoiles](#) : Many winter activities and accommodation. 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.

Frédéric Babin, marketing director

fbabin@cotenordqc.com

1 888 463-5319 ext. 228

www.tourismecote-nord.com

GASPÉSIE

IN WINTER

Experience the Gaspésie!

Whether skiing, snowshoeing, dog sledding, or snowmobiling, with 2,000 km of remarkable trails, rest assured you will have plenty of fresh air and pristine snow.

Choose to exercise your skiing skills on the well-defined tracks of the different ski resorts, or, for the more adventurous, enjoy the off-road trails of the Chic-Choc Mountains. Several adventure tourism companies take full advantage of the natural potential of the Gaspésie and offer packages for mountain gliding.

The sea, the Chic-Choc Mountains, and abundance of powder snow combine into a perfect combination for practicing your favorite winter sports!

Unique, lively, welcoming and gastronomic, enjoy Gaspésie in winter!

New features and favorites!

- **The White-Lips**

From January 18 to 21, 2018, come and stay for a complete introduction to backcountry skiing in the Chic-Choc Mountains. This 'girls'only' event is for skiers and snowboarders looking for challenges and want to discover the basics of off-piste. white-lips.com

- **Ice fishing in the Chaleur Bay**

Fish for smelt in a hut in Chaleur Bay; includes fishing lines, lures, bait, firewood, and hole drilling. Reservations mandatory. pechesportivebdc.com

- **Géoparc de Percé**

Skiers and snowshoers can discover the trails of the Géoparc de Percé while taking advantage of furnished, insulated, and heated tents at the Baie de Percé campground. Kilometres of trails are accessible and on the trail, a glass platform footbridge perched 200 m high will provide thrills with a breathtaking view of Percé! geoparcdeperce.com

Press Tours

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

For information:



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Tourisme Gaspésie

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Gaspésie

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LANAUDIÈRE

> GET CLOSER <

Lanaudière is such an ideal winter destination! Whether you're an outdoor enthusiast, food lover or culture buff, you'll find what you're looking for in Lanaudière... not far Montreal!

NEW AND FAVOURITE PRODUCTS

- In the past year, several new microbreweries have emerged, making for a must-try beer tasting circuit.
- A brand-new 4-star hotel offer in Rawdon
- Great cabin adventures on the shores of Lac Taureau

PRESS TOURS

I'm always more than happy to put together customized press tours that reflect your interests and target audience. Feel free to contact me to discuss the possibilities.

Éliane Larouche,

Communications Coordinator

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The Laurentians : live it up close!

A wealthy land of a thousand different aspects, it unfolds slowly to the visitor and will conquer the heart of the most fervent city-dweller with its broad peaceful lakes set among immense forests of maple and pine. The Laurentians is 22,000 square kilometres of pure delight just north of Montréal. The great diversity of its ecosystems opens up ever-new horizons, providing an outstanding natural experience to suit visitors of every ilk.

Lower Laurentians Just minutes from the heart of the city, the countryside nevertheless takes pride of place in the sector of the Laurentian Gateway.

Laurentian Heartland The Laurentian Heartland is just the right spot for a break away that combines both action and relaxation. The surrounding natural environment invites you to come and enjoy life!

Upper Laurentians This sector will transport you into another reality altogether, thanks to its wide-open spaces and its 4,500 lakes and rivers.

Coups de coeur :

- ➔ **Les Sommets \$2 million investment:** During the 2017-2018 ski season at Les Sommets, several upgrades will be made. A new snowmaking system at Sommet Saint-Sauveur will provide more snow earlier in the season thanks to 65 new snow canon
<https://www.sommets.com/en/>
- ➔ **Animalium by Selenia:** a unique place in which to make some marvelous discoveries dedicated to all those passionate about our fauna and nature. The museum displays include various animals in natural situations so visitors can take a trip through the temperate forests of Europe and the Americas, the Arctic tundra and the African savannah.
<http://www.animalium.ca/en/>
- ➔ **Hôtel Spa Mont-Gabriel celebrate its 80th anniversary:** To honor its heritage, Hotel Spa MontGabriel has renovated the original section of its establishment. The “Signature” wing has an historic background as well as a warm atmosphere and represents the definition of contemporary rustic! with oneself, an Aztec ritual purifying the body and the spirit
<http://www.montgabriel.com/>

Press trips

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

Pierre Bessette

TouriBess Communications inc.

Media representative, Tourisme Laurentides

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www.laurentians.com

PLACE BELL HAS FINALLY OPENED!

At Place Bell in Laval, there will be sports, and cultural and entertainment events. The Rocket de Laval, the Canadiens' farm team, will play 36 games, and several shows and concerts will be presented. Place Bell will also be a venue of choice for community events. Those practicing ice sports will love the Olympic-size skating rink, and the community skating rink. Place Bell has definitely something for the whole family.

Shows

Place Bell's 10 000-seat amphitheatre is equipped with state-of-the-art technology and will soon become a major cultural venue on the North Shore. The calendar of events that encompasses shows of all kinds is specially designed to meet the expectations of Laval citizens and visitors alike.

The Rocket de Laval

Come cheer the Canadiens of Montreal farm team that will start his first year in the American Hockey League, the second in terms of high-calibre hockey in North America. The team will play 36 games at home. Come meet Cosmo, the blue mascot with a large smile and missing teeth that always wears his cap backward and his rocket-shaped shoes. In fact, Cosmo is Youppi's distant cousin! Plus, hockey ticket prices are affordable, and there's even a family package that includes food ;-)

Free skating and hockey

If you love to skate to the sound of lively music, head for Place Bell's Olympic-size skating rink, the only one of its kind in Laval. Place Bell has reserved specific time slots year round for free skating. Also, Place Bell's community skating rink offers amateur hockey players the opportunity to practice their favourite sport during several periods of time on weekdays.

IN NOVEMBER, THE WEATHER IS NOT GREAT...IT'S TIME TO PLAY INSIDE!

At the Play Inside Expo, you'll find answers to the ongoing question "What can we do today with the kids?" For its third edition, the Play Inside Expo welcomes 20 exhibitors. It's the perfect opportunity to discover several indoor activities offered in the Laval region. Yes it's possible to climb, surf, golf, and even fly, within a perimeter of a few kilometres, and year round! At the Play Inside Expo, visitors can participate in various workshops and demonstrations, and discover stimulating indoor activities. The Play Inside Expo is the perfect event to forget the grey fall weather and have a lot of fun! Prize draws and possibility of purchasing gift cards. November 11 and 12, 2017, at the Cosmodome

SUFFERING FROM ALLERGIES, NOT A FESTIVE CONDITION DURING THE HOLIDAY SEASON!

The holiday season is synonymous with family gatherings and hearty meals. Yet it's a time of the year that is everything but festive for those suffering from food allergies. At the exhibition *Les allergies font jaser!*, at Armand-Frappier Museum, visitors will have the opportunity to demystify allergies in the company of a scientific guide! They will be invited to participate in an art activity which objective is to think about actions to take to ensure people with allergies can also enjoy the Holiday Season. During a lab experiment, visitors of all ages will use binocular magnifiers to observe various specimens such as dust mites and moulds.

Armand-Frappier Museum – Art activity on December 16, 23, 27, 28, 29 and 30, 2017, and January 3, 4, 5 and 6, 2018, 1 p.m. and 3 p.m.

A 7th EDITION FOR LAVAL'S CHRISTMAS MARKET

The Village des arts of the Centre de la nature turns into a village of magical entertainment for the whole family, including the traditional visit to Santa, a sleigh ride, makeup for kids, a horticultural workshop, and more. Some sixty exhibitors will welcome visitors under a heated big tent. Craft artists that were carefully selected will offer various products of the highest quality: gourmet treats, jewelry, toys, fashion accessories, decoration items, local products, art and craft products, and natural Christmas trees. From December 8 to 10, 2017

Marie-Josée Bougie – mjbougie@tourismelaval.com / 450 682-5522, ext. 112 / www.tourismelaval.com

**À DÉCOUVRIR SUR NOTRE
NOUVEAU SITE WEB LES IDÉES
DE MARIE-JOSÉE**



Constamment à l'affût de nouveautés, j'adore dénicher et proposer les trésors cachés de ma région.
Découvrez mes coups de coeur !

TOURISME LAVAL.COM/FR/ MEDIAS/IDEES-MARIE-JOSEE



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.

New in 2017-2018

This winter, Mauricie is showcasing the crazy slides at Parc de l'île Saint-Quentin, a night in a wooden igloo at Rond Coin and why not a hand-canned brew from the microbrewery Le Temps d'une Pinte! After all, we all need to get out and have a little fun!

NOT TO BE MISSED IN MAURICIE THIS WINTER

- **Take a speeding run down a refrigerated slide at Parc de l'île Saint-Quentin**
The Parc's twin slides for tubes are on two levels, with one running out to 321 feet in length (97.8 metres).
- **Sleep in a wooden igloo at Rond Coin!**
An igloo at Saint-Élie-de-Caxton, available in all seasons? It's only possible when you visit Rond Coin! Come and enjoy this relaxing and unusual lodging, and you can even gaze at the stars through the skylights in the ceiling!
- **Sip on a tasty brew canned by hand from Temps d'une Pinte**
The microbrewery now offers the possibility for visitors to take away some of the beers brewed on site. Their 950ml cans are filled in front of you and sealed by hand with their manual seaming machine. A concept unique in the world!

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! See you soon!

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The Montérégie, MY winter getaway Region!

While the monteregian hills get covered by a white thick carpet, outdoor enthusiast can rediscover Monteregie's hidden treasures. Exceptional nature destination steps away from Montreal, the Monteregie is overflowing with diversified outdoor activities. Whether it is for a hike, snowshoeing or cross-country skiing, for a winter hot air balloon ride or tube sliding, the landscapes will charm you. For those who are cold sensitive, the region offers you a variety of indoors original and fun activities.

As the first signs of spring arrives, the Monteregie offers you the best it has in for those with a sweet tooth: Maple! Undisputed kingdom of this precious regional product, Monteregie is the leader in Quebec agritourism sector. Come visit us!

2017-2018 winter/spring novelties and crush

La cache du Lac Champlain – Located in Venise-en-Québec, 45 minutes from Montreal, this brand new first-class resort features 56 spacious and bright bedroom with a refined design touch. This highly innovating hotel complex includes, in addition to the hotel facilities, a gourmet restaurant, reception halls and a Canadian exclusive watergenic pool, the Noah Spa, which will open in December.

Ski Saint-Bruno – In the era of new self-learning trends, SKI Saint-Bruno is the first ski resort in North America to develop a new method of self-learning. This method will allow a more flexible, less expensive and more user-friendly introduction to skiing and board. The easy to follow four SkiGö trails will get you hooked on winter sports.

Bfly – Inspired by fairy-tales, the new Bfly experience is an interactive adventure in the heart of magical butterfly in a 5000 ft. square aviary. Surrounded by a hundred of real butterfly, volcanoes, waterfalls and floating island, kids are invited to discover many fun and enlightening journey. Three unique experiences, playful activities, a restaurant area and a boutique will immerse you in this spellbinding experience.

Press tours – Want to come and visit us? It will be a real pleasure to help. Don't hesitate to contact us.

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Year 2017 marks the ignition spark to a real transformation: with major infrastructure projects, a boom in real estate and important tourist development, Montréal, proud of its age and young at heart, is globally acknowledged for its culture, gastronomy, high-tech companies (artificial intelligence, neuroscience, visual effects, etc.). The city holds much more in store! It is time to rediscover the metropolis!

THE MONTREAL OBSERVATION WHEEL (starting August 2017)

A panoramic [view 60 meters high](http://www.oldportofmontreal.com/activity/montreal-observation-wheel) on Bonsecours Island in Old Montreal, with a breathtaking view. Open everyday from 10 am to 11 pm, with air-conditioned cabins in summer and heated in winter! Bar, bistro and coffee shop on site
<http://www.oldportofmontreal.com/activity/montreal-observation-wheel>

QUIRKY ACTIVITIES WITH FRIENDS OR FAMILY

Rage: Do you know how to throw axes? Bring out the warrior that lies in you! Rage provides the targets
www.ragemontreal.com/

Dodgebow: You feel like you're channeling Hunger Games' Katniss Everdeen within but never had the chance to prove your talents? Get started with archery by shooting at your friends! And may the odds be ever in your favor.
www.dodgebow.ca/

The Force Academy: May the force be with you when you experience STAR WARS legendary saber combats. Are you a real Jedi? www.the-force-academy.com/

Casse cité: Break it all with the blessing of your hosts who provide you with mallets, gloves and goggles
www.cassecite.com/

MTLàTABLE

MTLàTABLE is back for a 6th edition from **Thursday, November 2 to Thursday, November 16, 2017**. A total of **175 restaurants** will be offering **table d'hôte dinner menus at fantastic prices** (\$21, \$31 or \$41) as well as a \$15 brunch in some restaurants. And Québec ingredients steal the spotlight in celebration of Montréal's 375th anniversary.
www.tourisme-montreal.org/mtlatable/produits-quebecois-en.php You would like to write about a new restaurant? Let us know!

LEONARD COHEN - A CRACK IN EVERYTHING (November 9th, 2017 to April 1st, 2018)

The Musée D'art Contemporain De Montréal presents this homage to the global star, exploring his literary and musical achievements with the collaboration of world-known artists such as Candice Breitz, Jenny Holzer, Janet Cardiff & George Bures Miller, Tacita Dean, etc. WWW.MACM.ORG/EN/EXPOSITIONS/LEONARD-COHEN/

375th ANNIVERSARY CELEBRATIONS: THE PARTY IS STILL ON!

Montreal's 375th anniversary official programming continues until December:

- **La Trouble-Fête:** celebrate Halloween with thrills and frights www.375mtl.com/en/programming/la-trouble-fete-808/
- **Indigenous Ingenuity** at Montreal Science Center: the exhibition highlights the ingenuity of the First Peoples from North America <http://www.montrealsciencecentre.com/temporary-exhibition/indigenous-ingenuity>
- And a big party to close the year celebration on December 31!

CONTACT US : Andrée-Anne Pelletier: aapelletier@mtl.org



**The Outaouais offers one and all a prime destination
for a memorable winter getaway...
Less than two hours from Montreal!**

This winter, Quebecers will find lots of great reasons to spend a few days in the Outaouais region, with exciting new features for everyone. From cross-country skiers, to history and culture buffs with a passion for museums or families looking for new adventures... The Outaouais region has it all! 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?

Two unusual accommodations!

In the heart of Gatineau Park, overlooking Meech Lake, discover the **O'Brien House**. It was built in 1930 for businessman Ambrose O'Brien, founder of the National Hockey Association (the forerunner of the NHL) and a founding owner of the Montreal Canadiens. The heritage building has been carefully restored and converted into a boutique hotel featuring a dozen luxury rooms. O'Brien House is scheduled to reopen in time for 2018. Two unusual rooms will also be offered.

The new shelters are so popular that the **Parc Oméga** has decided to extend the rental season! The cozy Prospector, Bear and Squirrel cabins are available until January.... And maybe more! How about a little hibernation?

Let's skate in the forest!

North of the Collines-de-l'Outaouais, 45 minutes from Gatineau and Ottawa, **Skating Through the Forest "In the Heart of Lac des Loups"** offers a 3-km skating path through a snowy evergreen forest, and several snowshoe trails. The winding path rarely intersects itself, creating a sense of peaceful isolation.

Lots of Cross-country ski news!

The **Gatineau Loppet** will propose a new free technique linear race. The **Canadian Ski Marathon** will offer a new trail that follows Jackrabbit tracks. For the most enthusiasts, you can practise your sport earlier thanks to the **Nakkertok Early Season Ski Loop!**

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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Everything about Saguenay–Lac-Saint-Jean is big, sensational, dizzying and giant. This incredible place is often very white but it's never too cold. While the *snowkiters* are catching big air and the ice-fishing enthusiasts are scanning the water for walleye, visitors of all ages can anticipate a larger-than-life experience as they observe the region's wildlife in their natural habitat. If you're a thrill-seeking *musher* commanding a dogsled or you're planning to tackle the 3,300 kilometres of snowmobile trails, in Saguenay–Lac-Saint-Jean, you can expect the unexpected! Are you ready to join us? We'll be waiting for you!

Activities for everybody and his dog! <http://becscie.riviereamars.com/> <http://hopera.ca/>

Whether it's the 2.4 km of trails that are now designated for dog-powered sports (such as *skijoring*, *canicross* and *snowblade*) at the **Centre Plein-Air Bec Scie**, or the prospect of bringing your dog along to the **HopEra** microbrewery, you're sure to find an activity that suits you *and* your best pet friend. You can even share a beer* with your canine buddy, now that's something to drink to!

*Non-alcoholic beer for dogs is made with: barley, rice and beef bone.

A whimsical step back in time! <http://www.valjalbert.com/fr/activites/club-plein-air>

Go snowshoeing, cross-country skiing or even for a winter hike on the olden days magical trails of the **Village historique de Val-Jalbert**. A unique way to discover the village, under a blanket of dazzling snow!

Perched way up high! <http://leperchoir.ca/>

Perched between a lake and a mountain sits the **Perchoir**, a friendly bistro that offers warm and cozy accommodations, delectable cuisine and above all else, a breathtaking view!

Picturesque cross-country skiing! <https://www.sepaq.com/pq/mva/>

The **parc national des Monts-Valin** is reviving its classic cross-country ski trails in the unrivalled foothills of mont Valin! These winding paths, set in the hilly countryside, are truly diversified landscapes thanks to the dizzying walls that surround visitors. The trails span from 2 to 12 km with a heated rest stop perched atop a hill that offers a stunning panorama. An experience that will take you to new heights!

For more information on all of our new winter activities, visit the "media" section on our official website www.saguenaylacsaintjean.ca/media

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