

Even more venues to enjoy exploring the Townships by bike!

Sherbrooke, July 28th 2023 - Attention cyclists! The Eastern Townships is once again THE destination of choice for those seeking to practise their favourite sport. Whether you like to meander along a road or a designated bike path contemplating the landscape, or challenge yourself on a gravel road or rugged mountain trail, you'll find something that truly satisfies your love of biking....

Time to saddle up...

Vélectrik - guided e-bike tours

This summer, the [Vélectrik](#) company in Sherbrooke is offering electric bike tours led by guides certified by Carbure Aventure. Cyclists have the choice of 11 outings (Wednesday-Sunday, by reservation only) and along the way you can discover some of Sherbrooke's best restaurants, great views, mosaicultures (sculpture-like greenery), giant murals and the city's eye-catching architecture.

A second summer for the Véloroute Gourmande

Many gourmet attractions have been added to the cyclists' itinerary for this second season of the [Véloroute Gourmande](#). Pedalling along the 235-kilometre "gourmet route" that connects Montreal and Sherbrooke via the Route verte and the Trans-Canada Trail, offers cyclists an entirely new perspective on Montérégie and the Eastern Townships. The route is dotted with places to eat and stay overnight (or longer!), as well as with numerous tourist attractions. Another advantage of following the Véloroute Gourmande is that you can explore the countryside at your own pace, stopping where the fancy takes you! A mobile map is now available via *Ondago, Ride with GPS*, as well as a printable version.

"Bikepacking" equipment rentals

The [Centre National de Cyclisme](#) (CNCB), Bromont's Cycling Centre, is offering all the equipment needed to embark on a cycling adventure that allows you to camp, eat and exercise in the great outdoors! The Centre is also adding six Argon18 models to its rental fleet. These bikes are particularly suited to cycling on gravel – an activity that is becoming very popular.

New bike circuits

The number of bike trails throughout the Eastern Townships is growing and several new circuits have been added to our [2023-2025 Cycling Guide](#). Use pedal power to explore the region along these very different routes - From Dock to Dock (p.23), Mystic Chameleon (p.33), Mont Ham Loop (p.35), Cleveland Loop (p.39), and the Marécage Loop (p.41).

The first bike route map of the Coaticook Valley

A variety of routes and their attractions are laid out in the [Coaticook Valley by bike](#) map. The routes, which are designed for all skill levels and describe different types of surfaces (from gravel to paved roads and designated trails) has six new circuits - *Wallace Frontières, Sir Lyster, Journée d'Amérique, Caméléon Mystic, Petite boucle de Compton, and Grande boucle de Compton.*

Upgraded mountain bike trails in Coaticook

The [Parc de la Gorge de Coaticook](#) upgraded its mountain bike trails last fall and since the start of summer, they have been fully operational. 23km of trails, specifically designed for mountain bikes, now offer a dual slalom run (a favourite with ultra-enthusiasts!) while the other trails are aimed at beginners, intermediate mountain bikers and experts, all of whom can improve their skills on these challenging runs.

Explore Magog by e-bike

[Vie de Plein air](#) offers high-end electric bikes for hire. Situated on the shores of Lake Memphremagog, this outdoor company is on the doorstep of a bike trail along the linear park, which leads to the cultural venues, gourmet food stores and restaurants of downtown Magog.

Mountain biking is booming in Sutton

The [Mont SUTTON](#) resort and the non-profit organization [Plein Air Sutton](#) have also upgraded their mountain bike network. There are now 35 mountain bike trails covering 44 kilometres. With the three additional trails that have been added the total investment in mountain bike trails (since 2017) to over CAD \$1 million.

Improvements to the Véloparc Hatley Bike Park

The [Mont Hatley](#) mountain bike park had a number of improvements this summer. The “green” (beginner) trail is now accessible from the summit of the mountain and the “black” run is designed in such a way that it allows expert mountain bikers to hurtle from the peak to the base! A pump track has also been added to the site, allowing cyclists to push their bodies into jumps and tricky turns. By the end of the summer, there will be close to 8 kilometres of mountain bike trails, as well as a rest area with benches and a pergola.

A new pump track at Camping Plage McKenzie

The new pump track at [Camping Plage McKenzie](#) in Racine allows visitors and campers to sample BMX, skateboarding and inline skating. 125 metres long, the asphalt track winds through the woods.

More bikes for rent at Parc du Mont-Bellevue

Cyclists can now rent Trek Full Suspension mountain bikes at [Parc du Mont-Bellevue](#). These were added to the rental fleet this summer. Reservations must be made 24 hours in advance, either at the park or online (10am-5pm).

About Tourism Eastern Townships

Tourisme Cantons-de-l'Est (Tourism Eastern Townships) is one of 22 tourism associations (ATRs) in Quebec and the official representative of Quebec's Ministry of Tourism in the Eastern Townships. Since 1978, the TCE's mission has been to promote tourism development, marketing the region within Quebec and internationally. TCE brings together more than 500 members throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry: accommodation, restaurants, attractions, activities and events.

The Eastern Townships is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and spending more than \$900 million annually. The tourism sector is also the region's fourth largest employer, accounting for 17,000 jobs.

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