**NEWS RELEASE**

**For immediate release**

**Premier golf in the Eastern Townships this summer!**

**Sherbrooke, July 12, 2024** – In just a few days’ time, the Eastern Townships will host the [Bromont Open](https://bromontopen.com/), part of the [PGA Tour Americas](https://www.pgatour.com/americas) events that are taking place across North America. This prestigious tour attracts professional golfers who will compete in front of a crowd of enthusiastic fans amid the scenic splendour of the golf course at Château-Bromont. In addition to being able to watch this exciting PGA event, golfing fans, throughout the summer season, will have the choice of no fewer than 30 places to play their favourite game (at all levels), all across the Eastern Townships. They rank among the best courses in Canada and our “après-golf” experience is second to none!

**The Eastern Townships - a premier destination for golfers**

It’s estimated that over a million people in Quebec play golf on a regular basis and that’s where the Eastern Townships comes in. The region now has the highest concentration of courses in the province, making it one of the most popular destinations for golfers. The premier courses are a major draw, as are the diversity of the golf venues, the scenery and last, but certainly not least, the flavorful, regional cuisine – an overall “golfing experience” bar none!

When you play golf in the Townships, you play on greens surrounded by magnificent mountains, lush green valleys and spectacular lakes. Whether you want to complete a round of 9 or 18 holes, you’ll certainly be able to find a course that suits your level of ability. If you’re a novice or have never played golf in your life, you can book classes with professional instructors who offer initiation courses.

**Major upcoming events**

As mentioned above, the ***Bromont Open***, which runs from July 15-21, is one of 16 international events organized by the Professional Golfers Association. Some of the best players in the world will compete against one another at [Golf Château-Bromont](https://www.easterntownships.org/things-to-do/434/golf-chateau-bromont), hoping to qualify for the PGA Tour’s global elite. Moreover, the general public watching the players will be doing their bit for society. In addition to being a series of golf tournaments, the Bromont Open is a fund-raising event for a variety of local causes and social organizations. They include Centre de pédiatrie sociale de la Haute-Yamaska (it helps vulnerable children), the Au Diapason Foundation (musical education), the Christian Vachon Foundation (encouraging children to succeed in life) and the Fondation des Sports Adaptés (promoting inclusion through adaptive sports).

[Parcours du Vieux Village](https://www.easterntownships.org/things-to-do/189/club-de-golf-le-parcours-du-vieux-village), a public course in Bromont, will host another major golf event – the ***PGA Seniors Championship of Canada***(July 29-August 1). The 18-hole, par 72 course describes itself as “The hidden treasure of the Eastern Townships” - a reference to its combination of large, manicured greens, challenging water hazards and wooded land, set amid spectacular mountain scenery.

Bromont will also be the venue for ***Rendez-vous de l'industrie***, another fund-raising golf tournament. It takes place at Domaine du Château-Bromont on August 29, when it is hoped that at least $75,000 will be raised for the Fondation Alliance pour la Relève – a foundation to support up-and-coming enterprises in the tourism industry. This initiative is being organized by Tourisme Montréal in partnership with YUL - Aéroport International Montréal-Trudeau, Loto-Québec Casino de Montréal, Tourisme Montérégie and Tourisme Cantons-de-l'Est (Tourism Eastern Townships).

**There’s golf and then there’s après-golf!**

Après-golf is very much part of the Eastern Townships “golfing experience” and after a day on the greens, there’s nothing better than relaxing with a good meal at one of the region’s many excellent restaurants. Not only will your body be glad of a break, your taste buds will go into overdrive! Gourmet food and a great selection of wines are on offer at numerous establishments throughout the Townships – [Bistro 4 Saisons](https://www.easterntownships.org/restaurants/106/bistro-4-saisons) (Orford), [Restaurant Auguste](https://www.easterntownships.org/restaurants/125/restaurant-auguste) (Sherbrooke) and [Bistro Kapzak](https://www.easterntownships.org/restaurants/145/bistro-kapzak) (Granby), to name a few…..

If you just want to quench your thirst, you’ll enjoy relaxing (and taking in the views!) on the terraces of our restaurants and bars. And don’t miss the region’s microbreweries and wineries, most of which are situated along the famed [Brome-Missisquoi Wine Route](https://www.easterntownships.org/tourist-routes/3/brome-missisquoi-s-wine-route). Some 30 microbreweries are part of [Brasseurs des Cantons](https://www.easterntownships.org/tourist-routes/32/brasseurs-des-cantons-microbreweries) – a network of breweries showcasing the variety and distinct characteristics of our local and regional beers. Yours for the sampling!

To truly get off the planet, book a session at one of the region’s [Nordic spas](https://www.easterntownships.org/tag/219/spas-and-wellness). You’ll be so laid back that you’ll sleep like a baby! Take your pick from one of the Townships’ many types of accommodations, stay overnight and recharge your batteries ready for another day on the greens!

**For more information about the Eastern Townships golf courses**

**visit our website:** [**Golfing - Golf courses | Eastern Townships (Quebec)**](https://www.easterntownships.org/tag/149/golfing)

**About Tourism Eastern Townships**

Tourisme Cantons-de-l’Est (Tourism Eastern Townships) is one of 21 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 600 members representing more than 1,000 tourism offerings throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry: accommodation, restaurants, attractions, activities and events.

The Eastern Townships is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and a tourism spend of more than $900 million annually. The industry generates more than 20,000 jobs, making the Eastern Townships the 5th largest tourism employer in the province of Quebec.

– 30 —

**Source :**

Shanny Hallé

Media Relations Coordinator | Tourism Eastern Townships

Cell : (819) 821-1220

E-mail: [shalle@atrce.com](mailto:shalle@atrce.com)