



## **Tourism**

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# **EASTERN TOWNSHIPS**

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### **The Eastern Townships – the Ultimate Winter Destination!**

The Eastern Townships are within easy reach of major cities and with their snow-capped mountains and stunning landscapes, rank among Quebec's prime winter destinations, attracting millions of visitors every year. The region offers a wide range of outdoor and leisure activities, as well as numerous cultural events. The choice of accommodations and restaurants are second to none! Young and old are sure to enjoy this winter more than ever. Throughout the region, more than 60 new (or upgraded) attractions and activities have come on the market, ready for the tourism season.

**The region offers a multitude of experiences to appeal to all tastes, no matter the weather. Indeed, a good third of the Townships' attractions are accessible during the winter and, of course, so are all the restaurants and accommodations.** Even in inclement driving conditions, the majority of our tourism attractions (within specific areas), are situated physically close to one another, so there's no need to battle the elements for miles and miles!



*Credit : Ian Roberge*

## WHAT TO DO THIS WINTER

### A multitude of outdoor activities

#### A winter playground

The region is home to six ski resorts, a number of outdoor adventure centres, over 1,000 km of cross-country trails, several hundred kilometres of trails for fat biking and unlimited opportunities to go skating, sliding and snowshoeing!

Our ski resorts have invested millions of dollars in state-of-the-art snowmaking equipment so even during periods of thaw or rain, the trails remain skiable. It's worth noting that while it might rain downtown in the city, the weather can be very different in the mountains. Our 50 or so lofty peaks typically have more than enough snow for winter activities. There also tends to be some variations in weather between one area of the Townships and another, so it's simply a question of finding out which one has the best conditions....

#### The lure of our snow-kissed peaks!

Downhill skiing is one of the major activities in the region. There are six ski centres, four of which are within a 30-minute drive of one another – [Mont SUTTON](#) (the best glade skiing in Canada, covering close to half of its terrain), [Owl's Head](#) (50 trails offering panoramic views of Lake Memphremagog), [Mont Orford](#) (three peaks and the highest vertical drop in the region) and [Bromont, montagne d'expériences](#). The latter has the largest illuminated ski area in North America – 150 trails, of which 104 are lit in the evening, so you can continue to ski after the sun has gone down!

As in previous years, the ski centres have upgraded their infrastructure providing skiers and snowboarders with the best possible facilities. After a day on the slopes, they can enjoy [memorable après-ski experiences](#) – a glass of local wine or beer in a cozy ski chalet, comfort food at a restaurant situated at the base of a mountain or even on the summit (!) or better still, by attending one of the on-site festive events.

**For more information: [Each mountain offers a unique experience ! | Eastern Townships](#)**



Credit : Mont SUTTON



Credit : Owl's Head

## Endless activities surrounded by Mother Nature.....

Winter hiking, which can be enjoyed at around 70 locations across the region, is another popular activity. Some 275 trails, totalling more than 1,000 kilometres, are at the disposal of those who love walking in the crisp, winter air. The [Sentiers de l'Estrie](#) and the [Sentiers frontaliers](#), (including Mont Gosford), are among the top five winter hiking venues in Quebec.

Along the 200-km [Route des Sommets](#) (Summit Drive) you'll find lookout points with panoramic views and don't miss [Mont Megantic National Park](#) with its "snow ghosts" – trees heavily laden with snow, giving them an other-worldly appearance... The Park lies within an International Dark Sky Reserve (the first one designated as such) allowing star gazers a great opportunity to admire the heavens. (The ASTROLab runs [astronomy evenings](#) - Saturdays, from January 25 onwards.)



Montagne de Marbre - Credit : Ian Roberge



ASTROLab- Credit : Rémi Boucher - Tourisme Mégantic

This winter, "Austrian" tobogganing returns to [Mont Megantic National Park](#), an activity that is fun but also good exercise! Mont Megantic is just one of [four national and two regional parks](#) in the Eastern Townships offering a wide range of winter attractions.

17 kilometres of fat bike trails meander around the [Parc de la Gorge in Coaticook](#). Families in particular, will love a winter activity adopted from Scandinavia and growing in popularity in Quebec – swishing across the white stuff on a [snow scooter](#)! (The admission price also includes access to the skating rink.)



Mont Mégantic national Park - Credit : SÉPAQ



Parc de la Gorge de Coaticook - Credit : Daphné Caron

There are a couple of great outdoor spots for skating (weather permitting) – the [linear park in Magog](#) (it turns into an ice rink in winter) and the [pond at Domaine Howard](#), a historic site in Sherbrooke.

In addition to all these activities, the Eastern Townships hosts a slew of winter events and festivals – the [Carnaval de Sherbrooke](#), the [Fête des neiges de Magog](#) and the [Grand Prix Ski-Doo de Valcourt](#), to name a few.

## In addition to snow – a diverse range of activities

**There's much more to the Eastern Townships than activities themed around an abundance of snow** – indoor attractions, cultural festivities, spas, unexpected adventures, unusual experiences, gourmet dining. The list goes on....

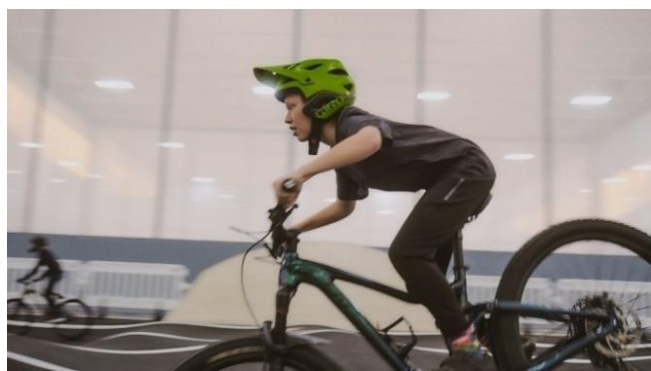
### Keep dry and warm with family-friendly fun

Even if the weather isn't cooperating, the region [with its amusement centres and indoor activities](#), offers a wide choice of options for family fun. At the [Granby Zoo](#), for example, visitors can observe exotic animals in a natural setting such as Siberian tigers, pandas and snow leopards. Animals from tropical climes (elephants, giraffes) are kept inside in heated pavilions, shielding them (and visitors!) from the elements.

Another option is to visit the [National Cycling and Sports Centre](#) in nearby Bromont. Its indoor facilities include a recently-constructed velodrome, a pumptrack (the only one of its kind in Quebec) and a freestyle zone.



*Granby Zoo- Credit : Charles Dion*



*Credit : Centre national de cyclisme de Bromont*

### Discover the richness of our culture

Culture vultures will not be disappointed! The Eastern Townships region is home to a number of fascinating (and unusual) museums. [MNS2, Sherbrooke's Museum of Nature and Science](#), has a new exhibition – [Objectif Terre \(Earth in Focus\)](#) – showcasing Canada's space technology. A

children’s museum in Granby, [Musée Le P’tit Monde des Grands](#), has small-scale exhibits (a car, a tractor) that small fry can “operate”, imagining what they’d like to be when they grow up – educational as well as fun!

In Valcourt, home of the Ski-Doo, the [J. Armand Bombardier Ingenuity Museum](#) (named for the acclaimed inventor of the snowmobile) devotes its exhibition space to the history of the Bombardier company and Bombardier Recreational Products (BRP). A temporary exhibition – *Sur toute la ligne* - explores the development of assembly lines from the past up to the present (until March 10, 2025).

Last, but certainly not least, is the [Musée des beaux-arts de Sherbrooke \(Sherbrooke’s Fine Arts Museum\)](#) which hosts a number of events and exhibitions throughout the year.

**Additional suggestions: [10 museums well worth visiting in the Eastern Townships.](#)**



MBAS- Credit : Jean-Michel Nault



Bombardier Ingenuity Museum - Credit : Daphné Caron

### **Take a road trip through the region**

A great way to explore the Eastern Townships is to take a road trip. The region has a number of designated tourist routes designed around different themes - spectacular scenery, historic sites, food (or a combination thereof) and so on, each route revealing a new adventure!

The 193-km [Summit Drive](#) is flanked by spectacular mountain scenery. The 17 peaks in this area of the Townships enjoy terrific snow conditions as well as offering a host of outdoor activities from hiking to fat biking. There are stopover points all along the way. Along another route, the signposted [Brome-Missisquoi Wine Route](#) (the first one in Quebec), you’ll find some 20 wineries, many of which are open all year round.

[The Townships Trail](#) immerses visitors in the fascinating, unique history of the Eastern Townships. It meanders through breathtaking panoramas and charming villages, where buildings from the past reflect the legacy of the Loyalist, Irish and Scottish pioneers who founded many of the region’s communities. On this trail, you’ll find museums and art galleries showcasing the very essence of the region’s heritage.



Townships Trail - Credit : Mathieu Dupuis



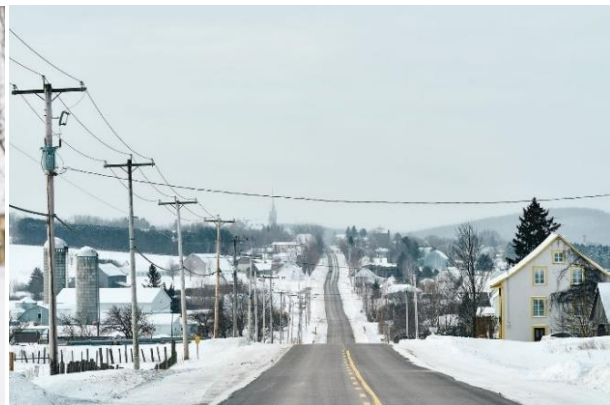
Wine Route of Brome-Missisquoi - Credit : Daphné Caron

Another enjoyable way to explore the region is by visiting one (or more!) of the 10 [Cœurs villageois](#). These are villages that have been designated as being of architectural/cultural interest with scenic settings, great places to eat and where the locals offer visitors a very warm welcome!

[Dunham](#), for instance, which is in the heart of “wine country”, has a number of heritage buildings. [The Brasserie Dunham](#) (it was built in 1865) is a popular microbrewery in the centre of the village. (It also serves “farm-to-fork” food.) Another Coeurs villageois is [Danville](#), a hub for artists. Close by is [Burbank Pond](#), which is ringed by four kilometres of walking trails – a popular spot with photographers when birds are migrating north and south.



Danville - Credit : Mathieu Dupuis



Lambton - Credit : Daphné Caron

### **Authentic flavours and our unique terroir**

The Eastern Townships has a richly-deserved reputation as one of Quebec’s leading destinations for gastronomic experiences and gourmet produce, courtesy of the region’s unique terroir.

The cradle of Quebec’s wine industry since 1980 when [Domaine des Côtes d'Ardoise](#) (the first winery) opened, the region is home to some 30 establishments that produce 60% of all of the wines produced in the province. Several of the wineries, such as [Vignoble de l'Orpailleur](#) (in Dunham) and [Léon Courville, vigneron](#) (Lac Brome), remain open [during the winter months](#).



Léon Courville, vigneron - Credit : Daphné Caron



Wine Route of Brome-Missisquoi - Credit : Daphné Caron

When it comes to beer, those who love the oh-so-popular craft varieties have the choice of some 30 microbreweries! They are part of the [Brasseurs des Cantons](#) network and each beermaker showcases the local terroir in their beverages, imbuing them with distinct and unique characteristics. Another network is the [Circuit des Têtes Fromagères](#) - a route that includes 15 artisanal cheesemakers, renowned for their exceptional (and in some cases prize-winning) products. Then there are our [cider makers](#) and [distilleries](#), which, along with the aforementioned establishments, offer visitors the opportunity to enjoy a taste of the Townships (in both senses of the word!)



Fromagerie La Station - Credit : Gaelle Leroyer



Credit : Daphné Caron

The region has [a slew of excellent restaurants](#) and fine dining is a specialty. Culinary delights abound! [Le Hatley](#), in the village of North Hatley, is the signature restaurant of the upscale Manoir Hovey and is renowned for its gourmet cuisine. [L'Espace Old Mill](#) (Stanbridge East), offers field-to-fork fare, while in Vieux-Bromont (the old part of Bromont), foodies have the choice of [Chardo resto & bar à vin](#) and [Babar](#). (Don't miss the nearby [Musée du chocolat](#) – a boutique devoted to all things chocolate!) Magog also has an upscale restaurant well worth a visit – the [Kóz Bistro](#). The ambience is warm and welcoming and the menu is themed around Mediterranean cuisine.

**Additional suggestions :** [Restaurants offering comfort food | Eastern Townships](#)



*Sutton Brouërie - Credit : Daphné Caron*



*Le Hatley - Credit : Manoir Hovey*

### Places to soothe body and mind

And when it's time to take a break....[we have spas galore \(20 at last count!\)](#). Surrounded by mountains and lakes, establishments such as [Spa Bolton](#) (in Bolton-Est) and [Spa Nordic Station](#) (Magog) – both of which are situated on rivers - are virtual havens of peace and relaxation.

In addition to natural, soothing settings, our spas offer thermal baths, therapeutic massages and body treatments (among other things). At [Spa Eastman](#), a full-service wellness centre, spa-goers can also sample “Tonique Cuisine”, a “balanced” cuisine that incorporates fresh, nutritious ingredients.

New this season at the [Balnea Spa and Thermal Reserve](#) (Bromont) is the addition of an infinity pool overlooking mountain-fringed Lake Gale and a beach-themed relaxation space, complete with sand!

For a more spiritual break, head for the [Saint-Benoît-du-Lac Benedictine Monastery](#). Here the silence is broken only by the monks' Gregorian chants – meditative music that transports listeners into a universe of calm.

**Additional suggestions :** [Dream spas, unique experiences | Eastern Townships](#)



*Credit : Balnea Spa et réserve thermique*



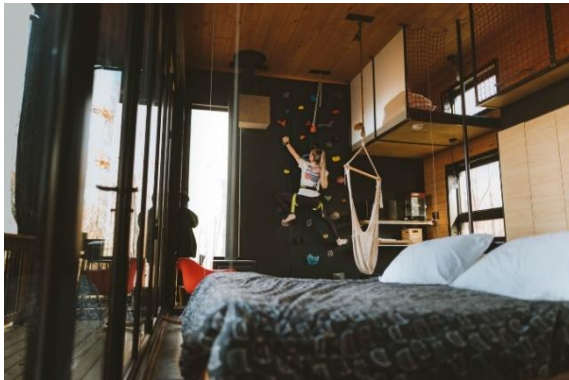
*Abbaye St-Benoit-du-Lac- Credit : Mathieu Dupuis*



## Accommodations to suit all tastes!

The Eastern Townships has a wide range of cozy, comfortable accommodations. Snow aficionados for instance, can opt for [Hôtel Château-Bromont](#) or [Espace 4 Saisons](#), which are close to the ski centres of Bromont, montagne des expériences and Mont Orford respectively.

Nature lovers will enjoy the eco-friendly lodgings in the heart of a forest at [Entre Cîmes et Racines](#) (Bolton Est), [Vertendre](#) in Eastman (with its quirky “zoo box” cabins), [Huttopia](#) (ready-to-camp accommodations) and [Au Diable Vert](#) (treehouses). In the region of Frontenac at [Estello Suites & Spa](#), a thermal experience and spectacular views over Mont Mégantic are major draws.



Zoobox- Credit : David Ouimet- Vertendre



Au Diable Vert- Credit : Daphné Caron

There are many more [unusual accommodations](#) scattered throughout the region. In Bury, you'll find [Bora Boréal](#), a cluster of floating cottages. [Les Loges](#) (Stanstead) offers units outfitted with private hot tubs, saunas, cold showers and eucalyptus-scented steam rooms. [Laö Cabines](#) (Racine) has cottages built atop stilts with bird's-eye views of the surrounding canopy. Finally, there's [Mi-Clos](#) in Orford, a handful of luxurious “domes” with views over the countryside in every direction – glamping at its very best!



Laö Cabines- Crédit : Florence Trempe



Mi-Clos- Crédit : Mi-Clos

The [Centre de villégiature Jouvence](#) (it lies within the Mont Orford National Park), is an all-inclusive resort, ideal for families. For those who prefer traditional country inns, [Le Tricorne](#), [La Raveaudière](#) and [La Mara](#) fit the bill!

**Additional suggestions :** [Accommodations, Inns, hotels, cottages, B & Bs, campsites | Eastern Townships](#)



*Mont Megantic national park- Credit : Mathieu Dupuis, Google Voyages*

**Discover some 60 new winter products and special deals:**

[Winter in the Eastern Townships: activities, local flavours and memorable outings](#)

**Check out our suggestions for winter fun....**

Families : [38 Family-Friendly Winter Activities 2024-2025](#)

Couples : [35 Townships activities for couples this winter | Eastern Townships](#)

**Link to download winter photos of the Eastern Townships:**

<https://platform.crowdriff.com/m/s-7MFY6aIPvkQjeFXO>

*The photo credit appears when you move your cursor over it, so please always mention it.*

**Source :**

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