
Destination Sherbrooke Announces Partnership with US Destinations on New Itinerary



William Hogg, Account Manager for Leisure Trade and Product Structure with **Destination Sherbrooke**, provided new details on a new multi-destination, international itinerary currently in development with partners from **Lake Placid**, the **Vermont Chamber of Commerce**, **Visit New Hampshire** and **Visit Maine**.

The itinerary, which focuses on the **Sherbrooke and the heart of the Eastern Townships (QC)**, **Lake Placid (NY)**, **Stowe (VT)**, **North Conway (NH)**, and **Portland (ME)**, will be a great year-round itinerary. But it will be especially amazing for fall colours tours, popular with Asian inbound tourists. "With this itinerary you'll get four different **fall colour experiences** in four different Appalachian mountain ranges, with the added bonus of the Atlantic shoreline," stated William Hogg.

The itinerary will come with a pre-set list of major attractions to help in tour planning. **Bleu Lavande 2.0** in the Townships, the **Olympic Center** in Lake Placid, **Trapp Family Lodge** in Stowe, the **Mount Washington Cog Railway** outside of North Conway, and the **Maine Beaches** south of Portland are some of the first attractions found in this itinerary. Much of the initial focus will be on **agritourism** and **outdoor experiences**, which are very pandemic-friendly as we wait for jabs to be completed.

William Hogg also noted that the itinerary will come with a list of preferential **Marriott** family of hotels located in each destination. Work is currently under way with Marriott on pricing. **Trudeau International** in Montreal and **Logan International** in Boston will be used as key entry points for international arrivals.

Keep an eye out for more details as the itinerary is finalized. Customizable **8 to 14 days tours** will be sent out to CITAP RTO members in the near future.

If you have questions, please contact William Hogg, CITAP contact with Destination Sherbrooke by email (william.hogg@destinationsherbrooke.com), by phone at (819) 578-0400, or via WeChat (whogg72).