

Destination Sherbrooke Launches 2021-2025 Christmas & Winter Season Offers



Townships, or perhaps **Vallea Lumina** in Whistler, you can expect the same great MF experience. Three interactive zones, food trucks and live entertainment await. And as a bonus, the activity is free for 2021. This is a planned five-year project, so perfect for longer term tour development.

Destination Sherbrooke, located in the heart of Quebec's Eastern Townships, is proud to announce new Christmas and winter season products. Many inbound tourists are looking to move out of traditional high season/fall colours periods as they look for more experiential and personal experiences.

Starting December 10th and running through January 10th, 2021, **Moment Factory** will launch its new Christmas experience on the shores of the Lac-des-Nations in downtown Sherbrooke. For those of you who know **Foresta Lumina** right here in the

MOMENT FACTORY

We are also bringing back our **Scintillating Trail**, a good old fashioned Christmas lights decoration. More than 500 houses and stores competed in 2020, and we're expecting it to be even bigger this year. An interactive map allows FIT clients to find the best houses, and coach-friendly circuits will allow your group clients to experience the best of the competition.



Sherbrooke's annual **Elf Hunt** will be back. Explore the beautifully decorated storefronts of Sherbrooke's downtown core while hunting for those pesky elves hiding here and there. While on the hunt, stop in for some hot chocolate, a good meal or browse some of our original downtown boutiques. And Sherbrooke's annual **Christmas Market** will be back, bigger and better than ever.

Upland Cultural and Heritage Centre is currently developing a special **Christmas Tea**. Enjoy the beautifully decorated 19th Victorian home decked out in its finest. And the **Sherbrooke History Museum's** annual Christmas exhibit brings you back to the holiday season in the Townships during the 19th and 20th centuries.

And if you are looking for pure **winter product**, Sherbrooke and the Heart of the Townships has everything you are looking for. Alpine and cross-country skiing, snowshoeing and winter hiking, ice skating and fatbiking, and of course ice fishing and dog sledding.

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).