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*Looking for Incentives to Travel? Destination Sherbrooke has them!*



**Destination Sherbrooke**, located in the heart of Quebec's Eastern Townships, is proud to announce that, for 2023, two incentive programs will be offered for RTOs.

First, our popular **Travel Trade Incentive Fund** will be brought back for 2023. For every 50 room nights you reserve and use in the city of Sherbrooke, we offer a cash grant of \$750. Additionally, we will top that up with another \$250 as a buy local grant when you use 3 restaurants and/or partner attractions. Details can be found here:

[https://www.destinationsherbrooke.com/en/tour-](https://www.destinationsherbrooke.com/en/tour-travel/incentive-fund)

[travel/incentive-fund](https://www.destinationsherbrooke.com/en/tour-travel/incentive-fund)

New for 2023, Destination Sherbrooke will be offering an innovative and unique **Carbon Credit Incentive Fund** (for group travel). In an effort to develop the most comprehensive sustainable tourism practices, our organization has adopted a sustainable tourism policy and action plan in 2022. Part of this plan is to help RTOs achieve carbon neutrality.

The principle is simple and based on shared costs. Using certified carbon emission calculators, we estimate how much each tour emits (travel to and from Sherbrooke, hotel room nights, restaurants and attractions).



Then, in collaboration with Ecotierra and its Pivot Project (protecting mature Eastern Townships forests), carbon offsets will be purchased to reach neutrality. Destination Sherbrooke will cover 50% of the cost, and RTOs will cover the other 50% (joint responsibility principle). Based on pilot project

results, the costs are actually quite minimal for the beneficial impact they will have on carbon capture.

The project is still in development, so please contact **William Hogg**, Account Manager, Travel Trade, International & Emerging Markets with Destination Sherbrooke by email ([william.hogg@destinationsherbrooke.com](mailto:william.hogg@destinationsherbrooke.com)), by phone at (819) 578-0400, or via WeChat (whogg72).