WINTER-SPRING 2025 BROCHURE

Centredu-Québec

bonjour **Québec**



Centredu-Québec

Québec :::

WINTER IN L'ÉRABLE

HAPPINESS

never too long with us!



04



MANOIR DU LAC WILLIAM

Combine the pleasures of gastronomy, outdoor activities, health center, Nordic baths and cozy rooms.

manoirdulac.com



03. Winter is also about letting yourself be enveloped by the sweetness of each moment.



MICROBRASSERIE JACKALHOP

First and foremost a place to meet friends, Microbrasserie Jackalhop offers a friendly and tasty experience that is off the beaten path!

jackalhop.com



05. Hooray for the warmth of our indoor activities! 22



PARC RÉGIONAL

06. And when springtime rolls around, what do we do in Centre-du-Québec?



MONT APIC

Much more than a ski resort, Mont Apic is a true outdoor resort where skiers, hikers and mountain bikers can all meet! montapic.com

07. Go out for a while!



09. All the right addresses

32



trails and a shelter to warm up! Three new accommodations in the heart of nature in winter 2025.

Your natural break with 12 km of forest

DES GRANDES-COULÉES

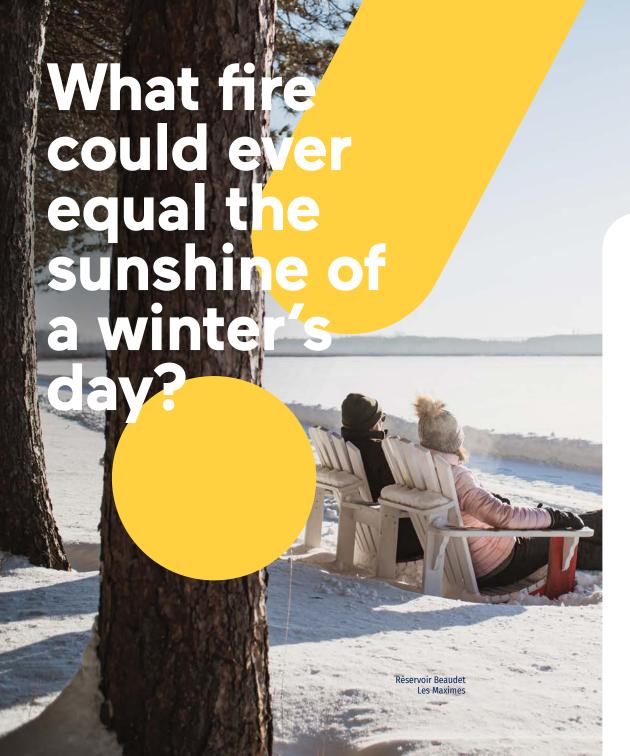
parcdesgrandescoulees.com

10. Useful information





1275, AVENUE SAINT-ÉDOUARD PLESSISVILLE (OC) G6L 2K1 regiondelerable.ca



This thought resonates deeply in Centre-du-Québec, where we like to make the most of every ray of sunshine, summer or winter.

With an area of nearly 7,000 sq. km., the region is sure to impress you with its breathtaking landscapes, friendly cultural venues, delicious local products and warm hospitality. In Centre-du-Québec, good times await you at every turn!

There are endless possibilities for quick getaways or more serious winter and spring vacations. Centre-du-Québec feels close to home, but it's far enough away to be an escape from the ordinary. Here you can hit the trails on a fat bike or skis, enjoy a delicious meal or relax in a cozy cottage or hotel. Whatever you decide on, the region has it in abundance, and you're assured of a memorable time.

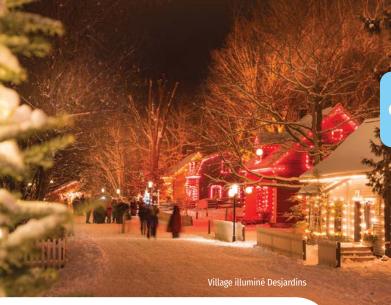
So bundle up in your winter gear and get ready for an adventure, with plenty of friendly smiles and fun times along the way!

The Tourisme Centre-du-Québec tenm



Winter is made for playing outdoors. When the snow starts to settle on the ground there's excitement in the air!

It means everyone can get back to enjoying their favourite winter sports—and maybe even trying some new ones, such as kicksledding or alpine touring. As the snow accumulates, illuminating the landscape, you'll find lots of ways to have fun with family and friends. So layer up and head outdoors to breathe in the fresh air and make the most of Centre-du-Québec's magnificent winter wonderland!



A great place to explore is **Parc régional de la rivière Gentilly** in Sainte-Marie-de-Blandford. Here you can enjoy fat biking, snowshoeing and Hok skiing (a hybrid sport combining cross-country skiing and snowshoeing). No need to load up the car with all your gear as there's a rental shop on-site year-round. For a complete experience, consider renting a cabin—a cozy sanctuary after an active day outdoors where you can warm up around a wood-burning stove. Feeling more adventurous? Pitch a tent on one of the 20 campsites and experience the blissful peace and quiet of nature in a different way.

At **Moulin Michel** in Bécancour you can combine culture and nature. There's a lovely snowshoe trail, accessible for free, bordering this charming historical site. Be sure to treat yourself to an "après-hike" snack at Café du Moulin, which serves delicious fresh pastries, savoury soups and tasty sandwiches. The on-site bar is open in winter, so you can enjoy a cocktail with friends after your visit or walk. Snowshoe rentals are also available, and snowmobilers are welcome.

tourismecentreduquebec.com tourismecentreduquebec.com

WINTER-SPRING 2025 BROCHURE / 02. Winter wonderland! WINTER-SPRING 2025 BROCHURE / 02. Winter wonderland!





December, be sure to visit the **Village illuminé Desjardins**. The magical atmosphere is guaranteed to put you in a Christmas mood! On the program: snowball fights, giant slides, a boot hockey rink, axe throwing, storytelling around a campfire, traditional dances and songs, and a horse-drawn carriage ride. Come enjoy some traditional Quebec holiday activities all in one colourful evening! Satisfy your sweet tooth with some treats, meet Santa in his cozy home, visit his toy workshop and stop by the one-of-a-kind elf school, where children can join in the activities.

It's an annual must-visit holiday season event.

For some quality outdoor time with friends or family, head to **Mont Arthabaska** in Victoriaville. With 15 km of cross-country ski trails and 10 km of snowshoe and walking trails, you'll have plenty of time to chat, laugh and unwind with your companions! If mountain biking is your thing in summer, try fat biking along the 10 km of snow-covered forest trails. Bringing the kids? Take them snow tubing in January and February. Top off your day with a hot chocolate or coffee at the Bistro-bar Le Mont, located at the summit, taking in some magnificent views of the town

Winter also means skiing, of course, and there are two must-visit ski centres in Centre-du-Québec. **Mont Gleason** in the municipality of Tingwick features a rental shop, ski school, restaurant and bar. It also offers adaptive skiing for people with reduced mobility. The resort has everything you could want in a ski hill, offering a great experience for the whole family. The log cabin at the summit, complete with a central fireplace, is the perfect place to warm up between runs. Children will love snow tubing at the Super Zone LE TUBE! Or, for a change of pace, try alpine touring or hit the snowshoe trails. Every visit is packed with fun! The friendly atmosphere and outstanding snow conditions will keep you coming back time and again.

Another mountain you'll want to try is **Mont Apic** in Saint-Pierre-Baptiste. Here there are 14 trails, including five glades, two snow parks (one with a lift), a beginner slope with a magic carpet and two T-bars. Plus, the four snow tubing slopes are sure to please kids of all ages. Smiles and good times are all part of the package at Mont Apic. Gather around the outdoor fireplace or unwind in the chalet at the top of the mountain. Grab a bite at the main lodge before tackling the slopes again. Rental spaces for family gatherings and business events are also available.

A great place to hold your next office party!

tourismecentreduquebec.com tourismecentreduquebec.com

02



Choice Hotels 2024 HOSPITALITY GOLD Award winner

- Completely renovated suites including a fully equipped kitchenette and a bed with a NeuroSpa acoustic oscillation device.
- Hot breakfast included
- Indoor swimming pool and gym
- Meeting rooms
- Located near trails Trans-Québec #45



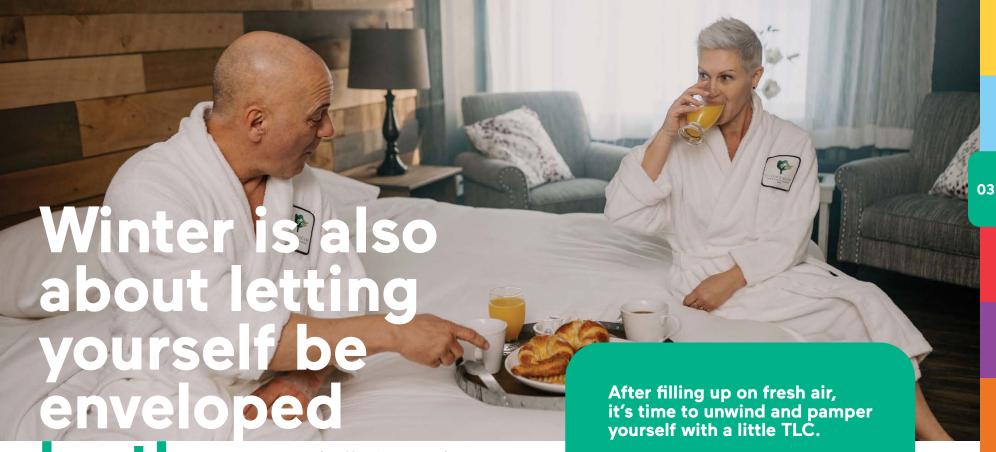
Next, make your way to Parc régional des Grandes-Coulées in the Forêt ancienne sector of Plessisville. You'll find 12 km of picture-perfect trails that are ideal for walking, running or snowshoeing. The calm of the forest combined with the piney scent of the snow-covered trees will bring you a sense of inner peace—the kind you feel when you take the time to stop and re-energize. Bring your dog along to share the fun and take a break at the shelter to warm up around the fireplace with a hot chocolate. New this winter are three ready-to-camp cabins so you can extend your stay in the regional municipality of L'Érable.



- Rooms and Suites with equipped kitchenette
- Hot breakfast included
- Indoor pool, indoor and outdoor spa, exercise roomArt gallery and small local produce market
- Meeting rooms
- Located near trails Trans-Québec #35 et 65





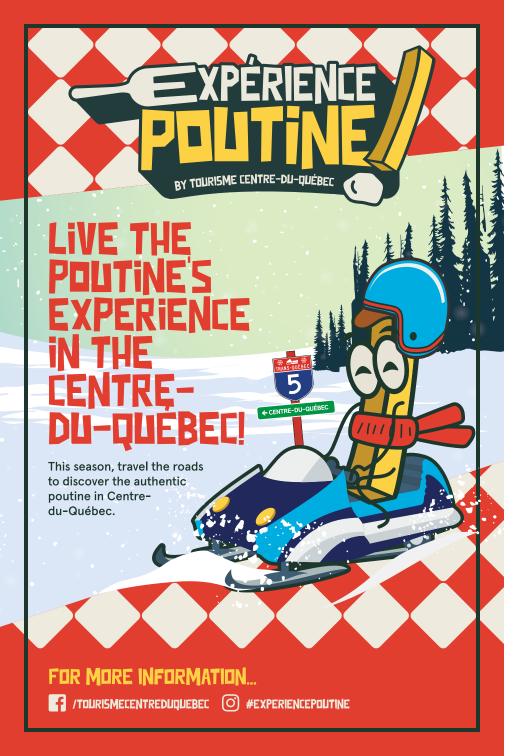


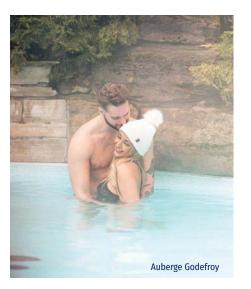
by the Sainte-Hélène Auberge & Spa Nordique sweetness of each moment.

So many options are available in Centre-du-Québec, whether you prefer cocooning at a comfortable hotel or relaxing at a spa or wellness centre! The gently falling snow adds a magical touch to these well-deserved moments of relaxation.

Enjoy the ultimate thermal experience in the heart of a serene Nordic spa at **Le Sainte-Hélène Auberge & Spa Nordique**. Re-energize in the hot and cold baths, unwind in the steam room, relax in the sauna and enjoy personalized treatments to rejuvenate the body and mind. Make the most of your visit by taking a stroll along the trails located right behind the inn. Here you can soak up the scenic views at a place where time stands still and all is calm.

tourismecentreduquebec.com tourismecentreduquebec.com 13





Opting for an all-inclusive package is always a great idea!

At the four-season Espace Aqua-Détente at **Auberge Godefroy**, it's all about rest and relaxation. Heated indoor and outdoor pools, spas in a natural setting, a sauna, and hot baths all aim to soothe muscles and calm the soul. Plus, delicious dishes featuring local ingredients, a warm atmosphere and cozy spaces make for a truly unforgettable getaway.



1000, route des Flamants, Sainte-Marie-de-Blandford **RIVIEREGENTILLY.COM 6 819 298-2455**

CITQ # 206150



A FAMILY-RUN ORGANIC CHEESE DAIRY FOR **OVER 30 YEARS!**

- ORGANIC CHEESES AND BUTTERS
- REGIONAL PRODUCTS
- HOT AND FRESH CHEESE CURDS
- POUTINE

PRACTICES AT THE HEART OF ANIMAL WELFARE AND RESPECT FOR THE ENVIRONMENT





It's time for adventure!

Winter is also snowmobile and ATV season!

You'll love exploring the trails of Centre-du-Québec, riding through the valleys and plains of the St. Lawrence River region. With over 1,200 km of trails, many of which form loops, you're in for a lot of fun and discoveries along the way!













Treat yourself

Chic hotel located halfway between Montréal and Québec

1 877 282-0282 | aubergegodefroy.com 17575, boul. Bécancour, Bécancour, OC G9H 1A5





For an overnight stay, head to **Auberge Godefroy**, which is accessible via Trans-Québec Trail #5. Here you can park your snowmobile in a secure area with 24-hour surveillance. A shuttle service is also available to cross Pont Laviolette and explore the trails on the other side of the river.

It's just one more reason to plan a snowmobile trip in the area with friends and discover this stunning region!



The regional municipality of **L'Érable**, bordering Chaudière-Appalaches, has trails with different types of terrain. making it another top choice for snowmobile and ATV trips!

Soak up the stunning scenery as you make your way through farmland and forest in the heart of maple groves.

Well-maintained trails criss-cross the rolling plains of the St. Lawrence Lowlands and the more mountainous terrain of the Appalachians, giving you many reasons to come back.

Le Sainte-Hélène Auberge & Spa **Nordique** offers various ways to relax and also gives you direct access to fantastic snowmobile and ATV trails. After a day of action in the forest, fuel up on a gourmet meal at the bistro, unwind at the spa and enjoy a restful night in a comfortable room.



More than 195 indigenous experiences are waiting for you everywhere in Indigenous Québec





Winter is also a great time to enjoy the warm atmosphere of Centre-du-Québec's museums, interpretation centres and other indoor attractions.

It's a wonderful way to get out of the house without having to layer up... but also to learn about a wide range of subjects. Check out this season's cultural activities.





The friendly venue!

Discover concerts and comedy shows for everyone and enjoy summer theatre during the warm season. A warm welcome and friendly owner await you in our newly renovated establishment. Come and see a new hot spot in the region.

Some upcoming shows...











356, boulevard Marie-Victorin, Kingsey falls | 819 363-2900 | sallekingsey.com

First stop: the **Musée Laurier** in Victoriaville. Visit the beautiful Victorian-style house that was the personal residence of Sir Wilfrid Laurier and his wife. The tearoom offers an authentic English tea experience that's well worth the detour. Then on to the Musée de l'Hôtel des Postes to learn about the history of the postal service. Be sure to check out the famous clock atop the building and its unusual mechanism

Next, head to **Un Goût de Miel** honey farm in Sainte-Clotilde-de-Horton for an enjoyable and educational experience. Nathalie, the beekeeper, will be happy to answer all your questions about her loyal and busy "coworkers." The hour-long tour includes delicious honey tastings—a real treat! With beekeeping equipment, you'll learn about how the colony works, the stages of honey production, a bee's life cycle through the seasons, and more fascinating facts. Do bees hibernate in winter? How many eggs can a queen lay each day?

It's the perfect activity for a family outing or a winter getaway.



A visit to Centre-du-Québec in springtime would be incomplete without all this! To celebrate the maple sugar season in style, join in the fun at the **Festival des Sucres de Saint-Pierre-Baptiste**. It's a great experience, with country music shows, Canadian brunch, horse pulls, a family ball tournament, amusement park and always a lively atmosphere.

Of course, you'll also find plenty of maple treats to satisfy your sweet tooth!

Speaking of sweets, be sure to visit **Érablière Prince**. Nestled in a century-old forest spanning over 100 hectares, this sugar shack has been run by the Prince family for six generations. Experience a traditional meal that's both generous and delicious. Top off your visit with a horse-drawn sleigh ride through the forest, plus visits to the mini farm and red deer enclosure—not forgetting the classic maple taffy on snow. A springtime spot you won't want to miss!



With winter slowly transitioning to spring, it's time to put away the snow gear and get out your bike, witness the return of the snow geese and embrace sugar shack season.



The long winter given you a case of cabin fever? Escape the daily routine and treat yourself to a revitalizing getaway—or a full vacation in Centre-du Québec. The region has everything you need to recharge your batteries and get ready for summer!

Expect a warm welcome at the **Comfort Inn Drummondville!** Conveniently located

Enjoy the comfort of modern, fully renovated rooms at the **Best Western Hotel Universel Drummondville**. The on-site restaurant Pacini serves breakfast, lunch and



One stay is all it takes to fall in love with the B&B **Aux plaisirs partagés**. A warm welcome, exquisite meals, a relaxing hot tub and cozy fireplace make this a wonderful spot to unwind after a day of skiing. It's close enough to Mont Gleason that you can come back for a hot lunch before heading out again on the slopes. What more could you ask?!

For a good time with friends, head to the microbrewery and restaurant Wick Station. Known for good beer and good food, it can seat up to 70 customers. This is the perfect place to catch a show featuring emerging talents and wellknown artists. The dining area transforms into a concert space, accommodating up

to 125 standing guests—everything you need for a fabulous evening! Since last spring, the brewery has added some more fermenters to ensure a steady supply of its classic beers and regularly introduce new options. So there's always a variety of flavours to choose from.

Experience the ultimate in comfort at Le Sainte-Hélène Auberge & Spa **Nordique**, with its charming rooms equipped with NeuroBed technology. You can also choose a package that includes access to the Nordic spa and a gourmet meal. There's nothing more relaxing than simply soaking up the atmosphere.

Enjoy a peaceful getaway at **Hotel Le Victorin** in an elegant, tastefully decorated room. Here, it's all about pampering yourself. Book a spa package at Azur Groupe Santé Beauté complete with a massage and other treatments. Complete your experience in style by unwinding at the pool or in the hot tub. Top it all off with a delicious meal at the hotel restaurant, Le Laurier, which serves refined local cuisine. This fine establishment will have you coming back for more!

For a touch of history, book a stay at the charming **Hôtel Montfort** in Nicolet. Located in the former Montfortains Fathers monastery, the hotel features 83 cozy accommodations. Relax in the heated indoor pool or the hot tub. Then step outside to enjoy a thermal experience, alternating between hot and cold baths, a waterfall and dry sauna. After a day of pampering, sit down to a delicious meal at the hotel's sophisticated bistro-style restaurant with its delightful and varied menu. Feeling active? Check out the snowshoe and fat bike trails on-site. At the end of the day, gather around the outdoor fireplace for convivial conversation.

The hotel is also accessible via snowmobile from Trans-Québec trail #5.

Enjoy a taste of local products at **Microbrasserie La Flûte à Bec** where the flavourful menu changes with the seasons. Choose from pretzel breads with seasoned butter, tasty tartares, thin-crust pizzas, salmon, burgers and more. Two Friday evenings a month, there are singers (chansonniers) and musical groups on-site to entertain you. Craft beers, cocktails and wine are also on offer.

New this year, the restaurant is now open for lunch on Wednesdays, Thursdays and Fridays. Every bite is a true delight!

Combine relaxation, comfort and fine dining at **Auberge Godefroy**. This elegant resort hotel with its 71 rooms and suites is known for the quality of its amenities, services and hospitality. The executive chef and his team create original dishes that are wonderfully flavourful using the finest Quebec products. Get ready for an outstanding dining experience! The sommelier will help you choose from among the impressive selection of wines and spirits. A memorable stay awaits!



HOTEL MONTFORT NICOLET OFFERS A RANGE OF PACKAGES TO ENSURE YOUR STAY IS A MEMORABLE ONE.





- Bistronomic restaurant
- ✓ Spa
- Activities
 - Nature

1 855 293-6262

1141, Saint-Jean-Baptiste, Nicolet CITQ # 243180

hotelmontfort.ca

Everyone in the car

Winter or spring, there's always a good reason to enjoy a change of scene, break the routine and have some fun! Ideally located, without ever being too far, Centre-du-Québec invites you to discover all it has to offer.

Explore the region's vast playground where culture, food, outdoor adventures and relaxation come together. So come unwind and enjoy some good times while experiencing a variety of unique seasonal activities. Get ready to enjoy Centre-du-Québec!

30



Mont Apic

Children's delight

Rediscover the joys of winter accompanied by your children. Enjoy the variety of winter activities that the region has to offer. Guaranteed fun!



La Grange Pardue - Les Maximes

Winter gourmet delights

Come visit our agritourism producers, even in winter! Explore the region's rich flavours by visiting passionate producers who invite you to discover their treasures. Artisanal cheeses, local produce and authentic experiences await you. Don't let winter stop you!



Parc régional de la rivière Gentilly

Winter fun

Sports enthusiasts eagerly anticipate the first flakes of snow to get out on their skis, snowshoes, and fat bikes. The Centre-du-Québec region has fabulous outdoor sites that happily welcome both experienced and neophyte outdoor enthusiasts

tourismecentreduquebec.com tourismecentreduquebec.com

All the right addresses

Bécancour and its surroundings

Auberge Godefroy

17 575, boulevard Bécancour, Bécancour

Fromagerie l'Ancêtre

1615, boulevard de Port-Royal, Bécancour

Moulin Michel de Gentilly

675. boulevard Bécancour, Bécancour

Ô Quai des Brasseurs

805, avenue des Nénuphars, Bécancour

Parc régional de la rivière Gentilly

1000, route des Flamants, Sainte-Marie-de-Blandford

Pages 15-18-19-28

1800 361-1620 / aubergegodefroy.com

819 233-9157 / fromagerieancetre.com

819 298-2882 / moulinmichel.ac.ca

819 489-8388 / oquaidesbrasseurs.com

Pages 7-15

1800 944-1285 / rivieregentilly.com

Drummondville and its surroundings

Best Western Hôtel Universel

915, rue Hains, Drummondville

Centre de divertissement Laser Force

2250, rue Demers, Drummondville

Comfort Inn

1055, rue Hains, Drummondville

Hôtel Quality Suites Drummondville

2125, rue Canadien, Drummondville

Village illuminé Desjardins

1370, rue Montplaisir, Drummondville

1800 711-6047 / universel.com

819 850-0788 / laserforce.ca

819 477-4000 / choicehotels.com/cn324

1866 572-2700 / les-suites.ca

1877 710-0267 / villagequebecois.com/village-illumine

Nicolet and its surroundings

Érablière Prince

1785 rang 9, Saint-Wenceslas

Hôtel Montfort

1141, rue Saint-lean-Baptiste, Nicolet

Microbrasserie La Flûte à Bec

3255, boulevard Louis-Fréchette, Nicolet

819 224-4222 / erabliereprince.ca

Pages 28-29

1855 293-6262 / hotelmontfort.ca

819 293-7065 / lafluteabec.com

Plessisville and its surroundings

Festival des Sucres de Saint-Pierre-Baptiste

510, route de l'Église, Saint-Pierre-Baptiste

L'Érable Tourisme & Culture (Région de l'Érable) 1280. avenue Trudelle. Plessisville

Mont Apic

1361. Route de Bellemare, Saint-Pierre-Baptiste

Parc régional des Grandes-Coulées

2. route du Plé. Plessisville

Page 25

819 350-7940/ festivaldessucres.com

1800 360-2989 / regiondelerable.ca

418 453-2357 / montapic.com

1800 360-2989 #1285 / parcdesgrandescoulees.com

Victoriaville and its surroundings

Aux Plaisirs Partagés - Gîte gourmand

164, rue Saint-Louis, Warwick

180, chemin du Mont Gleason, Tingwick

Hôtel Le Victorin

19, boulevard Arthabaska Est, Victoriaville

Le Carré 150 - Concert hall and art gallery

150. rue Notre-Dame Est. Victoriaville

Le Sainte-Hélène Auberge & Spa Nordique

442, rue de l'Église, Sainte-Hélène-de-Chester

Microbrasserie Wick Station

167, rue Saint-Louis, Warwick

Mont Arthabaska

100. chemin du Mont Arthabaska, Victoriaville

Musée Laurier

16. rue Laurier Ouest, Victoriaville

Quality Inn & Suites Victoriaville

1. boulevard Arthabaska, Victoriaville

Salle Kingsev

356, Boulevard Marie-Victorin, Kingsey Falls

Un Goût de Miel

662, Rang des Chalets, Sainte-Clotilde-de-Horton

Page 27

819 358-9560 / auxplaisirspartages.gc.ca

819 359-2300 / montgleason.ca

1877 845-5344 / hotellevictorin.com

819 752-9912 / lecarre150.com

Pages 13-21-27

819 202-0202 / lesaintehelene.com

819 641-9425 / wickstation.com

819 751-4520 / montarthabaska.com

819 357-8655 / museelaurier.com

Page 10

1855 330-7825 / qualityinnvictoriaville.com

Page 23

819 363-2900 / sallekingsev.com

Page 23

819 806-7646 / ungoutdemiel.com

32 tourismecentreduquebec.com 33

Useful information

Need a helping hand to enhance your stay in Centre-du-Québec?

Contact our hospitality advisors:

L'Érable Tourisme & Culture

819 621-1333 - 1 800 360-2989 regiondelerable.ca

Tourisme Bécancour

819 233-4636 - 1 888 233-4676 tourismebecancour.com

Tourisme Drummondville 819 477-5511

tourismedrummondville.com

Tourisme Nicolet-Yamaska

819 293-6960 - 1 866 279-0444 tourismenicoletyamaska.com

Tourisme Victoriaville et sa région

1888758-9451 tourismeregionvictoriaville.com

Tourisme Centre-du-Québec

819 364-7177 - 1 888 816-4007 tourismecentreduquebec.com

Cover photo credit: Parc régional de la rivière Gentilly

Manseau Réserve de la biosphère Sainte-Anne-du-Sault de-Yamaska (Saint-Norbert Saint-Ferdin nd'Arthahaska Sainte-Hélène de-Chester O aint-Pie-de-Guire Notre-Dame-du-Bon-Conseil O Saint-Cyrille-de-Wendove Sainte-Élisabeth-de-Warwick Notre-Dame-de-Ham Ham-Nord Saint-Edmond- 122 Tingwick Kingsey Falls 55 Saint-Nicéphore Saint-Eugène Wickham 6

Stay in touch with Centre-du-Québec via our different platforms



