

THE GROWTH OF MOUNTAIN BIKING CONTINUE AT BME

Bromont, Friday, October 15, 2021 – Bromont, montagne d'expériences (BME) is pleased to present a very positive review of its 2021 mountain bike season. Downhill and enduro enthusiasts of all levels came to ride the mountain from the opening of the trail network on May 21 until its closing on October 11.

“It's great to see cyclists of all ages enjoying our trails. The growth continues, the sport is booming!” commented Charles Désourdy, President of BME. “We certainly want to improve our offer in the coming years. We will continue to invest and develop the mountain bike network.”

In another sign of the growing popularity of the sport, the station announced last April, in partnership with the City of Bromont, the creation of The Total pass. With access to the Mountain, Parc des Sommets and the Centre national de cyclisme de Bromont, cyclists have access to 105 km of downhill, enduro, cyclocross, BMX, dirt jump, pumptrack and gravel bike trails!

For the 2021 season, BME has also launched the Express du Village lift. Operating from Friday to Sunday from June 5 to October 11, the Express du Village was added to the three other lifts already in operation.

In order to better serve new riders, a new progression zone was also created for beginners and intermediates. Accessible via easy-level trail 21 (La Grande Douce), the zone allows enthusiasts to practice their technical skills in complete safety.

The popularity of mountain biking was definitely felt at our Bike School. Our certified instructors provided more than 270 sessions and our rental location rented almost 3,500 bikes.

In total, the station recorded a 27% increase in the use of its mountain bike trails.

Other mountain activities were also popular. Gondola rides, climbing wall, alpine luge, disc golf, trampoline bungee, birds of prey shows and hiking trails were all popular with young and old alike throughout the summer. In all, BME noted a 23% increase in attendance at its mountain activities compared to last year.

Bromont, montagne d'expériences also wishes to thank its customers and employees for their usual collaboration. In the context of a pandemic, the station was able to operate safely and without any outbreak being reported.

About BME

[Bromont, montagne d'expériences](#) is the largest lit ski area in America, with 450 acres of skiable terrain, 141 trails, including 32 glades and 101 lit trails over 7 slopes. With 9 lifts, 1,500 snow guns and regular grooming, conditions are guaranteed, day and night.

– 30 –

For more information

Evelyne Déry
Marketing and Communications Advisor
514-668-2968 edery@skibromont.com