



PRESS RELEASE
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MOUNTAIN BIKING AS POPULAR AS EVER

Bromont, Tuesday October 11, 2022 – Mountain bike enthusiasts were able to take advantage of the Bromont, montagne d'expériences lifts one last time on Monday, October 10, 2022. Now closed for the remainder of the fall season, the lifts have been operating with expanded service since June to keep up with the sport's popularity.

More lifts in operation

"Mountain biking has grown in popularity and that's great for the sport! More and more families, young and old are getting into it and we've had to adapt our service offer so that everyone can enjoy it," explained Marc-André Meunier, Sales and Marketing Director at Bromont, montagne d'expériences. "One of the first initiatives we took was to expand our lift operations. For the first time since mountain biking was introduced at Bromont in 1990, we operated two lifts, including a detachable lift on weekdays from June to August, and four lifts on weekends. We are the only mountain in Quebec with this type of offer for mountain biking," he underlined.

A new base camp

Another new feature highlighting mountain biking was the installation of a true base camp at Versant du Lac. With the objective of creating a unique atmosphere for biking enthusiasts and making their experience more interesting, the Reception, Ticket Booth, Rental Shop, Workshop and Bike School have been moved there for the summer. This initiative, greatly appreciated by our clientele, will be repeated for the 2023 season.

Trails for all levels

The trail maintenance team also worked hard to improve our easy trails. "The mountain is known for its steep and rocky terrain," explained Mr. Meunier. "We reworked our beginner trails to make them even easier for clients who are new to the sport." The mountain also highlighted five signature trails with beautiful signs illustrating their names, making the small detour to the Vingt, the Sept, the Extra-légère, the Rotule and the Banana split all worth it!

Some mountain bike trails remain accessible until the end of the fall for those who wish to climb the mountain on their own. The closing date will be announced later.

About Bromont, montagne d'expériences

As a major mountain destination in Eastern Canada, anchored in its environment and recognized for its unique charm, the mission of Bromont, montagne d'expériences is to combine the natural attractions of the mountains and the abundance of regional tourism to create moments that will delight families and outdoor enthusiasts. Bromont, montagne d'expériences is currently working on its Altitude project, with investments totalling \$111 million by 2026.

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For more information

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