

**PRESS RELEASE**  
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***OPENING OF THE RESIDENCE INN BY MARRIOTT BROMONT***

**A new ski-in/ski-out hotel at the foot of the mountain**

**Bromont, January 20, 2026** – Marriott International, Bromont, montagne d'expériences, and SPBL Hôtel are proud to announce the official opening of the Residence Inn by Marriott Bromont. This new property is the first ski-in/ski-out hotel in the Eastern Townships under an international banner and offers spacious units with kitchenettes, ideal for both short- and long-term stays. Direct access to the ski slopes, hiking and biking trails, as well as the water park, makes it an exceptional four-season destination.

“With its many amenities and inspiring design, we are confident that the hotel will quickly become a must-visit destination for outdoor enthusiasts, families, and couples seeking a getaway, as well as for event organizers,” said Serge Primeau, President of SPBL Hôtel.

“This moment represents the realization of a project the company has long envisioned,” said Charles Désourdy, President of Bromont, montagne d'expériences. “I am proud and moved to see this magnificent building come to life; it is the fulfillment of my father’s vision for the mountain and the community.”

The hotel features 134 modern units (studios and suites), an indoor pool and outdoor hot tubs available year-round, a fitness center, and flexible event spaces. Guests will also have access to storage for skis and bicycles. A 200-space indoor parking lot with electric vehicle charging stations completes the hotel’s offerings.

This new destination will be a major addition to Bromont’s and the region’s tourism offerings, allowing visitors to fully enjoy the mountain and its seasonal activities and attractions.

**About Bromont, montagne d'expériences**

Bromont is one of the largest lit ski areas in North America, with 450 acres of skiable terrain, 123 trails (including 28 glades and 90 lit runs), spread across 7 mountainsides. With 11 lifts, nearly 1,550 snow guns, and regular grooming, you’re guaranteed great skiing, day or night. As a four-season destination, Bromont also offers a water park, mountain biking, and a wide range of outdoor.

**About Marriott International**

Marriott International is a global leader in the hospitality industry. Its portfolio includes nearly 9,000 properties and more than 30 world-renowned brands across 141 countries and territories. Marriott operates and franchises hotels as well as vacation ownership resorts. The company also offers Marriott Bonvoy®, its award-winning travel program. For more information, visit [www.marriott.com](http://www.marriott.com) or follow news on the Marriott News Center.

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