

PRESS RELEASE

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Tourism Excellence Award 2023

The Sentier des cimes Laurentides wins the Accessible Tourism category!



Nicolas Joly, General Director, Kathy Poulin, Communications and Marketing Director. Photo - Alliance de l'industrie touristique du Québec.

Prestigious recognition for a magnificent destination

The Sentier des cimes Laurentides, a new international tourist destination, has been awarded a Tourism Excellence Award 2023, in the Accessible Tourism category, by the *Alliance de l'industrie touristique du Québec*.

The highest distinction in the Quebec tourism industry, these awards recognize the expertise of Quebec's tourism artisans and entrepreneurs. The Accessible Tourism category highlights a destination's commitment to offering an accessible and inclusive experience to all visitors.

"The entire team is honored to receive this prestigious recognition," said Mr. Nicolas Joly, General Director, "We offer an experience that is as grand as it is accessible, and this award testifies to our commitment to enabling everyone to have easy access to nature in order to appreciate its beauty and benefits."

Spirit of openness

"The spirit of respect, tolerance and openness embodied by our project and our employees radiates widely and powerfully," explains Ms. Kathy Poulin, Director of Communications and Marketing, "and it's a great source of pride and happiness. We're fortunate to have some wonderful partners who support us in this mission, including the MRC des Laurentides, Tourisme Laurentides, Tourisme Mont-Tremblant and the Alliance, and we'd like to thank them all."

With this project and its commitment to providing access to nature at the heart of a spectacular experience, the Sentier des cimes Laurentides is setting a new standard for outdoor tourism destinations in Quebec.

Meeting the needs of a diverse customer base

Opened in July 2022, the Sentier des cimes Laurentides, in the heart of the Laurentian forest, is a tourist destination for families, seniors and all other nature and outdoor enthusiasts. Settled on the heritage site of the Old Laurentian Fish Farm (1933), the wooden treetop trail is harmoniously integrated into the environment. It culminates on a 40-metre panoramic tower offering a unique view of forests and mountains.

The entire project was designed to meet the needs of a diverse clientele. The walkway and tower, which total nearly 3 kilometers round trip, are designed to be barrier-free, with a maximum slope of 6% for safe, easy access for strollers and wheelchairs. Other features, such as the furniture, educational panels and wheelchair and stroller loan facilities, respect this spirit of inclusion.

The Sentier des cimes is recognized by Kéroul, and several employees have received training from this organization working to make tourism and culture accessible to all.

Source and information :

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