

---

*THE 2024-2025 SEASON PROMISE TO BE EXCEPTIONAL*

## **Innovation and accessibility : ski areas announce their new offerings**

---

**Terrebonne, November 21, 2024** – This winter, Quebec’s ski areas are pushing the boundaries to offer an unforgettable experience for their visitors. They will present a multitude of new features across the province. On the agenda : innovations focused on sustainable and responsible development, as well as cutting-edge new equipment. Additionally, new live webcams installed at about ten ski areas will allow skiers to monitor real-time mountain conditions. This trend will help inform skiers, particularly about slope conditions, especially when snow is less prevalent in urban areas.

### **Accessibility to winter sports : a priority**

This well-kept secret is finally breaking the myth that snow sports are expensive and inaccessible. Thanks to the collaboration of more than 40 participating ski areas, the Never Ever Days program - targeted at youth aged 5 to 99 - allows anyone to enjoy reduced-price skiing and snowboarding. This includes equipment rental, a certified ski instructor and access to a beginner zone for a nominal fee of \$29.95. This initiative reflects the ski area’s commitment to making winter sports accessible to everyone.

“ One thing is certain, the excitement is in the air across all ski areas in Quebec, with the first ski area opening its doors last week. Our teams have been working for months to deliver major new features for this promising season ahead. Additionally, this winter, our marketing campaign aims to inspire Quebecers to rediscover ski areas across every region of Quebec, showing that winter fun is found no matter the weather. We encourage Quebecers to view winter from a positive angle, highlighting the joy and energy that the mountains provide. ” says Josée Cusson, Director of Communications and Marketing for the Quebec Ski Areas Association.

### **New features across Quebec**

New accommodation services, the addition of electric charging stations, new lifts, upgraded snowmaking equipment, and state-of-the-art grooming machines are just a few of the innovations to discover this winter in ski areas across the province. Here is a regional breakdown:

#### **Bas-Saint-Laurent**

- Addition of a dining service for accommodations and eight electric charging stations at Mont Saint-Mathieu

#### **Cantons-de-l’Est**

- New alpine touring guide service and four new Porsche electric charging stations at Mont Orford
- New loading carpet, snow groomer, snow guns, and new pumping system at Mont SUTTON
- Installation of a new TT10 snow gun and a new safety system for the lake chairlift at Owl’s Head
- New mobile app, addition of 10 ultra-efficient fan snow guns, nine of which are on the Bromont slope and one on the beginner slope at Bromont, montagne d’expériences

### **Centre-du-Québec**

- Level 2 certification (performance) from Ecocert Canada, equipment upgrade, and new LED lighting on the Cascades trail at Gleason station

### **Charlevoix**

- New detachable six-seater lift providing three times faster access to the summit at Mont Grand-Fonds

### **Chaudière-Appalaches**

- Mountain accommodations with 3 modern coolboxes, new chalet, ticket office self-service stations, and snow park upgrades at Mont Adstock Recreation Center
- New lift cabins and loading carpet; \$2 million investment in upgrading the main lift at Massif du Sud

### **Gaspésie**

- Numerous renovation in the chalet, including new LED lighting throughout the building at Petit Chamonix
- New snow park and new stop for the winter cruise at Mont Béchervaise Ski Center
- 4 new trails in the Diamants Blancs sector of Val d'Irène Regional Park

### **Lanaudière**

- New alpine touring trail and new outdoor terraces to enhance the 60th-anniversary celebrations at Ski Garceau
- New snow park and new marked snowshoe trails at Val Saint-Côme

### **Laurentians**

- New loading carpet, snow groomer, snowmaking upgrades, and modernization at Mont Blanc
- Addition of two new trails at Mont Habitant
- New automated snowmaking system, new towers, and six efficient fans on Trail 70 at Sommet Saint-Sauveur, plus a new webcam
- New family restaurant, Jack Rabbit, at Sommet Saint-Sauveur (Avila slope)
- Additional snow guns at Sommet Gabriel
- Inauguration of the new detachable lift Élévation on December 14 at Sommet Morin Heights
- New shuttle service connecting Montreal's Pierre Elliott Trudeau International Airport (YUL) to Mont-Tremblant for easier mountain access

### **Mauricie**

- New mountain-top chalet and opening of a new café at Vallée du Parc

### **Outaouais**

- All lights in the Valley now LED, providing optimized lighting at Camp Fortune
- New loading carpet with Dome in the beginner area at Sommet Edelweiss

### **Montérégie**

- Major investments in snowmaking and grooming at Ski Saint-Bruno
- New detachable quad chairlift at Mont Rigaud

### **Quebec City**

- Improved efficiency of snowmaking equipment in warmer temperatures and addition of a second alpine touring trail on the east side of the mountain at Le Relais

## Saguenay-Lac-Saint-Jean

- All lifts at Valinouët are now RFID-accessible

### To Discover All These New Features, the Ski Passe-Partout Offers Big Savings

This pass offers five 30% discounts at each of Quebec's ski areas for only \$49.99 plus tax until November 30 and \$54.99 plus tax thereafter. By purchasing it, snow sports enthusiasts support the ASSQ in its mission to promote snow sports, enhance the customer experience, and support ski areas' performance in providing free introductory programs to over 30,000 children in skiing and snowboarding each year. Available [exclusively online](#).

Ski area opening dates are available via the [ASSQ website](#).

### About the Québec Ski Areas Association (ASSQ) and the industry

For over 40 years, the ASSQ has represented and defended the interests of Quebec's ski areas. As a non-profit organization, the ASSQ promotes snow sports, improves customer experience, and supports ski areas' performance to ensure their sustainability. Through initiatives such as Ski Passe-Partout, over 30,000 young people are introduced to skiing and snowboarding each year, instilling lifelong healthy habits.

In the context of climate change, the ASSQ broadens its mission by supporting the industry and the public in the evolution of ski areas and mountain activities. The association is committed to fostering a sustainable environment and supporting its members in adapting to new realities in the ski industry.

-30-

#### Source:

Caroline Couture  
Communications and Public Relations Coordinator  
Québec Ski Areas Association (ASSQ)  
[media@assq.qc.ca](mailto:media@assq.qc.ca) | 450 765-2020

#### Photos: Day skiing and night skiing

<https://photos.app.goo.gl/huQCo6CN5QRBA5DQ7>

