

## **2023 Tourism Excellence Awards**

### **Congratulations to the award recipients from the Eastern Townships**

**Sherbrooke, September 27, 2023** – On this World Tourism Day, Tourism Eastern Townships (TCE) congratulates two local tourism businesses who received a Tourism Excellence Award (*Prix excellence tourisme*) last night at the ceremony that took place at the CECi in Trois-Rivières.



[Left: Charles-Henri de Coussergues, Vignoble de L'Orpailleur and Caroline Proulx, Minister of Tourism - Right: Olivier Marcoux, Bromont Campervan] Source: Alliance de l'industrie touristique du Québec

From a total of 40 finalists selected from across the province, seven finalists from the Eastern Townships proudly represented the region in six categories at this year's edition, including the *Coup de coeur de l'industrie* award. In addition, winemaker Charles-Henri de Coussergues of the Vignoble de l'Orpailleur received this year's Prix Grand Bâtitseur award.

"We're delighted to see our region well represented at the tourism industry's biggest competition. These awards are the fruit of the ongoing innovation efforts by our tourism businesses, which allow them to stand out while demonstrating how dynamic the Eastern Townships tourism industry is," says Isabelle Charlebois, General Manager, Tourism Eastern Townships.

"Tourism Eastern Townships' mission is to help foster the development our region's tourism industry by promoting experiences, coordinating and supporting the entire tourism sector while - ensuring the quality of the visitor experience. Our team is driven by passion and creativity to achieve this mission and encouraged our members to submit their various initiatives and projects. We are proud to see that they have distinguished themselves and benefit from the notoriety of this event, which highlights their achievements," adds Caroline Sage, President of the Board.

## AWARD RECIPIENTS FROM THE REGION

### Prix Grand Bâtitseur 2023

Presented by the Ministry of Tourism, this special award recognizes an outstanding figure in the Quebec tourism industry, a builder who has demonstrated boldness, vision and leadership. Congratulations to Charles-Henri de Coussergues of the [Vignoble de l'Orpailleur](#) in Dunham, a pioneer of viticulture in Quebec. The vineyard planted its first vines in 1982 and it is located along the Brome-Missisquoi Wine Route, which is celebrating its 20th anniversary this year.

### Marketing Communication

This category recognizes [Bromont Campervan](#) for deploying a powerful marketing communication campaign to promote their service offering with initiatives that stood out thanks to original concepts, relevant messages and effective communication tools.

Tourism Eastern Townships congratulates all the finalists who represented the region in Trois-Rivières yesterday as well as all the businesses, organizations, festivals and events from the Eastern Townships who submitted various initiatives and projects this year.

The Tourism Excellence Awards are an initiative and production of the Alliance de l'industrie touristique du Québec and a presentation of Quebec's Ministry of Tourism.

### ***About Tourism Eastern Townships***

*Tourisme Cantons-de-l'Est (Tourism Eastern Townships) is one of 22 tourism associations (ATRs) in Quebec and the official representative of Quebec's Ministry of Tourism in the Eastern Townships. Since 1978, TCE's mission has been to promote tourism development, marketing the region within Quebec and internationally. TCE brings together more than 500 members throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry: accommodation, restaurants, attractions, activities and events. The Eastern Townships region is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and spending more than \$900 million annually. The tourism sector is also the region's fourth largest employer, accounting for 17,000 jobs.*

- 30 -

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