

# Things to do in Centre- du-Québec

TRIP  
SUGGESTIONS

SUMMER-FALL 2025 BROCHURE



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Summary



# Discovering Centre-du-Québec

**Come vacation in Centre-du-Québec this year and you'll discover a region that's authentic, full of surprises and rich in local traditions and flavours.**

Nestled between the St. Lawrence River and the Appalachian foothills, bordering the Lac-Saint-Pierre World Biosphere Reserve, this surprising region is within easy reach of several major urban centres. Highways 20 and 55 both run through Centre-du-Québec. But to really experience what the region has to offer, you should take the exits and explore its main centres (Bécancour, Drummondville, Nicolet, Plessisville, Victoriaville, Odanak and Wôlinak) along with many small towns brimming with charm. It's off the beaten paths that the most memorable discoveries are usually made, right?

Centre-du-Québec's heritage reflects the legacy of Scottish, Irish and British settlers. Along the plains of the St. Lawrence River, seigneuries once shaped the landscape, while further south, the Appalachian foothills were divided into townships. Today, the area possesses a rich tapestry of history just waiting to be explored. And you can do it through the various heritage circuits, local museums and interpretive centres that bring all the fascinating history and culture to life.

A warm welcome is always part of the experience in Centre-du-Québec! Wherever you travel in our vast territory, you'll always find friendly people and lots of things to do. The landscapes lend themselves to touring at a different pace—on a bicycle, for instance. Families will enjoy the accessible bike paths, while more serious cyclists can take on the challenging climbs south of Victoriaville.

The terrain is also perfect for motorcycling, with plenty of opportunities to pause at scenic stops or charming patios. Our fertile land is ideal for all kinds of crops, enabling you to sample many delicious locally grown products along your route. And what better way to bring people together than over a great meal? Come discover the talent of our local farmers and producers. Centre-du-Québec is a must-visit destination for food lovers.

**All this and more awaits you in our magnificent region this summer and fall. Give us a try and we guarantee you'll want to come back! Centre-du-Québec is looking forward to welcoming you!**

*The team behind  
Tourisme Centre-du-Québec*

Parc régional de la Forêt Drummond  
Alex & MJ On the Go



# Our 10 must-sees

## Village Québécois d'Antan

Learn about Quebec's history from 1810 to 1930 through captivating stories told by colourful characters at Village Québécois d'Antan. The streets come alive with period games, music, traditional songs and dances, theatrical scenes and horse-drawn carriage rides. In the evening, travel back in time with the Village parallèle, a unique immersive experience created by Moment Factory!



Village Québécois d'Antan

## Parc Marie-Victorin

Step into a giant-sized horticultural world that's like no other! At Parc Marie-Victorin, nature comes to life through huge plant sculptures (mosaïcultures), themed gardens, a tropical greenhouse, and a variety of temporary and permanent exhibits, including the popular "Mysterious Carnivores". Enjoy a picnic by the waterfalls, sample edible flowers or heirloom vegetables and take part in various activities and events.



Parc Marie-Victorin

## Musée de la biodiversité du Québec

Discover the fascinating world of Quebec's biodiversity through permanent and temporary exhibits—like "Génial, tous intelligents!"—and see up close all sorts of animals, big and small, from our local wildlife. A hit with kids every time, this unique museum makes learning lots of fun. Don't miss out!



Musée de la biodiversité

## Musée du Bronze d'Inverness

This year, the Musée du Bronze is proud to present the striking exhibition "Riopelle, le sculpteur". Some of his works were created right here in the museum's foundry—making it an honour to feature pieces by such a famous artist. The exhibition runs from May to October. You're sure to find it both moving and fascinating.



Musée du Bronze d'Inverness



## Parc écomaritime de l'Anse-du-port

Take a stroll through this peaceful ecological park, a popular spot for birdwatchers. Over a kilometre of raised wooden boardwalks lead to a viewing tower overlooking the St. Lawrence River. As you walk, you'll feel like you're floating through the forest above the floodplains! It's a truly one-of-a-kind natural setting. The park also features an interpretive centre explaining navigation on the St. Lawrence River..



Parc écomaritime  
de l'Anse-du-port



Musée des Abénakis

## Indigenous culture

Centre-du-Québec is home to two Abenaki communities: Odanak and Wôlinak. They invite you to come and learn more about their rich and vibrant culture. We suggest visiting the Musée des Abénakis and staying overnight at the activity-filled Abenaki Aventure campground. This brief immersion is a wonderful way to experience the Abenaki way of life.

## Cycling

Whether you're a weekend rider or a serious cyclist, Centre-du-Québec has something to suit you. Our region abounds in scenic routes—on bike paths and roads—plus great terrain for mountain and gravel riding. E-bikes are also well supported by an extensive network that makes it easy to arrange a full-on cycling getaway. So gear up and set out on a fabulous two-wheeled adventure!



Cycling

## Enjoy our local flavours!

A proudly agricultural region, Centre-du-Québec is fertile ground for passionate food artisans who craft an incredible variety of local products. With fine and fresh cheeses, craft beer, wines and spirits, cranberries and abundant maple syrup in spring, there's no shortage of flavours! Local chefs and artisans transform these products into delicious fare—found everywhere from charming shops and countryside tables to acclaimed restaurants.



Fromagerie du Presbytère  
Buzz Photo

## Our events

Centre-du-Québec is a great place for lively festivals! Whether you're into country, punk, world music, or even poutine, there's something for everyone. Check our website for the dates and come celebrate with us!



Rock La Cauze

## Autumn in Centre-du-Québec

Fall in our region is a season of vibrant colours and rich, local flavours. There's no better time to enjoy stunning scenery and good food. From vivid cranberry fields to blazing autumn foliage, nature puts on a spectacular show. It's also peak harvest season, with flavour-packed events like Balade gourmande and Canneberge en fête celebrating the bounty of local producers. Fall is truly one of the best times to experience Centre-du-Québec!



Visit the cranberry fields  
Canneberge en fête



# Scenic routes *and* signature experiences

## Cultural experience

Come and immerse yourself in Centre-du-Québec's vibrant culture! There's a rich heritage to be explored and some very talented artists and artisans to be discovered!



Musée des cultures du monde

## Gourmet experience

Treat your taste buds to a gourmet experience with our many delicious Centre-du-Québec flavours. There's no shortage of ways to sample our local fare, and your tasting adventure starts directly with our producers and food artisans.

Tourisme Victoriaville  
et sa région

## Sport experience

Get moving with year-round outdoor fun in Centre-du-Québec. Whether you're into winter sports, water or motor sports, there are so many great ways to enjoy the outdoors.



Ville de Victoriaville

## The poutine experience

Experience poutine like never before in Centre-du-Québec! First, learn about the history of this world-famous dish that originated here. There are accommodation packages that include poutine and various activities. Even contests. Above all, treat yourself to an authentic Centre-du-Québec poutine at the best local spots!



Poutine – Alex &amp; MJ On the Go

## The Route des Navigateurs

Hit the road on the Route des Navigateurs and meet local farmers and producers with great stories to tell and fine flavours to share. Visit heritage sites celebrating the St. Lawrence River and soak in the stunning scenery. From Centre-du-Québec through Chaudière-Appalaches to Bas-Saint-Laurent, take your time to fully appreciate the hidden gems along this scenic route.

Parc écomaritime  
l'Anse-du-Port  
Buzz Photo

## Motorcycling in Centre-du-Québec

Explore Centre-du-Québec by motorcycle, cruising alongside the St. Lawrence River and through the gentle rolling hills of the countryside. With scenic viewpoints and inviting roadside stops, this is the place for a great getaway on two wheels.

Motorcycling in the  
Appalachians – Les Maximes



# Bécancour

Auberge Godefroy terrace

The Bécancour tourist route is a wonderful way to explore our region, with its beautiful scenery and many attractions. Here's a route you can take to visit some of the must-see spots. It'll make your trip to Bécancour a truly memorable part of your summer or fall vacation!

## DAY 1

Start your day at the **Musée de la biodiversité du Québec**. This science museum is the perfect place to learn more about the region's flora and fauna through interactive and immersive exhibits. You'll also meet some friendly local wildlife, such as raccoons and deer. Guided tours and educational activities help deepen your understanding of biodiversity and why ecosystem conservation matters. This museum is always a hit with families and nature lovers alike!

Next, treat yourself to lunch and a bit of shopping at **La Maison de Bibi** (café, gourmet shop and handmade soap). Their breakfast, popular among locals, is served until 2 p.m. Like to have lunch to go? You can pre-order a lunch box 24 hours in advance and enjoy it beside the St. Lawrence River. Before you leave, be sure to stock up on some lovingly handcrafted bath and body care products made by Bibi and her team.



La Maison de Bibi  
(café, gourmet shop and handmade soap)

Then make your way to the **Quai de Sainte-Angèle**, just steps from La Maison de Bibi. It's an ideal place to take a break, watch the boats pass on the river and maybe even see some local fishers reeling in a good catch. Depending on when you visit, you might also get to enjoy live performances at the Quai en fête concert series—check the schedule!

From there, take a drive along the Route des Navigateurs to soak up some of the sights. You may have already noticed one of the interpretive panels near the observation tower on the wharf. Other panels can be found at the Bécancour Tourist Information Centre and at the Saint-Angèle-de-Laval rest stop—a great place to stretch your legs and take in the view.

After a full day, head to **Auberge Godefroy** for dinner and an overnight stay. Treat yourself to a fine dining experience at the inn's renowned restaurant, known for its impressive wine list. Enjoy your meal or a refreshing cocktail out on the sunny terrace. In summer, catch the lively Soirées chansonniers, musical evenings held on more than 40 nights throughout the season. Before turning in, unwind at Espace Aqua-Détente, the hotel's four-season wellness area featuring luxurious indoor and outdoor facilities.





## DAY 2

Moulin Michel de Gentilly

Kick off your day with a guided tour of the **Moulin Michel de Gentilly**! This fascinating heritage site offers a unique “Miller for a Day” experience every second Sunday, where you can mill your own bag of flour to take home. Don’t miss the on-site bakery—you’ll want to pick up a tasty rustic loaf. Visiting in July? Check out the 5<sup>th</sup> edition of the Blues et Gin Festival, held right on-site.

For lunch, head to **La Roulotte à Patate de Gentilly**. A local favourite among poutine lovers, this roadside stand is a must for a quick and tasty bite. There are also vegetarian, gluten-free, lactose-free and health-conscious options. The Roulotte’s charm and eco-friendly practices make it a perfect stop for any traveller exploring Bécancour.



Ô Quai des Brasseurs – Alex & MJ On the Go

Tonight’s dinner is at **Ô Quai des Brasseurs**. This popular microbrewery serves up a bistro-style menu, has a dog-friendly patio and boasts spectacular views of the St. Lawrence River. Top off your day with one of their famous craft beers.

Then it’s back to Auberge Godefroy for your second night.



## DAY 3

Marché Godefroy

Spend the morning strolling through the **Parc écologique Godefroy**, where children will be thrilled by the magical creatures hidden along the trail.



Parc régional de la rivière Gentilly – Alex & MJ On the Go

Before heading home, stop by the **Marché Godefroy** to stock up on some tasty local fare as a reminder of your visit to beautiful Bécancour. All season long, visitors can enjoy both indoor and outdoor seating areas, and a grassy picnic space for families. There’s also a free program of events on weekends including live music and culinary workshops.

Safe travels home!







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# Drummondville

Extertia

**This suggested itinerary invites you to discover Drummondville, a standout city of the region, from a fresh perspective. There's a rich culture, lots of outdoor fun and great food to keep the whole family happy.**

Don't miss the Tournée de la Saint-François, a scenic route that runs alongside the Rivière Saint-François, with great stops to make along the way.

## DAY 1

Get off to an active start at **Extertia**, an aerial rope course. Have fun playing in the treetops with obstacle courses, ziplines, rope bridges and more! There are two circuits—Petite aventure (ages 7 and up) and Grande aventure (12 and up)—so there's something for everyone. Whether you come with family, with friends, as a couple or on your own, a fun and thrilling time is guaranteed.

For lunch, swing by a local grocery store for some picnic items, then head to **Parc des Voltigeurs**. Kick back and relax in this vast green space. Still feeling active? Try your hand at the disc golf course.

Next, head to **Centre de divertissement Laser Force**. More fun awaits with glow-in-the-dark mini golf, a giant play structure and adrenaline-pumping laser tag. Get ready to unleash your inner child and spark some friendly competition.

After this action-packed day, head downtown to **L'Établi Brasserie Urbaine** for dinner. You'll find a varied menu, a spacious 150-seat patio and live music every Friday and Saturday. It's the ideal place to unwind and enjoy a great meal in a vibrant atmosphere.

After dinner, take a stroll through downtown and stop by **Parc Woodyatt** to enjoy the magnificent view of the Rivière Saint-François.

Then settle in for a good night's sleep at a hotel or campground:

- Book a night at the cozy **Motel ANF**. Recently renovated by an innovative young entrepreneur, the motel offers a warm, personalized welcome. Enjoy a final breath of fresh air on its peaceful landscaped patio before heading to bed. Family-friendly rooms accommodate up to five people—an ideal choice for travelling on a budget without sacrificing comfort.
- Head to **Camping des Voltigeurs**, the only SÉPAQ campground in Centre-du-Québec. It offers full services and ready-to-camp options. Here you can enjoy nature while staying close to the city and its amenities. Also, the Village Québécois d'Antan is right around the corner.



Camping des Voltigeurs





## DAY 2

L'Établi Brasserie Urbaine

Spend the morning at the **Village Québécois d'Antan**, a truly one-of-a-kind destination in Quebec. Step into a historical village and experience everyday life as it was in 19<sup>th</sup> and 20<sup>th</sup> century Quebec. Explore more than 70 heritage buildings, meet lively costumed characters and let the kids cool off in the splash park. Plan to stay the whole day to make the most of everything the Village has to offer. A variety of tasty dining options and snack bars are available on-site. Return at nightfall to experience the Village Parallèle and see the site illuminated in a whole new way.



Village Québécois d'Antan

After this fun-filled day, head to downtown Drummondville for a bite to eat. Dining in the city centre is always a great choice—especially in summer, when the patios are festive and buzzing with energy.

Stay overnight in a hotel or campground, whatever suits your style.



## DAY 3

Festival Trad-Cajun

Start your third day by visiting **DRAC**, a contemporary art centre featuring current artistic practices, located inside the Maison des arts Desjardins Drummondville. You'll be impressed by the quality of its exhibitions and public programs.



DRAC

Drummondville  
public market

Next, make your way to the **Drummondville public market**, a must-see stop where you can explore many local flavours. Open year-round and located in the heart of downtown, the market brings together local farmers, producers and food artisans with fresh, flavourful fare made with passion. There's no better place to find unique local products, meet friendly vendors and pick up some delicious treats to enjoy on the road—or to bring back home!

While you're there, grab a snack to enjoy during a walk in the **Réserve naturelle du Boisé-de-la-Marconi**. The trails are peaceful, accessible to all and wheelchair-friendly, making this green space a great attraction for all.

## Other places to stay nearby:

- Hotel Quality Suites Drummondville

## Events:

If you're in town the weekend of October 10 to 12, don't miss the **Festival Trad-Cajun**—a one-of-a-kind event in Centre-du-Québec! With its festive atmosphere, four stages, Cajun and Québécois food, a mechanical bull, oyster bar, family zone, fortune teller, local vendors and artisans, games and more, it's a weekend packed with fun for all ages.



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# Nicolet-Yamaska

Landscape of Nicolet-Yamaska

02

**This getaway takes you to the beautiful Nicolet-Yamaska area in Centre-du-Québec, where living history meets local flavours. Along the St. Lawrence River, picture-perfect countryside views invite you to pause, take it all in and capture the moment.**

## DAY 1

Start your first day by exploring the region with the **Nicolet-Yamaska audio tours**. These five GPS-guided circuits lead you to local treasures, each narrated with anecdotes, historical facts and personal stories that bring the sites to life. The narrators share their knowledge and experiences to help you connect more deeply with the region's heritage and culture. Download the [BaladoDiscovery](#) app and let it lead the way!

Next stop is **Hôtel Montfort**, where an afternoon of pampering awaits you at the Nordic spa. Hot and cold baths, a sauna, massage therapy, outdoor fireplace and enchanting surroundings come together for total relaxation.



Nordic spa at the Hôtel Montfort - Alex &amp; MJ On the Go

For dinner, the hotel's restaurant serves up delicious seasonal dishes made with local ingredients, all in a warm, welcoming atmosphere—perfect for any appetite, big or small.

Spend a comfortable night at this peaceful hotel, surrounded by nature and a wide range of outdoor activities. Paddleboarding, canoeing, biking and hiking are all available on-site, with equipment provided for hotel guests.



## DAY 2



Musée des cultures du monde

Today you'll visit **Maison et atelier Rodolphe-Duguay**, one of the region's most beautiful 19<sup>th</sup> century ancestral homes. Step into the artistic world of painter and engraver Rodolphe Duguay, and his wife, author Jeanne L'Archevêque.

Continue on to the **Musée des cultures du monde**—and be sure to see the featured exhibition, “La poutine, une culture à toutes les sauces”, until September 2025. The museum is open daily and features a charming craft boutique at the entrance.



Route Bleue in Nicolet

Come lunchtime or dinner, settle in at **Microbrasserie La Flûte à Bec**, a local favourite in Nicolet. Great beer, friendly vibes and tasty dishes make it a relaxing spot with a great atmosphere where you can enjoy a leisurely meal.

Now it's time to get moving! Choose one of the six certified **Route Bleue** paddle routes to enjoy some kayaking or paddleboarding. These well-marked circuits guide you safely through some scenic waterways of the region, including the Lac-Saint-Pierre World Biosphere Reserve. Drift to the rhythm of the water and savour the moment.

End the day with another delicious meal at the **Hôtel Montfort** restaurant, and spend a second night at the hotel.

## DAY 3



Parc écomaritime de l'Anse-du-Port

Begin your last day with a morning walk through the **Parc écomaritime de l'Anse-du-Port**. Stunning in every season, it's especially beautiful in summer at sunrise and sunset. Raised wooden boardwalks and an observation tower overlooking the St. Lawrence River make for an unforgettable start to the day.

Then head to the **Musée des Abénakis**, Quebec's first Indigenous museum. Open since 1965, it vividly tells the story of the W8banaki Nation. The new permanent exhibition—W8banakiak—bears witness to the ancestral legacy of this resilient People. Their ways of being, knowing, speaking and doing are conveyed through sight, touch and even smell. Before you leave, be sure to visit the gift shop and take a stroll along the Sentier Tolba.



Musée des Abénakis – Francis Bellerive



Saint-Zéphirin-de Courval

At lunchtime, make your way to **Saint-Zéphirin-de Courval**. With over 50 km of bike-friendly routes, safe shoulders, rest areas and repair stations, the area is very popular among cyclists. Enjoy a picnic in the rolling countryside or stop at a local restaurant.

Time to head back home!



# Tourisme Odanak



Musée des Abénakis – Francis Bellerive

## Interested in Indigenous culture?

Visit Odanak, a culturally significant site in Centre-du-Québec that bears witness to the W8banaki traditions. This Indigenous land, known for its natural beauty, offers stunning forest landscapes and riverfront views.



Musée des Abénakis – Francis Bellerive

Odanak stands out for its deep commitment to preserving its heritage, with institutions such as the **Musée des Abénakis**—Quebec's first Indigenous museum. The community proudly upholds its ancestral traditions, including Abenaki basketry, a craft passed down through the generations that you can learn about during your visit.



Festivan AVQ – Guillaume Laberge

Abenaki Adventure  
Guillaume Laberge

Be sure to explore the **Sentier Tolba**, a walking trail next to the museum. Interpretive panels along the trail explain about the local flora and fauna and their place in the community's Indigenous knowledge and traditions.

Stay overnight at the **Abenaki Adventure** campground amid magnificent forest surroundings to extend your cultural experience. Don't miss the "Stories and Legends" activity (upon reservation – \$) in which fascinating tales from the community's oral history are told around a campfire.

Add some outdoor fun to your stay by paddling along the **Route Bleue** or cycling a local section of the **Route Verte**. Take advantage of "Vélo sur la rivière", a pontoon shuttle service that takes visitors and their bikes across the Rivière Saint-François—an original way to enjoy the scenic surroundings of Odanak.

**Tourisme Odanak**

[tourismeodanak.com](http://tourismeodanak.com)  
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TOURISME  
**ODANAK**



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LET'S CREATE OURS  
TOGETHER

MEET THE  
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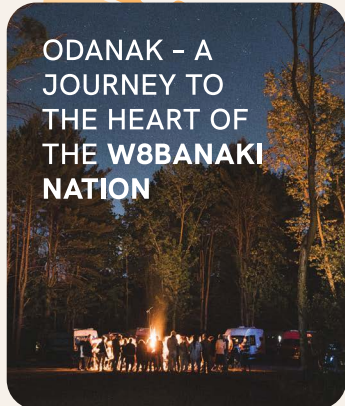
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# Plessisville

Biergarten de l'île  
Kim Roberge

**This tourist route through the L'Érable region brings you a burst of colour with its stunning scenery, varied activities and local flavours. Nestled at the foot of the Appalachians, the area is a favourite among cyclists looking for a challenge and rolling country roads.**

## DAY 1

Start your morning on two wheels! Cycling in the **region of L'Érable** means gliding through tunnels of trees and taking in scenic views stretching over 50 km. Cruise along riverbanks on flatter terrain or take on the hill climbs at the gateway to the Appalachians. The region also has a linear cycling park with rest stops along 77 km of trails (a section of Route Verte No. 1) that pass through the heart of several municipalities.

After all that pedalling, take a well-earned break for lunch at a local restaurant.

In the afternoon, meet some of the people behind the region's great products. Visit a variety of local farmers and producers (maple, berries, microbrewery beers, cured meats and more). Then head outdoors to enjoy your activity of choice: hiking, fishing, golfing or relaxing on one of the area's navigable lakes.



Parc régional des Grandes-Coulées

Next head to **Parc régional des Grandes-Coulées** for more outdoor fun. Spanning over 12 km, this easy walking trail is ideal for the whole family—and leashed dogs are welcome too! Other activities include an obstacle course (18 modules woven through the forest), fishing (30 pools stocked with speckled trout), trail biking, birdwatching and mushroom foraging.

Enjoy camping? Stay overnight at Parc régional des Grandes-Coulées. The park offers four rustic campsites, one shelter and three new ready-to-camp units nestled in the old-growth forest.



# EXPÉRIENCE POUTINE

BY TOURISME CENTRE-DU-QUÉBEC

## THIS SUMMER, SPIN THE WHEEL!



Let chance guide your adventure by spinning the wheel to reveal a **perfect combo** of exciting activities, tasty restaurants and comfortable accommodations to discover the **Centre-du-Québec** region!



### DAY 2

Musée du Bronze d'Inverness

Begin your second day in the charming **municipality of Inverness**. Stop by the public market (open on Saturday mornings in summer) and stroll through the open-air gallery—a perfect blend of local culture, regional flavours and the great outdoors.

For lunch, enjoy a picnic at the magnificent **Parc des Chutes Lysander**. Set in a majestic forest beside the soothing sound of waterfalls, this spot is perfect for a peaceful break, whether you're travelling solo or with family. Two scenic lookouts offer breathtaking views of the falls, and a one-kilometre trail runs along the park's edge. Kids will love the obstacle course modules and play area.

In the afternoon, visit the **Musée du Bronze d'Inverness**. Their new exhibition "Riopelle, le sculpteur" features works that tell the story of Quebec's bronze foundry tradition from historical, cultural, artistic and technical perspectives. Afterward, hit the **Les Coulées** trail, a 3-km loop that starts just behind the museum. The trail begins with a magnificent view of the region, before leading you into the calm of nature.

### Other places to stay nearby:

- Manoir du lac William



Musée du Bronze d'Inverness

### Evening activity:

If you're visiting in summer, spend an evening at the **Biergarten de L'Île** in Plessisville, open Thursday and Friday evenings from June to September, 4 to 11 p.m. Enjoy a festive atmosphere with local beers on tap, outdoor firepits and BBQs available for visitors who'd like to bring their own picnic. A great way to end your day!





**Enchanting setting** **Friendly atmosphere**

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**Open from June to September**

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17<sup>th</sup> year | Lyster's 150<sup>th</sup>

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Victoriaville et sa région – Guy Samson

# Victoriaville

**This itinerary runs through the Arthabaska region, bringing you to Victoriaville and the surrounding area—home of many talented food artisans, fascinating historic sites, lively outdoor playgrounds and great places to dine and stay the night.**

## DAY 1

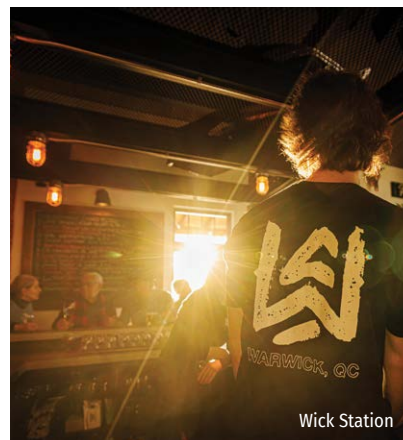


Gleason en couleurs – Sylvain Perreault

Start your getaway with a scenic hike on **Mont Gleason** in Tingwick. While best known as a popular family ski hill, Mont Gleason is open year-round and hosts various events in all seasons.

If you're visiting in the fall, don't miss the "Gleason en couleurs" weekends. Then, on October 23, the "Gastronomie & Après-ski" event brings Chef Danny St-Pierre and four other restaurateurs together for a high-end culinary experience you won't forget.

Dinner this evening is at **Wick Station** in the heart of Warwick. Enjoy the full, flavourful menu made with no fried food, and a selection of microbrewery beers. The 70-seat patio is a great place to unwind and enjoy live music on Friday nights in summer.



Wick Station



Aux plaisirs partagés

Spend the night at **Aux plaisirs partagés**, a welcoming, family-run B&B with comfortable rooms and a handy location right by the bike trail. The breakfast is a highlight—and the setting makes it easy to explore Warwick and its surroundings on two wheels.



## DAY 2

Un goût de miel

Kick off day two at **Un goût de miel** in Sainte-Clotilde-de-Horton. Take part in the workshop “Une ruche, comment ça marche?” and learn how a beehive works. Then, browse the shop and sample a wide variety of hive-based products. It’s the perfect blend of nature, learning and local flavours.

Stay for lunch with a picnic by the river. Pre-order a lunch box from Un goût de miel and enjoy it in the heart of nature beside the site's gentle waterfalls.



Miellering King - Distillerie &amp; Hydromellerie



Parc Marie-Victorin

In the afternoon, visit **Miellerie King – Distillerie & Hydromellerie**. Sample some exceptional honey-based products, including a range of distilled spirits, meads and honey wines—all made on-site, from bee to bottle! Don't miss their signature creation *Alvéole – La Crème*, Quebec's only honey-based cream liqueur made with real cream.

Next, head to **Parc Marie-Victorin** in Kingsey Falls, to visit a lush botanical garden. Discover giant 3D mosaicultures, a wide variety of plants, a carnivorous plant greenhouse and a fun new exhibit that unravels the mysteries of insect-eating plants. The park features seven themed gardens and a new museum showcasing Quebec's rich cultural heritage.

End your day back at the B&B for dinner and a restful night.

## DAY 3

Parc Marie-Victorin – Matt Charland

Today is all about getting active! Start strong with a hike on the **Sentiers des Trotteurs**. You might choose the “Sentier du Pic”, just under 10 km, or explore the “Sentier des Cascades”, which takes about two hours to complete. Both trails start at Sainte-Hélène-de-Chester. Looking for more of a challenge? The Trottier-Arthabaska trail runs for 26 km, winding through several municipalities in the Arthabaska region. Along the way you'll find scenic viewpoints and varied elevations—ideal for enthusiastic hikers while still accessible to many.



Sentier des Trotteurs

For lunch, ask your B&B hosts to prepare a tasty picnic to go.

After this full day outdoors, treat yourself to dinner at a local restaurant before settling down for one last night at the inn.



## DAY 4

Parc du Mont Arthabaska

Your last day starts with a short walk in the **Parc du Mont Arthabaska**, located halfway between the St. Lawrence plains and the Appalachian Mountains. You'll find over 12 km of trails and a lookout at the summit offering breathtaking views of Victoriaville. The park also features 15 km of mountain biking trails for riders of all levels. The best part? It's all free!

Grab lunch at the mountaintop bistro—perfect for refuelling before you hit the road again.

Musée Laurier  
Tourisme Victoriaville et sa région

After your meal, visit the **Musée Laurier** in Victoriaville, where you'll learn about the life of Sir Wilfrid Laurier and his wife in their elegant Victorian-era home. Every Friday and Saturday from June 27 to August 30, spoil yourself with an authentic "English tea" (upon reservation), sit back and take in the charming period atmosphere. On Sundays from July to September, join the brand-new guided outdoor tour or explore the free outdoor exhibition in the "Parcours Culture Nature". While you're there, stop by the nearby Musée de l'Hôtel des Postes to discover the fascinating world of early 20<sup>th</sup> century postal services.



Centre d'art Jacques-et-Michel Auger – Karl Lemieux

Then head to the **Centre d'art Jacques-et-Miche-Auger**. This is a contemporary visual and media arts centre located inside Victoriaville's cultural hub, Le Carré 150. A free, accessible venue, the Centre is more than an exhibition space—it's a place for discovery, connection and cultural activities. Visitors can relax, create, chat, learn, play and consult books.

## Event:

Visiting in the fall? Don't miss **La Balade Gourmande**, which celebrates its 25<sup>th</sup> anniversary this year! Taking place on October 4–5 and 11–12, this popular agritourism event is an invitation to explore the region's flavours. You can meet over 40 local producers and food artisans offering free tastings, and visit more than 125 exhibitors in eight public markets. This free event is spread across six well-marked circuits that you can explore at your own pace.

## Afternoon &amp; Evening Activity:

To round out your stay, take in a show at **Salle Kingsey**, a performance hall with a varied program that runs year-round. In summer, the focus is on theatre and comedy, including the hit play *Cougar qui peut!* and the comedy show *Les Exséparables*, which also has an afternoon matinee performance. Expect warm hospitality and a great atmosphere.



Salle Kingsey

## Other places to stay nearby:

- Hotel Le Victorin
- Le Sainte-Hélène Auberge & Spa Nordique
- Quality Inn & Suites Victoriaville
- Travelodge by Wyndham Victoriaville



# Tourisme Victoriaville et sa région



## Summer essentials in Victoriaville and area!

Agritourism, hidden scenic gems, major events and one-of-a-kind micro-adventures all await you here this summer.



### Savour the flavours

Take a seat on one of Québec's most scenic patios at **La Grange Pardue**, and enjoy a beer brewed with ingredients grown on-site. At **Fromagerie du Presbytère**, taste one of Canada's finest cheeses and enjoy some Friday night fun at the popular **Vendredis à la Fromagerie** (Fridays at the Fromagerie).

Don't miss **La Balade Gourmande**, a signature regional event where you'll meet local food producers and enjoy a truly flavourful experience.



### A packed summer calendar

Kick off the season with our famous **Fromages, Bouffe et Traditions festival**—popular with foodies of all ages. **VictoFest** offers five days of good vibes with music featuring P.O.D., Salebarbes and more. Prefer stronger stuff? **Rock la Cauze**, headlined by the Dropkick Murphys, is for you.

The **Festival Hommes Forts** returns with jaw-dropping feats of strength. And the **Coupe Canada Victoriaville** promises top-tier golf from the country's best pros.

### Fresh air, far from the crowds

Botany buffs will love **Parc Marie-Victorin** in Kingsey Falls, with its lush gardens, giant plant sculptures and carnivorous plants!

Hike or bike up **Mont Arthabaska**, the perfect place for outdoor fun or just relaxing on a patio. Explore the **Véloroute des Appalaches**, a network of 21 bike circuits featuring incredible views and tasty stops along the way.

### One-of-a-kind micro-adventures

Picture a night of camping in the heart of a botanical garden, complete with tastings of wine and pizza on a vineyard patio, or a behind-the-scenes visit with a distillery owner. These are just a few of the great little adventures you can enjoy in Victoriaville and surrounding area this summer.

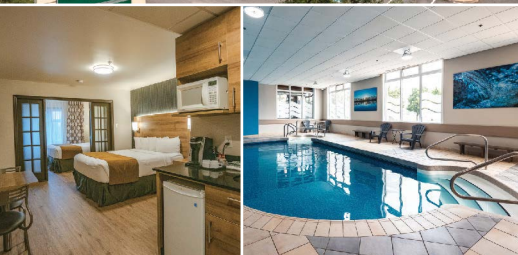
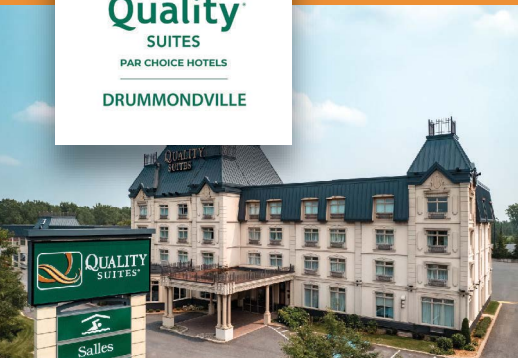
Good times are just around the corner!

## Tourisme Victoriaville et sa région

[tourismeregionvictoriaville.com](http://tourismeregionvictoriaville.com)  
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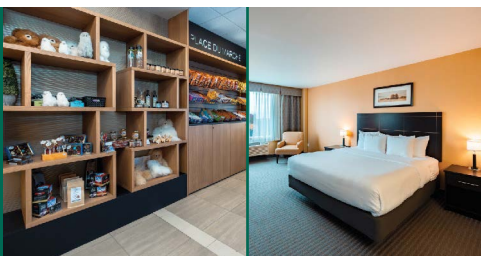


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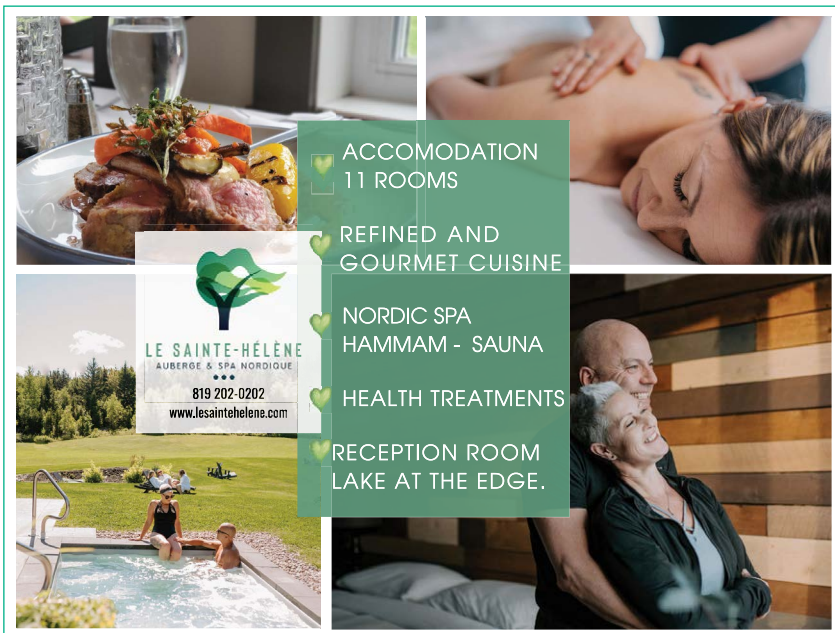
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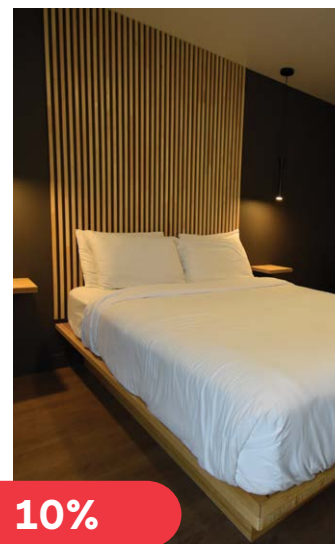
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<b>Complexe Le 55</b> 4810, avenue Fardel, Bécancour	Page 56 <b>819 233-2929 / le55.ca</b>
<b>Fromagerie l'Ancêtre</b> 1615, boulevard de Port-Royal, Bécancour	Page 16 <b>819 233-9157 / fromagerieancetre.com</b>
<b>La Maison de Bibi – Café-Boutique-Savonnerie</b> 14 840, boulevard Bécancour, Bécancour	Page 12 <b>819 222-5800 / lamaisondebibib.com</b>
<b>La Roulotte à Patates de Gentilly</b> 1985, boulevard Bécancour, Bécancour	Page 14 <b>819 608-0200 / laroulottepatates.com</b>
<b>Marché Godefroy</b> 1700, avenue Descôteaux, Bécancour	Page 15 <b>819 233-2199 / marchegodefroy.com</b>
<b>Moulin Michel de Gentilly</b> 675, boulevard Bécancour, Bécancour	Page 14 <b>819 298-2882 / moulinmichel.com</b>
<b>Musée de la Biodiversité du Québec</b> 1800, avenue des Jasmins, Bécancour	Page 12 <b>1 866 522-5665 / biodiversite.net</b>
<b>Ô Quai des Brasseurs</b> 805, avenue des Nénuphars, Bécancour	Page 14 <b>819 489-8388 / oquaidesbrasseurs.com</b>
<b>Parc écologique Godefroy</b> 17105, boulevard Bécancour, Bécancour	Page 15 <b>819 233-4636 / tourismebecancour.com</b>
<b>Parc régional de la rivière Gentilly</b> 1000, route des Flamants, Sainte-Marie-de-Blandford	Pages 14-16 <b>1 800 944-1285 / rivieregentilly.com</b>
<b>Quai en fête</b> 100, avenue des Nénuphars, Bécancour	Page 19 <b>819 668-5295 / quaienfete.ca</b>
<b>Quai de Sainte-Angèle</b> Avenue des Nénuphars, Bécancour	Page 13 <b>819 233-4636 / tourismebecancour.com</b>
<b>Tourisme Bécancour</b> 1005, boulevard de Port-Royal, Bécancour	Page 17 <b>1 888 233-4676 / tourismebecancour.com</b>

## Drummondville and its surroundings

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<b>Centre de divertissement Laser Force</b> 2250, rue Demers, suite 110, Drummondville	Page 20 <b>819 850-0788 / laserforce.ca</b>
<b>Comfort Inn Drummondville</b> 1055, rue Hains, Drummondville	Page 26 <b>819 477-4000 / choicehotels.com/cn324</b>
<b>DRAC (Maison des arts Desjardins Drummondville)</b> 175, rue Ringuet - porte 2, Drummondville	Pages 23-27 <b>819 477-5518, poste 224 / drac.ca</b>
<b>Extéria - Terrain d'aventures</b> 526, rang Sainte-Anne, Drummondville	Page 20 <b>1 877 397-4544 / reseauexplenair.com</b>
<b>Festival Trad-Cajun de Drummondville</b> 10 au 12 octobre 2025	Page 23 <b>festivaltrad-cajun.com</b>
<b>Hôtel Quality Suites Drummondville</b> 2125, rue Canadien, Drummondville	Page 52 <b>1 866 572-2700 / les-suites.ca</b>
<b>L'Établi Brasserie Urbaine</b> 154, rue Lindsay, Drummondville	Page 21 <b>819 850-3030 / letablibrasserie.com</b>
<b>Maison des arts Desjardins Drummondville - théâtre d'été et spectacles</b> 175, rue Ringuet, Drummondville	Page 27 <b>1 800 265-5412 / artsdrummondville.com</b>
<b>Marché Public de Drummondville</b> 445, rue Saint-Jean, Drummondville	Pages 23-25 <b>819 472-7123 / marchepublicdrummondville.com</b>
<b>Motel ANF</b> 1975, boulevard Mercure, Drummondville	Pages 21-57 <b>819 478-4166 / motelanf.com</b>
<b>Parc des Voltigeurs</b> 1985, boulevard Foucault, Drummondville	Page 20 <b>311 / drummondville.ca</b>
<b>Parc régional de la Forêt Drummond</b> 300, rang Sainte-Anne (Secteur des Érables argentés), Drummondville	Page 24 <b>mrcdrummond.qc.ca / parc-regional-foret-drummond</b>
<b>Parc Woodyatt</b> 57, rue du Pont, Drummondville	Page 21 <b>311 / drummondville.ca</b>
<b>Réserve naturelle du Boisé-de-la-Maconi</b> 3745, boulevard Saint-Joseph, Drummondville	Page 23 <b>311 / drummondville.ca</b>
<b>Village Québécois d'Antan</b> 1425, rue Montplaisir, Drummondville	Page 22 <b>1 877 710-0267 / villagequebecois.com</b>
<b>Ville de Drummondville</b>	Page 26 <b>819 478-6550 (Ville) ou 1 877 235-9569 (Tourisme Drummond) / drummondville.ca</b>



## Nicolet and its surrounding

<b>Hôtel Montfort</b> 1141, rue Saint-Jean-Baptiste, Nicolet	Pages 29-35 <b>1 855 293-6262 / hotelmontfort.ca</b>
<b>La route bleue – MRC Nicolet-Yamaska</b>	Page 30 <b>819 293-6960 / tourismenicoletyamaska.com</b>
<b>Maison et atelier Rodolphe-Duguay</b> 195, rang Saint-Alexis, Nicolet	Page 30 <b>819 293-4103 / rodolpheduguay.com</b>
<b>Microbrasserie La Flûte à Bec</b> 3255, boulevard Louis-Frêchette, Nicolet	Page 30 <b>819 293-7065 / lafluteabec.com</b>
<b>Municipalité de Saint-Zéphirin-de-Courval</b>	Page 31 <b>450 564-2188 / saint-zephirin.ca</b>
<b>Musée des Abénakis</b> 108, Waban-Aki, Odanak	Page 31 <b>450 568-2600 / museeabenakis.ca</b>
<b>Musée des cultures du monde</b> 900, boulevard Louis-Frêchette, Nicolet	Pages 25-30 <b>819 293-6148 / museedescultures.com</b>
<b>Parc écomaritime de l'Anse-du-Port</b> Chemin du Fleuve Ouest, Nicolet	Page 31 <b>819 293-6901 / nicolet.ca</b>
<b>Balados Nicolet-Yamaska – MRC Nicolet-Yamaska</b> 20, rue Notre-Dame, Nicolet	Page 28 <b>1 866 279-0444 / tourismenicoletyamaska.com</b>
<b>Tourisme Odanak</b>	Pages 32-33-36 <b>tourismeodanak.com</b>

## Plessisville and its surroundings

<b>Biergarten de l'île – Ville de Plessisville</b> 1280, avenue Trudelle, Plessisville	Pages 41-42 <b>819 362-3284 / facebook.com/biergartenplessisville</b>
<b>L'Érable TOURISME &amp; CULTURE</b> 1280, avenue Trudelle, Plessisville	Pages 2-38 <b>1 800 360-2989 / regiondelerable.ca</b>
<b>Lyst'ART</b> 2350, rue Bécancour, Lyster	Page 42 <b>819 389-5787, poste 2 / lystart.com</b>
<b>Municipalité d'Inverness – Tourisme Inverness</b>	Page 41 <b>418 453-2512, poste 4206 / tourismeinverness.ca</b>
<b>Musée du Bronze d'Inverness</b> 1760, rue Dublin, Inverness	Pages 7-41 <b>418 453-2101 / museedubronze.com</b>
<b>Parc des Chutes Lysander</b> 1661, rue Gosford Nord, Inverness	Page 41 <b>418 453-2512, poste 4206 / tourismeinverness.ca</b>
<b>Parc régional des Grandes-Coulées</b> 2, route du Plé, Plessisville	Pages 39-42 <b>1 800 360-2989, poste 1285 / parcdesgrandescoulees.com</b>

## Victoriaville and its surroundings

<b>Aux plaisirs partagés</b> 164, rue Saint-Louis, Warwick	Page 45 <b>819 358-9560 / auxplaisirspartages.qc.ca</b>
<b>Balade Gourmande</b> 4-5 et 11-12 octobre 2025	Page 49 <b>1 855 751-9990 / baladegourmande.ca</b>
<b>Canneberge en fête! (Centre d'interprétation de la canneberge)</b> 80, rue Principale, Saint-Louis-de-Blandford	Page 43 <b>819 364-5112 / canneberge.qc.ca</b>
<b>Centre d'art Jacques-et-Michel-Auger (Le Carré 150)</b> 150, rue Notre-Dame Est, Victoriaville	Page 49 <b>819 751-4517 / lecarre150.com</b>
<b>Hôtel Le Victorin</b> 19, boulevard Arthabaska Est, Victoriaville	Page 19 <b>1 877 845-5344 / hotellevictorin.com</b>
<b>Le Sainte-Hélène Auberge &amp; Spa Nordique</b> 442, rue de l'Église, Sainte-Hélène-de-Chester	Page 54 <b>819 202-0202 / lesainte-helene.com</b>
<b>Microbrasserie Wick Station</b> 167, rue Saint-Louis, Warwick	Page 45 <b>819 641-WICK / wickstation.com</b>
<b>Miellerie King – distillerie &amp; hydromellerie</b> 15, rue Lajeunesse, Kingsey Falls	Page 46 <b>819 960-8065 / miellerieking.com</b>
<b>Musée Laurier</b> 16, rue Laurier Ouest, Victoriaville	Page 48 <b>819 357-8655 / museelaurier.com</b>
<b>Parc du Mont Arthabaska</b> 100, chemin du Mont Arthabaska, Victoriaville	Page 48 <b>819 751-4520 / victoriaville.ca</b>
<b>Parc Marie-Victorin</b> 385, boulevard Marie-Victorin, Kingsey Falls	Pages 46-53 <b>1 888 753-7272 / parcmarienvictorin.com</b>
<b>Quality Inn &amp; Suites Victoriaville</b> 1, boulevard Arthabaska, Victoriaville	Page 52 <b>1 855 330-7825 / qualityinnvictoriaville.com</b>
<b>Salle Kingsey – Théâtre des Grands Chênes</b> 356, boulevard Marie-Victorin, Kingsey Falls	Page 49 <b>819 363-2900 / sallekingsey.com</b>
<b>Sentier des Trotteurs</b> 1425, route 263, Sainte-Hélène-de-Chester	Page 47 <b>819 604-7651 / sentierdestrotteurs.com</b>
<b>Station Mont Gleason</b> 280, chemin Mont Gleason, Tingwick	Page 44 <b>819 359-2300 / montgleason.ca</b>
<b>Tourisme Victoriaville et sa région</b> 747, boulevard Pierre-Roux Est, Victoriaville	Pages 50-51 <b>1 888 758-9451 / tourismeregionvictoriaville.com</b>
<b>Travelodge by Wyndham Victoriaville</b> 1000, boulevard Jutras Est, Victoriaville	Page 54 <b>1 866 537-8967 / travelodgevictoriaville.com</b>
<b>Un Goût de Miel</b> 662, rang des Chalets, Sainte-Clotilde-de-Horton	Page 46 <b>819 806-7646 / ungoutdemiel.com</b>



# Useful Information

## Need a helping hand to enhance your stay in Centre-du-Québec?

Contact or visit  the visitor information centres in the region:

### Bureau d'information touristique de Bécancour

1005, boulevard Bécancour, Bécancour  
819 233-4636 – 1 888 233-4676

### Bureau d'information touristique de la région de L'Érable

1280, avenue Trudelle, Plessisville  
819 362-0129 – plessisville.quebec

### Bureau d'information touristique de Nicolet-Yamaska

20, rue Notre-Dame, Nicolet  
819 293-6960 – 1 866 279-0444  
tourismenicoletyamaska.com

### Bureau d'information touristique de Warwick

169, rue St-Louis, Warwick  
819 358-4340 – villedewarwick.quebec

### Tourisme Drummondville

819 477-5511 – tourismedrummondville.com

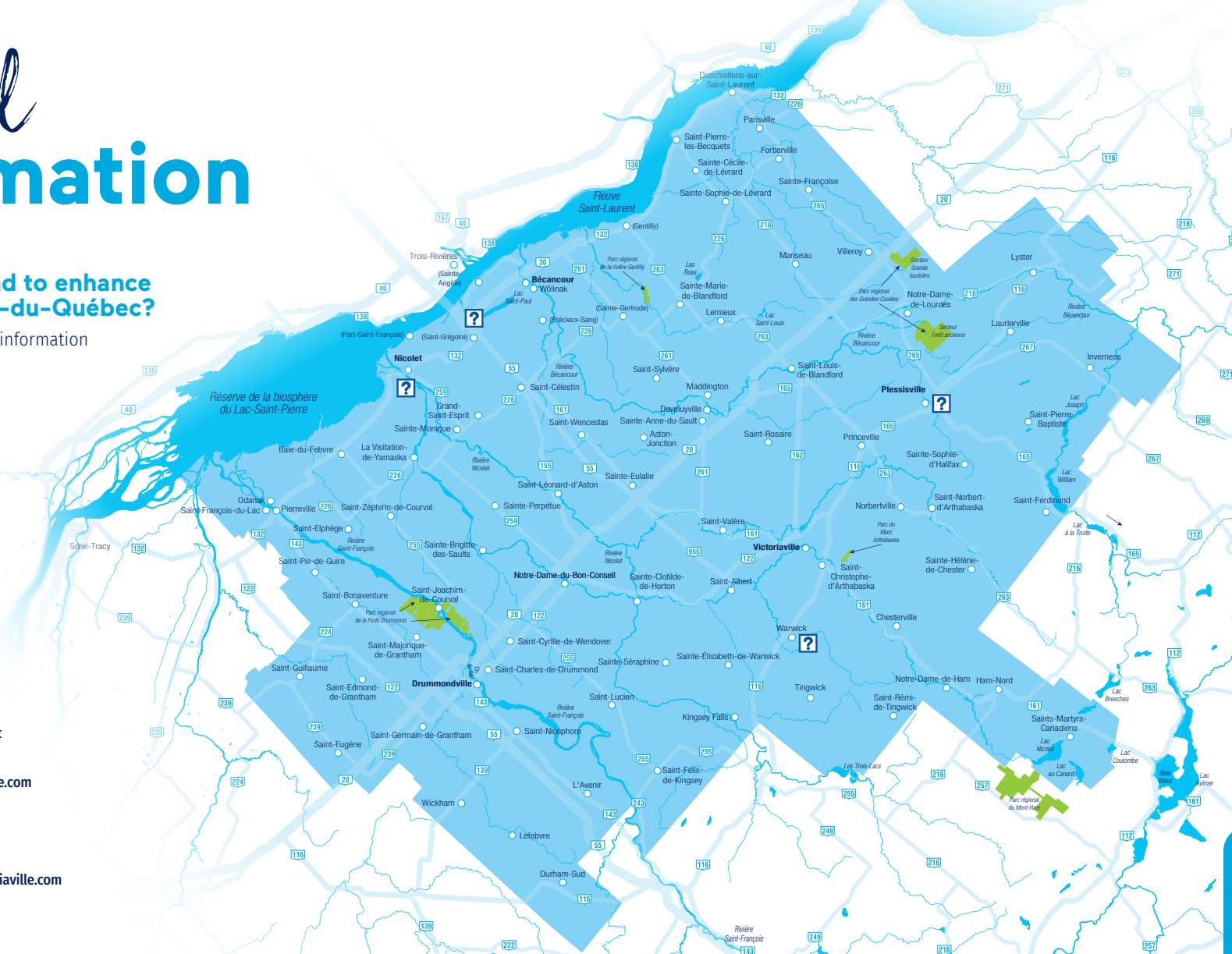
### Tourisme Odanak

tourismeodanak.com

### Tourisme Victoriaville et sa région

1 888 758-9451 – tourismeregionvictoriaville.com

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Stay in touch with Centre-du-Québec via our different platforms

 [Tourismecentreduquebec.com](http://Tourismecentreduquebec.com)  [Tourismecentreduquebec](https://www.facebook.com/Tourismecentreduquebec)  
 [centreduquebec](https://www.instagram.com/centreduquebec)  [TourismeCentreDuQc](https://www.youtube.com/TourismeCentreDuQc)

## For tourist informations

### Centre-du-Québec

 1 888 816-4007 #300

 [Tourismecentreduquebec.com](http://Tourismecentreduquebec.com)

### Province of Quebec

 1 877 BONJOUR (266-5687)

 [BonjourQuebec.com](http://BonjourQuebec.com)



# Distinction Awards Gala

Our Distinction Awards Gala, celebrating Tourisme Centre-du-Québec's 25<sup>th</sup> anniversary, was held on November 7.  
We're proud to announce the winners.

## Our winners

### Rising Star Award

Motel ANF

### Human Resources Award

Station du Mont Gleason

### Sustainable Development Award

Moulin Michel de Gentilly

### Spread-the-Word Award

Festival Trad-Cajun

### Innovation Award

Musée des Abénakis

### Regional Pride Award

La Balade Gourmande

### People's Choice Award

Village Québécois  
D'antan Inc (le)

## Thanks to our partners



TOURISME  
AUTOCHTONE  
QUÉBEC  
INDIGENOUS  
TOURISM



Congratulations to all these dynamic businesses that contribute daily to the vitality of our beautiful region!