



PRESS RELEASE
For immediate release

Bromont, montagne d'expériences : satisfying 2016-2017 season marked by surprises in the weather

Bromont, April 18, 2017 – Easter weekend marked the end of ski season at Bromont, montagne d'expériences. Clients and employees were grateful for the surprising and unpredictable, yet highly satisfying winter on the slopes. Mother Nature was erratic and whimsical, subjecting us to rain and ice, but then treating us to not one, but two magnificent snowstorms.

Memorable snowfalls

With the early arrival of snow, we were off to a terrific start at the beginning of the season, with over 25 cm by the third week of November. The next snowfall in mid-December helped us completely forget last winter's woes, until the weather started acting up again with episodes of rain and ice during the critical holiday and spring break periods. But the two exceptional snowstorms that followed made up for everything. The first occurred in mid-February with over 60 cm falling in 72 hours followed, one month later, by a second historic storm with some 95 cm of snow in only 48 hours, ending the season on an awesome note.

"The season took a turn for the better with accumulations almost reaching one metre in March. All that snow restored the faith of skiers, who came out to enjoy the slopes," said Charles Désourdy, President of Bromont, montagne d'expériences. "The conditions were fabulous and this had a very positive impact on the presale of season passes for next year," he added.

Positive and satisfying results

There was very little accumulation between the two big snowstorms. Our crews were hard at work, adjusting to the weather conditions. Snowmaking operations were launched for four days in early March – unprecedented for this time of year! Constant effort was made to maintain the trails to guarantee a high quality skiing experience for our clients all winter long.

The last storm was the icing on the cake with record-breaking crowds of more than 25,000 skiers hitting the slopes on the weekend of March 18-19 due to exceptional snow conditions and sunny weather. The season ended on an extremely positive note : a 2.5% increase in the number of visits compared to the average for the last five years.

Clients happy with new activities and infrastructures

The goal of the season was to encourage skiers to discover and visit slope sides with less traffic by launching new activities and infrastructures. The initiatives proved highly successful. They included the new family-friendly sentier du Grizzly on the Versant des Cantons and a renovated Versant de Lac chalet with more seating and additional storage lockers.

With the launch of the Bromont Benefits program reserved for season pass holders, many clients had the chance to participate in VIP activities, such as first tracks with breakfast in the patrol station at the summit, groomer rides and guided tours of the mountain. A great way to spot our loyal clients and share with them the secrets of our ski centre.

New season, new features !

Ski season might be over, but it is already time to start preparing for summer. If the weather permits, the Water Park will open on Thursday, June 8. Many new features will be added as the season kicks off: a unique area for youngsters with a new Adventure Island activity and a completely revamped and modernized Treasure Island. To accommodate families, four private, cozy cabanas will also be available for daily rental.

Mountain bike season should begin around Friday, May 19, with new circuits, including a pump track learning zone to improve the trail network. Lastly, a food truck will be serving up great fare throughout the season, much to the delight of our visitors.

About Bromont, montagne d'expériences

Recognized as the largest night ski area in North America and for its 450 acres of skiable terrain on 7 slope sides, Bromont, montagne d'expériences has invested over \$50 million in the last 10 years. With its wild Nuits Blanches program and its Terrain-Based Learning Station at the Ski School Slope, the only one of its kind in Quebec, friends and family can get together for a fun time on the resort's 141 trails and 31 glades, less than 45 minutes from Montreal.

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