

## **A RETURN TO NORMAL THIS SUMMER AT THE WATER PARK**

**Bromont, Tuesday, September 6, 2022** – The Bromont, montagne d'expériences Water Park welcomed the last water slide enthusiasts of the season on Monday, September 5, 2022. The season ended on a positive note despite the weather that suggested the arrival of fall.

The summer of 2022 was definitely a return to normal. For the first time since the summer of 2019, the Water Park welcomed school and corporate groups at the opening on June 13. Visitors also came in droves to cool off on nice days as the site operated at maximum capacity.

"We are pleased with the visits to the Water Park despite the unpredictable weather. The opening of the borders and all activities, the labour shortage and of course, the weather are all reasons that could have affected our activities. Despite this, we still had very good days during the summer vacation," said Marc-André Meunier, Sales and Marketing Director.

The pandemic hit the tourism industry hard. Several businesses such as Bromont, montagne d'expérience had to review their methods and processes in order to adapt. For example, the Water Park now controls its inventory of daily tickets. "This is one of the biggest lessons we learned from COVID-19," explains Mr. Meunier. "On hot days, we stop selling tickets when the maximum quantities are reached to ensure a pleasant experience for everyone on the site. This also allows our teams to better prepare and welcome our customers."

Another change this summer was the inclusion of the Mountain Activities with the Water Park access fee. In an effort to maximize the experience, this practice has allowed us to better distribute the clientele on site, especially on cooler days when vacationers could enjoy the mountain luge, hiking trails, gondola ride, climbing wall, disc golf, slackline park or trampoline-bungee.

The Water Park is now closed for the season, but mountain biking continues Monday through Thursday (without lifts) and Friday through Sunday (with lifts) through October 11. In addition, our fall happenings will also be held every weekend starting Saturday, September 10. On the menu: singers, animation zone, hiking, gondola rides and mountain activities. Not to mention a whole program of special events!

### **About Bromont, montagne d'expériences**

As a great mountain destination in Eastern Canada, anchored in its environment and recognized for its unique charm, the mission of Bromont, montagne d'expériences is to combine the natural attractions of the mountains and the abundance of regional tourism to create moments that will delight families and outdoor enthusiasts. Bromont, montagne d'expériences is currently working on its Altitude project, with investments totalling \$111 million by 2026.

– 30 –

### **For more information**

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