

BROMONT, MONTAGNE D'EXPÉRIENCES FIRST CANADIAN SKI RESORT CERTIFIED IN SUSTAINABLE TOURISM

Bromont, Thursday, May 23, 2024 – Bromont, montagne d'expériences (BME) has carried out an exhaustive assessment of its sustainability actions, leading to a silver certification in Sustainable Tourism from GreenStep, the largest certification program in the tourism and hospitality industry in North America. BME becomes the first Canadian ski resort to be certified by an organization with criteria recognized by the Global Sustainable Tourism Council (GSTC).

“On the mountain, we've been committed to eco-responsibility for several years, but we've taken it to the next level by joining GreenStep!” said Carole-Anne Ménard, Customer Service Director and of the Sustainability Action Plan at BME. “The assessment process not only helped us evaluate our actual sustainability performance, but also helped us seize every opportunity to improve. It is a source of great pride for the entire team to receive this recognition.”

To obtain a silver certification, BME had to meet several specific criteria in an individual assessment, which was conducted by a GreenStep specialist. During the process, the company's practices were compared against a set of criteria in 16 different categories, accredited by the GSTC, and aligned with the United Nations Sustainable Development Goals.

“We are delighted to have been given the opportunity to help Bromont, montagne d'expériences become the first certified ski resort in Canada based on our GSTC-recognized criteria,” said Angela Nagy, President and CEO of GreenStep Solutions. “The BME team's commitment to this process demonstrates their passion for sustainability in their operations, and we all look forward to following the progress of this iconic Eastern Townships mountain.”

Some of the most successful sustainable actions that have been implemented include free access to Mont Soleil for the Bromont residents, affordable ski and swimming lessons to promote access to the facilities for citizens, inclusive hiring in collaboration with Pleins Rayons, and a host of actions designed to use resources efficiently, such as adding charging stations, setting up a carpooling zone, a bottle sorting center and diverting construction waste from landfill.

To maintain the integrity and credibility of the program, companies are required to undergo a revaluation every two years. Bromont, montagne d'expériences will need to demonstrate continuous improvement in its sustainability performance to maintain or increase its level of certification.

About BME

[Bromont, montagne d'expériences](#) is one of the largest illuminated ski areas in North America, with 450 acres of skiable terrain, 141 trails including 32 glades, and 104 lit trails spread across 7 mountainsides. With 8 lifts, 3 magic carpets, over 1,500 snow guns, and regular grooming, conditions are guaranteed day and night.

About GreenStep's Sustainable Tourism program

GreenStep's Sustainable Tourism program is the largest sustainability certification program for the tourism and hospitality industry in North America. Companies that have achieved Sustainable Tourism certification have completed an individual assessment of their sustainability performance measured against 87 criteria and obtained a customized action plan designed to make their operations more eco-responsible.

The Sustainable Tourism program is offered by GreenStep Solutions.

For more information, please visit www.greensteptourism.com

For information

Evelyne Déry

Marketing & Communications Advisor

514-668-2968 | edery@skibromont.com