

THE PAL+ TOURIST EXPERIENCES GROUP: GEARING UP FOR A SPECTACULAR SUMMER SEASON!

Magog (Quebec), June 14, 2022. — In the Eastern Townships, a festive summer season is about to begin! After two unusual (to put it mildly) years, the summer of 2022 will be an opportunity to get together again and to enjoy all the interesting activities and attractions for which the region is renowned.

"We are so happy that our operations can return to normal after these two very unusual years that tested our industry as never before. We're confident we'll have a great season, and we look forward to once again welcoming visitors from here and abroad," says Ms. Élyse L'Espérance, President and Deputy CEO of PAL+.

Here are some of the great things that the PAL+ Tourist Experiences group has planned, to celebrate the long-awaited 2022 summer season.

THE OPENING OF OUR TERRACES

We're looking forward to the return of *al fresco* meals on the terraces at our four restaurants—Bistro 4 Saisons, Burger Pub, OMG Resto and Kóz bistro. Summer, after all, is made for eating outdoors!

To mark the arrival of sunny days, as well as to celebrate its anniversary, the OMG Resto will organize an official cocktail party with a DJ, on Thursday, June 16 (5 to 7 p.m.) There will be attendee prizes with Le Trou du Diable microbrewery, an oyster bar, bubbly, and other surprises...

At Kóz, a 4 to 6 p.m. promotion has already been launched for the summer season and during the cocktail hour, customers can discover the Kóz experience. In addition to a tasting platter (a great introduction to its Mediterranean cuisine), visitors can enjoy refreshing cocktails blended with ingredients from Cherry River, a recently-opened microdistillery in Magog.

Each of the terraces at our establishments offers a spectacular view, whether that be Lake Memphremagog, Mount Bellevue or Mount Orford (to mention a few of the scenic landscapes). Tourists, as well as locals, are invited to come and enjoy a gourmet meal, surrounded by one of these stunning panoramas

www.bistro4saisons.com | www.burger-pub.com | www.omgresto.com

FIRST SUMMER SEASON FOR VERSO HOTEL AND KÓZ BISTRO

Officially opened last fall, the summer of 2022 will mark the first full season for the all-new Verso boutique hotel and restaurant.

Our boutique hotel is decorated in mid-century modern style and its location, overlooking Lake Memphremagog, is unparalleled. This peaceful enclave, a stone's throw from buzzy, downtown Magog and Escapades Memphrémagog's dock, is the ideal starting point for a summer vacation in our beautiful region.

The Kóz bistro on the other hand, is chic and modern, with a style that could best be described as a blend of South Beach and Manhattan. The bistro offers fresh, colourful dishes inspired by the cuisines of Greece, Turkey, Georgia and Lebanon, as well as signature cocktails and an impressive wine list, featuring some unusual imports.

For people in a hurry, Kóz offers an on-the-go option at LeKómptoir. The small take-out counter overlooking the bike path offers delicious Savo gelatos and refreshing drinks, as well as small Mediterranean-inspired finger food and snacks.

Above this upscale restaurant is La Lōge, a light-filled, 2,100 square-foot, multifunctional space. It has a terrace and private bar—an ideal configuration for holding meetings and events—as well as incredible views of Lake Memphremagog and Mount Orford.

www.hotelverso.ca | www.bistrokoz.ca

THE CRUISES HAVE STARTED UP AGAIN

The Grand Cru, Escapades Memphrémagog's elegant boat, welcomed its first passengers during the last weekend of May. It will sail around Lake Memphremagog several times per week, right up until fall season.

Three cruise options are offered this year: Bubbly Hour, cruise without a meal (1.5 hours), Anchors Aweigh, breakfast/lunch cruise (3 hours) and Offshore, dinner cruise (3.5 hours).

On board, new menus showcase local products, such as cheeses from Fromagerie des Cantons and Saint-Benoît-du-Lac, wild mushrooms from Fundus Fungus Gourmet Mushrooms or fish from the Ferme piscicole des Bobines. Even our drinks menu offers local options whether that be wine, beer or cocktails... Dishes adapted to restricted diets are also offered on board—dairy free, vegetarian, vegan or gluten free. The Grand Cru experience is tasting the terroir while admiring its source, namely the rich, agricultural land that surrounds the lake.

To extend the fun, accommodation packages at advantageous prices are available in partnership with Escapades Memphrémagog and several hotels in the region, including Versō and Espace 4 Saisons. As there is so much to see and do in the Eastern Townships, we invite vacationers to spend a night or two at the hotel to extend their stay and make the most of it!

www.escapadesmemphremagog.com

RENOVATIONS AT ESPACE 4 SAISONS

We've recently done some major renovations at Espace 4 Saisons, our resort at the foot of Mount Orford. The 28 rooms in the 'Authentic' section were upgraded and a number of common areas, as well as the Giroux meeting room and the Bistro 4 Saisons. The kitchens for the Bistro and the Burger Pub have also been renovated—something the kitchen staff have welcomed!

These renovations were made in the intent of continuously improving our facilities for each guest's enjoyment. We have kept the unique cachet of our hotel resort and what makes it so popular: a warm welcome and modern comfort in the heart of nature!

www.espace4saisons.com

ADHERENCE TO SUSTAINABLE DEVELOPMENT

PAL+ is committed to the principles of sustainable development. To reach its social and environmental goals, PAL+ has partnered with ADDERE Service-conseil, an environmental consultant, to embrace eco-friendly business practices.

In addition, PAL+ recently received the *On s'engage en développement durable : Niveau 1 – Organisation engagée* certificate from ADDERE ("We are committed to sustainable development: Level 1 – Committed Organization.") This certificate recognizes businesses, institutions and other types of organizations located in Quebec that are seriously and proactively committed to integrating sustainable development into their management, by taking actions aimed at the continuous improvement of their business practices on social, environmental and economic issues.

WE'RE HIRING!

Looking for a job? Does the wonderful world of tourism and the hospitality industry appeal to you? We're currently looking to add a few people to our large, dynamic team, in all of our departments—reception, service, kitchen, maintenance, etc.

Working for PAL+ comes with many advantages: hiring bonuses for certain positions, discounts at our hotels, restaurants and on the boat, free access to the gym, flexible hours and good opportunities for promotion (to mention a few of the perks). We take as much care of our employees as we do our guests

To discover the many benefits of working for PAL+ (French only): www.laviepalplus.com

Send us your CV: RH@palplus.ca

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ABOUT PAL+

PAL+ creates authentic tourist experiences in the Eastern Townships. The company was founded by a local entrepreneur, visionary and dreamer—the outcome of a love affair between a man who grew up in the region and who realized the potential of the tourism industry as it developed down the years. PAL+ is a striking example of what can be achieved through working together and coming up with creative, innovative ideas.

With two hotels, four restaurants and a cruise boat, PAL+, one of the key players in the Eastern Townships' hospitality industry, offers one-of-a-kind experiences and tourist attractions. Created by businessman André L'Espérance and now managed by his daughter, Élyse L'Espérance, the group employs some 300 people in Magog, Orford and Sherbrooke. Its unique accommodations, eating establishments and tourist attraction include Espace 4 Saisons | Versō hotel | Bistro 4 Saisons | Burger Pub | Kóz bistro | OMG Resto | and Escapades Memphrémagog.

SOURCE

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