



PRESS RELEASE

For immediate release

New express coach service connecting Montréal, Saint-Sauveur and Mont-Tremblant

A special collaboration between Montréal and the Laurentians

Montréal, March 11, 2019 - A new express coach service was recently introduced, connecting Montréal with Saint-Sauveur and Mont-Tremblant. With departures from the Montréal bus station at Berri-UQAM, the express service provides tourists with a faster way of getting to the Laurentians and an appealing alternative to travelling by car. Introduced as a pilot project for 2019, the express service will run during peak periods in winter, spring, summer and fall. The service is provided by Galland Laurentides.

The Express du Nord partnership was created in response to a call for proposals issued by Tourisme Montréal, which was seeking ways to strengthen ties with other tourist regions in the province. Following a study conducted with Tourisme Mont-Tremblant and Tourisme Laurentides, the project scope was narrowed down to the two most popular tourist destinations in the Laurentians. The aim is to encourage visitors from Montréal to spend one or several days in Saint-Sauveur or Mont-Tremblant, while also making it easier for residents of the Laurentians to plan a trip to Montréal. The new service is in addition to Galland Laurentides' regular schedule.

Five partners have been confirmed for the 2019 pilot: Tourisme Montréal, Tourisme Laurentides, Tourisme Mont-Tremblant, Vallée de Saint-Sauveur and Galland Laurentides.

This initiative is an example of the positive change that can arise when Tourisme Montréal and other tourist regions across Québec work together. The project represents a step forward for sustainable transportation and the development of the partner destinations' tourism industries.

To reserve a seat on Express du Nord, go to:

Expressdunord.com

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