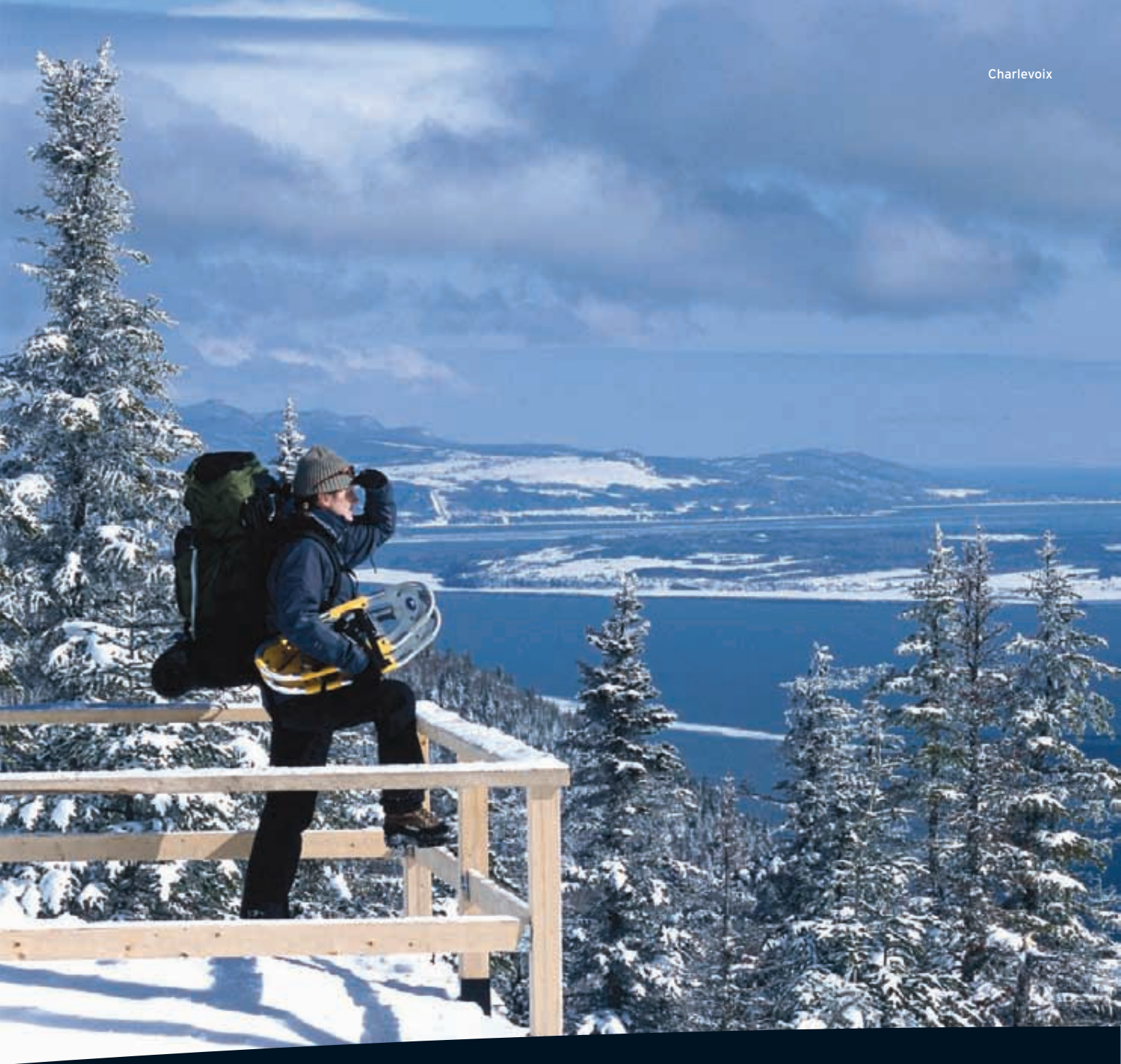




Dive into a river of discovery IN THE QUÉBEC HEARTLAND

Set sail and discover the majestic St. Lawrence River on the trip of a lifetime! This journey through time retraces the route taken by Québec's indigenous people and woodsmen, as fresh water gradually gives way to ocean brine, creating a magnificent gulf. Vast wilderness areas stretch along the coast, wetlands teem with life and numerous shipwrecks—many of which are begging to be explored by divers—remind us that this great river gave birth to a new world. In every season and any weather, Québec is—passionately St. Lawrence!





A land flowing **WITH WATER**

Brimming with water, Québec is awash in blue. One river, among the longest in the world, dominates the landscape.

Connecting the Atlantic Ocean to the Great Lakes, this legendary waterway generously lends its channels, islands and shores to an infinite array of aquatic activities and terrestrial diversions. Gentle summer breezes, fiery fall colours, invigorating winter fun, sparkling ice floes melting into spring, every season brilliantly beautiful!

THE ST. LAWRENCE IS CALLING TO YOU

Vistas of water and sky dissolve into each other everywhere from welcoming coastal towns to fishing villages, where top-notch accommodations are nestled in spectacularly seductive backdrops. Travelling by car, Québec reveals its irresistible charm one panoramic rest stop at a time. Downstream from Québec City shores are strung with bays, points and headlands, home to sea-scented villages—La Malbaie, Tadoussac and Mingan on the north shore, Rivière-du-Loup, Matane and Percé to the south—that house the secrets of Québec's rich history and fascinating architectural and archaeological heritage. Coastal highways hug the banks of this famous

river and the fjord, tempting you with a succession of stops, picture perfect for recreation or simple relaxation as you soak up nature and the wonders of riverside life. Adding to the long list of enticements, the Route Verte, North America's largest network of bike paths, winds along the coast, making the shores of the St. Lawrence every cyclist's favourite playground. For its part, the Route Bleue beckons you to paddle into the heart of the river and trade stories with the friendly marine mammals that live there. How you explore the St. Lawrence is up to you!





Surf and turf... good to the last bite

Where there are oceans, rivers, streams and lakes, fish and seafood abound—perfectly poached, sautéed, grilled, marinated, smoked or simply eaten raw in Québec's top restaurants. Summer and winter alike, recreational fishing provides more than its fair share of fish and—emotion! Few can resist the numerous delicacies bestowed by the St. Lawrence and its shores, from the lambs and calves grazing on the riverbanks to the sought-after salted herbs from the Bas-Saint-Laurent region used to elevate many a dish. Award-winning chefs showcase local produce and regional specialties, creating tantalizing dishes that dazzle one and all. Gourmets and connoisseurs, Quebecers are passionate about their fine fare!



ANCHORS AWEIGH!

Surrounded by a symphony of seabirds, marine mammals such as blue, humpback, beluga and finback whales feed in the nutrient-rich waters at the mouth of the St. Lawrence. Puffins and gannets take flight and dive-bomb the river. Further along, seals frolic and play, making an endearing spectacle of themselves. Ice floes drift with the wind and waves, collide and grind against each other, creating the most breathtaking modern sculptures. This mighty river stages a new show every season. On its edge, at Baie-du-Febvre, the Cap Tourmente National Wildlife Area and Montmagny, everyone eagerly awaits the spring arrival of the snow geese and their flamboyant fall departure. Equally captivating is the clear honking and impressive flying "V" of the Canada geese as they sail through the sky, breaking formation only to land by the water's edge for a night's rest.

MAKE WAVES

Explore the dramatic coastline of the St. Lawrence and its tributaries, where catamarans and other boats create a colourful cloud of sails, watch the seabirds scurry about the beaches, cast your eyes from the shore to the horizon, exhilarated by the wind, and venture into the breathtaking Saguenay Fjord. By sailboat, sea kayak, inflatable dinghy, ferry, guided excursion or cruise ship, short or long stay, many ports or just one, it's all yours for the taking. Lift anchor, slip the moorings, and set sail into a river of discovery where life is simply grand!



Get on board **TODAY**

Québec City



Along the St. Lawrence, you gladly give up the wheel to take a cruise or board one of the many ferries that link the river's two shores.

A magical feeling of freedom washes over you. Travel from Montréal to the Îles-de-la-Madeleine aboard a ferry. This six-day (return) cruise makes stops in Québec City and Matane. A supply ship equipped with a few cabins steams from Rimouski to Sept-Îles, Anticosti and the Lower North Shore (Duplessis), taking you to places inaccessible by road.

In Montréal and Québec City, you can enjoy port tours, dinner cruises or romantic evening excursions on the water, with great views of the city—and sometimes of the fireworks.

The scenic views along the crossings from Saint-Siméon to Rivière-du-Loup (25 km / 15.5 mi., a 65-minute ferry ride) and from Godbout to Matane (60 km / 37.3 mi., 2 hours and 15 minutes) are well worth the trip.

And lastly, to travel shore-to-shore on the St. Lawrence River or to visit some of its islands, such as Île aux Grues and Île aux Coudres, numerous ferries are operated by the Société des traversiers du Québec. To learn more, visit the *Travel experiences* section at bonjourquebec.com.

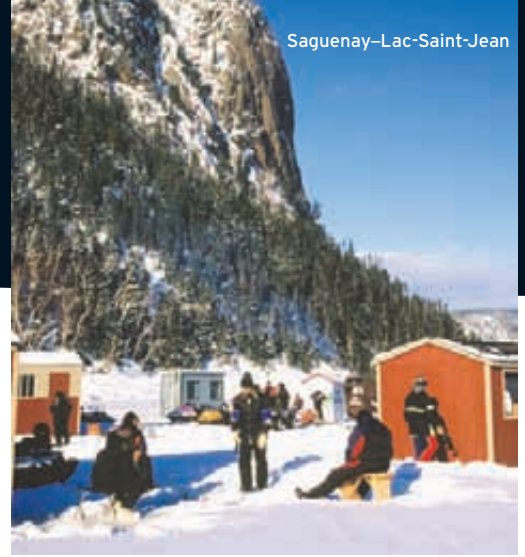


CRUISING IN COMFORT

To admire some of the most breathtaking panoramas in Québec at your leisure... let the waves carry you away! Cruise down the main waterway: the majestic St. Lawrence, travelled by large vessels and stretching over 1,100 kilometres (685 mi.) from east to west across Québec.

MADE TO ORDER

Saguenay–Lac-Saint-Jean



■ IT ONLY GETS BETTER!

Driving along the St. Lawrence coastal highways magnifies the feeling of vastness inspired by one of the world's greatest rivers. Even after sunset, this river continues to surprise and charm with its excellent accommodations, bringing a wonderful end to a glorious day! Only one thing could make it better—a soothing massage and the therapeutic benefits of St. Lawrence algae. Thalassotherapy is a gift of the gods, an absolutely unforgettable treat!

■ FISH TALES AND OTHER WINTER PLEASURES

The magic of ice fishing on a clear winter day is unbeatable! From Lac Saint-Pierre, formed by the St. Lawrence, to Sainte-Anne-de-la-Pérade, the tomcod capital of the world, to the astounding Saguenay Fjord, the freshest fish—the best catch by every gourmet's standards—impatiently await in their ice-cold abode. A heated fishing hut in the middle of a frozen lake is alluring bait for all who share a passion for the simple pleasure of catching fish. The St. Lawrence also serves as a magnificent backdrop for snowshoeing and downhill and cross-country skiing. At the end of an active day, it's time to relax and indulge in culinary pleasures that melt in your mouth before bedding down in a cozy room, overlooking the St. Lawrence of course! A feast for the senses in every way!

Îles-de-la-Madeleine





■ BLUE GOLD, GREEN TOURISM

Québec is rich in “blue gold,” a 21st-century term that reflects the increasing rarity of fresh water, the earth’s most precious resource and one that Québec generously shares. Travelling along the St. Lawrence from Montréal to maritime Québec, several extraordinary coastal sites delight ecotourists from around the world. The Lac Saint-Pierre Biosphere Reserve, a major heron nesting site and the most popular pit stop for migratory birds on the St. Lawrence, the wonderfully diverse ecosystem of the Saguenay–St. Lawrence Marine Park where the river crosses the waters of the fjord, and the fabulous Mingan Archipelago National Park Reserve of Canada—all preserve some of the world’s most unique national treasures. Québec’s wildlife, water, woodlands and rocks sculpted by the elements make a stunning addition to any photo album!

ISLAND HOPPING

An incalculable number of islands, large and small, dot the St. Lawrence. Ever accessible and scenic, the Boucherville Islands, a stone’s throw from Montréal, are a paradise for picnics and leisurely strolls. Not far from Québec City and drenched in history and architectural treasures, Grosse Île, Île d’Orléans and Île aux Coudres figure among the many must-sees. The lighthouses on Île Verte and Île Rouge guide navigators, while Anticosti lies on its own, reserving its untamed terrain for its many white-tailed deer and for adventurers who love to wander off the beaten track. Secluded and aloof in the middle of the Gulf, the Îles-de-la-Madeleine boast golden dunes that spill out between red cliffs.