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Bora Boréal Continues Its Expansion in the Eastern Townships

A new ecohousing model for a high-level responsible tourism experience

Bury, Québec, February 26, 2024 — Bora Boréal, which has been offering floating cabins in nature in the City of Québec and the Eastern Townships regions since 2020, is proud to add a **new, incomparable, and larger ecohousing model** to its fleet. **The BoraVilla, which can accommodate up to 6 people, is now available for rental** in addition to the MiniBora (2 to 4 people) already available in Bury, a village in the heart of the Mont-Mégantic International Dark Sky Reserve.

Thermal Baths to Increase the Level of Well-Being.

To enhance the experience, this week Bora Boréal Eastern Townships also inaugurates three thermal baths attached to the *L'espace temps* pavilion, on the mainland near the cabins, which includes a relaxation room and several complete individual bathrooms. This addition underlines our commitment to offering a total escape, where well-being blends in with nature's tranquility.

Water at the Heart of the Project: A Responsible Tourism Experience.

Bora Boréal was born of a desire to promote the benefits and importance of water. Its mission is to offer a distinctive, yet responsible experience. Access to the water for visitors, but also its protection, are the guidelines for the design and layout of the sites and floating cabins. Connected to the mainland by a footbridge, the crafts are equipped with an ecological toilet, a non-running water system and solar panels that encourage and educate clients to consume water and energy responsibly. The site and cabins are well equipped to facilitate and positively stimulate this awareness. This is one of the aspects of the project that convinced the *ministère du Tourisme* to contribute financially to Bora Boréal's development in the Eastern Townships as part of the *Programme d'aide à la relance touristique* (PARIT).

Development in Concert with the Community

Bora Boréal Eastern Townships was able to open its doors last October thanks to the support and enthusiasm of various players in the region. After acquiring these 2 million square feet of former farmland in the municipality of Bury, owners Nicolas Robitaille and Chantal Bourgault are grateful to have had the support and guidance of the municipality of Bury and the Haut-Saint-François regional county municipality (RCM) from the outset. Other projects for the site are currently being analyzed, with a view to further developing the offering and putting the spotlight on the region.

Quotes

“After 4 months of operations in the Eastern Townships, we are pleased to offer a new model of responsible accommodation to meet the demand of larger groups. With the addition of the thermal baths, Bora Boréal is a high-level responsible tourism experience” — **Nicolas Robitaille, co-owner of Bora Boréal**

“We are proud to have welcomed and accompanied Bora Boréal on our territory. This project is in line with our economic development efforts, more specifically for the development of the Chemin des Cantons tourist route.” — **Robert G. Roy, Prefect of the Haut-Saint-François RCM and president of the CLD**

“Bora Boréal is an important project for the municipality of Bury, revitalizing unused farmland. We supported them with confidence and interest, among other things, with the RCM’s collaboration in filing an application for authorization with the Commission de protection du territoire agricole du Québec (CPTAQ)”. — **Denis Savage, Mayor of Bury**

boraboreal.com

Source et Information

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